Featured Speakers

Nicholas Dracopoli
Vice President, Centocor Johnson & Johnson

Felix Frueh
President, Medco Research Institute

Hakan Sakul
Global Head, Diagnostics Pfizer

Stefan Scherer
Global Biomarker Head Genentech

Michael Nohaile
Global Head Novartis Molecular Diagnostics

Coverage Includes:

• Drug-Diagnostic Co-Development: Pharma and Dx Perspectives
• Partnering Strategies for Rx-Dx Companion Products
• Case Studies in Collaborative Development
• Regulatory Process for Companion Diagnostics
• Biomarkers as Decision-Making Tools
• Implementing Personalized Medicine
• PGx Biomarkers and Patient Selection

Part of Cambridge Healthtech Institute’s Seventh Annual
BIOMARKER WORLD CONGRESS 2011
BiomarkerWorldCongress.com
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-9:00am</td>
<td>Registration for Pre-Conference Short Course (Millennium Foyer)</td>
</tr>
<tr>
<td>9:00am-1:00pm</td>
<td>Pre-Conference Short Course* (*Separate Registration Required)</td>
</tr>
<tr>
<td></td>
<td><strong>Fit-for-Purpose Biomarker Assay Development and Validation</strong> (Congress AB)</td>
</tr>
<tr>
<td>1:00-2:00pm</td>
<td>Main Conference Registration (Millennium Foyer)</td>
</tr>
<tr>
<td>2:00-2:10</td>
<td>Welcoming Remarks from Conference Director (Commonwealth A-D)</td>
</tr>
<tr>
<td>2:10-4:15</td>
<td><strong>Plenary Keynotes: Biomarkers as Decision-Making Tools</strong></td>
</tr>
<tr>
<td>4:15-5:15</td>
<td>Opening Reception in the Exhibit Hall with Exhibit &amp; Poster Viewing</td>
</tr>
<tr>
<td>7:30-8:15am</td>
<td>Breakfast Presentation Sponsored by RBM (Commonwealth D)</td>
</tr>
<tr>
<td>8:25-9:30</td>
<td><strong>Plenary Keynotes: Implementing Personalized Medicine</strong> (Commonwealth A-C)</td>
</tr>
<tr>
<td>9:30-10:30</td>
<td>Networking Coffee Break in the Exhibit Hall with Exhibit &amp; Poster Viewing (Millennium Hall)</td>
</tr>
<tr>
<td>10:30am-11:45pm</td>
<td><strong>Technology Showcase I</strong> (Commonwealth BC)</td>
</tr>
<tr>
<td></td>
<td><strong>Technology Showcase II</strong> (Commonwealth D)</td>
</tr>
<tr>
<td></td>
<td><strong>Drug-Diagnostic Co-Development: Pharma Perspective</strong> (Commonwealth A)</td>
</tr>
</tbody>
</table>
| 11:45-12:30 | PANEL DISCUSSION (Commonwealth BC)  
|             | Impact of Next Generation Sequencing on Companion Diagnostics  
|             | Co-Sponsored by GenomeQuest Leaders                                |
| 12:30-2:00 | Enjoy Lunch On Your Own                                               |
| 2:00-3:30   | **Translational Biomarkers** (Commonwealth BC)                       |
|             | **Biomarker Assay Development and Translation** (Commonwealth D)     |
|             | **Drug Diagnostic Co-Development: Dx Perspective** (Commonwealth A)  |
| 3:30-4:30   | Networking Refreshment Break in the Exhibit Hall with Exhibit & Poster Viewing (Millennium Hall) |
| 4:30-5:30   | **Translational Biomarkers** (Commonwealth BC)                       |
|             | **Biomarker Assay Development and Translation** (Commonwealth D)     |
|             | **Partnering Strategies for Drug-Diagnostic Co-Development** (Commonwealth A) |
| 5:30        | Close of Day                                                         |
| 7:30-8:15am | Breakfast Presentation Sponsored by Carion (Commonwealth D)          |
| 8:25-10:30  | **Toxicity Biomarkers** (Commonwealth BC)                            |
|             | **Circulating Tumor Cells** (Commonwealth D)                         |
|             | **Case Studies in Drug-Diagnostic Co-Development** (Commonwealth A)  |
| 10:30-11:30 | Networking Coffee Break in the Exhibit Hall with Exhibit & Poster Viewing (last chance to view exhibits) (Millennium Hall) |
| 11:30am-12:30pm | **Biomarker Development and Qualification**                         |
|             | **Translating Genome Sequencing to Diagnostics**                    |
|             | **Panel Discussion: Strategies for Drug-Diagnostic Co-Development**  |
| 12:30-2:00 | Luncheon Presentation Sponsored by Waters (Congress Room)            |
| 2:00-3:30   | **PGx Biomarkers and Patient Selection** (Commonwealth B-D)          |
| 3:30-4:00   | Networking Refreshment Break (Commonwealth Foyer)                    |
| 4:00-5:00   | **PGx Biomarkers and Patient Selection** (Commonwealth B-D)          |
| 5:00        | Close of Conference                                                  |
Executive Summit: Drug-Diagnostic Co-Development

Monday, May 2

Pre-Conference Short Course

8:00-9:00 am Registration for Pre-Conference Short Course
9:00 am-1:00 pm Pre-Conference Short Course

FIT-FOR-PURPOSE BIOMARKER ASSAY DEVELOPMENT AND VALIDATION*
(*Separate Registration Required)

Instructors:
• John L. Allinson, FIBMS, Vice President, Biomarker Laboratory Services, ICON Development Solutions
• Viswanath Devanarayan, Ph.D., Director, Exploratory Statistics, Abbott Laboratories

This tutorial will provide recommendations on the “fit-for-purpose” best practices in the development and validation of biomarker assays for exploratory or advanced biomarker applications. Strategies for different applications at various phases of biomarker development will be described. Key elements in the method of development and validation will be illustrated with examples, including reference to standard material, sample stability and collection integrity, validation and QC samples, validity of reference standards, calibration curve fitting methods, method optimization and feasibility studies. Special challenges in protein biomarker assays will be discussed, including strategies for moving from biomarker panels in the exploratory phase to the few markers chosen to support clinical trials, cross-validation of biomarker assays, etc.

Outline:
1. Introduction: Nomenclature, types of biomarker methods/assays, method development and validation roadmap, fundamental validity, similarity and differences from PK assays and diagnostic applications.
2. Pre-analytical and bioanalytical elements: Target range, standards, validation and QC samples, stability, matrix effect, specificity and relative selectivity.
3. Calibration curve model selection, evaluation and weighting.
5. Evaluation of some pre-study validation characteristics such as precision, bias, sensitivity and quantification limits.
6. Use of sample controls for in-study performance monitoring and conformance testing among laboratories.
7. Special considerations for multiplex assays, cross-validation of assays, etc.

1:00-2:00 Main Conference Registration
2:00-2:10 Welcoming Remarks from Conference Director
Julia Boguslavsky, Executive Director, Conferences, Cambridge Healthtech Institute

BIOMARKERS AS DECISION-MAKING TOOLS

2:10-2:15 Chairperson’s Opening Remarks

2:15-2:45 Can Biomarkers Explain Why Drugs Fail? The Impact of Measuring Target Engagement, Downstream Effects and Preselecting Patients on Meeting Clinical Endpoints
Nicholas C. Dracopoli, Ph.D., Vice President, Centocor R&D, Johnson & Johnson

2:45-3:15 Talk Title to be Announced
Pravin Jadhav, Ph.D., FCP, Team Leader, Division of Pharmacometrics, Center for Drug Evaluation and Research, U.S. Food and Drug Administration

3:15-3:45 Applied Biomarkers: Where We Need More Research and Where We Don’t
Felix W. Frueh, Ph.D., President, Medco Research Institute, Medco Health Solutions, Inc.

3:45-4:15 Personalized Medicine: Use of Biomarkers for Clinical Decision Making
Dominic Spinella, Ph.D., Executive Director, Translational Medicine, Pfizer

Biomarkers are widely used in the clinical development of drugs, as pharmacodynamic endpoints to prove drug/target interaction and help select dose and schedule, as decision making surrogates for clinical benefit, and as tools for identifying patients who should or should not receive specific drugs. This talk will describe actual and hypothetical case studies to illustrate some practical aspects and points to consider when incorporating biomarkers into drug development programs, from the initial process of biomarker qualification and validation, to discrimination between predictive and prognostic biomarkers, to aspects of biomarker assays as they relate to patient selection and clinical decision-making.

4:15-5:15 Opening Reception in the Exhibit Hall with Poster Viewing
IMPLEMENTING PERSONALIZED MEDICINE

8:25-8:30 Chairperson’s Opening Remarks

Michael Nohalé, Ph.D., Global Head, Novartis Molecular Diagnostics

While not yet on the endangered species list, the traditional "blockbuster model" is clearly facing threats to its existence. In addition, pressures on healthcare costs continue to mount on virtually every front. As a result, old notions of personalized medicine as a “nice to have” are rapidly evolving into a profound new appreciation for the potential patient benefits and business opportunities stemming from targeted therapies. In this session, ways that pharmaceutical companies can work with key stakeholders to jointly realize the promise of personalized medicine will be discussed. Also covered will be some of the innovative ways that Novartis is integrating molecular diagnostics across its pharmaceutical research, development and commercialization activities to help shape the future of personalized medicine.

9:00-9:30 The Yin and Yang of Biomarkers

Stefan Scherer, M.D., Ph.D., Global Biomarker Head, Product Development Oncology, Genentech

Personalized healthcare (PHC) is built on the premise that laboratory tests can accurately predict the response of individual patients to a particular treatment. The recent stakeholder behaviors, from regulators to payers and patients, physicians and pharmaceutical and diagnostic industry, suggest that the pursuit of therapeutic stratification will become a standard in oncology drug development. Among the growing number of examples for individualization of cancer therapy, Avastin and Herceptin will be presented as case studies for translation of results from pre-clinical research into a successful targeted therapy in a selected patient population and to demonstrate the associated challenges.

9:30-10:30 Poster Viewing

7:30-8:15 am Breakfast Presentation

Increasing the Information Content of Studies with Transcriptional and Protein Biomarkers

Timothy C. Burn, Ph.D, Applied Technology Group, Incyte

This talk will explore these ideas further and illustrate them with relevant examples.

10:30-11:00 Top 10 Changes Needed in Drug-Diagnostic Co-Development

Glenn A. Miller, Ph.D., VP and Head, Personalized Healthcare and Biomarker Strategy, Portfolio and Alliances, AstraZeneca Pharmaceuticals LP

Companies have been engaged in drug-diagnostic co-development for over a decade, yet the number of marketed drugs with successful companion diagnostics remains low. What would have to change to transform the efficiency of personalized healthcare? A group of leaders across the industry proposed far-reaching changes: consolidation of communication, creative thinking and innovative collaboration, better tools for early drug development, pragmatic ways to test for biomarkers, higher rates of consent for biomarker testing, patient selection to increase probability of success, increased incentives, openness to value-based pricing and improved economic models. This talk will explore these ideas further and illustrate them with relevant examples.

11:00-11:30 Optimal and Pragmatic Approaches to Drug-Diagnostic Co-Development: Therapeutic Developer’s Challenges

Christopher T. Harbison, Ph.D., Senior Research Investigator, Oncology Biomarkers, Bristol-Myers Squibb

This presentation will focus on two examples of drug-diagnostic co-development. The first example will describe companion diagnostic test development for expression of β-III tubulin (B3T) using immunohistochemistry, for studies of ixempra® in non-small cell lung cancer. The second example will focus on companion diagnostic development efforts for K-Ras mutation using a quantitative PCR assay, for patient selection for Erbitux® in metastatic colorectal cancer. This section will cover all the scientific basis and clinical data demonstrating the role of K-Ras mutations as predictive of Erbitux® efficacy in metastatic colorectal cancer, b) the rapid clinical adoption and impact of K-Ras testing on ongoing clinical investigations in colorectal cancer and drug label change and c) companion drug-diagnostic development challenges and a path forward.

11:30 am-12:00 pm Challenges of Companion Diagnostics Development – A Pharma Perspective

Miu Chau, Ph.D., Senior Project Manager, Companion Diagnostics, Genentech

The ultimate goal of personalized medicine is to deliver the right drug to the right patient, at the right dose, and at the right time. The ability to identify the specific patient subpopulation that shows substantial benefits from the targeted treatment is crucial for success. Much effort has been spent on the identification of biomarkers that will help predict patient response to treatments. Ultimately a commercially available and robust assay for patient selection is required for drug approval. This requires close collaboration of pharma and diagnostic companies to ensure that companion diagnostic assay development is aligned with drug development. The presentation will focus on the challenges involved in companion diagnostics development from partner selection to assay commercialization.

LUNCHEON TECHNOLOGY SHOWCASE

12:00-12:15pm Reducing Risk and Cost in Drug: Diagnostic Co-Development

Stephanie H. Astrow, Ph.D., MBA, Scientific Director, Oncology, Quest Diagnostics

The regulatory guidelines and co-development strategies between pharma, IVD, and reference labs for companion diagnostics continue to evolve. We will describe one approach to co-development that enables early availability of an assay for clinical development, while controlling risk and cost. An immunohistochemical assay for Notch signaling, a pathway tied to a number of cancers, will be used to illustrate this approach.

12:15-12:30 Bringing Personalized Medicine to Market – A New Vision for the Drug-Diagnostic Value Paradigm

Paul Beresford, Ph.D., Vice President, Business Development & Strategic Marketing, Biodesix

The development of high-medical value diagnostic tests that enables personalized medicine accompanies high hurdles for clinical validation, high development costs, and comparatively low reimbursement rates. Overcoming these challenges can only happen if there is recognition of “value-based diagnostics” that improve patient care and reduce healthcare spend from the drug developers investing in companion diagnostics, and from payers covering the cost of these tests at the appropriate level of reimbursement.

12:30-12:45 So Many Markers, So Little Tissue: The Layered IHC Solution for Personalized Medicine

Michael S. Lebowitz, Ph.D., Director, R&D, 20/20 GeneSystems, Inc.
DRUG-DIAGNOSTIC CO-DEVELOPMENT:
DX PERSPECTIVE

2:00-2:30 Strategies for Successful Partnering and Co-Development from an IVD Industry Perspective
Iain D. Miller, Ph.D., Executive Director, Theranostics Strategy and Business Development, bioMerieux
The speaker will discuss bioMerieux’s successful theranostic partnering strategy. With two partnerships with GSK and others including Merck and Ipsen, bioMerieux has developed a real-world knowledge of win-win deals and successful development strategies. Understanding how communication and strategy are key to thesuccessful delivery of new diagnostics.

2:30-3:00 Oncology Biomarkers in the Era of Targeted Therapy and Personalized Medicine
Vijay Modur, M.D., Ph.D., Head, Diagnostic Discovery, Novartis Molecular Diagnostics
The example of imatinib, a drug highly selective for its target (e.g., BCR-ABL) and leads to clear-cut efficacy in CML, a highly selected patient population, has been a paradigm for targeted therapy. How can we validate the right exposure to the right patient population, with high efficacy? How can we be sure that a drug can achieve its therapeutic potential?

3:00-3:30 Companion Diagnostics: Avoiding the Pit and the Pendulum
Donna Roscoe, Ph.D., Senior Scientific Reviewer, U.S. Food and Drug Administration, Center for Devices and Radiological Health, Office of in vitro Diagnostic Device Evaluation, Division of Immunology and Hematology Devices
Companion diagnostics (CoDx) require coordination of submissions to centers at the FDA. What are the important considerations that can enhance the regulatory process for CoDx in藤米尔 development of drugs and devices? This talk is intended to provide a description of current regulatory processes for CoDx submissions to the Office of in vitro Diagnostic Device Evaluation and Safety (OIVD) in the FDA’s Center for Devices and Radiological Health (CDRH), and describe the types of information to provide and pitfalls to avoid to promote success.

3:30-4:30 Networking Refreshment Break in the Exhibit Hall with Poster Viewing

WEDNESDAY, MAY 4

7:30-8:5 am Breakfast Presentation
Transforming Highly Multiplexed Protein Assays through MRM Technology, with Applications to Biomarkers, Diagnostics and Toxicology
Daniel Chelsky, Ph.D., CSO, Caprion
Multiplexed MRM assays are a fast and cost-effective alternative to immunoassays for tracking large panels of protein biomarkers simultaneously and capable of unparalleled specificity, sensitivity and robustness. MRM panels can also be easily adapted to various species providing a seamless shift from pre-clinical to clinical samples supporting the entire drug development process. Learn how Caprion deploys MRM protein assays using a variety of sample types and applications including, toxicology panels and disease-specific panels.

CASE STUDIES IN DRUG-DIAGNOSTIC CO-DEVELOPMENT

8:25-8:30 Chairperson’s Opening Remarks

8:30-9:30 CASE STUDY: Partnering for Success in Diagnostic/Therapeutic Co-Development
• George Maliekal, M.B.A., Senior Director, Business Development and Licensing, Abbott Molecular
• Hakan Sakul, Ph.D., Senior Director, Translational Oncology Group, Oncology Business Unit, Pfizer

9:30-10:30 CASE STUDY: Putting the “Companion” in Diagnostics: Considerations for Successful Pharma-Diagnostics Collaborations
• Cynthia Gawron-Burke, Ph.D., External Scientific Affairs – Oncology Licensing, Merck Research Laboratories, Merck, Sharpe, & Dohme Corp.
• Helen Y. Wu, Ph.D., Director, Genomics and Oncology, Roche Molecular Systems
The development and commercialization of companion diagnostics is highly dependent upon successful partnerships between biopharmaceutical and
diagnostic companies. Pharmaceutical and diagnostic company partnering considerations will be discussed, such as choosing partners, contractual considerations, as well as best practices to ensure successful partnerships. A case study of a recent Roche Molecular System/Merck companion diagnostic partnership will be presented.

10:30-11:30 Networking Coffee Break in the Exhibit Hall with Poster Viewing

11:30 am-12:30 pm Panel Discussion: Strategies for Drug-Diagnostic Co-Development
George Green, Ph.D., Director, Pharmacodiagnostics, Bristol-Myers Squibb

12:30-1:15 A Comprehensive UPLC-MSE Biomarker Analysis Workflow Incorporating Advanced Statistical Methods and Chemical Intelligence
Stephen McDonald, Manager, Business Development, Waters Corporation
Mass spectrometry coupled with Liquid Chromatography is one of the most powerful techniques for biomarker discovery due to the attributes that these tools exhibit over other methods. Of these, perhaps the most important is the facile manner in which compounds can be isolated and structural information can be determined. Evidence of this can be seen in the substantial adoption of these technologies for both metabolomic and lipidomic analysis. In this presentation we will discuss the Waters Metabolic Profiling workflow; a simple rapid approach for the detection and analysis of biomarkers. This system solution redefines the quantity and quality of information which is freely available to the scientist.

PGX BIOMARKERS AND PATIENT SELECTION

2:00-2:30 Personalized Healthcare – When, How and Why is It Different to Good Clinical Development Practice?
Darren R. Hodgson, Ph.D., Biomics Advisor, AstraZeneca
This talk will cover what we should look for when contemplating driving co-dependent changes in diagnostic and treatment practice, what data drive the investment decisions from a commercial, scientific and clinical perspective, and how to build all external stakeholders into the process.

2:30-3:00 Clinical Diagnostic Strategies to Predict Patient Benefit in Early Development
Garret Hampton, Ph.D., Senior Director, Oncology Biomarker Development, Development Sciences, Genentech
Targeted therapeutics have shown significant promise in cancers driven by well defined genetic alterations, but clinical development of these agents still tends to follow an all-comers approach, leading to high clinical failure rates. Here, we discuss how reasonably formulated diagnostic hypotheses, coupled with appropriate clinical trial design and clinical operations, enable therapeutic proof-of-concept in cancer sub-populations. We discuss how these studies further our understanding of disease and enable the co-development of companion diagnostics to make informed treatment decisions.

3:00-3:30 Biomarkers for Patient Selection: Issues and Lessons Learned
Wei Zhou, M.D., Ph.D., Director, Molecular Epidemiology Research, Pfizer
Biomarkers used for patient selection may be based on 1) better response observed among the biomarker positive group in pre-clinical or early phase trials, or 2) retrospective analysis of existing clinical trial data. For the first category, common issues may include results extrapolation from pre-clinical data, using convenient, small sample size and non-representative patient samples, or questionable/ incomplete clinical information. For the second category, common issues may include retrospective analysis without a priori hypothesis, and “false positive” results from multiple comparisons. Using real examples, I will discuss these issues and lessons learned from recent clinical development.

3:30-4:00 Networking Refreshment Break

4:00-4:30 Clinical Pharmacogenomic Testing for Clopidogrel and Treatment for Hepatitis C
Alan H. B. Wu, Ph.D., Professor, Laboratory Medicine; Chief, Clinical Chemistry, Toxicology and Pharmacogenomics Laboratories, University of California, San Francisco
In March 2010, the FDA announced a black box warning for clopidogrel recommending pharmacogenomic testing. Unfortunately, the warning did not describe how therapy should be altered for variants. In November 2010, the GRAVITAS study showed that doubling the plavix dose had no effect on outcomes, therefore alternate drugs should be considered. In 2009, investigators demonstrated that for chronic hepatitis C, IL28B SNPs predicted treatment outcomes for pegylated interferon alfa and ribavirin. Non-responders should not be treated, or be given novel protease inhibitor therapies in addition to the traditional dual therapy.

4:30-5:00 Prognosis and Core Processes in Metastatic Breast Cancer: Correlation of a Composite Metastasis Score (cMS) and Oncotype Dx® Recurrence Score
Andrew Grupe, Ph.D., Senior Director, Pharmacogenomics, Celera
Different gene expression sets have been reported to reproducibly assess the metastatic potential of early stage operable breast tumors. An explanation for this apparent counterintuitive observation is that the disparate genes of different signatures query common pathways or core biological processes. The most rigorous comparative analysis of expression signatures requires profiling of the same tumor samples. The irreplaceable nature of archived samples with long-term follow-up discourages duplicate testing for what are expected to be similar signatures, so we chose to carry out a statistical concordance study. Specifically, we sought to compare a composite metastasis score (cMS) consisting of a previously reported metastasis score (MS), a proliferation index, plus progesterone receptor with the Oncotype Dx® Recurrence Score (RS) and component constituents of these scores using a contemporary sample set. We further examined the correlation of estrogen receptor (ER), progesterone receptor (PR), and human epidermal growth factor receptor 2 (HER2) results with the Oncotype Dx® assay.

5:00-5:30 Integrating Discoveries in Basic, Clinical and Population Sciences to Advance Predictive Cancer Care
Andrew N. Freedman, Ph.D., Chief, Clinical and Translational Epidemiology Branch, Division of Cancer Control and Population Sciences, National Cancer Institute
To fully realize the potential of personalized cancer treatment, it will be essential to connect and integrate basic discoveries in drug development and pharmacogenomic variability, outcome and genomic data from randomized clinical trials, and data on the effects of drugs and their interactions with genomic variants in large heterogeneous patient populations. In this talk we will present recent research findings that illustrate how pharmacogenomic marker discoveries from clinical trials and observational studies can lead to both clinical utility and novel insights into the underlying biology of drug response phenotypes.

5:30 Close of Conference
This Insight Pharma Report focuses on issues that must be addressed to successfully commercialize products utilizing the growing knowledge about biomarkers and their potential. Coverage includes:

- Challenges in the development and validation of biomarkers
- Valid genomic biomarkers in the context of approved drugs
- Biomarkers in oncology
- Cardiovascular biomarkers
- Biomarkers in neurology
- Safety biomarkers
- Other emerging biomarkers
- Use of biomarkers in research products and services
- Biomarker commercialization strategies for diagnostic companies
- Incorporating biomarkers for new therapeutic development

To order:
Online: InsightPharmaReports.com  By phone: 781.972.5444  Email: rlaraia@healthtech.com
Hotel & Travel Information

Conference Hotel: Loews Philadelphia Hotel
1200 Market Street
Philadelphia, PA 19107
Phone: 215-627-1200

Discounted Room Rate: $199 s/d
Discounted Cut-off Date: April 13, 2011

Please visit our conference website to make your reservations online or call the hotel directly to reserve your sleeping accommodations. Identify yourself as a Cambridge Healthtech Institute conference attendee to receive the discounted room rate.

Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be accepted on a space-and-rate-availability basis. Rooms are limited, so please book early.

Flight Discounts
To receive a 5% or greater discount on all American Airline flights please use one of the following methods:
- Call 1-800-433-1790 and use Conference code 3451AZ
- Go to www.aa.com and enter Conference code 3451AZ in promotion discount box
- Contact Wendy Levine, Great International Travel 1-800-336-5248 ext. 3737

Car Rental Discounts
- Special discount rentals have been established with Hertz for this conference.
- Visit www.hertz.com to make your reservation, use our Hertz Discount Number (CV) 04KL0002
- Or call Hertz directly at 800-654-3131 and reference our Discount Number (CV) 04KL0002

If you are driving, visit www.bestparking.com for information on finding nearby parking lots and the rates in and around the city.

Sponsorship and Exhibit Information
Brand your company as a thought leader in the global biomarker community by participating as an Active Sponsor or Exhibitor. Showcasing your technologies, services and solutions to our highly targeted audience can significantly impact their buying decisions and help you achieve your sales and business development objectives.

Opportunities Include:

Agenda Presentations
Speak to a captive audience about your latest technology. This sponsorship includes a 15 or 30-minute podium presentation during the scientific agenda with exhibit space, onsite branding, and access to the conference delegate physical mailing list.

Breakfast Presentations include a 20-minute podium presentation with a 10-minute Q&A session. Invite session attendees to enjoy breakfast on your company’s behalf while you give your talk.

Luncheon Presentations include a 30-minute podium presentation with a 15-minute Q&A session. Delegates remain in the session room for lunch, in place for your presentation, allowing you to influence and educate this audience on your product or service.

Invitation-Only VIP/Hospitality Suite
Sponsor will select invitees from the conference pre-registration list for an evening of networking at the hotel or a top local venue. CHI will extend invitations, conduct follow-up and monitor responses. Reminder cards will be placed in the badges of those delegates who will be attending.

Promotional Opportunities
- Branded Tote Bags distributed to all conference delegates
- Branded Badge Lanyards distributed to all conference delegates
- Conference Padfolios
- Tote Bag Inserts of company literature
- Exhibit Hall Reception
- And more…

Exhibit Hall
Exhibiting allows your company to differentiate your technologies, services and solutions from competitors, and demonstrate your commitment to this science. Exhibitors will have the opportunity to network with over 400 qualified delegates, making it a perfect platform to launch a new product, collect feedback and generate new leads.

For more information please contact: Ilana Quigley
Manager, Business Development
781-972-5457
iquigley@healthtech.com
To Register, visit BiomarkerWorldCongress.com

P: 781.972.5400 or Toll-free in the U.S. 888.999.6288 | F: 781.972.5425 | E: reg@healthtech.com

Use Keycode BMM F when registering!

CONFERENCE DISCOUNTS

POSTER SUBMISSION - $50 OFF! Poster abstracts are due by March 18, 2011. Once your registration has been fully processed, we will send an email containing a unique link allowing you to submit your poster abstract. If you do not receive your link within 5 business days, please contact jring@healthtech.com. *CHI reserves the right to publish your poster title and abstract in various marketing materials and products.

REGISTER 3 - 4th IS FREE: Individuals must register for the same conference or conference combination and submit completed registration form together for discount to apply.

GROUP DISCOUNTS AVAILABLE! Special rates are available for multiple attendees from the same organization. For more information on group discounts, contact David Cunningham at +1-781-972-5472

CAN’T MAKE IT TO BIOMARKER WORLD CONGRESS?
Purchase the conference CD for $750 (plus shipping). Massachusetts delivery will include sales tax.
Each registration includes all conference sessions, posters and exhibits, food functions, and a copy of the conference proceedings link.

Handicapped Equal Access: In accordance with the ADA, Cambridge Healthtech Institute is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

To view our Substitutions/Cancellations Policy, go to http://www.healthtech.com/regdetails. Video and/or audio recording of any kind is prohibited onsite at all CHI events.

Please refer to the Registration Code below:

Pricing Information

Conference Pricing

Pre-Conference Short Course May 2, 2011
Fit-for-Purpose Biomarker Assay Development and Validation

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Academic, Government, Hospital-affiliated</th>
</tr>
</thead>
<tbody>
<tr>
<td>$595</td>
<td>$295</td>
</tr>
</tbody>
</table>

Main Conference Includes access to Tracks 1 & 2, Exhibit Hall functions, and conference proceedings. Does not include access to Track 3 (Executive Summit)
Registration rate after March 18, 2011 and onsite

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Academic, Government, Hospital-affiliated</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1945</td>
<td>$945</td>
</tr>
</tbody>
</table>

Executive Package Pricing Includes access to Track 3 Executive Summit, Tracks 1 & 2, Exhibit Hall functions, and conference proceedings
Registration rate after March 18, 2011 and onsite

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Academic, Government, Hospital-affiliated</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2395</td>
<td>$1195</td>
</tr>
</tbody>
</table>