

# ADVANCING DIAGNOSTICS TOGETHER

## 14th Annual **Next Generation Dx** SUMMIT

IN-PERSON  
& VIRTUAL

AUGUST 22-24, 2022 | GRAND HYATT WASHINGTON, D.C. | WASHINGTON, D.C.

**2022 SPONSOR  
& EXHIBITOR  
PROSPECTUS**

Since 2009, **Next Generation Dx Summit** has created a collaborative environment for motivated diagnostics professionals to discuss important developments, challenges and opportunities in the industry. A decade later, we've witnessed tremendous advancement in rapid and non-invasive testing, cancer detection and monitoring, and expanding applications of clinical sequencing, as well as lessons learned from the COVID-19 diagnostic experience.

**2022 Conference Streams**

**POCT and Infectious  
Disease Stream**

**Companion Dx/  
Reimbursement Stream**

**Liquid Biopsy and  
Early Detection Stream**

**INQUIRE ABOUT SPONSORSHIP**



#NGDx22

[NextGenerationDX.com](https://www.NextGenerationDX.com)

## Conference At-A-Glance Monday, August 22 - Wednesday, August 24, 2022

### STREAM

Monday PM Aug. 22 & Tuesday, Aug. 23

Tuesday PM Aug. 23 & Wednesday, Aug. 24

**POCT and Infectious  
Disease Stream**

**Enabling Point-of-Care  
Diagnostics**

**Advanced Diagnostics for  
Infectious Disease**

**Companion Dx/  
Reimbursement Stream**

**Drug-Diagnostic Co-Development/  
Companion Diagnostics**

**Coverage and Reimbursement  
for Advanced Diagnostic**

**Liquid Biopsy and  
Early Detection Stream**

**Liquid Biopsies for Disease  
Management of Disease in Oncology**

**Early Detection and Monitoring**

## KEY MARKETING DEADLINES

**MAR  
15**

**Preliminary  
Agenda Deadline:**  
March 15, 2022

Promoted heavily through  
email & social media.

**APR  
15**

**Final (Print)  
Agenda Deadline:**  
April 15, 2022

Mailed to over 100,000 targeted prospects!

**MEETING THE PRINT DEADLINE WILL  
MAXIMIZE YOUR EXPOSURE (& ROI)!**



#NGDx22

NextGenerationDX.com

**INQUIRE ABOUT SPONSORSHIP**

## SPONSORSHIP PROGRAMS

CHI's comprehensive sponsorship packages allow you to achieve your objectives before, during, and long after the event. Maximize exposure to hard-to-reach decision-makers through the following sponsorship opportunities:



### PODIUM PRESENTATIONS

*Available within Main Agenda!*

Showcase your solutions to a guaranteed, targeted audience through a 15- or 30-minute presentation during a specific conference program, breakfast, or lunch. Package includes exhibit space, on-site branding, and access to cooperative marketing efforts by CHI. For the luncheon option, lunches are delivered to attendees already seated in the main session room. Presentations do sell out early.



### ONE-ON-ONE MEETINGS

Work with us to identify your target prospects and we will schedule meetings for you. Think of us as your inside sales team with all your hottest leads in close reach. Opportunities sold on a very limited basis.



### INVITATION-ONLY DINNER/ HOSPITALITY SUITE

Sponsors will select their top prospects from the conference preregistration list for an evening of networking at the hotel or at a choice local venue. CHI will extend invitations, conduct follow-up and confirm attendees. The evening will be customized to meet with your specific objectives.



### MEET THE EXPERT

An exciting new feature has been added to the Exhibit Hall at this year's Bioprocessing Summit: It's called 'Meet the Expert,' and essentially, it's a booth where Conference Delegates can meet with scheduled experts and engage them in discussion. Throughout the Exhibit Hall hours, a booth has been dedicated to feature a series of 'Experts' who are available to share their insights and important work. Experts will primarily be session speakers, but will also include journalists and other experts, including some CHI staff.

### ADDITIONAL SPONSORSHIP & BRANDING OPPORTUNITIES INCLUDE:



- Wall of Fame (Meter Boards)
- Meter Boards
- Lanyards
- Foot Trails - NEW
- Keynote Chair Drop
- Tote Bag Exclusive Sponsorship
- Water Bottles
- Conference Track Notebooks
- Tote Bag Insert
- Chair Drop in Session Room

**Content marketing** designed to fill your pipeline with targeted leads!

Why CHI?



Webinars



Market  
Research



Whitepapers



eBooks **NEW!**



Podcasts



Cambridge Healthtech Institute's  
**LIFE SCIENCE  
LEAD GENERATION  
PROGRAMS**



#NGDx22

NextGenerationDX.com

**INQUIRE ABOUT SPONSORSHIP**



## Sponsorship & Exhibit Opportunities

Exhibitors will have an opportunity to enjoy in-person and virtual facilitated networking opportunities with qualified delegates, making it the perfect platform to launch a new product, collect feedback, and generate new leads from around the world.

### How Sponsoring/Exhibiting Promotes & Benefits Your Business:

- Generate qualified leads consisting of actual decision makers from within your focus area
- Network with senior-level professionals and generate leads during dedicated exhibit hall hours, lunches, etc.
- Promote your company's participation in the Event
- Materials – including contact information and 50-word description
- Increase your brand awareness and drive traffic to your website through our various marketing campaigns
- Increase Dedicated Networking Time in the Exhibit Hall!

### CORPORATE SUPPORT/ EXHIBITING SPONSORSHIP

#### Pre-conference:

- Corporate logo with link on the event website
- Corporate logo inside the final conference brochure
- Includes access to the full delegate attendee list through the online event platform & mobile app

#### On-site:

- The Corporate Support Sponsor will have the option to choose one of the following options:
  - Game Card Sponsorship
  - Poster Award Sponsorship
  - Coffee/Refreshment Break Sponsorship
  - Literature Distribution – “Chair Drop” – specific to one program
  - Literature Distribution – “Tote Bag Insert” – all conference delegates
  - Meter Board (Approximately 7' H x 3.5' W); Double-sided, full color
- One 10' x 10' exhibit space inside the exhibit hall

- Includes 50-word company description in the conference materials
- On-site signage designating your company as a Corporate Support sponsor featuring your company logo
- Two (2) main conference registrations (excludes short courses and symposia) with session access
- Two (2) exhibit-only registrations for your exhibit staff

#### Post-conference:

- Post-conference attendee list for one-time usage through a third-party mail house

### HOW WILL CHI ENSURE THAT DELEGATES VISIT THE EXHIBIT HALL?

Welcome Receptions

Themed Functions

Refreshment Breaks

Exhibit Hall Booth Crawl

Raffles and more



INQUIRE ABOUT SPONSORSHIP

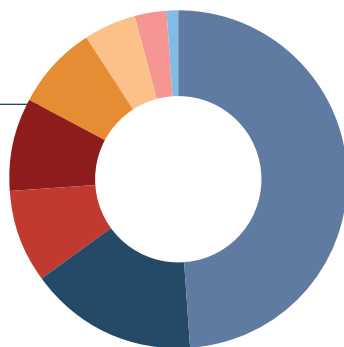


#NGDx22

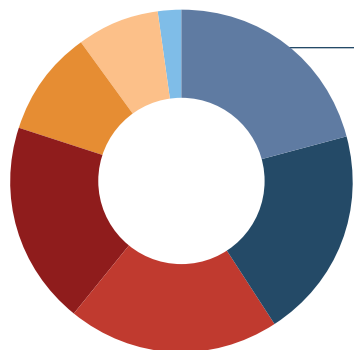
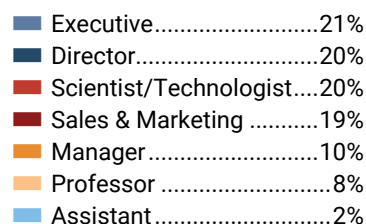
NextGenerationDX.com

## 2021 ATTENDEE DEMOGRAPHICS

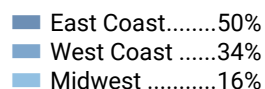
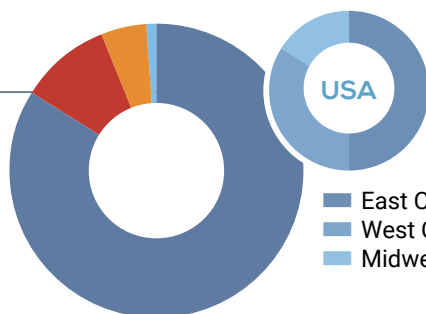
### COMPANY TYPE



### DELEGATE TITLE



### GEOGRAPHIC LOCATION



## Past Sponsors & Exhibitors

ACROBiosystems  
Adhesives Research Ireland Ltd  
AGC Inc  
Almac Grp Ltd  
Analysis Grp  
Analytical Biological Svcs ABS Inc  
ANGLE Biosciences  
Angle plc  
Aperiomics  
Applied Microarrays  
Avacta Life Sciences Ltd  
axiVEND  
Axxicon  
Axxin  
Azenta Life Sciences  
BBI Solutions  
Beckman Coulter Inc  
BIOLYPH LLC  
Bluebee  
Boston Healthcare Associates Inc  
Cambridge Consultants Ltd  
Canexia Health  
ClearView Healthcare Partners  
Co Diagnostics Inc  
Copan Flock Technologies SRL  
Covaris Inc  
Discovery Life Sciences Inc  
DNA Genotek Inc  
DX Biosamples LLC  
Enplas America Inc

Epic Sciences Inc  
Epredia  
Exact Sciences Corp  
Genome Profiling LLC  
Gerresheimer Regensburg GmbH  
Guardant Health Inc  
Health Advances LLC  
Hull Associates LLC  
IDbyDNA  
Illumina Inc  
Indica Labs  
Individual Consultant  
Integrated DNA Technologies Inc  
Intomics AS  
Invivoscribe  
JENOPTIK Optical Systems Inc  
Karius Inc  
KMC Systems Inc  
LightDeck Diagnostics  
LUMEA Inc  
Luminex Corp  
LumiraDx USA Inc  
Medical College of Wisconsin  
MeMed Diagnostics Ltd  
Menarini Silicon Biosystems  
MGI Americas Inc  
microfluidic ChipShop GmbH  
MilliporeSigma  
MiRXES  
Molecular Machines & Industries GmbH

NanoString Technologies  
Natech Plastics Inc  
NeoGenomics Labs  
Norgen Biotek Corp  
Novodiox Inc  
Ontera  
OptiFreight Logistics  
Pillar Biosciences Inc  
Predicine Inc  
Psomagen  
QIAGEN GmbH  
Qorvo Inc  
Randex Labs Ltd  
RareCyte Inc  
Redbud Labs Inc  
Schott North America  
Seegene Technologies Inc  
Sino Biological US Inc  
Small Biotechnology Business Coalition  
SoftwareCyber510K LLC  
Stilla Technologies  
STRATEC Consumables GmbH  
Techcyte Inc  
TELCOR  
Toolbox Medical Innovations  
Triple Ring Technologies  
ViQi Inc  
Z Microsystems Inc  
Zeon Specialty Materials

[VIEW 2021 SAMPLE ATTENDEE LIST](#)

[INQUIRE ABOUT SPONSORSHIP](#)



#NGDx22

NextGenerationDX.com

## Reach Delegates from These Industry Leading Organizations

 Abbott Labs, Director Scientific Affairs	 ANGLE plc, Scientific Affairs Manager	 AstraZeneca, Head of Medical Diagnostics	 Bayer HealthCare, VP & Head Global Regulatory Affairs	 BD Diagnostic Systems, VP Global Medical Affairs	 Bristol Myers Squibb, Co-Senior Pathology Diagnostics Liaison
 Caris Life Sciences, Director Regulatory Affairs	 Children's Hospital Boston, Assistant Professor	 Children's Hospital Los Angeles, Director Core Lab	 Corning Life Sciences, Senior Development Engineer	 DC Dept of Forensics, Chief	 Eli Lilly Japan KK, Senior Associate
 FDA, Director	 FDA CBER, Principal Investigator & Research Biologist	 Guardant Health Inc, VP Regulatory Affairs	 Janssen R&D LLC, VP N America Oncology & Diagnostics	 Massachusetts General Hospital, Assistant Professor	 Mayo Clinic, Director
 Memorial Sloan Kettering Cancer Ctr, Medical Director	 Merck, Principal Scientist	 Merck & Co, Director Intl Regulatory Affairs	 PerkinElmer, Senior R&D Manager	 Roche Diagnostics Ltd, Director Partnering	 Samsung Medical Ctr, Professor
 Seegene Technologies Inc, Senior Director	 Stanford University, Associate Professor	 Takeda Pharmaceuticals Inc, Senior Engineer II & Tech Lead	 US Dept of Agriculture APHIS, Molecular Biologist	 US Dept of Health & Human Svcs, Senior Advisor	



#NGDx22

NextGenerationDX.com

INQUIRE ABOUT SPONSORSHIP

# The CHI Sales Journey

Take advantage of these proven strategies to connect with your preferred audience at Next Generation DX Summit!



## **Dedicated Sales Managers**

Work with our Sales Managers to develop a customized sponsorship package specific to your marketing needs and budget.



## **Thought Leadership**

Position your company's messaging using our many programs designed to effectively reach your target audience.



## **Pre-Event Marketing & Promotion**

Sign up early and ensure maximum exposure throughout the event marketing campaign. Work with our Marketing Manager to co-promote your presence at the event.



## **On-Site Branding & Experience**

Work with the Advertising Manager and the Client Services team to maximize your brand awareness on-site, and to make sure all deliverables and deadlines are met.



## **Lead Generation**

Schedule on-site meetings with potential and existing clients using our Networking App and One-to-One Meetings service.



## **Have a Great Event!**

Arrive onsite with your team to network, learn, and increase your sales pipeline.



#NGDx22

NextGenerationDX.com

INQUIRE ABOUT SPONSORSHIP



Cambridge  
Healthtech  
Institute's

## RELATED EVENT

30th International  
**Molecular & Precision  
Med Tri-Con**

March 6 – 8, 2023

Hilton San Diego Bayfront  
San Diego, CA and Online



For more information regarding exhibit  
and sponsorship, please contact:



**Jon Stroup**

Senior Business Development Manager  
781-972-5483  
jstroup@healthtech.com



#NGDx22

NextGenerationDX.com

**INQUIRE ABOUT SPONSORSHIP**