

An investment conference presenting the world's most promising emerging healthcare and life science companies



The 4th Annual *OneMedForum SF 2011* builds on the success and recognition of three previous San Francisco Forums and one recently launched in New York City. Held during the largest gathering of healthcare financiers and executives, the conference has grown in size and stature and is now a central meeting point for those involved in building the future of health and medicine.

The *OneMedForum SF 2011* provides an efficient means to meet the management of the firms shaping the future of the rapidly changing healthcare landscape. High-quality company presentations, panels and workshops promise to deliver strategic insights and practical benefits.

The *OneMedForum SF 2011* is an ideal opportunity for CEO's, investors, and corporate development executives to broaden their exposure and build relationships in an environment designed for networking between companies, strategic partners, institutional investors and healthcare media.

The *OneMedForum SF 2011* will provide a special educational session on accessing opportunities in China. It will also offer a dedicated track on Health Information and opportunities connected with Healthcare Reform.

OneMedTV will be covering the event to provide companies an efficient means to gain global exposure via digital distribution.



For additional information email us at onemedforum@onemedplace.com. Or call 212-734-1008.

Date: Tuesday January 11th-13th, 2011.

Venue: The historic Sir Francis Drake Hotel at Union Square in San Francisco.

Audience: Invitation list includes thousands of high net worth and institutional investors, senior healthcare and life science executives throughout the US and Asia looking for insights, licensing opportunities, acquisitions joint ventures, and strategic partnerships. Many of whom are in town for the JP Morgan Healthcare Conference.

Advisors: As with past Finance Forums, a world class advisory board is being assembled to assist in the selection of companies to be invited.

Companies: Over 100 promising emerging public and private companies will present, representing a range of areas: Medical Devices, Biotech/Pharma and Health Information.

Format: 10 and 20 minute investor presentations will be followed by breakout roundtable discussions and 1x1 meetings.

Panels: Panels will address major trends and developments in a variety of areas:

- > Cardiology
- > Ophthalmology
- > Diagnostics & Personalized Medicine
- > Obesity and Diabetes
- > Infectious Diseases
- > Neurology
- > Oncology
- > Drug Delivery

Health Information Track:

- > Errors and Mistakes
- > Electronic Health Records
- > Consumer Driven Healthcare

Workshops: We will be offering focused sessions where CEO's can access experts in small group discussions on topics such as: FDA, CMS, Private Placements, Social Media Strategies, Reverse Mergers, Intellectual Property, Technology Transfer, Building Sales organizations, International Distribution.

Background: Launched in 2008, the OneMed-Place Finance Forum has rapidly grown and attracted almost 1,000 investors and executives and over 120 companies in 2010.





Information for Presenting Companies

The OneMedForum has quickly become one of the best forums to connect emerging companies and investors. Held during the largest gathering of healthcare financiers and companies, it is a gathering point for those engaged in building and financing healthcare and life science companies.

Key Benefits:

- **Industry Exposure.** Put your firm squarely in the center of thousands of investors and strategic partners that visit San Francisco this week.
- **Corporate Partnerships.** Meet with business development executives from leading biotech, pharma and medical device firms seeking acquisitions and strategic partnerships.
- **Facilitated Networking.** Connect with investors and strategic partners using the 1x1 meeting system. The event is designed to facilitate high-quality networking.
- **Pre and Post Event Marketing.** Receive aggressive pre and post event promotion through the conference marketing campaign, press releases and Special Reports and profiles in OneMedPlace Sentinel newsletter.
- **Live Webcast.** Broadcast your company presentation to a global audience of investors and strategic partners. Webcasts will be heavily promoted. In 2010 over 15,000 videos were watched by 9,000 investors.
- **Video Production.** Create a cost-effective management video at the conference with OneMedTV. Following production, content can be distributed to a large network of media and financial professionals.
- **World Class Panels.** Attend panel discussions focused on important developments in a variety of therapeutic areas and in the financial markets.
- **Workshops.** Participate in discussion groups lead by industry experts addressing critical topics. A partial list of workshops:

Social Media Strategies Reverse Mergers FDA Approval
 HealthCare Reform Licensing IP CMS Reimbursement

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Presenting companies receive:

1. **Presentation Slot.** There will be public and private company tracks.
2. **Breakout Meeting Space** after each presentation in networking room. Companies will have a designated table for this discussion.
3. Use of the conference **1x1 Partnering System** provides an efficient means to arrange meetings with other conference delegates and investors.
4. Inclusion in **Pre-Conference Marketing.** As companies are selected they will be included in press releases sent out in the weeks leading up to the event. Companies can also send out a dedicated press release announcing their selection.
5. **Profile in the OneMedPlace Global Database.** One year membership to OMP, which includes full access to the research database and all website video content.
6. Access to **Multimedia and Video Production services.** OneMedTV video suite will be available to produce high-impact video packages for presenting companies.
7. **Listing on OneMedForum SF Website.** Presenting companies will appear on the "Companies Page" with a link to their profile on the OMP Global database.
8. **Profile in the Conference Book** which is taken from the OneMedPlace Database profile. It is broadly distributed to investors in an electronic format.
9. **Two All-conference Passes** to the receptions and luncheons.
10. Full access to **Conference Workshops.** These small group gatherings with leading experts give companies a chance to save time and money.