



**NYBA Partners with OneMedPlace  
To Expand Company Presentation Track for 21st Annual Meeting**

**NEW YORK, March 22, 2012** – New York Biotechnology Association (NYBA) has announced that it will develop its Emerging Companies Showcase at the NYBA 21st Annual Meeting, May 2-3 in New York City, through a partnership with OneMedPlace, a New York research and media firm that provides a communications platform for promising healthcare and life science companies.

OneMedPlace will be organizing a company showcase that features short presentations designed for investors interested in learning about the next new ideas and companies. The communications firm uses a unique multimedia platform that includes research, radio and television broadcasts, industry news and databases to reach a global audience of strategic and financial investors. Companies interested in presenting should contact OneMedPlace. Qualified investors will receive complimentary registration to the Showcase.

"Helping promising life science companies is at the core of our mission," said Nathan Tinker, Ph.D., Executive Director of NYBA. "OneMedPlace has a proven platform with growing reach that we feel can be very helpful in providing an economical means for companies to accelerate access to capital and partners."

"This is a terrific opportunity to provide these companies with unprecedented multimedia coverage," said OneMedPlace CEO Brett R. Johnson. "NYBA is an authoritative figure in the industry, and it will benefit both emerging company leaders and potential investors to expand their voice."

In January, NYBA co-hosted the successful Fifth Annual OneMedForum in San Francisco, which attracted over 90 presenting companies as well as several hundred institutional and high net worth investors, among its almost 1,000 attendees.

OneMedTV, an internet video streaming service, will webcast these presentations live on the internet, beginning May 2nd for registrants. These presentations will also be archived to provide an efficient means for investors around the world to learn about these firms.

Companies and organizations attending the event include: Pfizer, Genentech, Roche, Amgen, Merck, Novo Nordisk, Philips Life Science, Johnson & Johnson, Eli Lilly, Orbimed, Aisling Capital, Lazard Frères, NYU Ventures, Columbia Technology Ventures, Rockefeller University, Alzheimer's Drug Discovery Foundation, Michael J. Fox Foundation, New York City Investment Fund, InnovateNY Investment Fund, New York Stem Cell Foundation, and many more.

Sponsors include: Grant Thornton, MPR Associates, AdvaMed2012, Torrey Partners, Greater Zurich AG, Edgetech Law LLP, Aptiv Solutions, International Venture Club, New York Venture Capital Association, Reed Business Information, Reed Smith, and Wallace H. Coulter Foundation

For more about NYBA 21<sup>st</sup> Annual Meeting: <http://tinyurl.com/nyba2012>  
[Register for the Emerging Companies Showcase](#)

**About OneMedPlace**

[OneMedPlace](#) is a research and media organization that provides a virtual community those involved in building companies shaping the future of health and medicine.

**About OneMedForum**

Founded in 2008, [OneMedForum](#) events are held biannually in San Francisco in January and in New York in July. They provide a communications platform for emerging companies to connect with strategic partners and investors.

**About NYBA**

NYBA is the leading advocate for advancing the success of the life science industry in New York State and is its main representative to state policy makers, the media and communities. NYBA's mission is to support the development and growth of New York's life science industry, and serve our members and the life science community by providing a network for information exchange, shared services and collective action. NYBA's membership comprises bioscience companies, world-class research institutions and related professional services. Under the banner of The Cures Start Here®, the Association's goal is to amplify the success New York has had and continues to have in growing a vibrant life science industry.

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