

AT A GLANCE:

PMLS PRECISION ONCOLOGY AND DIAGNOSTICS 2024

DATE:
**October 15 - 16,
2024**

VENUE:
City Hall, Chicago



Conference Chair

Razelle Kurzrock
Associate Director of
Precision Oncology, Linda T.
and John A. Mellowes Center
for Genomic Sciences and
Precision Medicine
**Medical College
of Wisconsin**

This event, developed with guidance from the editorial team of **Precision Oncology News**, will focus on the rapidly evolving field of molecularly informed cancer care, including new diagnostic and therapeutic modalities, regulatory and reimbursement trends, and implementation strategies.

Featured Speakers



Bruce Ratner
Ratner Early Detection
Initiative (REDI)



James Tabery
University
of Utah



Terri Conneran
KRAS
Kickers

Precision Oncology and Diagnostics 2024 provides sponsors with an intimate and congenial setting to participate in discussions with experts in the field, showcase technologies and services, and establish your company as a thought leader in precision oncology.

TOPICS TO BE DISCUSSED:

- **Best practices for ensuring equitable access to precision oncology**
- **Trends in multi-cancer early detection testing**
- **The evolving regulatory and reimbursement environment for precision medicine**
- **Patient perspectives on precision oncology**
- **The role of molecular tumor boards in delivering personalized care**
- **Trends in cell therapy development**

All speakers for this event are professionals with experience implementing precision oncology in the clinical setting.

Attendees will include oncologists, pathologists, health system executives, regulatory and reimbursement experts, clinical researchers, and pharmaceutical/biotech executives.

SPONSORSHIP PACKAGES

	Gold Sponsorship	Silver Sponsorship	Exhibitor Sponsorship
	\$20,000	\$10,000	\$5,000
Exhibit booth (signage, table, two chairs, and WiFi). Booths are located in a high-traffic area near registration and breaks.	✓	✓	✓
Two options: 1) create a panel discussion on a topic of your choosing with up to four participants, or 2) a shorter standalone presentation.	✓		
Exclusive pre-conference attendee outreach eblast highlighting your presence at the conference and directing attendees to your booth.	✓		
Position on panel discussion on a topic determined by event organizers with an independent moderator.		✓	
Post-show registration list with full contact information and registration details for all in-person and virtual registrants.	✓	✓	✓
Delegate passes (for your company staff) to the event, as well as networking cocktail reception. This provides an informal networking opportunity for ALL conference attendees, exhibitors, and speakers.	5	3	2
Passes for your customers and prospects to attend the event, including all meals and the networking cocktail reception.	5	3	2
Distribution of promotional literature/ brochures. These will be distributed to all attendees on arrival at the meeting.	✓	✓	✓
Logo on conference website and all event marketing materials.	✓	✓	✓
Logo on signage at the conference.	✓	✓	✓
Logo and company description in the event app.	✓	✓	✓
Virtual Booth in event app.	✓	✓	✓

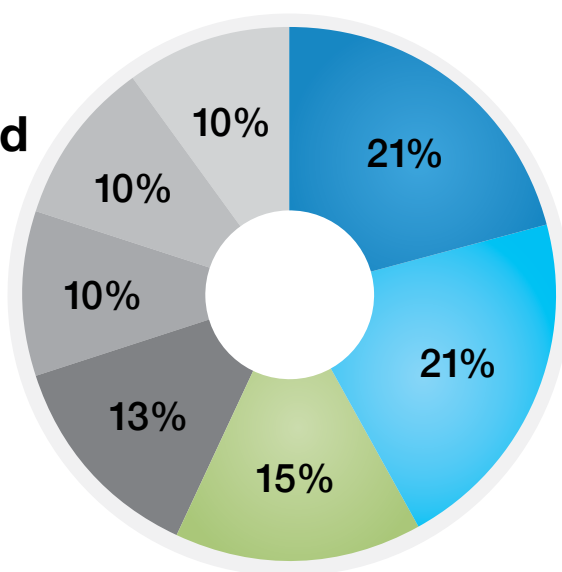
OTHER SPONSORSHIP OPPORTUNITIES:

WiFi (exclusive)	\$5,000
LiveStreaming	\$8,000
Lanyards (exclusive)	\$3,000
Lunch (2 companies)	\$8,000/day
Evening Networking Reception (exclusive)	\$10,000

PAST EVENT STATISTICS

PMLS Precision Oncology and Diagnostics 2023

236
Attendees



ATTENDEES: ORGANIZATION TYPE

- Academic/Govt/Nonprofit Research Institute
- Pharma/Biopharma/Ag-Bio
- Diagnostic Developer
- Hospital/Healthcare System/CLIA Lab
- Manufacturer/Vendor of Instruments, Reagents, or Software
- CRO/Genomic Services Provider
- Other (VCs, consultants, lawyers, etc.)

CONTACT INFORMATION

VICTORIA MACOMBER
East Coast Media Sales Director
victoria.macomber@genomeweb.com
Mobile: 774-210-0020

DREW THORNLEY
West Coast Media Sales Director
drew.thornley@genomeweb.com
Mobile: 619-459-9595

CARLA AVILA
Midwest Media Sales Director
carla.avila@genomeweb.com
CO Office: 303-404-2038
Mobile: 303-378-6284

MAGGIE GRENNES
Sales Assistant
maggie.grennes@genomeweb.com
Mobile: 212-651-5614