

# 2019 BIO CEO & INVESTOR CONFERENCE

## SOCIAL MEDIA TOOLKIT

# OVERVIEW

- This toolkit gives you everything you need to discuss the 2019 BIO CEO & Investor Conference on social media, particularly on Twitter and Facebook. We encourage you to mention/tag **#BIOCEO19** as you share during and after the event. Please use all or part of this kit to augment/supplement your existing social media plans for BIO CEO & Investor Conference 2019. Any irrelevant information should be discarded.
- With the exciting line up of speakers, endless networking opportunities and rich discussions on key issues affecting our industry and future, there will be many opportunities to share relevant and informative content to drive engagement and awareness of the work to which we are so proud to contribute.

# HASHTAGS & HANDLES

## BIO HANDLES

- **Twitter**
  - @IAmBiotech
  - @bio1x1
- **Facebook**
  - IAmBiotech

## HASHTAGS

- #BIOCEO19

## Key Voices

- **Jim Greenwood**
  - @JimGreenwood (Twitter)
  - @jamesgreenwood (Facebook)

# **2019 BIO CEO & INVESTOR CONFERENCE**

## **DURING EVENT SOCIAL POSTS**

# SAMPLE TWITTER POSTS

- Excited to be at #BIOCEO19. Investors say this is the place to be in #NYC. There are over 600 investors here. <https://bit.ly/2bMDtBs>
- Great networking at #BIOCEO19 in #NEWYORK with over 1500 attendees. Follow along @IAmBiotech.
- The art of the biotech deal at #BIOCEO19! Great conference connecting medical innovation with investment and partnering opportunities.

# 2019 CEO PROGRAM- MON, FEB 11

Name	Description	Panelists	Time	Relevant Twitter Handles
Reshaping Tumor Microenvironments via Immunotherapies	This session examines the next wave of innovation in immunotherapies.	Jotin Marango, MD, PhD, ROTH Capital Lewis H. Bender, Intensity Therapeutics Sabine Chlosta, MD, PhD, Triumvira Immunologics Gere diZerega, MD, NanOlogy Eric Falcand, Servier	9:00 – 9:55 AM	@IntensityInc @NanOlogyLLC @ServierPharma
Fireside Chat: Nancy Thornberry, CEO, Kallyope	Nancy is CEO of Kallyope Inc., a biotech company focused on the therapeutic potential of the gut-brain axis	Nancy Thornberry, Kallyope Yasmeen Rahimi, PhD, ROTH Capital	10:00 – 10:55 AM	@ThornberryNancy
Advances in Neuromuscular Disease Treatments	This session reviews the exciting pipeline of additional neuromuscular disease therapies.	Lynn O'Connor Vos, Muscular Dystrophy Association Murray Aitken, IQVIA Institute for Human Data Science Amanda Hadet-Philips, PhD, Muscular Dystrophy Association Nader Yaghoubi, MD, PhD, PathMaker Neurosystems Inc. Brian K. Kaspar, PhD, AveXis [invited]	11:00 – 11:55 AM	@lynnvos @Murray_Aitken @MDAorg @nader_yaghoubi @AveXisInc
Fireside Chat: Geoff Meyerson, Managing Partner and Co-Founder, Locust Walk	Geoff Meyerson brings a track record of success in investment banking, venture capital and licensing.	Geoff Meyerson, Locust Walk Sapna Srivastava, PhD	12:00 – 12:55 PM	@GeoffMeyerson
Navigating Payers' Expectations for Value-Based Agreements	This session explores the early lessons from current value-based agreements to explain the payers' expectations.	Yasmeen Rahimi, PhD, ROTH Capital Ron Philip, Spark Therapeutics Roger Longman, Real Endpoints	1:30 – 2:25 PM	@spark_tx @RealEndpoints

# 2019 CEO PROGRAM- MON, FEB 11 CONT'D.

Name	Description	Panelists	Time	Relevant Twitter Handles
Fireside Chat: Jinzi J. Wu, PhD, Founder, Chairman, and CEO, Ascletois Pharma Inc.	Prior to founding Ascletois, Dr. Wu was Vice President at GSK in the United States in charge of HIV drug discovery.	Jinzi J. Wu, PhD, Ascletois Pharma Inc. Mark Tang, PhD, MPH, Good Health Capital	2:30 – 3:25 PM	@ascletois
Attacking Biological Mechanisms of Aging to Extend Healthspan	This session discusses the frontier of science in extending the years of healthy aging.	Susan Peschin, MHS, Alliance for Aging Research Grace Colón, InCarda Therapeutics Philippe Calais, Pharm.D, PhD, CohBar Ana Maria Cuervo, MD, Institute on Aging, Albert Einstein College of Medicine [invited] Charles S. Ryan, JD, PhD, Neurotrope Salim Syed, Mizuho Securities USA LLC	3:30--4:25 PM	@suepeschin @InCardaThera @PhilippeCalais @EinsteinMed @Neurotrope @MizuhoAmericas
Market Outlook—Leveraging Market Corrections for M&A or IPOs	This session reviews what forces continue to shape performance within the sector.	Sara Michelmore, MacDougall Biomedical Communications Katherine Andersen, Silicon Valley Bank (SVB) Noël Brown, Cantor Fitzgerald Andrew Gitkin, Piper Jaffray Brian Gleason, Citi Geoffrey Goodman, Wells Fargo Securities Philip Ross, J.P. Morgan Yaron Werber, Cowen	4:30—5:45 PM	@macbiocom @SVB_Financial @cantorfitzgerld @PiperJaffrayCo @Citibank @WellsFargo @jpmorgan @YaronWerber

# 2019 CEO PROGRAM- TUES, FEB 12

Name	Description	Panelists	Time	Relevant Twitter Handles
New Treatments for Diabetes and Obesity: Innovations for Chronic Diseases	This session reviews which research approaches are convincing to skeptical investors, as well as the sources of investor resistance.	Dave Thomas, Biotechnology Innovation Organization (BIO) Dara Schuster, MD, T1D Exchange Brian McVeigh, Zafgen	9:00 – 9:55 AM	@DavidThomasCFA @T1DExchange @Zafgen
Fireside Chat: William Slattery, Partner, Deerfield Institute and Annette Grimaldi, Managing Director & Head of Life Sciences Investment Banking, BMO Capital Markets	William Slattery focuses on investments in biotechnology. Annette has over twenty years of investment banking experience working with biotechnology.	William Slattery, Deerfield Institute Annette Grimaldi, BMO Capital Markets	10:00 – 10:55 AM	@BMO
Policy Outlook—How Could the Trump Administration’s Drug Reimbursement Proposals Affect Medical Innovation?	This session features drug developers, investors, and policy experts to explore the resource allocation implications if Trump administration drug reforms proceed.	James Greenwood, Biotechnology Innovation Organization (BIO) Paul Lammers, MD, Triumvira Immunologics Susan Peschin, MHS, Alliance for Aging Research Peter J. Pitts, Center for Medicine in the Public Interest Duane Schulthess, Vital Transformation Art Pappas, Pappas Capital Erica Whittaker, PhD, UCB Pharma	11:00 – 11:55 AM	@JimGreenwood @Aging_Research @PeterPitts @DuaneSchulthess @ArtPappas @ucb_news
Fireside Chat with Roger Crystal, MD, Chief Executive Officer, Opiant Pharmaceuticals	Dr. Roger Crystal’s company developed NARCAN® Nasal Spray, first FDA-approved nasal form of naloxone, an opioid antagonist.	Roger Crystal, MD, Opiant Pharmaceuticals Brandon Folkes, Cantor Fitzgerald	12:00 – 12:55 PM	@Opiant_Pharma @cantorfitzgerld



# 2019 CEO PROGRAM- TUES, FEB 12 CONT'D.

Name	Description	Panelists	Time	Relevant Twitter Handles
Regulatory Changes to Cross-Border Investments: CFIUS and Biotech Deals	This session discusses the national security review process and its impact on the biotechnology industry	Lisa Schaefer, Director, Biotechnology Innovation Organization (BIO) Jun Bao, PhD, Impact Therapeutics Joseph Benkert, Morrison & Foerster LLP Jeff Farrah, National Venture Capital Association (NVCA) Kimberly Nearing, Cedrus Group	1:00 – 1:55 PM	@iambiotech @MoFoLLP @nvca
Removing Commercialization Barriers for New Antimicrobial Drugs	This session will discuss the challenging commercialization environment for developing new antimicrobials.	Gregory Frank, PhD, Biotechnology Innovation Organization (BIO) Heather Behanna, Entasis Ciara Kennedy, PhD, Amplyx Kevin Outterson, Boston University Manos Perros, PhD, Entasis Therapeutics	2:00 – 2:55 PM	@iambiotech @Entasistx @BU_Tweets
Fireside Chat with Dr. Aoife Brennan, President and Chief Executive Officer and Chief Medical Officer, Synlogic, Inc.	Dr. Aoife Brennan's company is applying synthetic biology—which is used in other industries such as biofuel or industrial enzyme production—to healthcare.	Dr. Aoife Brennan, Synlogic Raghuram Selvaraju, PhD, H.C. Wainwright and Co.	3:00 – 3:55 PM	@synlogictx @HCWCO
Are Record Levels of IPOs Still Disrupting M&A Deals?	This session will examine the recent deal and market trends while highlighting the path forward amid a market with greatly increased volatility	Lydia Ramsey, Business Insider John Chambers, H.C. Wainwright & Co. Jie D'Elia, PhD, Bristol-Myers Squibb Chris Garabedian, Xontogeny James Healy, MD, PhD, Sofinnova Investments	4:00 – 4:55 PM	@businessinsider @HCWCO @bmsnews @xontogeny @SofinnovaParis

**Bio Asia**  
International Conference

March 5-6, 2019 • Tokyo, Japan

**BIO-EUROPE SPRING®**

March 25-27, 2019 • Vienna, Austria

 **BIO€QUITY**  
EUROPE

May 20-21, 2019 • Barcelona, Spain

 **BIO** International  
Convention  
*The Global Event for Biotechnology*

June 3-6, 2019 • Philadelphia, PA

**Bio ASIA**  
TAIWAN  
International Conference & Exhibition

July 24-28, 2019 • Taipei, Taiwan

**Bio Latin America**  
Conference

September 3-4, 2019 • São Paulo, Brazil

**Bio INVESTOR**  
FORUM

October 22-23, 2019 • San Francisco, CA

**BIO-EUROPE®**

November 11-13, 2019 • Hamburg, Germany

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**Bio** CEO & INVESTOR  
CONFERENCE

February 10-11, 2020 • New York, NY