

Upcoming Events Focused on the Life Sciences Industry 2009-2010

SEMINARS & WEBCASTS

Oct. 1 **Key Deal Trends in Life Sciences – What Dealmakers Need to Know**
McDermott Will & Emery, Barclay’s Capital and Deloitte LLP are hosting a panel presentation and networking reception in McDermott’s Silicon Valley office. Panelists from Alta Partners, Panorama Capital, Barclays, Deloitte and McDermott will present an interactive discussion on current trends in life sciences that will cover:

- Current investment and deal landscape for public and private life sciences companies
- Impact of pending health care legislation on life sciences deals
- Changing intellectual property paradigm for life sciences companies and deal strategies

Location: McDermott Will & Emery – Silicon Valley Office

For more information, please contact [McDermott Events](#).

Sponsoring partner: **William Gaede**

**See Dates
Below**

Personalized Medicine: Thriving in a Rapidly Changing World

As the health care industry increasingly orients to personalizing care, stakeholders at all levels are facing new challenges and opportunities. McDermott Will & Emery LLP and Deloitte LLP have partnered to offer a webcast series that examines the essential legal and business issues implicated in the personalized medicine landscape, set against the backdrop of health care reform and new policy directives.

Each program in the series will offer a framework for strategizing how to position your enterprise to innovate and thrive in this new arena. This three-part complimentary webcast series will cover:

TOPIC	DATE
Translational Medicine: Essential Ingredients in the Personalized Medicine Formula	October 27, 2009
Targeted Therapies: Navigating the Business Challenges of Personalized Medicine and ROI	December 1, 2009
Customizing Care: The Future of Personalized Medicine	January 27, 2010

Location: Streamed webcast

www.mwe.com/info/persmed/

Sponsoring partner: **Bernadette M. Broccolo**

SPONSORSHIPS & SPEAKING ENGAGEMENTS

Oct. 12-14 **AdvaMed 2009: The MedTech Conference**

Whether you need to finance, partner, or license technology; learn the latest important developments in reimbursement, regulatory, legal, intellectual property, and other critical areas; or meet with and hear from leaders in the Obama Administration and Congress, *AdvaMed 2009* is your introduction to key decision-makers. The conference is considered to be

North America's premier medical technology, business development, policy forum and capital formation event.

McDermott partner **Bernadette M. Broccolo** will be moderating the panel "Managing Current Conflicts of Interest Compliance Challenges: An Innovative Approach." McDermott partner **Michael W. Peregrine** will participate on the panel "The Case for Better Compliance in the Downturn." McDermott is a sponsor of the conference.

Location: Walter E. Washington Convention Center, Washington, D.C.
www.advamed2009.com/

Sponsoring partner: **Bernadette M. Broccolo**

Oct. 20-21 CBI's Leadership Summit on Global Interactions with Healthcare Providers
As the industry continues to expand its business into new and emerging markets, there is a rise in the number of companies operating on a truly global scale. With this, there is also an increase in the complex business and compliance risks that a company faces. CBI's Leadership Summit on Global Interactions with Healthcare Providers brings together senior-level industry executives with responsibility for overseeing their company's interactions with healthcare providers on a global level to discuss key strategies and oversight efforts to ensure appropriate engagements with healthcare providers and key opinion leaders and mitigate business risks.

McDermott partner **Michael Kendall** will be presenting and pre-conference workshop, "Examination of the FCPA," as well as "Managing an FCPA Investigation: Doing it Effectively and Within Budget." McDermott is a sponsor of the conference.

Location: Sheraton National Hotel in Arlington, Virginia
www.cbinet.com/show_conference.cfm?confCode=PC09077

Sponsoring partner: **Bernadette M. Broccolo**

Oct. 22-23 CBI's 11th Annual Off-Label Conference
Top prosecutors will convene to share their insights in regards to the criteria they use when building and off-label case. Join senior-level regulatory, compliance and legal executives as they share their strategies and experiences to compliantly disseminate scientific information and mitigate risks surrounding off-label promotion.

McDermott partner **Eric D. Hargan** will present "Update on FDA's Regulatory Priorities and Top Areas of Concern Regarding Drug Marketing, Advertising and Promotion." McDermott is a sponsor of the conference.

Location: Sheraton National Hotel, Arlington, Virginia
www.cbinet.com/show_conference.cfm?confCode=PC09170

Sponsoring partner: **Bernadette M. Broccolo**

Nov. 4-6 Mid-Atlantic Bio Conference
The 2009 Mid-Atlantic Bio conference will bring together more than 850 national and international industry leaders, government representatives, executives, researchers, investors, entrepreneurs, and professional services firms—representing 30 states and 10 countries—in a unique forum to promote networking, business expansion, and technical-knowledge sharing. This year's conference will feature a Healthcare Policy Panel. Experts will arm conference attendees with insider information that will refine their organization's strategic planning based

on recent federal health reform legislation, continuing impacts from the current economic environment, and the opportunity to benefit from federal stimulus funds. McDermott is a sponsor of the conference.

Location: Walter E. Washington Convention Center, Washington, D.C..

<http://midatlanticbio.org/>

Sponsoring partner: **Thomas E. Repke**

Nov. 19-20 CBI's VA * DoD * PHS Federal Pricing and Contracts for Bio/Pharmaceutical Companies

One of the largest customers in the United States for bio/pharmaceutical drugs is the U.S. government. Understanding the Veterans Health Care Act and how it impacts Federal Supply Schedule Contracts, the Federal Ceiling Price and the TRICARE Retail Pharmacy Program is critical to any manufacturer wishing to capitalize on this important and competitive market segment. In this final segment of CBI's government contracting portfolio, attendees will learn what they need to know in order to compete and comply in the federal arena.

McDermott partner **T. Reed Stephens** will moderate the panel "Detecting, Resolving and Reporting Pricing Violations to Avoid Fines and Penalties."

Location: Philadelphia, Pennsylvania

www.cbinet.com/show_conference.cfm?confCode=PC09092

Sponsoring partner: **T. Reed Stephens**

Jan. 12 10th Annual Burrill Reception during the JP Morgan Healthcare Conference

The JP Morgan Healthcare Conference is the premier conference of its kind, bringing together established industry leaders, emerging fast-growth companies, innovative technology creators and globally minded service providers. The event is expected to attract more than 300 companies, both public and private, to deliver presentations to more than 3,500 investors. McDermott Will & Emery is the exclusive law firm sponsors of the 10th Annual Burrill Reception during JP Morgan Healthcare Conference in San Francisco.

Location: Burrill & Company Headquarters in San Francisco, California

www.burrillandco.com/reception/

Sponsoring partner: **William Gaede**

Jan. 25-26 CBI's Pharmaceutical Compliance Congress

The event, to be held in Washington, DC, is the premier conference for senior-level pharma executives looking to network and learn from industry experts in the areas of legal, regulatory and compliance. Attendees will hear updates on fraud and abuse, medical communications exchange, interactions with healthcare professionals and state laws. The conference format is interactive, allowing attendees to discuss – first-hand – current strategies: what worked, what didn't work, and particularly about creativity in making effective use of compliance initiatives.

McDermott partner **Bernadette M. Broccolo** will be presenting during the "State Laws for Sales, Marketing and Pricing" track, and McDermott is a sponsor of the conference.

Location: Ritz-Carlton in Washington, D.C.

www.cbinet.com/show_conference.cfm?confCode=PC10001

Sponsoring partner: **Bernadette M. Broccolo**