



TARGETING METABESITY 2020
12-14 October 2020 | A Virtual Conference
EXTENDING HEALTHSPAN

Sponsorship and Advertising Prospectus



Dr. James Peyer (Kronos BioVentures), Joe Cook, Jr (NuSirt Biopharma) and Dr. Michael Zemel (NuSirt Biopharma)

Join experts from science, medicine, government, industry, and more on our virtual conferencing platform for a silo-busting conversation that targets chronic, non-communicable diseases of aging.

WWW.METABESITY2020.COM

Welcome from the Co-Chairs

TARGETING METABESITY 2020 takes on some of the most important issues in healthcare today:

- Increasing the focus on major chronic diseases
- Shifting the emphasis from isolated disease management to prevention of multiple diseases
- Going beyond treating individual diseases to extending healthy lifespan—healthspan.

Virtual conferencing will gather together stellar speakers from multiple disciplines, including science and medicine, behavioral science, government regulation, policy, reimbursement, industry and capital markets, patient advocacy, boomer and senior lifestyle, digital health and age-technology, and many others.

Targeting Metabesity 2020 is a call to action and a silo-busting conversation for tractable steps today to address major healthcare challenges!

THE HEALTH AND QUALITY OF LIFE OF BILLIONS OF HUMANS AND TRILLIONS OF DOLLARS IN SAVINGS OPPORTUNITY, ARE AT STAKE.

Expanding evidence supports that the major chronic diseases—cardiovascular and neurodegenerative diseases, diabetes, obesity, cancer, and the aging process itself—have common metabolic roots and thus may be susceptible to shared solutions. Metabesity names this constellation of conditions.

We invite you to join us in 2020 to be part of this critical conversation. Please make plans to attend 12-14 October 2020 as this interdisciplinary field continues to grow and evolve!



Alexander Fleming, MD
*Executive Chairman,
Kinexum*



Lawrence Steinman, MD
*Professor of Neurology
and Neurological Sciences,
Pediatrics and Genetics,
Stanford*



Learn from Experts

Stay up to date on the latest developments in the field with keynote talks by leaders in medical policy and government regulation. Broaden your understanding of the current challenges and opportunities through sessions on disease, longevity, foundations, insurance, capital markets, and more.



Engage the Community

Connect with professionals who are highly involved in all aspects of research, development, and patient care. Take advantage of discussion opportunities, networking breaks and sponsored social events to stand out as a leader in targeting metabesity challenges.



Advance your Mission

Supporting the conference will demonstrate your organization's commitment to finding real-world solutions to metabesity and will showcase the impact of your products and services in this evolving field.



METABESITY 2020

12-14 OCTOBER 2020 METABESITY2020.COM

Support an Interdisciplinary Worldwide Dialogue

METABESITY 2020
Is Your Introduction to Hard
to Reach (OFTEN IMPOSSIBLE)
C-Level Decision Makers in
Geroscience, Aging Services,
Age-Tech, Research, Funding,
and Government

Our Attendees are:

Executive Chairmen • High-Level Executives • Chief Science Officers
Chief Medical Officers • Directors of Operations • Foundation Directors
Medical Directors • University Professors • Global Heads of Medicine
Statistic Development Officers • Biostatisticians • Patent Examiners
Founders of Age-Tech Companies • Senior Research Fellows

*98% of our
attendees
register because
of colleague
outreach*

Here are some of the leading speakers from Metabesity 2019



Dr. Nir Barzilai
Director, Institute
for Aging Research,
Albert Einstein
School of Medicine



Dr. Richard Hodes
Director, National
Institute on Aging,
National Institutes
of Health



Dr. Janet Woodcock
Director, FDA Center
for Drug Evaluation
and Research



Dr. David Sinclair
Co-Director, Paul
F. Glenn Center at
Harvard



Dr. Matt Kaeberlein
Director, Healthy
Aging & Longevity
Research Institute,
Univ. Washington



**Dr. Vadim
Gladyshev**
Professor & Director,
Center for Redox
Medicine, Harvard



Dr. Brian Kennedy
Director, Centre for
Healthy Ageing,
NUHS Singapore



Dr. Jennifer Ligibel
Director, Leonard
P. Zakim Center
for Integrative
Therapies,
Dana-Farber



**Dr. Brian
Leyland-Jones**
Chief Medical
Officer & Scientific
Advisory Board
Member, NCFR



**Dr. Alexander
Fleming**
Founder, Kinexum;
Metabesity 2020
Co-Chair



**Dr. Lawrence
Steinman**
Professor, Pediatric
Neurology and
Genetics, Stanford;
Metabesity 2020
Co-Chair



**Dr. Leonard
Guarente**
Director, Paul F.
Glenn Center at MIT;
Co-Founder & Chief
Scientist, Elysium



METABESITY 2020

12-14 OCTOBER 2020 METABESITY2020.COM

Metabesity 2020 Has a Proven Record of Excellence

What Our Attendees Say

This was an excellent meeting from which I took many insights and learning in relation to metabesity and aging. A good networking opportunity.

The mix of science and critical information from government and industry, along with venture capitalist perspective, was very interesting and informative.

I enjoyed learning about the science behind aging. I was interested to hear the FDA perspective and the future need for pragmatic, randomised RWE trials.

Fantastic meeting, with great speaker selection. Enjoyed the diversity of speakers, from academia, industry, regulatory, and government.

Groundbreaking thoughtful and fascinating.

One of the best meetings I've attended.



Adriane Berg

Continuous Recognition of Your Sponsorship Throughout the Year

The conference organizers have allied with Adriane Berg, Host of Generation Bold Media and Influencer in Aging, to ensure that each sponsor is recognized for their support and has many unique platforms on which to disseminate their message throughout the year. Our goal is to make your decision to sponsor next year's Metabesity 2021 an immediate "yes" because of the value you have received in 2020.

Speak with Adriane to discover our schedule of post-conference webcasts and podcasts, recognizing your sponsorship and allowing you to tell your story. Adriane will include you in ongoing social media campaigns and promote your message consistent with the Targeting Metabesity goals. Adriane will help you continue and build relationships started at the conference and guide you to take leadership in the Targeting Metabesity online community to create business breakthroughs. At the same time, you will influence the future of aging.

And one more thing...

The responsibility for the Targeting Metabesity conferences will soon be taken over by The Kitalys Institute, a 501(c)(3) not-for-profit organization currently being formed to organize Metabesity conferences and engage in a range of other activities to accelerate and facilitate the translation of cutting-edge science into material, accessible gains in public health. The Institute intends to be a thought leader in the healthy longevity movement. Your company deserves to be a part of this rewarding mission.

Added Value

The Targeting Metabesity2020 virtual conference is a treasure trove of sponsor branding, messaging and promotion.

You may not be thoroughly familiar with the benefits of Virtual sponsorship. There are many.

During the Conference

Logo at virtual entry hall and all panel rooms, promotion in the chat rooms, social media wall, attendee schedule and navigators, banners above and below panels of speakers, rotating attention-getting logos, direct links to your website.

Pre-event Promotion

Logos and acknowledgment on our website, emails to attendees and speakers, and on messages in social media, press releases and messages from our partners like Aging Analytics, Longevity 2020 and our speakers to their constituents.

Post Conference

Messaging and promotion on our social media, press releases, and after-conference recordings and thank you dissemination.

Podcast

Your 40-minute live interview will be disseminated on Generation Bold Radio, Stitcher, Apple Podcast, Google Podcast, Radio Public, Anchor, Libsen, and many more. The podcast is suitable for your social media, and a YouTube word video will be made for your video channels.

Analytics

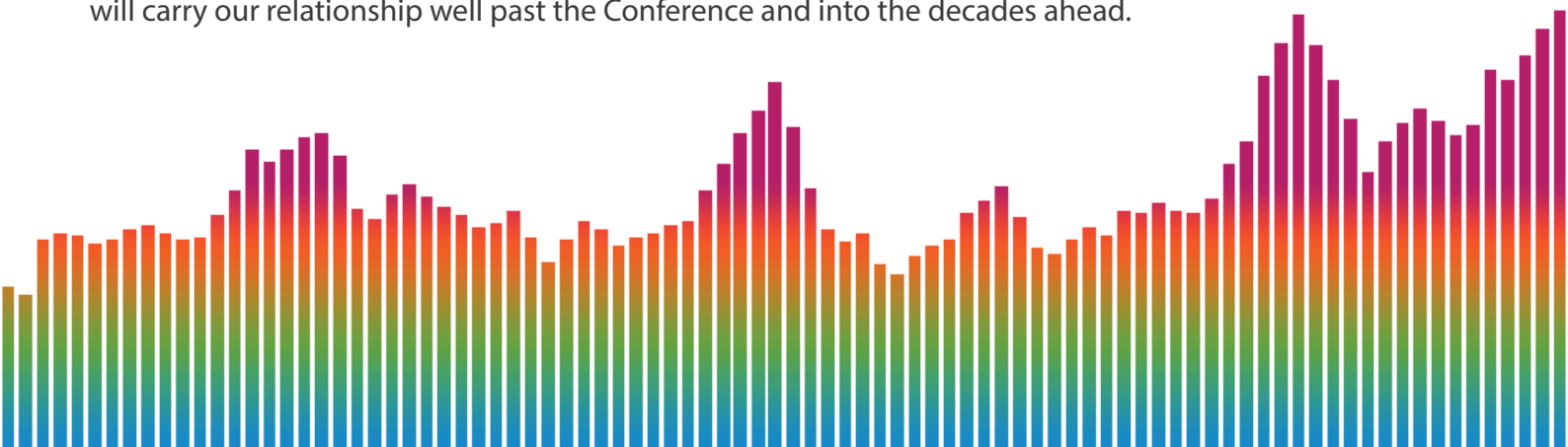
You will learn the name and contact information of every attendee that viewed your online video, entered your virtual vendor booth or clicked on to any of your materials or promotional logos or messages.

Directory

Our online sponsor directory is fully operational to allow you to add videos, chat functions, links, and downloads.

The Kitalys Institute

Our Champions, Leaders, and Ambassadors will have promotion opportunities on The Kitalys Institute Community, including logos, banners, messages, promoted webcasts, eBooks and downloads of your content. Your presence on The Kitalys Institute online Community will carry our relationship well past the Conference and into the decades ahead.



Sponsorship & Promotional Opportunities



Joan Mannick (resTORbio)

Targeting Metabesity 2020 offers sponsors much more than the traditional conference. Discover the many ways to facilitate our work together. We also invite you to come up with your best-case involvement scenario and talk with us about it.

Select the sponsorship offer that works best for you.

CHAMPION — Every great event needs a champion, and every great champion needs a platform to show its strength and inspire others. Position your company as an agent of change in how the world ages.

Availability: 5 Champion positions | \$20,000

LEADER — Are you a leader in the aging arena? Would you like a powerful platform for your unique strategies for aging? Share your ideas, brand and know-how with those who need and want your leadership.

Availability: 15 Leader positions | \$15,000

AMBASSADOR — Your logo and message appear throughout the Conference platform. AND you get to create your subject forum for The Kitalys Institute online community. Further, you receive 20 premium tickets for your constituents, employers, clients, and colleagues.

Availability: 3 Ambassador Opportunities | \$10,000

SUPPORTER — Metabesity 2020 goes beyond the expected supporter recognition to increase your social media image and gain attention from the influencers and companies you want to reach. You will be long remembered by attendees, speakers and other Supporters.

Availability: 40 Supporter positions | \$5,000

PROMOTION PARTNER — Are you in the press, marketing, public relations, medical writing, branding, or social media? Collaborate with Metabesity 2020 and take advantage of our talking points and story ideas to get the word out about this unique conference.

Availability: 4 Promotion Partners | \$5,000

VENDOR — Do you have a product or service that you want to present to leaders in the field of aging? This is the top forum to meet hard-to-reach professionals across the age-related fields. Secure your space to connect with this influential audience.

Availability: 10 Vendors | \$5,000

STORY BOARDS — Our poster session has legs! Tell your story about your research, strategies, protocols, studies, products, or services on a poster that will be displayed throughout the conference, featured in the online directory, and included in the slide deck for all attendees.

Availability: 15 Story Boards | \$1,000

Sponsor benefits are listed on page 7

Sponsor Benefits

	CHAMPION 5 Available \$20,000	LEADER 15 Available \$15,000	AMBASSADOR 3 Available \$10,000	SUPPORTER 40 Available \$5,000	PROMOTION PARTNER 4 Available \$5,000	VENDOR 10 Available \$5,000	STORY BOARD 15 Available \$1,000
Ad in downloadable event program*	✓	✓	✓	✓	✓	✓	✓
Inclusion in online directory	✓	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓	
Input on design of post-event survey	✓	✓	✓	✓	✓	✓	
Virtual exhibit booth in event app	✓	✓	✓	✓	✓	✓	
Interview during podcast	✓	✓	✓				
Listing & banner rotation in event app	✓	✓	✓				
Recognition in press releases	✓	✓	✓				
Signage on social media wall	✓	✓	✓				
Logo on slide at the beginning of the event	✓						
Input on awards ceremony	✓						

* Ad placement is based on sponsorship level, in the order registered.
All prices are in U.S. Dollars.

Please see the Sponsorship Reservation Form on page 8.

Let's Talk Sponsorship

Please contact **Adriane Berg**
at adrianeberg@gmail.com
to discuss the options that
work best for you.



Sponsorship Reservation Form

Contact Information (please print)

Contact Name (to receive correspondence): _____

Contact E-mail: _____ Contact Telephone: _____

Company Name (as it should appear in print/on screen): _____

Street Address: _____

City, State/Province: _____ Postcode: _____ Country: _____

Company Telephone: _____ Company E-mail: _____

Company Website: _____

(as it should be linked from the conference website and mobile app)

All amounts are in U.S. Dollars (USD)

Sponsorship Option

- CHAMPION \$20,000
- LEADER \$15,000
- AMBASSADOR \$10,000
- SUPPORTER \$5,000
- PROMOTION PARTNER \$5,000
- VENDOR \$5,000
- STORY BOARD \$1,000

Let's Talk Sponsorship
 Please contact **Adriane Berg**
 at adrianeberg@gmail.com
 to discuss the options that
 work best for you.

Special Requests — Please tell us about your sponsorship needs:

Details about your sponsorship will be provided after your completed form is received.
 Vendors, we will contact you with details about your marketing space.

Rules and Regulations
 I agree to the General Conditions, Rules, and Regulations on page 11.

Payment Information

Please complete this form and send it to Metabesity 2020 Conference Services at one of the addresses below.
 We will invoice you for the items you selected.

Email: Ivalentic@custommanagement.com **Fax:** +1 434.977.1856

Mail: Metabesity 2020 Conference Services; 154 Hansen Rd, Suite 201; Charlottesville, VA 22911 USA

Marketing that Stays in Attendee Hands

Branding Opportunities

Virtual Tote Bags | \$6,000 | *Exclusive*

Yes, every attendee will receive a "tote bag" of coupons, eBooks, videos, links to samples, excerpts, engagement materials, mailed gifts, and more.

Virtual Lanyards | \$2,500 | *Exclusive*

Every Attendee will have their profile and affiliation on a virtual lanyard. Your logo and sponsorship message will be on every virtual lanyard.

Speaker Gift | \$500

Metabesity 2020 will distribute a small gift imprinted with your branding that you provide for speakers. Suggested gifts include:

- Notepad & Pen
- First Aid Kit
- Lip Balm
- Thumb Drive
- Hand Sanitizer
- Luggage Tag
- Ear Buds
- Pill Case
- Stress Ball

Downloadable Program Advertisements

Keep your message on the devices of conference delegates long after the conference ends!

- **Full page, color:** \$600 (one is included in CHAMPION and LEADER Sponsorships)
- **Half page, color:** \$450 (one is included in Sponsorships)
- **Full Page, black & white:** \$300
- **Half Page, black & white:** \$200

A Branding and Advertising Reservation Form is on page 10.



Questions about branding or advertising opportunities?

Contact Lynne Valentic:
lvalentic@custommanagement.com
 +1 434.977.4788

Reservations and artwork are due
 20 September 2020.

A registration form is on page 10.

All prices are in U.S. Dollars (USD).

Before You Print: Your signage, decorations, fliers, and/or gifts must be reviewed by Metabesity 2020 **before** you have them printed.

Logo Submission:

Email *high-resolution* logo to
lvalentic@custommanagement.com
 by **20 September 2020** to be included in all materials. File formats accepted: .ai, .eps, .pdf, .png, .psd, .jpg, or .tif, at least 300 dpi.

Advertisements:

Email *high-resolution* PDF to
mowens@custommanagement.com by
20 September 2020 to be included in printed program.

Full page (portrait/vertical): 5.5 inches wide x 8.5 inches high (140 mm x 215 mm) plus 1/8 in (5 mm) bleed on all sides.

Half page: (landscape/horizontal): 5.5 inches wide x 4 inches high (140 mm x 102 mm), no bleed.



Drs. Lawrence Steinman (Stanford University; Conference co-chair), Gary Gibbons (NHLBI), and Susan Mayne (FDA)



Branding and Advertising Registration Form

Contact Information (please print)

Contact Name (to receive correspondence): _____

Contact E-mail: _____ Contact Telephone: _____

Company Name (as it should appear in print/on screen): _____

Street Address: _____

City, State/Province: _____ Postcode: _____ Country: _____

Company Telephone: _____ Company E-mail: _____

Company Website: _____

(as it should be linked from the conference website and mobile app)

All amounts are in U.S. Dollars (USD)

Branding Opportunities

- Virtual "Tote Bag" - Exclusive* \$6,000
 - Virtual "Lanyards" - Exclusive* \$2,500
 - Distribution of Speaker Gift** \$500
- Describe your gift: _____

Examples: notepad and pen; pill case; thumb drive

* For tote bags and lanyards, please send a high-resolution logo to Lynne Valentic at lvalentic@custommanagement.com. Metabesity 2020 Conference Services will handle production.

** Attendee gifts must be approved by and coordinated with Metabesity 2020 Conference Services.

Advertisement in Downloadable Program

- Full page, color* \$600
(one is included in CHAMPION and LEADER sponsorships)
- Half page, color** \$450
(one is included in sponsorships)
- Full page, black & white* \$300
- Half page, black & white** \$200

* Full page: portrait (vertical), full bleed

** Half page: landscape (horizontal), no bleed

Rules and Regulations

I agree to the General Conditions, Rules, and Regulations on page 11.

Reservations and artwork are due 20 September 2020. See addresses below.

Payment Information

Please complete this form and send it to Metabesity 2020 Conference Services at one of the addresses below. We will invoice you for the items you selected.

Email: lvalentic@custommanagement.com Fax: +1 434.977.1856

Mail: Metabesity 2020 Conference Services; 154 Hansen Rd, Suite 201; Charlottesville, VA 22911 USA

Details about your branding and advertising selections will be provided after your completed form is received.

General Conditions, Rules, and Regulations

Metabesity 2020 Conference Services: Custom Management Group (CMG) is providing conference and sponsorship services under the name of Metabesity 2020 Conference Services. Communications, agreements and payments regarding these services that are made through CMG are binding.

All communications regarding sponsorship at Metabesity 2020 shall be directed to:

Adriane Berg
adrianeberg@gmail.com

What the Fee Includes: Please see pages 6–7 for details and rates.

Payment Schedule: Registration with full payment must be received by Metabesity 2020 Conference Services by 20 September 2020 to be printed in the official conference program. Information submitted after the cut-off date will not be included in printed materials. Payment and remittance must be made to Metabesity 2020 in U.S. Dollars. Payment may be made by check or credit card (American Express, MasterCard or Visa), or wire transfer. Transfer fees may apply. A \$25 surcharge will be assessed to cover any collection fees.

Activities Permitted: Sponsor's and Advertiser's promotional activities are limited to the spaces, times and materials included in the sponsorship/advertising options that have been reserved and paid in full. Any other promotional activity that is not included in the paid option, such as displays, presentations, and distribution of fliers or other materials to delegates on the conference premises, is not allowed.

Displays, Materials, and Signage: All displays, materials and signage must be approved by and coordinated with Metabesity 2020 Conference Services.

Liability/Hold Harmless: Sponsor/Advertiser hereby agrees to and does indemnify, hold harmless, and defend Custom Management Group (dba Metabesity 2020 Conference Services) and the conference organizer, Kinexum, from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever, regardless of any events beyond the conference organizer's control, including, but not limited to, the outbreak of war, terrorist activity, riots, governmental or other obstacles for the freedom of travel, union actions, or natural disasters, that take place during the Conference.

Terms and Conditions: By checking off the box on the registration form, you hereby authorize Metabesity 2020 Conference Services to reserve space and order materials for use by the above company or organization. The undersigned acknowledges receipt of and agrees to abide by the General Conditions, Rules, and Regulations available in this prospectus and on the Metabesity 2020 website at www.metabesity2020.com and to all conditions under which exhibit space is leased to the conference organizers. Metabesity 2020 Conference Services reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. The undersigned acknowledges that space assignments shall be acceptable unless Metabesity 2020 Conference Services is notified in writing within fifteen (15) days of the date of assignment notification. The undersigned specifies that the products or services listed in your description are those to be exhibited.

Cancellation/Partial Refund: Cancellations must be made in writing by 14 August 2020 to receive a 75% refund. No refunds will be made after 14 August 2020. Metabesity 2020 may, at its discretion, refund part or all of a fee in the case that the conference is canceled altogether.



Metabesity 2020 Conference Services

Custom Management Group (CMG)

154 Hansen Road, Suite 201; Charlottesville, VA 22911 USA

cmg@custommanagement.com +1 434-971-4788