

DxPx Corporate Design Guide

This document helps to ensure a consistent and uniform outward appearance of SLS Partnering and our products. Please follow the writing style stated below and only use the logo(s) we've decided on.

DxPx Logos

DxPx EU Logo



DxPx-CMYK-**Blue**: #112F7D

DxPx-CMYK-**Dark-Blue**: #1B3563 (Website)

DxPx-CMYK-**Gelb**: #F1C029

DxPx-CMYK-**Orange**: #FF8208

DxPx US Logo



DxPx-CMYK-**Green**: #9FB129

DxPx-CMYK-**Green**: #096C2E

DxPx-CMYK-**Green**: #24574B (Website)

DxPx Description

World Series of Industry & Investor Partnering Conferences focusing on Diagnostics, Digital Health, Precision Medicine & Life Science Tools

DxPx Claim

Partnering for Financing – M&A – Licensing and much more.

Short version:

DxPx Conference

For the specific edition:

DxPx EU

DxPx US

Style

Font:

Open Sans (for visuals, on website etc.)

Helvetica (in official documents)

Dates: (style applies to any date)

3 days on-site

July 25th – 27th, 203

2 weeks of digital partnering

Time:

8 am – 8 pm (spaces between the number and am/pm)

Location:

Anaheim, CA

In the heart of the AACC Clinical Lab Expo

Other guidelines:

- Start with a capital letter in listings

DxPx Info

DxPx has an exclusive focus on **diagnostics, digital health, precision medicine & life science tools** as these industries frequently share technologies and are typically underrepresented at partnering conferences, - where the majority of investors focus on therapeutics and biotech - leaving founders and entrepreneurs in the DxPx space feeling like "ugly ducklings". The first DxPx conference was launched in 2018 to offer a dedicated networking & business development platform for these founders, their companies, and investors who love these ugly ducklings.

Celebrating its 5th year, DxPx is rolling out a new look, new event formats, new sponsorship opportunities, and an enhanced event experience that will build upon our commitment to transforming the next decade of our industry. We bring together c-level executives, decision-makers, and innovators **to address today's most pressing challenges and help solve tomorrow's greatest opportunities.**

Other useful copy

What to expect:

DxPx is all about partnering with your peers from the diagnostics, digital health, precision medicine, and life science tools industry to get innovations to the market and evolve existing technologies. To do so, we built an **engaging, interesting, motivating, and inspiring environment for our participants.**

We provide startups & growth-companies with the time and space to show off their technologies either at their Startup City Booth or via pre-scheduled one-on-one meetings. Everyone should be able to find their next partnership on our digital, AI-based partnering platform. To achieve even more, we hand over the stage to our speakers to share their industry insights and to the startups pitching at the 42PLUS1 pitch award.

That's the DxPx experience.

Frequently used #hashtags on Social Media (LinkedIn)

DxPx US Conference

#dpxx
#conference
#aacc
#anaheim
#diagnostics
#lifesciences
#digitalhealthcare
#partnering
#startupcity
#private_equity
#tickets

DxPx EU Conference

#dpx
#conference
#munich
#diagnostics
#lifesciences
#digitalhealthcare
#partnering
#investors
#VCs
#tickets

Frequently used words and phrases

Decision makers (unhyphenated)

one-to-one meetings (**not** one-on-one meetings and capital letters only in headings → One-to-One Meetings)

Financing, Licensing and M&A Opportunities (capitals only in headings)

Promoting startups and growth companies is the heart and soul of DxPx.

Find your next collaborator

Renowned industry speakers

C-level executives

Interrelated Companies

SLS Partnering GmbH Logo

(Font: Nunito)



SLSP-CMYK-Blue: #24ACEE

SLSP-CMYK-Blue: #144384

Company Info

SLS Partnering is an event & marketing agency that tailors its services to the specific needs of the Life Science Industry. Built by scientists and marketers, SLS Partnering is your trusted partner to translate technology and scientific content into high-quality marketable stories that trigger interest and emotion with customers and investors.

Silversky LifeSciences Logo

(Font: Calibri)



SLS-CMYK-Blue: #00305D

SLS-CMYK-Grey: #4C575F

Company Info

Silversky LifeSciences is a leading consultancy with one specific goal – bringing the industry together. Whether startups, SMEs, large corporations, or investors. The Silversky team consists of highly experienced biotech, medtech and pharma entrepreneurs and executives with complementary backgrounds and has been building a network in diagnostics, precision medicine and life science tools for years.