



BROWN GIBBONS
LANG & COMPANY
PRESENTS



AN INDUSTRY + INVESTOR PARTNERING CONFERENCE
DIAGNOSTICS | DIGITAL HEALTH | PRECISION MEDICINE | LIFE SCIENCES TOOLS

PART OF THE
ADLM 2024
BOLD MOVE.

July 30 - August 1
Chicago, IL

ABOUT DxPx U.S.

- **DxPx is an Industry + Investor Partnering Conference** for the Diagnostics, Digital Health, Precision Medicine, and Life Science Tools industries. DxPx U.S. is presented by Brown Gibbons Lang & Company (BGL), a leading independent investment banking and financial advisory firm.
- DxPx U.S. is **the place for startups and growth-stage companies** to meet with investors and industry participants for licensing, financing, co-development, and M&A opportunities.



DxPx is also home to the 42PLUS1 Pitch Competition, which offers Startups the chance to compete for up to **\$2 million in funding**.

DxPx AT ADLM 2024

- With more than 900 exhibitors, **ADLM 2024** is the premier global laboratory medicine meeting.
- DxPx U.S. is hosted within the ADLM 2024 Clinical Lab Expo, offering attendees an **unparalleled opportunity** for networking, partnering, and brand exposure.
- ADLM is a Gold Sponsor of DxPx, enabling all attendees to get the most out of their time in Chicago this July:



All DxPx attendees receive a **FREE** registration for the ADLM 2024 Clinical Lab Expo
AND
All ADLM 2024 Clinical Lab Expo Exhibitors receive a **FREE** registration for DxPx U.S.

- Investors, Accelerators, and Startups are also eligible for a **FREE or discounted registration to DxPx U.S.** [Learn more on our website.](#)



STARTUP CITY

Providing Startups with the best of both worlds:



All DxPx attendees receive a FREE registration for the ADLM 2024 Clinical Lab Expo
AND
All ADLM 2024 Clinical Lab Expo Exhibitors receive a FREE registration for DxPx U.S.

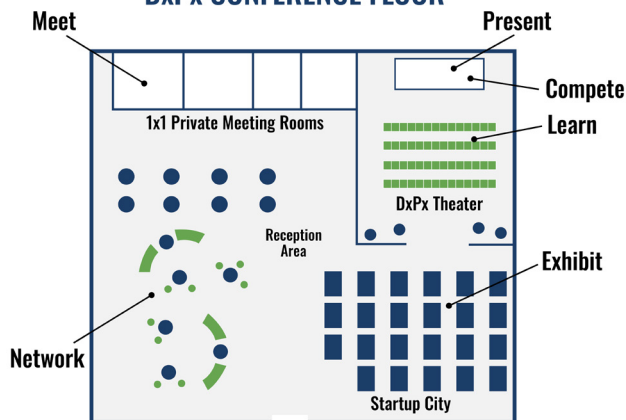
- Meet 100+ global investors, accelerators, and industry tech scouts right at your booth, and promote your business from within the ADLM 2024 Clinical Lab Expo
- Enjoy the convenience of showing up to DxPx U.S. to find your Startup City booth already fully assembled and custom branded with your logo
- Every Startup City booth purchase includes one (1) free DxPx U.S. registration

**Secure your spot in Startup City now through May 1, 2024 to save \$1,000 off our standard booth pricing!*

ADLM 2024 CLINICAL LAB EXPO FLOOR



DxPx CONFERENCE FLOOR





JOIN THE DxPx AMBASSADOR NETWORK

DxPx U.S. is building the industry's leading HealthTech and MedTech ambassador network – and we want you to join us.

AMBASSADOR PROGRAM BENEFITS:

- Get **up to three (3) FREE investor registrations** for you and your colleagues.
- Get **one FREE startup registration for every five (5) portfolio companies*** in the Diagnostics, Digital Health, Precision Medicine, and Life Sciences Tools industries you refer to DxPx U.S.
- **Enhance the visibility of your brand** before and during the conference in DxPx U.S. promotional materials.

AMBASSADOR PROGRAM REQUIREMENTS:

- Refer at least one (1) startup in your network each month to the 42PLUS1 Pitch Competition.**
- Apply to be a judge for the 42PLUS1 Pitch Competition and review at least five (5) 42PLUS1 applications for the 2024 award cycle.
- Post to your social media accounts at least one (1) time per month to help us promote DxPx U.S. and/or the 42PLUS1 Pitch Competition.

* Limit 5 free startup registrations per Ambassador.

** Startup must complete and submit an application to 42PLUS1.



Win up to \$2 million in funding for your startup

- 42PLUS1 is an exclusive pitch competition dedicated to startups that are active in the diagnostics, digital health, precision medicine & life science tools space, with up to \$2 million in funding available for our winners.
- All applicants have their business plans reviewed by at least five investors or industry executives. We compile their feedback so every 42PLUS1 participant understands how their pitch compares to other applicants.
- Our eight finalists will compete live on stage at this year's DxPx U.S. to take home the grand prize.
- Thanks to ADLM, our 42PLUS1 2024 winners will also receive a complimentary one-year ADLM Full Membership. Additionally, our other 42PLUS1 competitors will each receive a complimentary one-year ADLM Express Membership, just for being a part of this year's competition.*

FORMER WINNERS INCLUDE:

2023	2022	2021	2020	2019

*Up to 60 total individual ADLM memberships. If total number of 2024 42PLUS1 competitors exceeds 60, memberships will be awarded on a first-come, first-served basis, according to 42PLUS1 application date.



**STARTUP
CITY**



2024



**1X1 MEETING
BOOTHS**



**PANEL
DISCUSSIONS**



**42PLUS1 PITCH
AWARD**

