



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.](#)



DxPx U.S. FOR STARTUPS

A partnering conference for entrepreneurs, by entrepreneurs

- **MEET** right in the heart of the ADLM 2024 Clinical Lab Expo and schedule 1×1 meetings with early-stage investors in our **private DxPx meeting spaces**. Attend DxPx U.S. for just \$499 when your application to our 42PLUS1 pitch competition is received by June 14, 2024.
- **NETWORK** with all DxPx attendees at our **Cocktail Reception on Tuesday, July 30th**. Take some time to connect and unwind with your industry peers on-site in the DxPx reception area.
- **EXHIBIT** in **Startup City** for \$3,499 (includes one registration) with a fully built & custom-branded booth space.
- **PRESENT** to our audience of investors and **get 15 minutes of dedicated time on the DxPx stage**. Add this unique opportunity – one of our most popular offerings (almost sold out!) – for only \$749.
- **LEARN** more about the latest **industry trends and market insights** from our DxPx panelists and speakers to help you identify future opportunities for your business.
- **COMPETE** in our **42PLUS1 pitch competition** for your chance to secure up to \$2 million in funding. Learn more at 42PLUS1.com.
- **GROW** your company by leveraging all that DxPx U.S. has to offer.

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) DxPx U.S. registration



PACKAGE PRICE: \$3,500

- ✓ Showcase your startup and get a meeting hub for investors right in the heart of ADLM 2024
- ✓ Limited booth spaces are available, ensuring a high level of visibility for each Startup City participant
- ✓ Includes 1 Startup DxPx registration*, valued at \$999, with access to 1x1 partnering, DxPx panels, and networking
- ✓ Your company will also be listed on the main ADLM 2024 floorplan and is accessible by all ADLM visitors

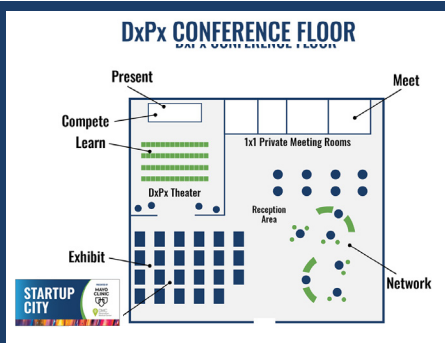
***APPLY FOR 42PLUS1 AND SAVE 50% ON REGISTRATIONS FOR YOUR TEAM MEMBERS!**

STARTUP CITY BOOTH BENEFITS



A MEETING HUB AT DxPx U.S.

In addition to our on-site, 1x1 meeting rooms, your booth is a personal hub to meet with investors and partners.



ENHANCE VISIBILITY AMONG INVESTORS

Showcase your company's USPs and investment opportunities in DxPx Startup City, on the floor of ADLM 2024.



SUPPLEMENT 1X1 PARTNERING

Missed connecting with one of your target partners in our digital partnering app? Use your booth as an additional meeting point in between your pre-scheduled 1x1s.



MAXIMIZE YOUR TIME AT DxPx

Our team handles all booth setup and teardown so that you can fully focus on forging new connections and making the most of DxPx U.S. 2024.



BOOTHS = PREMIUM VALUE AT DxPx

One registration (\$999 value) is included with each booth purchase. Add another registration at 50% off when you apply for the 42PLUS1 Pitch Competition.



LIMITED SPACE - APPLY NOW!

We only grant booths to innovative startups and our sponsors. Spaces are limited to ensure that all of our exhibitors get their desired exposure.

PAST DxPx EXHIBITORS INCLUDE:

AI Hexaract



GENOMTEC





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 a dozen 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. Even for participants who don't make it to the finals, you're likely to be contacted directly by interested investors and corporate players to explore financing and other business opportunities.

FORMER WINNERS INCLUDE:

2023	2022	2021	2020	2019
DoMore DIAGNOSTICS	ESYA	Alertgy	fertigo	Sleepiz
limula	FluidAI	Jananda	mk2	UgenTec
lō bio	Toku Eyes <small>Window to your future health</small>	DERMAGNOSTIX	PREOMICS	



**STARTUP
CITY**



2024



**1X1 MEETING
BOOTHS**



**PANEL
DISCUSSIONS**



**42PLUS1 PITCH
AWARD**

