



Reach top executives from labs, pathology groups and healthcare systems with these unique marketing opportunities:

- Live Conferences
- Sponsored Roundtables
- Sponsored Webinars
- G2 Intelligence Custom Media
- [www.G2Intelligence.com](http://www.G2Intelligence.com)

**Our 2012 event Schedule:**

- **NEW in 2012!**  
**Pathology Institute 2012**  
 – February 9-10, 2012  
 Fort Lauderdale, FL
- **MDx NEXT - Spring (formerly Molecular Diagnostics-Spring)**  
 – April 17-19, 2012  
 Boston, MA
- **Laboratory Outreach**  
 – June 6-8, 2012  
 Las Vegas, NV
- **MDx NEXT - Fall (formerly Molecular Diagnostics-Fall)**  
 – September 13-14, 2012  
 Chicago, IL
- **30th Anniversary! Lab Institute**  
 – October 10-12, 2012  
 Arlington, VA
- **NEW Location! Lab Leaders' Summit**  
 – November 14, 2012  
 New York, NY
- **NEW in 2012! Lab Investment Forum**  
 – November 15, 2012  
 New York, NY
- **Now in 2013! LabCompete**  
 – January 2013  
 Location: TBD

## G2 Intelligence Integrated Media Solutions

G2 Intelligence successfully works with many leading companies to build fully integrated programs that reach executives in labs, pathology groups and healthcare systems, diagnostic imaging facilities and diagnostic/IVD test companies.

Through our integrated product line – including website advertising, multiple online offerings, live and virtual events, and custom content – we are the trusted source to reach this highly-qualified audience.

### About G2 Intelligence

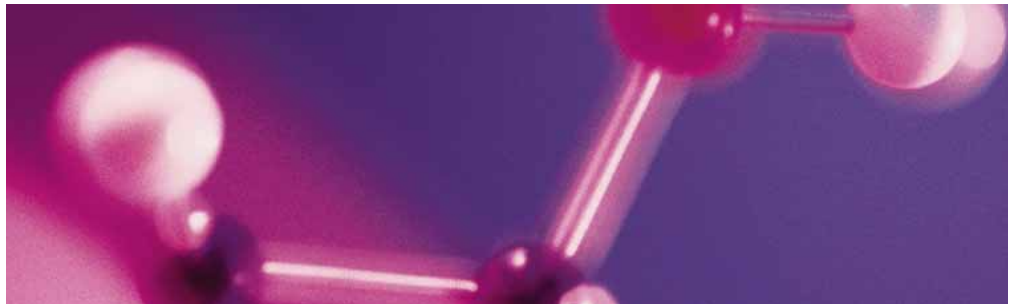
*Advancing the Business of Diagnostic Medicine*

G2 Intelligence provides timely, accurate and trusted analysis of industry and market trends, legal and regulatory developments, and technology and innovation that directly affect the operations, financial performance and competitive position of diagnostic testing laboratories and related medical services providers.

Formerly known as Washington G-2 Reports, the company has covered and reported on the diagnostic industry for over 30 years. G2 Intelligence delivers topical and analytical periodicals, proprietary research studies, and custom advisory services, and through live and virtual events, facilitates industry meetings and information exchanges.

G2 Intelligence is a division of Kennedy Information, LLC, a leading provider of professional markets analysis. Our parent company, Bloomberg BNA, a wholly owned subsidiary of Bloomberg, is a leading source of legal, regulatory, and business information for professionals.





**Who Attends Pathology Institute:**

- CEOs, CFOs, COOs
- Presidents, Executive VPs
- Director of Professional Practice
- Pathologists
- Senior Vice President
- Senior Directors and Managers
- Director Pathology Clinical Services
- Administrative Directors
- Director of Client Services
- Director of Sales
- Vice President, Laboratory Sales

**Who Attends MDx NEXT 2012 - Spring: (Formerly Molecular Diagnostics-Spring)**

- Lab Owners, CEOs and Presidents
- Lab and Medical Directors
- Lab Executives
- Pathologists
- Chief Technology Officers
- Business Development Officers
- Chief Science Officers
- Reimbursement and Coding Executives

**Professionals From:**

- Independent Labs
- Molecular Labs
- Reference Labs
- Hospital Labs
- Academic Medical Centers
- Molecular Diagnostic Companies
- University Labs
- Venture Capital and Private Equity Firms

## G2 Intelligence Annual Events

### New in 2012!

#### Pathology Institute

February 9-10, 2012  
 The Westin, Ft. Lauderdale  
 Ft Lauderdale, FL  
*Estimated attendees: 60-70*

The Pathology Institute brings together an impressive list of pathology experts to analyze and provide practical solutions to some of the most pressing issues in today's market: how to proactively deal with in-sourcing of AP services and forge successful business relationships with hospitals/health systems. The program will address how pathology groups can stay ahead of the competitive curve by addressing growth opportunities such as developing professional sales and marketing capabilities and taking advantage of digital pathology and molecular diagnostics.



#### MDx NEXT 2012 - Spring (formerly Molecular Diagnostics-Spring)

April 17-19, 2012  
 Fairmont Copley Plaza,  
 Boston, MA  
*Estimated Attendees: 110*

G2's Spring MDx Next conference is the preeminent gathering of molecular and genetics experts and business leaders representing the nation's top molecular laboratories. The event's focus areas are adjusted each year to provide timely answers to the most critical issues facing MDx. Attracting a highly qualified audience of senior-level lab executives, this event will detail how molecular labs are successfully expanding by utilizing various business models. The conference also explores the key business, financial and technical trends driving molecular diagnostics.

Last year's exhibitors: ARUP Laboratories, Bioview, Blue Iris (Mitem Corporation), Cleveland Clinic, Life Technologies, Starlims, McKesson, PSA, Qiagen, Quadax, SCC Soft Computer, Sunquest, XIFIN





### Who Attends Lab Outreach:

- Hospital and Health System Administrators
- Lab Owners, CEOs and Presidents
- Outreach Marketing and Sales Professionals
- Lab and Medical Directors
- Pathologists

### Who Attends MDx NEXT 2012 - Fall: (Formerly Molecular Diagnostics)

- Lab Owners, CEOs and Presidents
- Lab and Medical Directors
- Lab Executives
- Pathologists
- Chief Technology Officers
- Business Development Officers
- Chief Science Officers
- Reimbursement and Coding Executives

## G2 Intelligence Annual Events

### Laboratory Outreach 2012

June 6-8, 2012  
Paris Las Vegas,  
Las Vegas, NV

*Estimated Attendees: 125*

G2's 11th Annual Laboratory Outreach conference is the premier business event dedicated to improving the performance, profitability and management of hospital and health system laboratory outreach programs.

Last year's exhibitors: Aperio, ARUP Laboratories, Atlas Medical, Blue Iris (MITEM Corporation), CareEvolve, Cerner, CHI Solutions, Cleveland Clinic, Guardian Medical Logistics, Gene Security Network, hc1.com (a Bostech innovation), Kellison & Company, Lifepoint Informatics, McKesson, Orchard Software, PSA, Psyche Systems, Qiagen, Quadax, Sunquest Information Systems, The ARx Group



### MDx NEXT 2012 - Fall (formerly Molecular Diagnostics-Fall)

September 13-14 2012  
University Club of Chicago  
Chicago, IL

*Estimated Attendees: 40-50*

MDx-NEXT Fall focuses on emerging MDx topics key to senior molecular and genetics laboratory professionals. The 2011 fall conference provided content geared toward oncology practices and included how leading reference laboratories, hospitals, and academic medical centers use molecular diagnostics for the diagnosis of cancer. Also explored are current business, financial and technical trends driving molecular diagnostics.



### Who Attends Lab Institute:

- Laboratory and AP CEOs, COOs, CFOs, and GMs
- Medical and Administrative Directors
- Pathologists and Practice Administrators
- Administrative, Financial, Sales & Marketing Directors
- Lab Department Managers
- Heads of Reimbursement, Coding, and Billing Operations
- Blood Banking Executives
- Physicians Directing Diagnostic Testing Services and Facilities
- Lab, Pathology, and Hospital General Counsels and Compliance Staff
- Compliance Officers and Related Compliance Personnel
- Corporate Business Development Executives
- Commercial and Investment Banking Professionals
- Merger and Acquisition Specialists
- Diagnostic Vendor Executives
- Business, Financial, and Legal Consultants

## G2 Intelligence Annual Events

### 30th Annual Lab Institute 2012

October 10-12, 2012

Crystal Gateway Marriott

Arlington, VA

*Estimated Attendees: 300-350*



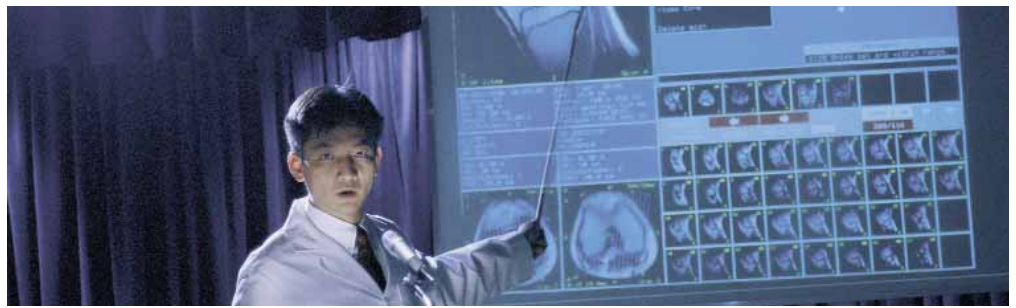
Since 1983, G2's Lab Institute has chronicled all the major developments and events that have transformed the laboratory and pathology sectors. Its goal remains constant – to set the standard as the industry's early-warning system for objective, accurate information and forecasts that directly impact the "bottom-line" of laboratory and pathology operations.

This year's 30th annual program will feature over 50 laboratory thought leaders in 30 different presentations and workshops.

We provide an extensive amount of exhibitor/attendee engagement... providing you over 6 hours of dedicated exposure to your target audience.

Last year's exhibitors: 4Medica, Airclic, ARUP Laboratories, Atlas Medical, BioView, Blue Iris (MITEM Corporation), hc1.com (a Bostech innovation), CareEvolve, Cleveland Clinic, Halfpenny Technologies, Kellison & Company, Lifepoint Technologies, McKesson, Orchard Software, Ortho Clinical Diagnostics, PSA, Psyche Systems, Quadax, SCC Soft Computer, Slone Partners, TELCOR, The ARx Group, XIFIN





### Who Attends Lab Leader's Summit:

- CEOs, CFOs, COOs, CMOs
- Presidents and VPs
- Vice President of Business Development
- Product Manager - Director
- Chief Marketing Officer
- Director of Client Services
- Director of Operations
- Specialty Vice President/Lab Medicine and Pathology
- Vice President
- Chief Medical Officer
- National Directors of Managed Care

### Expected to Attend Lab Investment Forum:

- Wall Street analysts covering lab companies
- Venture Capital Firms
- Private equity firms and investment banks focused on the diagnostic industry
- Law firms and industry consultants involved in lab M&A work
- Senior lab and AP executives who are interested in M&A trends and investment outlook

## G2 Intelligence Annual Events

### ***New Location!***

### **Lab Leaders' Summit 2012**

November 14, 2012  
Union League Club of New York  
New York, NY

*Estimated Attendees: 40-50*

Lab Leaders' Summit is the must-attend event where laboratory and diagnostic executives gather to gain insight into forces that are transforming the industry. Designed for those in the C-suite, this high-level, intimate gathering is the perfect opportunity for your organization to network with CEOs, COOs, VPs, and other top executives.

Past sponsors include: [ARUP Laboratories](#), [McKesson](#), [PSA](#), [XIFIN](#)



### ***New in 2012!***

### **Lab Investment Forum 2012**

November 15, 2012  
The Bloomberg Tower  
New York, NY

*Estimated Attendees: 50*

This one day conference will present expert analysis and insights on the 2012 national election, leading health care market forces and key diagnostic trends and discuss how these developments are driving the clinical laboratory and anatomic pathology sectors and shaping the investment environment in 2013 and beyond.



## G2 Intelligence Annual Events

### Who Attends LabCompete:

- Presidents, CEOs, Vice Presidents
- Vice President Marketing and Communications
- Vice President of Sales & Marketing
- Vice President of Operations
- Directors of Sales & Marketing
- Director of Sales
- Marketing Directors, Managers
- Sales Managers
- Outreach titles:
  - Marketing
  - Consultants
  - Sales Managers
- Business Development titles:
  - Directors
  - Managers
- Laboratory Directors

### LabCompete 2013

January 2013

Location: TBD

*Estimated Attendees: 80-110*

This singular event is the laboratory executives' means to get the tools, knowledge and best practice case examples needed to brand their lab and beat the competition. Each year, LabCompete draws top-level sales and marketing executives nationwide who are eager to share their ideas on the latest, most effective tactics and strategies.

Last year's exhibitors: 4Medica, ARUP Laboratories, Atlas Medical, CareEvolve, Halfpenny Technologies, Ignis Systems, Kellison & Company, Lifepoint Informatics, McKesson, Psyche Systems, Sunquest Information Systems



### Best Practices Webinar Topics:

- Optimizing Your Molecular Diagnostic Test Menu
- Breaking Down the Barriers to EMR Interoperability
- Integrating Clinical Pathology and Anatomic Pathology: How to Break Through Key Barriers in Workflow, IT and Informatics
- Outreach: Boosting Revenues Through a Combined Lab and Imaging Outreach Program
- Tracking Your Sales Performance: Making CRM Tools Work for You
- Integrated Diagnostics: The Next Paradigm in Health Care
- Can Integration Really Work? The Pros and Cons of Integration and What Is Realistic

## G2 Intelligence Interactive Webinars

### Best Practices Webinar

Moderated by a G2 Intelligence analyst, these webinars feature a presentation on a pre-determined lab relevant topic (subject areas to the left) by a leading expert in the industry, as well as a sponsor segment of 7-8 minutes, followed by a Q&A. The duration of the online event is approximately 45 minutes. These events are marketed as turn-key, and sponsors' firm logos are included on marketing of the event to our database.

### Labcasts Webinar

G2 Intelligence and Sponsor will agree on the subject of the webinar: lab relevant topic, high-level content, not a product pitch. Sponsor provides a list of potential speaker(s) to G2 Intelligence. Speaker may be a sponsor client or a 3rd party title who has agreed through the sponsor to participate in the webinar. Sponsor also has a 7-8 minute speaking opportunity within the 45 minute webinar, followed by a Q&A segment, while a G2 Intelligence title moderates the event. These events are marketed as turn-key, and sponsors' firm logos are included on marketing of the event to our database.



#### What You Get

- Highly qualified, actionable leads
- Extensive event registration program with multiple marketing touch points
- Sponsor exclusivity – enjoy 100% attentive and exclusive mind-share in these single sponsored events.
- Brand leverage – use the strength of our G2 Intelligence brand – moderated by a senior G2 analyst and marketed around our brand.
- Managed process – we take care of all of the details: marketing, registration, technology, and registration follow-up.
- The highest-quality Web events – there is a difference, and your brand benefits from our professional presentation.

#### Action List

- Aggressive online and print advertising campaign including:
- HTML e-mail invitation to our database
- Banner advertising on G2Intelligence.com
- Advertisements in G2's daily Lab and Pathology Wire
- A reminder e-mail to all registrants prior to the event
- Post-event thank you e-mail with links to archive for both attendees and non-attending registrants
- Access to all registrations, including post-event registration for the archived version
- Complete production and management of the technology



## Leadership Roundtable Sponsorship Opportunities

Sponsorship of a G2 Intelligence Roundtable provides your firm with exclusive access to top level lab executives who are concerned about a key topic area relative to your solutions. Facilitated by G2 analysts and backed by proprietary research, laboratory executives in a city or region are personally invited to a private event (Breakfast or Cocktail Reception) and a two-hour roundtable discussion of a key topic facing the industry.

These are turnkey opportunities; sponsors are included on all personalized and broad event marketing and will have an in-person presence at the event. Sponsors may be given an opportunity to speak to the audience at a very high level (no product pitches) for 2-3 minutes maximum.

### 2012 Roundtable Topics:

#### ***Learn From Lab Leaders***

This roundtable will focus on notable recent achievements or novel initiatives of two or three laboratories and/or pathology practices in the region and can be tailored around a particular topic (e.g., test reporting, process improvement, LIS upgrades) or audience (e.g., outreach, reference laboratories, pathologists). Speakers will be senior executives who have been intimately involved with planning, implementing, and evaluating a new system, program, or key operational change and provide a kind of case study of their experience and lessons learned.

#### ***Reducing and Avoiding Diagnostic Errors***

This roundtable will combine an overview of the size, scope, and implications of the problem of diagnostic errors with lab-specific strategies to avoid them. Such strategies may include specialized staff training, IT-based solutions, or process improvement programs that examine the role of workflow in diagnostic errors. Speakers may include Paul Epner, a veteran of Abbott Diagnostics who is at work on an AHRQ-funded project to study and develop proactive risk assessment tools for the clinical laboratory testing that would ultimately lead to reduced diagnostic error.



## Leadership Roundtable Sponsorship Opportunities

### *Optimizing Your Test Menu*

This roundtable will be pegged to the release of a 2012 G2 Intelligence research report focusing on the market for molecular diagnostic testing for infectious diseases (still the majority of the market) or one on the much smaller and rapidly growing market for molecular diagnostic testing for cancer. Speakers will include Eleanor Herriman, G2's director of research and analysis, and a second speaker from a laboratory who is performing molecular diagnostic testing and can address practical concerns that may include staffing, platform selection, test reporting, test marketing, or reimbursement.

### *Lab IT*

This will be a true roundtable discussion, convening four or five laboratory leaders to discuss current issues in lab IT. The event could be positioned around more specific issues such as EHR interfacing, middleware, Meaningful Use, or LIS optimization, in which case each speaker would be asked to present a brief 10- or 15-minute synopsis of their organization's relevant system(s). Roundtable attendees could submit questions in advance to ensure that the discussion achieves the appropriate level of detail.

### *Laboratory-Developed Tests*

Ideally, this roundtable will be pegged to the release of FDA OIVD's draft guidance for laboratory-developed tests or the release of a 2012 G2 Intelligence report on LDTs. In addition to an overview of how LDTs are effectively used by a range of laboratories, this event would tackle the potential risks and benefits of choosing to develop a test rather than purchase a commercial kit. This could take the form of a focused discussion of test validation and verification, intellectual property issues, and/or the implications of imminent regulatory oversight, which is expected to take a risk-based approach.



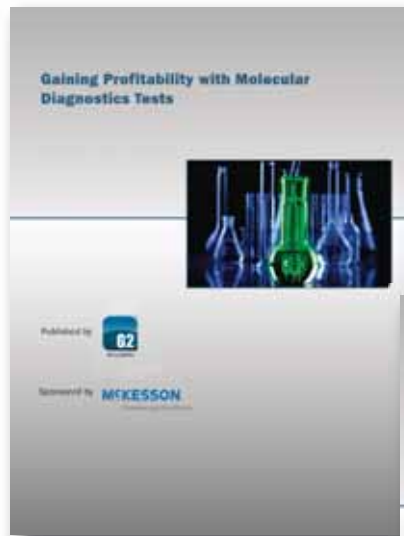
### Custom Media includes:

- Advertorials
- Customer magazines
- Website content
- And more.

## G2 Intelligence Custom Media

Our custom division provides a turn-key solution to your custom media needs.

- From content creation and project management to production, our Custom Media group leverages the strength of the G2 Intelligence brand to provide new and unique information resources for technology organizations to communicate with senior-level laboratory executives.
- We can create both independent third party white papers branded as “G2 Intelligence” white papers, or we can provide a more custom approach that ties in your organization’s messaging throughout, and brand it as your organization and “G2 Intelligence Custom Media”.





## G2 Intelligence Digital and Online Opportunities

G2Intelligence.com serves as the #1 online resource for laboratory professionals!

Here, lab executives can view timely, original content focused on best practices and competitive intelligence on current issues affecting their industry.

### Key content focus areas include:

- Diagnostic Market Analysis and Trends
- Laboratory Business Strategy and Operations
- Diagnostics Regulation, Compliance and Risk
- Executive Moves
- And more

Your company can reach this audience through a variety of advertising opportunities including:

### G2 Intelligence 'Case Study of the Month'

- A new opportunity for sponsors to exclusively highlight the effectiveness of their products/solutions/services on the [www.G2Intelligence.com](http://www.G2Intelligence.com) web site. One sponsor per month.

### Banner ads on [www.G2Intelligence.com](http://www.G2Intelligence.com)

- Leaderboard, sky tower and tile ads available

### Lab and Pathology Wire

- Sponsor will have a text ad in the body of the daily HTML news wire powered by a content aggregator. Text ad may include hyper-link to Sponsor web site.
- This daily news wire goes out to lab professionals who have opted in.

### Dedicated HTML eBlast to the G2 Intelligence list

- Sponsor will provide an HTML containing a link to a complimentary offer.
- G2 Intelligence coordinates eBlast to go out to our audience of 25,000 titles in the laboratory space.
- Sponsor manages registration page to capture leads from downloads.





## Sponsored Email Blast Specifications

To ensure the best possible presentation, email blasts are required to be created with an HTML text editor. (Files exported out of programs such as Microsoft® Word, Microsoft® Publisher, DreamWeaver or any layout program will not display properly in email clients such as Microsoft® Outlook.)

**Validate your HTML to guarantee email will appear as intended. Validating the HTML will also serve to expedite our internal testing.**

**Include images when sending the HTML file.**

**Provide properly formatted images.** Options are gifs or jpgs saved through a program such as Adobe Photoshop and should be RGB. Files saved as CMYK will not display and are not acceptable.

**Suggested best practices:**

- Email table width and header should be 550 px wide.
- Optimum character count is around 200.
- Avoid cascading styles.
- Break up text with bolded statements and use bulleted lists to make your email more inviting.

