

J.P. MORGAN HEALTH CARE CONFERENCE

2017 SURVIVAL GUIDE

San Francisco



Keys to Survival

★ Conference Landscape ★

- 1. J.P. Morgan Healthcare Conference**
January 9-12
Westin St. Francis Hotel (335 Powell St.)
- 2. Biotech Showcase**
January 9-11
Hilton San Francisco Union Square (333 O'Farrell St.)
- 3. RESI**
January 10
Marine's Memorial Club & Hotel (609 Sutter St.)
- 4. MedTech**
January 10-11
Parc 55 San Francisco - A Hilton Hotel (55 Cyril Magnin St.)
- 5. East/West CEO Conference**
January 7-8
Four Seasons Hotel (757 Market St.)

🍽️ Food 🍽️

- 6. Best place for a client lunch**
Café de la Presse (352 Grant Ave.)
- 7. Best place for an old SF lunch**
John's Grill (63 Ellis St.)
- 8. Best morning-after breakfast**
David's Delicatessen (474 Geary St.)
- 9. Best late-night food**
Lori's Diner (336 Mason St. and 500 Sutter St.)
- 10. Best place for comfort food**
Cesario's (601 Sutter St.)

☔ Shelter ☔

- 11. Best hotel for a quiet meeting**
Lobby of The Marker San Francisco (501 Geary St.)
Note: Name Change - Used to be Hotel Monaco
- 12. Best private meeting space**
Chempetitive's war room (aka temporary office via Breather; 55 New Montgomery)
Note: Contact us for access
- 13. Best place for an informal meeting**
The Metreon (135 4th St.)

💧 Water (...libations) 💧

- 14. Best bar for a beer**
Johnny Foley's Irish Bar (243 O'Farrell St.)
- 15. Best bar for wine**
Press Club (20 Yerba Buena Ln.)
- 16. Best bar for whiskey**
Rickhouse (246 Kearny St.)
- 17. Best bar if you like "Old San Francisco"**
House of Shields (39 New Montgomery St.)
- 18. Best bar off the beaten path**
The Irish Bank (10 Mark Ln.)

🔌 Recharge 🔌

- 20. Best free wifi**
W Hotel on 3rd St. (181 3rd St.)
- 21. Best coffee that isn't Starbucks**
Blue Bottle Coffee (115 Sansome St. and 66 Mint St.)
- 22. Best Starbucks that isn't packed**
(462 Powell St.)

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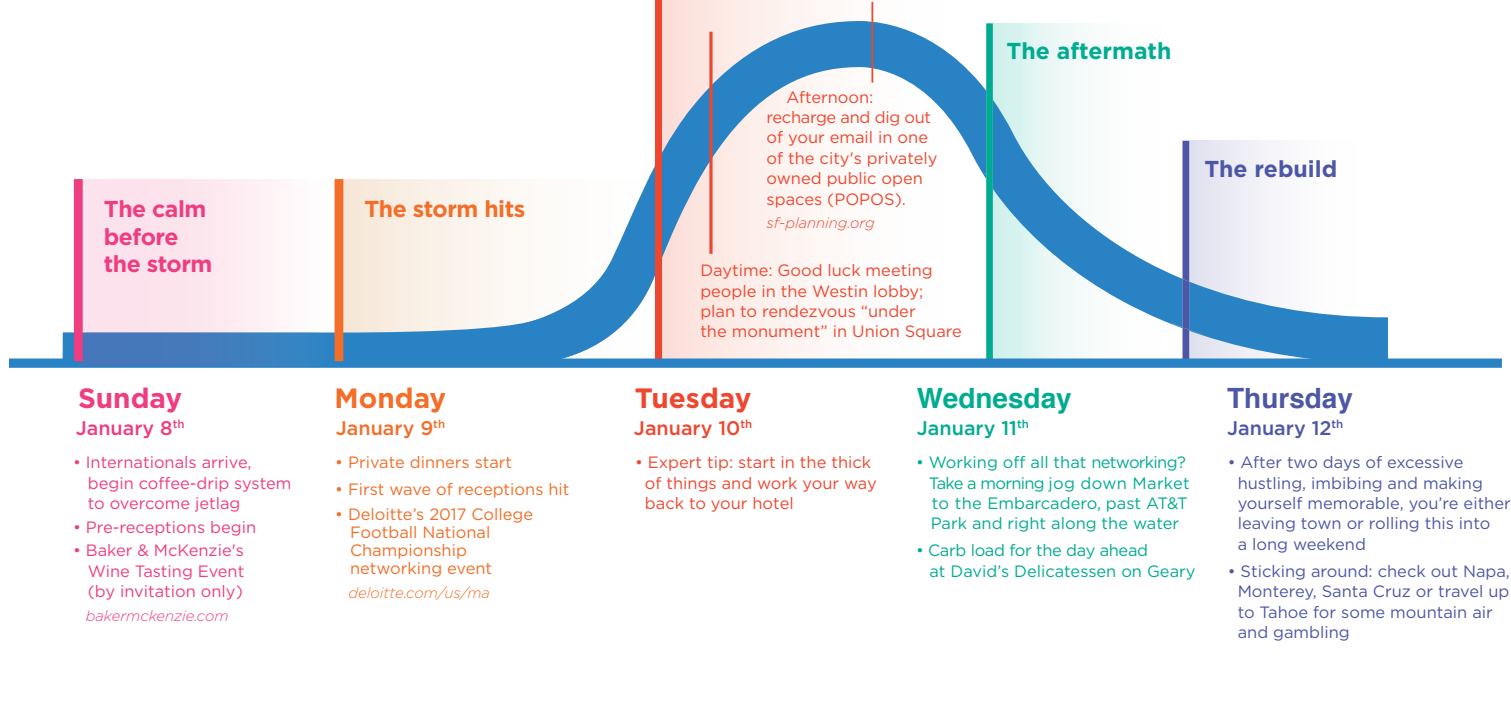
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Want to attend?

Unfortunately, we can't help you. We don't have any affiliation with J.P. Morgan — we simply attend every year. In our experience, the best way to get invited to the conference is to build a relationship with J.P. Morgan's investment team.

Ramp Up



Navigate Like a Pro

You're flying through SFO

Can you switch to OAK instead?

YES → Do it! You'll thank us later.

NO → Go ahead and cancel any plans within 8 hours.

You need to book a room

Is it after Thanksgiving?

YES → Set a reminder for February 1, 2017 to book for next year.

NO → You still have time! But don't wait any longer.

Start your hotel search around Union Square.

No luck?

Check out hotels around Fisherman's Wharf.

Still no luck?

Consider an AirBnB within the city.

Even worse luck?

It's time to get out of the city. Start checking out the Berkeley Marina, Marin, Oakland or Emeryville instead.

The worst luck?

You really messed up this time. Your last hope is San Jose Train.

Network Like a Pro

You hear "we're pre-clinical." ... Do they have a website?

YES → Ok to proceed.

NO → Run.

Seal the Deal

In person → On-Demand Meeting Rooms
Breather offers private meeting space (and wifi!) by the hour at locations all over the city - many right around the Westin St. Francis. Think Zipcar for meeting rooms. Breather.com

Online → Join Life Science Network
Network, find and schedule meetings directly with decision makers. LifeScienceNetwork.com

Conversation Sweet Spots

Pepper in these beloved phrases to break the ice with your new connections.

Scientists: "Methods & protocols"

Investors: "Balance sheets & valuation"

Executives: "Partnering"

Everyone from scientists to investors will be at JPM, but their common role during the conference is to execute deals, partnerships and transactions.

Navigate Like a Pro

- Need to leave the city?** Leave by 4 pm to avoid sitting in traffic on the bridge.
- Need a ride?** Keep an eye out for cabs, they can sometimes be easier than a rideshare app. Especially when service becomes spotty.
- Taking BART or CalTrain?** Remember that it does stop running at a certain point. And doesn't go everywhere!
- Think you'll get a chance to sit?** Think again. Wear comfortable shoes - you'll be logging a lot of steps.
- Not sure when you'll get a chance to eat?** Winter is coming. Pack energy bars to get you through the day.



Network Like a Pro

- Planning your meetings?** Everyone you want to meet will be there, so get focused and prioritize the "need to meets" over the "nice to sees."
- Planning on socializing?** RSVP for 20 receptions, but know you'll only make it to 5.
- Is there an invite-only party?** Don't be afraid of party crashing. To get into some exclusive parties, all you have to do is drop your business card on the table.
- Get cut off in the Starbucks line?** Think twice before you unleash. You never know when you'll run into that person again.
- Are the drinks flowing?** Don't get too drunk. Nobody wants to be that person. Make sure you pace yourself, hydrate and eat a full meal before drinking - most parties only serve finger foods and light appetizers.



What's your prediction for #JPM17?

Industry insiders sound off

Phil Pfrang – @DeloitteMnA
US Life Sciences & Health Care M&A Transaction Services leader, Deloitte & Touche LLP

"I think the number one topic to be discussed at JPM this year is what the President-elect and a Republican Congress will try and do to change the U.S. healthcare system, and how those changes will translate into winners and losers in the sector."

Juliet Preston – @juliet_preston
Biotech/Pharma Reporter, MedCity News

"I think we're going to see a lot more private funding and fewer IPOs. Biotechs have been raising hundreds of millions of dollars without needing to go public, which shows the current strength of the industry."

Ben MacLaughlin – @bakermckenzie
Global Head of Healthcare Group, Baker & McKenzie

"Pharma and biotech stock prices have risen by 5% since the U.S. election, as fears of price restrictions likely to be imposed by a Clinton Administration have diminished. Will this confidence continue?"

Leah Cannon – @leahcanscience
Content Editor, Life Science Network

"Looking forward to talking about precision medicine, patient engagement and hopefully more support for life science startups."

John Hundley – @KM_Properties
Kidder Mathews, Life Science Practice

"The concept of strategic bolt-on acquisitions will be highlighted by the announcements of several specific examples."

Erik Clausen – @eclausen
Managing Partner, Chempetitive Group

"Brace yourself for lots of heated talk about whether or not the FDA reforms under the new administration will affect drug and device approvals."

Sara Agee Le – @10xgenomics
Director of Marketing Communications, 10X Genomics

"Immuno-oncology will dominate the discussion, and be the lead candidate for many portfolios."

Have something to add? Tweet it using #JPM17guide

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