



THE VIRUS PROJECT

Contagion Conference on COVID Testing Critical Issues and Technological Breakthroughs

Information for Speakers and Presenting Companies

The Contagion Conference will look at the critical issues and challenges posed by COVID-19 and will present technologies and approaches that can enable society to re-open and avert the need for lockdowns.

The Conference will present the latest research findings on the testing to control the spread of COVID-19. It will present promising technologies interested in collaboration with strategic partners to accelerate their development of solutions.



Dear Sir/Madam,

We are pleased to hear of your interest in joining us for the first **Contagion Conference**, an event we intent to make a cornerstone in the effort to address the challenge of and infectious diseases and pandemics.

The urgent and immediate objective of The Virus Project is to restore some normalcy to stop the incalculable damage that COVID-19 has inflicted most notably on small business owners, working-class families and the poor. Lockdowns are an inconvenience for those reading this letter, but for those living paycheck to paycheck it can mean hunger, depression, spousal and child abuse, addiction and suicide. It has shattered the lives of millions.

Getting schools and businesses open and back to normal is how we avoid such destruction. Testing is a cornerstone of a return to normalcy. The work you are doing to address testing for COVID is among the most important being done ever. The world faces a challenge greater than any since the last world war.

We would like you to be a member of the **Testing Consortium**, a network of companies committed to collaboration. Your contribution is your ideas and entrepreneurial energy. Our contribution is communications and introductions to foster collaborations that can accelerate toward success.

Herein we outline our overall strategy to raise visibility and to foster collaboration among companies with the promising technologies and approaches that can make a difference.

We look forward to any feedback or suggestions on how we can be most helpful. With sincere hope that you decide to join us,

Best regards,

Brett R. Johnson
Altru Institute
Co-Founder & CEO
brett@altruinstitute.com

Edward Borrelli
Contagion Conference
Business Development Director
eborrelli@thevirusproject.org

Theresa J. Hohgrawe
The Virus Project
Business Development Associate
theresa@thevirusproject.org

Altru Virus Project
www.thevirusproject.org

Conference Details for Participating Companies & Speakers

The core objective of this conference is three - fold:

1. **Bring together thought leaders to share the latest knowledge** about this societal challenge and the market that is emerging to address such and to discuss how the public and private sectors can best collaborate.
2. **Accelerate the development of participating companies.** The format is intended to help companies connect with strategic and financial partners in order to foster their growth.
3. **Introduce the Testing Consortium,** group of testing technology companies committed to progress through collaboration.

Conference Fast Facts.

- ½ Day Virtual Conference.
- Afternoon of December 10th 1 – 6 pm EST.
- Multi Track Set-up.
- 15-Minute Technology Presentations, 45 Minute Panels.
- Sessions Recorded.
- Technologies Breakout Session Following Day.
- One on Ones Meetings Optional.
- Guest Passes Provided to Speakers.
- Broad Public Relations Campaign Planned.

Participants.

- **Companies & Technologies.** Companies invited to present are those we believe hold great promise.
 - Recommendations from advisors and/or other diligence resources.
 - Those companies who received NIH RADx Program grants or reached the finals of that competition.
 - Applications from companies who complete a detailed survey and interview.
- **Expert Panelists.** Panelists were identified based on the extensive editorial coverage of COVID testing done by The Virus Project with a focus on those recognized as having expertise in the five research areas being addressed.

The Virtual Conference Platform.

- **Virtual Platform.** We use an integrated Zoom and Vimeo platform.
- **Multiple Track Presenting.** Moderated expert panels and company presentations.
 - **15 Minutes Technology Presentations.** 10-minute presentation. 5 minutes for questions.
 - **45 Minute Panel Discussions.** 3 panelists for each topic.
- **Production Quality.** Each presenter must test on the platform prior to ensure high quality sound and image.

Content Recording for Inclusion in Research Library.

1. **Copyright.** All sessions will be recorded. Panelists and presenters will receive unrestricted license to their content.
2. **Library Archive.** All sessions will be archived and viewable by members of The Virus Project.

Advanced Marketing.

- **Press Release Promotion.** Selection is an opportunity to communicate the promise and potential of your firm.
- **Standard Release.** Standard press release (see sample press release).

Network and Business Development

We have formatted the meeting to maximize the development of partnerships and collaborations.

We will record all the sessions and make them immediately available to those who could not attend. We will hold breakout sessions 48 hours later, providing sufficient time for delegates to view prior to breakout meetings. These virtual breakout meetings are 30-minute long and provide opportunity to ask questions directly of the CEO.

- **Breakout Sessions.** We will organize a dedicated breakout session on the following day. Bios of each member who registers for the session will be provided in advance.
- **Private One on One.** These sessions will be upon request by delegates. Companies can elect to participate and send whatever level staff they feel appropriate.
- **Guest List.** Directory of attendees. We will not release the members/attendees list but will be sending updates out to all 2-4 weeks after conference. All participants can be included in this update if they so choose.

Testing Consortium Launch at the Contagion Conference

Testing Consortium is a section of the Virus Project comprised of leading COVID testing companies committed to collaborative to address the challenge.

This collaboration is made possible communications platform to foster joint ventures and business development function. The Consortium will host **Contagion Conferences** to bring latest ideas and innovations and to assemble the best intelligence possible for decision makers. The Consortium is launching formally and introduce its Charter members at the December conference.

Charter Membership Fees for Participating Companies

Conference Package. \$3950.

- 15-minute Presentation. Virtual online.
- Includes 3 Professional Memberships in the Virus Project. One-year duration.
- Breakout Session Following. You can invite anyone to these.
- One on One meetings. Requests from Virus Project Members. You can accept at your option.
- 10 Guest Day Passes. \$490 value. (Does not include breakout sessions)
- Session Recorded. Unrestricted usage of content.
- Dedicated press release created. Available for your use to communicate this recognition.

In the event that payment of this fee is not possible, contact us for discuss setting up a deferred payment program or the prospects to find a corporate sponsor.

Innovation Platform. \$4950 (Included for all Charter Members).

- Company Profile. Full page profile on Virus Project site. Easily updated. Ideal for continued business development.
- Management Interview. Excellent tool for communicating the vision efficiently.
- Company Article. Article on company and ongoing editorial coverage.

Guests. Each presenting company is provided with 10 conference passes which enable viewing of the streaming presentations but do not provide access to the library and archive of session recordings.

Summary of Benefits for The Virus Project Members

	Description	Benefits	Considerations	Fees
Editorial Coverage	Editorial coverage of news developments. (<i>The Sentinel, The Virus Project Report</i>)	Gain exposure for the progress being made.	Coverage by an independent news organization is far more valuable than a press release.	No fee. Merit based
Innovation Platform	Robust profile on the News and Information website.	Efficient means to communicate your value proposition.	Standard format multi-media targeted at partners and investors is easy to update.	\$3950 Included for presenters
Conferences	Conferences presenting the latest knowledge and technological advances.	Connect with others engaged in the field.	An opportunity to connect with the brightest minds, ideas and most important players.	\$3950
Marketplace	Marketplace listing testing products and services.	Reach new customers and drive sales.	A marketplace presenting high quality vendors & suppliers.	\$2500
Advertising	Display or classified ads in newsletters.	Reach a targeted audience.	Available in Sentinel Newsletter.	Varies
Directory Profile	Profile in member directory	Gain exposure for core expertise and interests.	An efficient means to connect with potential collaborators.	3 licenses Included
Network Access	A searchable elite network of skilled and capable people.	Tap into partners for collaboration.	Finding one key contact can change the trajectory of your projects.	3 licenses Included
Research Library	Searchable library of hundreds of high-quality articles and reports on COVID	Access high quality and focused research.	A faster and better way to source content than to sift through the junk on search engines.	3 licenses Included
Testing Consortium	Covid testing companies committed to collaboration	Company press release, member plaque/seal, recognition on website.	Positions company as a socially responsible ESG firm committed to advancing progress.	No Fee

To Get Started

Set up conference call with our research team to discuss your business development needs.

Contact Information

Presenting Companies:

Edward Borrelli
Contagion Conference
Business Development Director
eborrelli@thevirusproject.org
917 213 4061

Administrative:

Theresa J. Hohgrawe
The Virus Project
Business Development Associate
theresa@thevirusproject.org
609 865 4164

Panelists and Content presenters:

Brett R. Johnson
The Virus Project
Contagion Conference Curator
Altru Institute
brett@altruinstitute.com