

Sponsor Proposal

Targeting Metabesity2021 Conference

October 11-14 Virtual

Help Us Create the New the Future of Aging.



One of the most important longevity conferences of the year.

Margaretta Colangelo of Deep Knowledge Ventures

- 1000 plus attendees
- 80 plus of the world's most renowned gero-scientists, health, policy, and business experts
- 25 plus emerging companies with breakthrough solutions in aging

Contact:

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Summary of Conference

What-A Free Four-Day Conference to Create A National Healthspan Policy

When-October 11-14

Where- Virtual

Why- 1. Connect with hard-to-reach top-level executives, policymakers, investors, academics, clients, and sophisticated consumers.

2. Inspire your employees to better health.

3. Understand how you can shape the future of aging.

4. Have your voice heard in Washington on policy that directly affects your company or organization.

Who-Attendees and speakers from 15 countries, across the U.S., with silo-breaking expertise from science, investment, medicine, business, policy, consumer outreach, and messaging.

How-Contact Adriane Berg Executive Director of The Kitalys Institute, co-organizer of Metabesity2021

How Much-Sponsorship ranges from \$1,000 to \$20,000. Media and in-kind partners are welcome.

The Targeting Metabesity2021 virtual conference is a treasure trove of sponsor branding, messaging, and promotion: ► 1000 plus attendees; ► a podcast interview of your representative; ► robust recognition; ► awards ceremony; ► press attention; ► rich content for your marketing outreach.



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Need More Reasons to Sponsor?

Here are the Top 10

- #1. Get **INSIGHTS** from experts across science, policy, government, and business on factors influencing Critical Leadership Decisions.
- #2. **INFLUENCE** the future of aging and the nexus between science and public health.
- #3. Associate your brand with **SOLUTIONS** to health equity, perhaps the greatest challenge of our time.
- #4. Demonstrate your company's dedication to **HEALTHSPAN EQUITY** across diverse markets.
- #5. **INSPIRE** your executives and employees to increase their healthy longevity and show your company's concern for healthy aging.
- #6. Year-long alerts to sharpen your knowledge of emerging **LEGAL AND REGULATORY CHANGES** that can affect you.
- #7. **DISTINGUISH** your healthy longevity products from the myriad of offers coming on the market.
- #8. Find new and exciting **MESSAGE POINTS** for your social media and online content.
- #9. Be **PROMOTED** with podcasts, press releases, and be part of the pre- and post-conference buzz around increasing Healthspan for all.
- #10. Sponsorship is **THE RIGHT THING TO DO**. We lost millions of us to Covid-19 because, as a nation, we suffer comorbidities that can be lessened or eliminated with a focus on Healthspan and away from chronic illness.



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The Story Behind Our Mission of Healthy Longevity for All

Have you ever taken a Moonshot?



Have you tried to accomplish big things in a short time against all odds? Dr. Zan Fleming, the Founder and Chairman of The Kitalys Institute, producer of the Metabesity2021 Conference, is doing just that. In his many years at the FDA, Dr. Fleming identified barriers in regulation, business focus, healthcare, public policy, and consumer education that, if changed, could eliminate the devastating chronic diseases of aging that most of us will face.

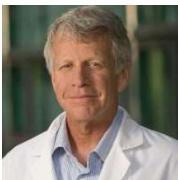
Dr. Fleming is an endocrinologist who led the medical reviews at the U.S. FDA that resulted in the approval of Metformin and the first Statin, Insulin Analog, PPAR Agonist, and growth hormone for non-growth hormone deficiency conditions.



Metabesity Coined as a New Word for a New Idea

In 2013, Dr. Fleming coined a term, "Metabesity," to refer to a constellation of chronic diseases of aging (including diabetes, obesity, cardiovascular and neurodegenerative diseases, cancer, and the aging process itself) that have common metabesic roots, and thus may be susceptible to common solutions. Today Metabesity is a recognized geroscience term, cited in dozens of articles and soon to have its own Wikipedia entry.

Metabesity Conferences Organized in London and Washington



Along with Dr. Fleming, Dr. Lawrence Steinman, the former long-time head of the immunology department at Stanford University and co-discoverer of the M.S. drug Tysabri, organized the first Metabesity 2017 Conference in London.

It was clear from the Conference's success that a movement had been launched to find solutions that break down silos between stakeholders in Healthy longevity meeting together.

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Our Amazing Achievements During Covid 19



After holding another successful conference in 2019, Kinexum decided to form the not-for-profit Kitalys Institute. The Institute co-organizes the Metabesity conferences, related events, and other initiatives to translate emerging science into the material, accessible gains in public health.

The newly formed Kitalys Institute and the targeting Metabesity2020 Conference was launched in February of 2020, days before Covid-19 became a worldwide threat.

Metabesity2020 garnered over 1000 attendees, with eighty speakers over four days. The world saw the enormous need to stay the tsunami of those with chronic illnesses and instead create a viable public policy on Healthspan for all.



Adriane Berg J.D. was named the Executive Director of the newly formed Kitalys Institute based on her work at the United Nations and as a New York Times Age Boom Fellow with award-winning T.V., radio, and publishing credentials. **Adriane helps make sponsorship rich in earned media for sponsors.**

Kitalys Institute Mission Statement:

To preserve health, prevent disease, prolong Healthspan with a national public policy that promotes scientific advancements, geroscience breakthroughs, and behavioral health for all. We can retain our mobility, alertness, health, resilience, prevent chronic disease, and safely delay or reverse biological aging... but only if science and public health policy ally.

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It is Not Just a Conference, It is a Movement

In 2021, we are organizing three days of interdisciplinary sessions around 12 key challenges to increased Healthspan for All and the solutions. Every session is a mini think tank. Solutions will be memorialized in a white paper and sent to influencers in Washington DC and the private sector.

Associate your brand with:

Health Equity: Addressing the conditions and needs of disadvantaged populations to offer more significant and more equitable access to Healthspan.

Prevention of Chronic Diseases: Gaining Consensus on how to affect the biology of aging and age decline.

Collaboration: Busting Silos between medical professionals, researchers, and regulators involved in specific age-related diseases, i.e., diabetes, cancer, a neuro-degenerative disease.

Consumer Healthcare Advocacy: Including stress/psychology/psychiatry in the panoply of Metabesic causes of decline in mental health, including suicides after 60, Alzheimer's, dementia, severe depression, and creating endpoints for mental wellness.

The Future of Aging: Spotlighting nutritional's, nutraceuticals, and exercise devices as potentially the key to Healthspan.

Health Technology: Illuminating concerns that biomarkers, apps, digital health, and monitoring devices, A.I., and robotics may be the future of increased Healthspan, but at a high price causing Healthspan inequities.

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Sponsorship of Targeting Metabesity2021 provides year-round visibility and exposure across all our platforms.



Enjoy a presence on our Virtual Campus.

- Network with others intent on increasing Healthspan.
- Educate and be educated by the top minds in aging, geroscience, public and healthcare policy, finance, human behavior, and social change.
- Partake in an international forum to exchange ideas and facilitate our mission of increased healthy longevity for all.

Year-long recognition at our regularly held webcasts.

Our webcasts are held six times per year (minimum), garnering 600 to 1000 attendees.

Inclusion in Marketing Materials Throughout the Year

Be mentioned in multiple press releases, cultivate lasting collaborations with influential organizations and influential individuals at our private meetings. We always welcome working closely with your executives, staff, public relations, and marketing group to innovate and create together.



Kitalys has partnered with Redstring, a leader in online community building, to support a Virtual Campus for continuous solution building and sponsor promotion.

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Guaranteed Positive Media Coverage of Your Company

▶ Interview on Generation Bold Radio

Your company representative will be Adriane's guest for a 40-minute interview on **Generation Bold Media**, an Influencer in Aging. During the 40-minute live interview, tell your story to be disseminated on Generation Bold Radio, Stitcher, Apple Podcast, Google Podcast, Radio Public, Anchor, Libsen, BizTalk Radio, and many more. The podcast is suitable for your social media, and a 2-minute YouTube word video will be made available for your video channels.

▶ Coordination with your public relations and advertising group to maximize the effect and reach of the new content generated through sponsorship.

In addition, our strategic allies often interview our sponsors for their newsletters, podcasts, and video channels.

▶ Inclusion throughout the year of outreach in press releases and social media

What our sponsors say about Metabesity2020

"Sponsorship of Metabesity2020 aligned our mission of environmental awareness in communities with the vast issue of age decline. Being interviewed in Longevity Technology and other media outlets due to our sponsorship put us before a new audience of potential clients and collaborators."



Amy Jeffs, Vice President, Status Solutions. Metabesity2020 Champion Sponsor

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Meet the Who's Who of Healthspan Equity

Be part of an ever-expanding coterie of policymakers, scientists, futurists, and C-level executives.

Associate with our rich collaborative resources. We are adding new supporters constantly. These are just some of our alliances:



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Our Team



Alexander Fleming, MD, Executive Chairman, Kinexum

Dr. Alexander Fleming is the *Founder and Executive Chairman of Kinexum*. He is also *President and Chief Executive Officer of Tolerion*, a biotechnology company developing "disease-modifying" treatments for type 1 diabetes and other autoimmune diseases. He coined the term "Metabesity," which refers to the constellation of cancer, heart and neurologic diseases, diabetes, and the aging process itself, all of which share common metabolic root causes and potential preventive therapies.



Adriane Berg, J.D., Executive Director, Kitalys Institute

Adriane Berg is an influencer for successful aging, healthy longevity, and lifelong contribution. She is a prolific writer, international keynote speaker, and founder of *Generation Bold Consulting* to reach the boomer, mature, and caregiver markets. Ms. Berg is the Executive Director of the *Kitalys Institute*, the co-organizer of *Metabesity2021*. Ms. Berg is the host of the podcast *Generation Bold: The Fountain of Truth*, winner of the Mature Market Award for Radio. She is a *New York Times Age Boom Fellow* and author of 14 books, including *The Retirement Income Explosion*.



Thomas Seoh, J.D., CEO, Kinexum

Thomas Seoh is an *entrepreneur and executive* who has held senior leadership positions in public and private pharmaceutical, biotech, and medical device companies for over 25 years. After practicing corporate law in New York and London and serving as *General Counsel for the North American holding company for Australian billionaire Kerry Packer*, he held legal management positions in the *ICN Pharmaceuticals* group of companies in Costa Mesa, which developed the antiviral VIRAZOLE®. He joined *Guilford Pharmaceuticals* in Baltimore, which commercialized GLIADEL® wafer for glioblastoma multiforme and developed the propofol pro-drug LUSEDRA®, first as V.P., General Counsel, and Secretary, and later as SVP Corporate and

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Our Roster of Stellar Speakers

Forbes says: Metabesity "brought together a staggering set of speakers," Alex Zhavoronkov, CEO of A.I. leader InSilico Medicine.

Metabesity2020

Keynoters: Dr. Victor Dzau, President of the National Academy of Medicine, Dr. Kenneth Dychtwald, Founder of Age Wave, Lord Geoffrey Filkin, U.K. House of Lords Chair of the U.K. All-Party Parliamentary Group for Longevity, Members of Congress Donna Shalala and Jaime Raskin.

And so many more...



Susan Mayne, PhD
Director of FDA
CFSAN



Nir Barzilai, MD
Albert Einstein
College of Medicine



Stephen Gough, MD
SVP and Global CMO
of Novo Nordisk



Donna Shalala
US Congresswoman
of Florida's 27th
District



**Pietro Antonio
Tataranni, MD**
Deputy CSO of
PepsiCo



Victor Dzau, MD
President of the
National Academy of
Medicine



Peter Stein, MD
Deputy Director,
OND, CDER, FDA



Jay Skyler, MD
University of Miami



Ken Dychtwald, PhD
CEO of Age Wave



**Philip Home, MD,
PhD**
University of
Newcastle, UK



Jennifer Ligibel, MD
Dana-Farber Cancer
Institute



**Alex Zhavoronkov,
PhD**
CEO of InSilico
Medicine



Joan Mannick, MD
CMO of resTORbio



Pamela Taub, MD
UC San Diego Health



**Gordon Lithgow,
PhD**
Buck Institute for
Research on Aging



Daniel Belsky, PhD
Columbia University



**Daniel Lieberman,
PhD**
Harvard University



**Tom Rando, MD,
PhD**
Stanford University



**Alexander Fleming,
MD**
Executive Chairman
of Kinexum
Conference Co-chair



**Polina Mamoshina
PhD**
Chief Scientist at
Deep Longevity, Ltd.



**Lawrence Steinman,
MD**
Stanford University
Conference Co-chair



Dennis Purcell
Senior Advisor of
Aisling Capital



Lucy Rose
President of The
Cost of Loneliness
Project



Brian Kennedy, PhD
National University
Health System,
Singapore

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Our Attendees

Our audience cuts across sectors and disciplines for a multi-pronged approach to address... **Healthy Longevity and the Future of Aging.**

- **Healthcare** - Administrators, clinicians, and patient advocates interested in the prevention and delay of illness and aging
- **Preclinical Research** - Scientists involved in metabolic, cancer, dementia, cardiovascular and aging-related research
- **Clinical Research** - Investigators and healthcare providers involved in chronic non-communicable disease care and prevention
- **Industry** - Corporate leaders and startups that are developing pharmaceutical, digital health, nutrition, new business models, and other approaches to disease prevention and healthy aging
- **Finance** - Actuaries, funders, payers, and investors (including capital markets, philanthropies, government, and insurers) in disease prevention and healthy aging
- **Policy and Law** - Government regulators, policymakers, elected officials, and advisors involved in Healthspan equity and the future of Healthspan

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- **Social Justice** - Equity groups, social change agents, and philanthropic organizations interested in broadening access to a healthy lifespan
- **Strategy** - Futurists, epidemiologists, social scientists, economists, bioethicists, and others thinking about how to harness emerging science behind Metabesity for global public health
- **Academia** - Instructors, administrators, students, and researchers across all fields of longevity, aging, and Healthspan
- **Communications** - Journalists and marketing professionals who recognize hot topics and emerging trends
- **The Interested Public** - Biohackers, early responders, active boomers, and the mature



For more information, contact AdrianeBerg@Kitalys.org

Experience a seamless mixture of eye-opening information on longevity breakthroughs, high-level networking, inspire your staff and employees, discover mind-expanding business opportunities, and take leadership in Healthspan equity for all.

Ready to talk? Call Adriane at 201 303-6517- A personal cell number for an uninterrupted private discussion

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