

HEALTH CARE

IPO BOOT CAMP

TUESDAY, FEBRUARY 2, 2010 • The Four Seasons Hotel – Palo Alto, CA

Please Join Us

Westwicke Partners is pleased to invite you to our Health Care IPO Boot Camp, to be held at The Four Seasons Hotel in Palo Alto, California, on Tuesday, February 2, 2010. We have assembled leaders from the health care industry including: CEOs and CFOs, sell-side analysts, buy-side analysts, portfolio managers and investment banking professionals to provide a behind the scenes view of the IPO process and beyond.

AGENDA:

- 12:00 pm to 12:30 pm** **REGISTRATION / LUNCH**
- 12:30 pm to 1:30 pm** **CEO/CFO PANEL – I Wish I Knew Then What I Know Now**
CEOs and CFOs share their experiences from the IPO process and the lessons learned as a public company about dealing with Wall Street.
- 1:30 pm to 2:15 pm** **SELL-SIDE PANEL – How the Sell-Side Really Looks at Companies**
Health care research analysts discuss what compels them to provide research coverage and their view on what companies can do to achieve a premium valuation.
- 2:15 pm to 3:00 pm** **BUY-SIDE PANEL – What Institutional Investors Look for in Companies**
Leading buy-side investors talk about how they analyze companies and what criteria they evaluate before becoming a long-term shareholder.
- 3:00 pm to 3:15 pm** **NETWORKING BREAK**
- 3:15 pm to 4:00 pm** **DEAL EXECUTION PANEL – What Really Goes on Behind the Scenes**
Health care capital markets professionals discuss how deals are really “sold,” the pricing and allocation process and how stocks trade in the aftermarket.
- 4:00 pm to 4:45 pm** **M&A VS. IPO PANEL – A Candid Discussion on the Pros and Cons of Each Option**
Senior executives and investment banking professionals share their perspective on each alternative and discuss how to effectively manage a “dual track” process.
- 5:00 pm to 7:00 pm** **COCKTAIL RECEPTION**

Westwicke Partners is a strategic capital markets advisory firm that develops customized investor relations programs and provides independent capital markets advice to private and public health care companies. We work with private companies as they consider an IPO to help position their story properly within the investment community, identify potential banking and research partners, develop a compelling investor presentation, raise the company's visibility in the capital markets and provide independent advice on transaction execution.

To register please e-mail sharon.kirchoff@westwicke.com or call 443-213-0500 for more details.



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