



ITALIAN TRADE AGENCY  
ICE - Italian Trade Commission  
Trade Promotion Section of the  
Consulate General of Italy  
Los Angeles Office

Los Angeles, April 29, 2019

CO.AN: A189C005E3

CIG: Z78282AE91

Prot:

**Support services for a networking event  
BIO International Convention 2019 (Philadelphia)**

PURCHASE ORDER: 3924

Attn: Gloria Janata  
President & Senior Partner  
TOGORUN  
220 East 42<sup>nd</sup> Street, 15<sup>th</sup> Floor  
New York, NY 10017

Following the proposal you sent us on April 26, 2019, we confirm the acceptance of the terms of service contained in the proposal, which, attached to this order, constitutes integral part of the order itself.

TOGORUN is aware that the event is a networking/dinner that will take place on June 5, 2019 at the Consulate General of Italy in Philadelphia (PA). Estimated duration time: two hours (7:00-9:00pm).

TOGORUN shall:

- send a save-the-date for the above-mentioned event within the first week of May to relevant target audiences as specified in the proposal with the understanding that the target audiences should not be limited to US companies.
- send personalized invitations to target audience members
- monitor RSVPs and manage invitation follow-ups via e-mail, phone, or any other appropriate means necessary in order to ensure the participation of target audience members
- perform any other duty as established in the proposal attached

ITA-ICE shall pay TOGORUN the total sum of 18,500.00 US – inclusive of TOGORUN fees and out of pocket travel, accommodations and paperless post – according to the following payment schedule:

**PAYMENT TERMS:**

A first installment of 3,700.00 USD (20% of the total amount) shall be paid upon signing this PO, upon receipt of an invoice for such amount.

A second installment of 14,800.00 USD (80% of the total amount) shall be paid upon completion of all the tasks listed in this PO, upon receipt of an invoice for such amount.

ITA-ICE will not pay any other OOP expenses not included in this contract. It is agreed that all other related OOPs (i.e., invitation design and production, all venue costs, all collateral materials costs) are covered separately by ITA-ICE.

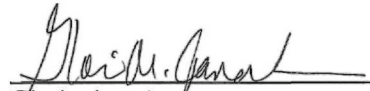
TOGORUN is aware that ITA-ICE is entering this contract based on the information provided by TOGORUN on the attached proposal and that ITA-ICE is tax exempt.

For our administrative purposes, please include our purchase order number on all correspondence and invoices concerning this order.

This contract shall be effective when signed by the two Parties.



Florindo C.D. Blandolino  
Trade Commissioner  
ITALIAN TRADE AGENCY



Gloria Janata  
President & Senior Partner  
TOGORUN

5/13/19

### Objective/Strategies

- Educate key influencers in the U.S. pharmaceutical/biotech market about the opportunities for investment in Italy and create opportunities for collaboration between U.S. and Italian companies
  - Showcase the performance of the Italian pharmaceutical sector and highlight growth opportunities
  - Make attendees aware of new trends and legislation in Italy designed to facilitate investment
  - Secure interest in follow-up meetings with key Italian officials

### Target Audiences (for event invitations)

- Managing Partners of investment firms
- Venture capitalists specialized in the pharma/biotech industry
- Key executives at U.S. pharmaceutical/biotech companies

### Proposed Program

TogoRun will support efforts to drive attendance at the networking event, including:

- Review assets from ICE, including current 2019 BIO attendee list and other relevant contact lists to update existing invitation list
- Research and confirm target venture capitalists and pharmaceutical/biotech company leaders (previous lists and TogoRun's relationships will be leveraged) and tier for strategic outreach
- Review and provide input on invitation content (written by ICE)
- Send invitation to all relevant contacts (via Paperless Post)
  - Assumes sending the invitation to approximately 70-90 individuals to reach target goal of 30 event attendees
  - Assumes ICE provides the invitation to be distributed and covers all related OOP costs separately, e.g., invitation design and production, all venue costs, all collateral materials
- Conduct follow-up with all invitees to secure RSVPs and provide ICE with ongoing updates
- Prepare document that identifies attendees and key biographical information
- Conduct post-event debrief to discuss key insights/attendee presence
- Share post-event survey with attendees and share results
- Attend event to help manage registration table, make introductions and facilitate relationships
  - Assumes onsite support of three TogoRun staff members

**Estimated budget: \$18,500 (inclusive of TogoRun fees at \$15,000 and \$3,500 in OOP for travel, accommodations and Paperless Post only; assumes all other related OOPs are covered separately by ICE)**

### Timing

TogoRun is accustomed to parachuting in and ramping up quickly, and we are ready to begin work on this project immediately. To secure strategic attendance at the networking event at BIO International

Convention, we recommend getting started the week of April 22, 2019. The following timeline outlines a possible schedule of activities leading up to June 2019.

Week of April 22

- Reach agreement on proposal and budget parameters between TogoRun/ICE
- Finalize contract to begin work
- Secure invitation list from ICE

Week of April 29

- Receive invitation from ICE and provide feedback
- Review and update invitation list (includes researching and vetting attendees into tiered outreach groups)

Weeks of May 6 – May 27

- Distribute invitation (week of May 6)
- Ongoing follow up to secure event RSVPs
- Provide attendee updates, as appropriate
- Ongoing development of bio book, as RSVPs confirm

Week of June 3

- Finalize bio book for printing
- Provide final list of RSVPs in Avery template for name badge/label printing
- Provide on-site support at event
- Coordinate debrief meeting and follow up, as appropriate
- Send post-event survey to attendees

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