Whether you’re a conference veteran or a rookie, we hope this light-hearted guide helps you survive the week of life science mayhem in San Francisco.

At Chempetitive Group, we have a deep passion for everything life science—its people, its processes and its promise for the future. As life science marketers, this passion takes us to the industry’s biggest events every year, including the J.P. Morgan Healthcare Conference and related conferences each January. Over the years, we’ve learned our way around San Francisco’s Union Square—places we like to frequent.

What you need to know...

ABOUT THE CONFERENCE

January 11-14
San Francisco
Over 12,000 attendees
Over 15,000 meetings
Over 1,500 companies presenting
Over 40 countries represented
Projected value of this year’s deals: unlimited

And that’s just for the main event!
(includes attendee information from Biotech Showcase and RESI Conference)

RAMP UP

The calm before the storm
Daytime: Good luck meeting people in the Westin lobby, plan to rendezvous “under the monument” in Union Square
Afternoon: recharge and dig out of your email hole at the W Hotel
Evening: gear up to hit 50 receptions, within 1 square mile

The storm

The aftermath

The hangover

Monday January 11th
• Internationals arrive, begin coffee-drip system to overcome jetlag
• Private dinners start

Tuesday January 12th
• Expert tip: start in the thick of things and work your way back to your hotel

Wednesday January 13th
• Working off all that networking? Take a morning jog down Market to the Embarcadero, past AT&T Park and right along the water
• Carb load for the day ahead at David’s Delicatessen on Geary

Thursday January 14th
• After two days of excessive hustling, imbibing and making yourself memorable, you’re either leaving town or rolling this into a long weekend
• Sticking around: check out Napa, Monterey, Santa Cruz or travel up to Tahoe for some mountain air and gambling
1. JP Morgan Healthcare Conference (Westin St. Francis – 335 Powell St., San Francisco, CA 94102)
2. Biotech Showcase (PARC 55 San Francisco – 55 Cyril Magnin St.)
3. RESI Conference (Marine Memorial Hotel – 609 Sutter St.)
4. Union Square
5. Best jazz bar: Biscuits and Blues (401 Mason St.)
6. Best place to meet for a beer: Johnny Foley’s Irish Bar (243 O’Farrell St.)
7. Best place to meet for a wine: Press Club (20 Yerba Buena Ln.)
8. Best place for a client lunch: Café de la Presse (352 Grant Ave.)
9. Best place for an old SF lunch: John’s Grill (63 Ellis St.)

10. Best place for a quiet meeting: Lobby of The Marker San Francisco (501 Geary St.) *Note: Name Change - Used to be Hotel Manaco
11. Best whiskey bar: Rickhouse (246 Kearny St.)
12. Best public transportation: Powell Bart Station (899 Market St.)
13. Best old SF bar: House of Shields (39 New Montgomery St.)
14. Best place to get a taxi: 55 Park Hotel (55 Cyril Magnin St.)
15. Best free Wi-Fi (and place to charge up): W Hotel on 3rd St. (181 3rd St.)
16. Starbucks to avoid: 201 Powell St.
17. Starbucks to hit: 462 Powell St.
18. Best morning-after breakfast: David’s Delicatessen (474 Geary St.)
19. Best bar to duck the crowd: The Irish Bank (10 Mark Ln.)

Have something to add? Tweet it using #JPM16Guide