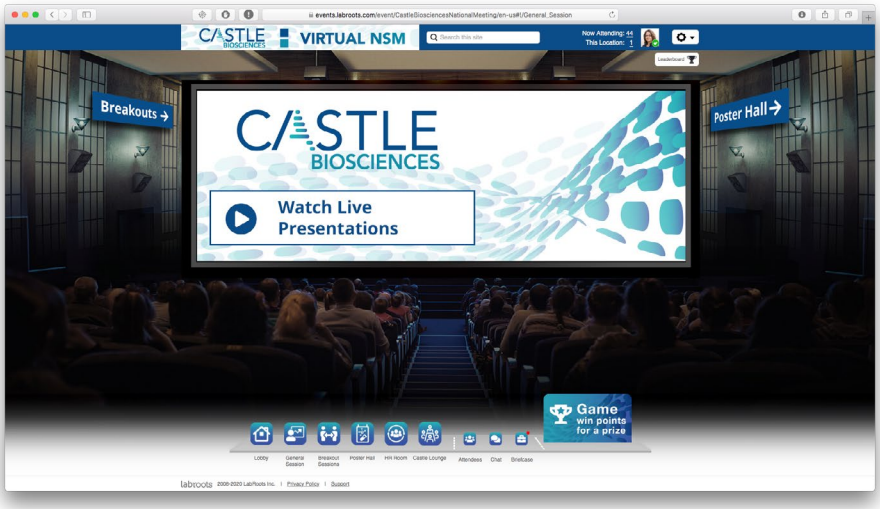
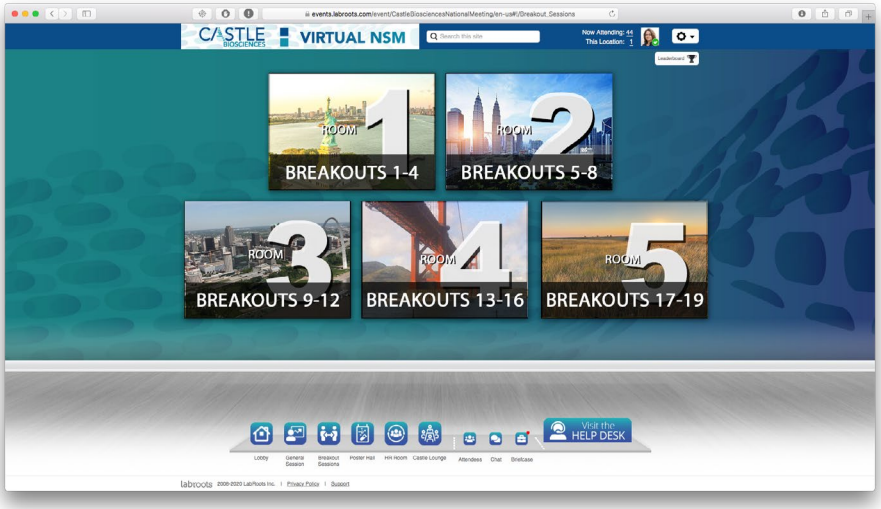
Castle Bioscience Virtual NSM
Event Images

MICROSITE: https://www.labroots.com/ms/virtual-event/castle-biosciences

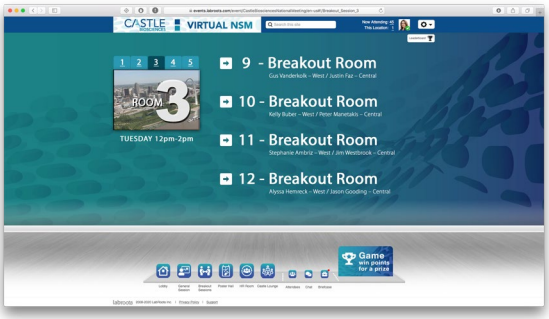
VENUE: https://events.labroots.com/event/CastleBiosciencesNationalMeeting/login?redirect=false

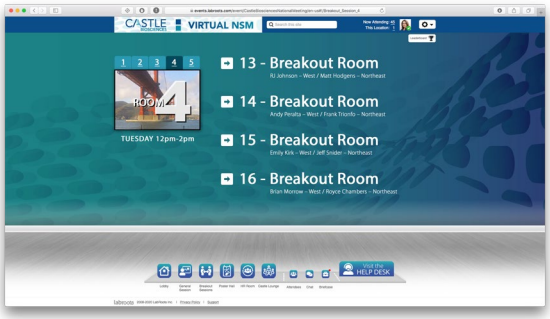


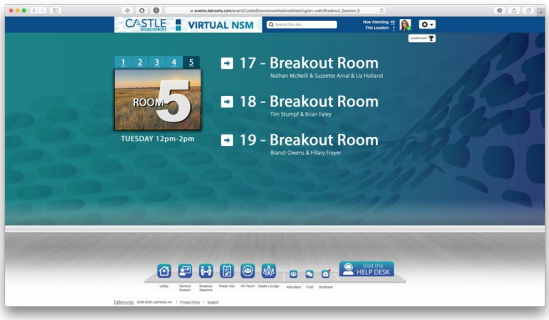

CASTLE BIOSCIENCES
VIRTUAL NSM
ROOM 1
BREAKOUTS 1-4
ROOM 2
BREAKOUTS 5-8
ROOM 3
BREAKOUTS 9-12
ROOM 4
BREAKOUTS 13-16
ROOM 5
BREAKOUTS 17-19
Visit the HELP DESK

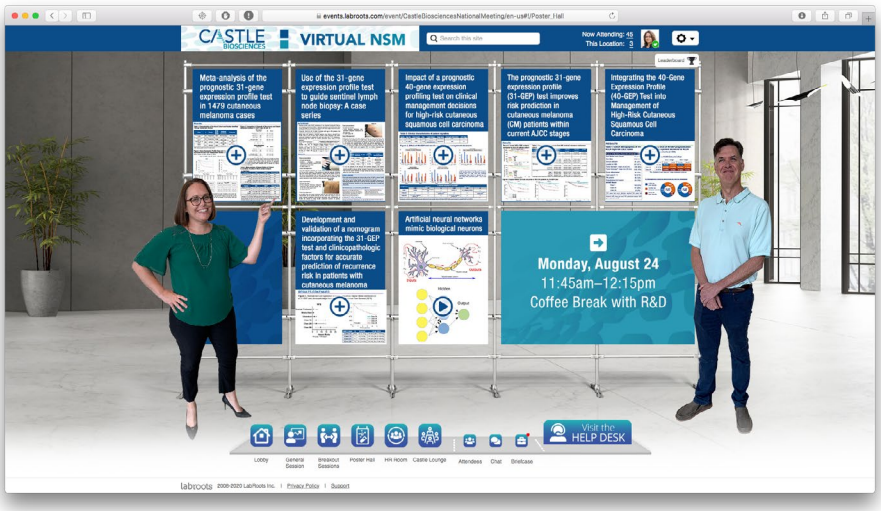
VIRTUAL NSM
TUESDAY 12pm-2pm
1 - Breakout Room
2 - Breakout Room
3 - Breakout Room
4 - Breakout Room

VIRTUAL NSM
TUESDAY 12pm-2pm
5 - Breakout Room
6 - Breakout Room
7 - Breakout Room
8 - Breakout Room


VIRTUAL NSM
TUESDAY 12pm-2pm
9 - Breakout Room
10 - Breakout Room
11 - Breakout Room
12 - Breakout Room

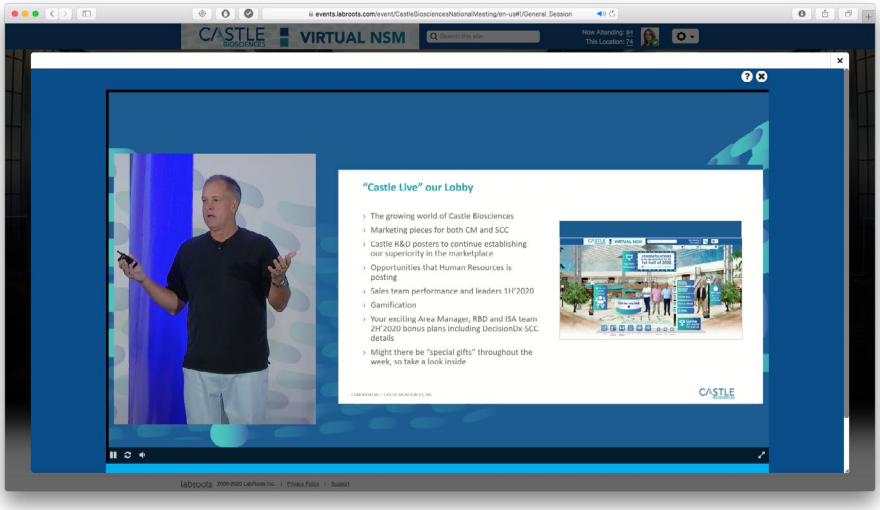

VIRTUAL NSM
TUESDAY 12pm-2pm
13 - Breakout Room
14 - Breakout Room
15 - Breakout Room
16 - Breakout Room

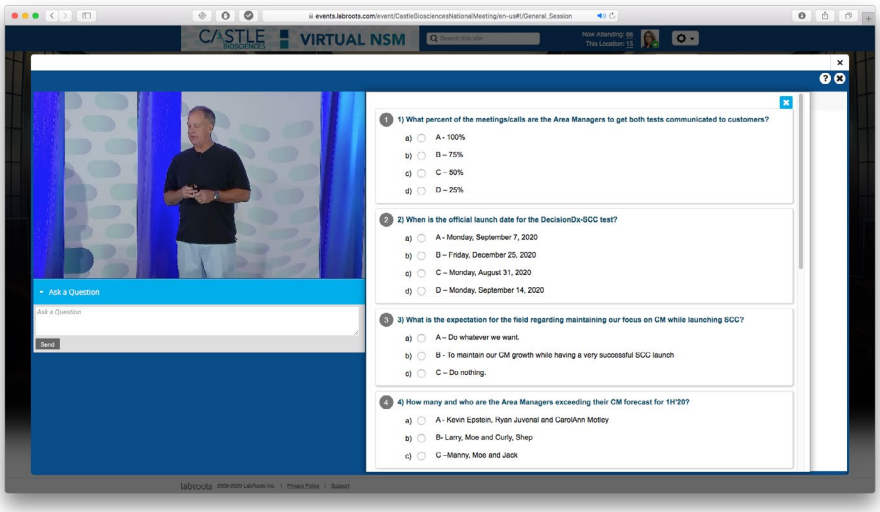

VIRTUAL NSM
TUESDAY 12pm-2pm
17 - Breakout Room
18 - Breakout Room
19 - Breakout Room

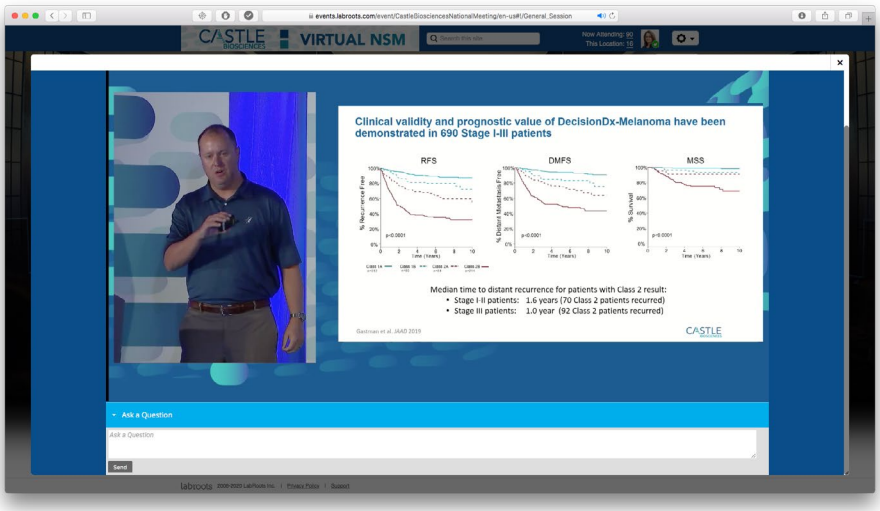

CASTLE BIOSCIENCES
VIRTUAL NSM
Meta-analysis of the prognostic 31-gene expression profile test in 1479 cutaneous melanoma cases
Use of the 31-gene expression profile test to guide sentinel lymph node biopsy: A case series
Impact of a prognostic 40-gene expression profiling test on clinical management decisions for high-risk cutaneous squamous cell carcinoma
The prognostic 31-gene expression profile (31-GEP) test improves risk prediction in cutaneous melanoma (CM) patients within current AJCC stages
Integrating the 40-Gene Expression Profile (40-GEP) Test into Management of High-Risk Cutaneous Squamous Cell Carcinoma
Development and validation of a nomogram incorporating the 31-GEP test and clinicopathologic factors for accurate prediction of recurrence risk in patients with cutaneous melanoma
Artificial neural networks mimic biological neurons
Monday, August 24
11:45am–12:15pm
Coffee Break with R&D
Visit the HELP DESK

CASTLE BIOSCIENCES
VIRTUAL NSM
Join the Chat here
Castle Chat #1
Castle Chat #2
Castle Chat #3
Castle Chat #4
Castle Chat #5
Castle Chat #6
Download Current Human Resources
Game win points for a prize

CASTLE BIOSCIENCES
VIRTUAL NSM
Marketing Materials
Castle Family Photo Collage
CHECK OUT THE TOOLS OF OUR LAB
Click Session to Launch Zoom Call
Monday, August 24
4:15pm–5:00pm
Closing General Session / Happy Hour
Tuesday, August 25
4:15pm–5:00pm
Closing General Session / Happy Hour
Wednesday, August 26
11:45am–12:15pm
Coffee Break with Dr. Farberg and Dr. Goldberg
4:30pm–5:45pm
Regional Happy Hours
Northeast Room
Southeast Room
Central Region Room
West Region Room
Thursday, August 27
4:15pm–5:00pm
Closing General Session / Happy Hour
Game win points for a prize

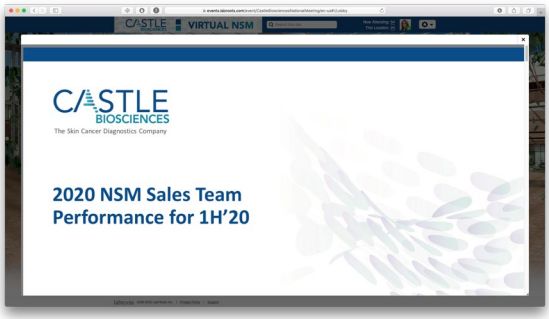

VIRTUAL NSM
"Castle Live" our Lobby
The growing world of Castle Biosciences
Marketing pieces for both CM and SCC
Castle R&D posters to continue establishing our superiority in the marketplace
Opportunities that Human Resources is posting
Sales team performance and leaders 1H'2020
Gamification
Your exciting Area Manager, RBD and ISA team 2H'2020 bonus plans including DecisionDx-SCC details
Might there be "special gifts" throughout the week, so take a look inside

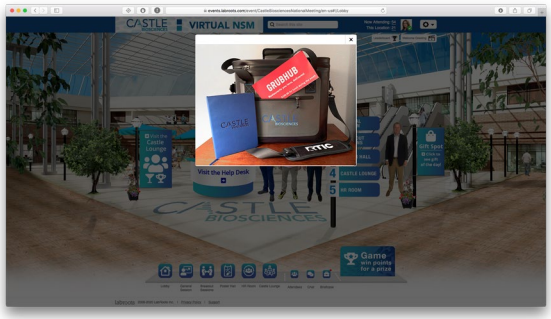

VIRTUAL NSM
1) What percent of the meetings/calls are the Area Managers to get both tests communicated to customers?
a) A - 100%
b) B – 75%
c) C – 50%
d) D – 25%
2) When is the official launch date for the DecisionDx-SCC test?
a) A - Monday, September 7, 2020
b) B – Friday, December 25, 2020
c) C – Monday, August 31, 2020
d) D – Monday, September 14, 2020
3) What is the expectation for the field regarding maintaining our focus on CM while launching SCC?
a) A – Do whatever we want.
b) B - To maintain our CM growth while having a very successful SCC launch
c) C – Do nothing.
4) How many and who are the Area Managers exceeding their CM forecast for 1H'20?
a) A - Kevin Epstein, Ryan Juvonal and CarolAnn Motley
b) B- Larry, Moe and Curly, Shep
c) C -Manny, Moe and Jack
Ask a Question
Send

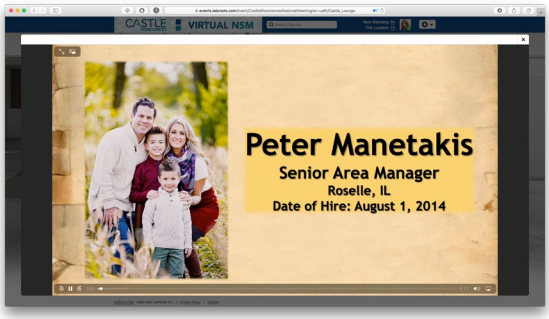

VIRTUAL NSM
Clinical validity and prognostic value of DecisionDx-Melanoma have been demonstrated in 690 Stage I-III patients
RFS
DMFS
MSS
Median time to distant recurrence for patients with Class 2 result:
• Stage I-II patients: 1.6 years (70 Class 2 patients recurred)
• Stage III patients: 1.0 year (92 Class 2 patients recurred)
Ask a Question
Send

CASTLE BIOSCIENCES
VIRTUAL NSM
NEED ASSISTANCE?
CLICK TO CHAT
HELP DESK
Game
win points for a prize

VIRTUAL NSM
ION GeneStudio S5 Prime and ION Chef


VIRTUAL NSM
CASTLE BIOSCIENCES
The Skin Cancer Diagnostics Company
2020 NSM Sales Team
Performance for 1H'20


VIRTUAL NSM
Visit the Help Desk


VIRTUAL NSM
Peter Manetakis
Senior Area Manager
Roselle, IL
Date of Hire: August 1, 2014

ROBERT BLOOM, CMP • 1st
Senior Manager, Events and Conferences at Castle Biosciences, Inc.
Baby steps, bringing back meetings one day at a time. Live and virtual National Sales Meeting.
Like
Comment
Share
Send

Chris Carleson • 1st
President and Executive Producer for Media Production, Live and Virtual Events...
Ready for a great week on the Gulf in Texas for this NSM launch! Social distancing in place and undeterred by Hurricane's Marco and Laura, nothing will stop this hybrid live event! #liveproduction #liveevents #eventsareback #eventproduction #galvestontx #hybridevents
Like
Comment
Share
Send

Chris Carleson • 1st
President and Executive Producer for Media Production, Live and Virtual Events...
2020 tried to stop us...we were bloodied but unbowed, and the show DID go on! We woke up yesterday to evacuation orders out of the Gulf Coast. So, of course, we held our morning session, struck our ballroom, moved up to Houston and reset in the span of 13 hours in time for our 10am session this morning. What a team and what an amazing client to find a new property and move an entire national launch meeting in less than two hours. Thank you to the amazing Heather Kippola and Robert Bloom! Everyone in Laura's path stay safe! #nevergiveup #takethat2020 #liveevents #hybridevents #eventproduction #virtualevents #castlebioscience #heatherkippola #robertbloom #safeevents #socialdistancing #safesets
"Castle Live" Studio
Galveston, TX the 2020 NSM
Houston