

Product Category Listing Form

Don't miss this opportunity to promote your product category in the Program Guide! This is an easy way to help delegates find your company, and view your product first hand at the conference.

Company Name: _____

Contact Person: ph: _____, **email:** _____

STEP 1: Please Select **ONE Track** topic that suits your products/services to help delegates easily find you on the expo floor.

- ___ **1** Diagnostics Channel (Molecular Diagnostics, Personalized Diagnostics, Cancer Molecular Markers)
 ___ **2** Chemistry Channel (Mastering Medicinal Chemistry)
 ___ **3** Informatics Channel (Adopting Integrated R&D Informatics Systems, Cancer Profiling Pathways)
 ___ **4** Biologics Channel (Stem Cells, RNAi Interference, Cancer Biologics, Delivery of Biologics)
 ___ **5** Cancer Channel (Cancer Molecular Markers, Cancer Profiling & Pathways, Cancer Biologics)
 ___ **6** Executive Channel (Translational Medicine)

STEP 2: Circle **3** categories for your products & services. Your company will be listed under these **3** categories within the "Product & Services Locator" section of the 2010 Program & Event Guide which each delegate receives at the event.

1. Animal Models, including Transgenic	25. Labeling Reagents
2. Biological Databases	26. Liquid Handling Equipment
3. Bioreagents	27. Mass Spectrometry
4. Business Consulting Services	28. Medicinal Chemistry Services
5. Chemical Synthesis Equipment and Services	29. Microarray Instruments and Products
6. Chemical Modeling Software and Services	30. Microfluidic Equipment
7. Chemistry Databases	31. Microtiter Plates
8. Chemistry-related Products and Services	32. Molecular Diagnostic Reagents
9. Clinical Research Organizations	33. Molecular Diagnostics Tools and Services
10. Clinical Trials Services	34. Pathway Databases and Software
11. Compounds and Compound Management	35. Preclinical Tools and Services
12. Computers and Electronic Storage	36. Protein Expression and Production
13. Consulting and Professional Services	37. Protein Structure Software and Services
14. Contract Research Organization	39. Proteomic Instrumentation
15. Data Management/Informatics	40. Robotics and Automation
16. Detection and Imaging Instrumentation	41. Sample Preparation Instruments & Supplies
17. Diagnostic Assays	42. Screening Assays
18. Discovery Services	43. Separation and Purification Equipment
19. Gene Amplification Reagents	44. Sequencing Services
20. Gene Sequencing Instrumentation	45. Stem Cell-Related Products and Services
21. Genome Comparisons	Other:
22. Genomic Instrumentation	
23. Genotyping Instruments and Services	
24. In Vitro Testing Services	