

The San Diego Conference is your window on the future

Make plans now to participate

21st Anniversary San Diego Conference

Genomic Technologies at the Interface of Diagnostics and Therapeutics

March 25-26, 2008

Loews Coronado Bay Resort, San Diego, CA

Keynote Speaker: Andrew Z. Fire PhD, Stanford University School of Medicine, The Fire Lab
Andrew Z. Fire studied under Nobel laureate Phillip A. Sharp at the Massachusetts Institute of Technology, and worked alongside Sydney Brenner at England's Medical Research Council. In 1998, Fire discovered ribonucleic acid (RNA) interference, a process by which double stranded RNA inhibits gene expression. Their work effectively created a new field of research, allowing scientists to study what myriad genes do, by controlling this otherwise natural method of switching genes off. Fire and Craig C. Mello shared the Nobel Prize in Medicine in 2006, and the accompanying \$1.4-million remuneration. Fire now works at Stanford University.

Special Presentation: Deborah C. Burgess, PhD, Bill and Melinda Gates Foundation - Global Health Program
The Bill & Melinda Gates Foundation is building upon the unprecedented opportunities of the 21st century to improve equity in global health and learning—because the life and potential of a child born in one place is as valuable as that in another. The Foundation was created in January 2000 through the merger of the Gates Learning Foundation, which worked to expand access to technology through public libraries, and the William H. Gates Foundation, which focused on improving global health. Led by Bill Gates' father, William H. Gates, Sr., and Patty Stonesifer, the Seattle-based Foundation has an endowment of approximately \$24 billion through the personal generosity of Bill and Melinda Gates.

Session Titles:

- | | |
|-------------------------------|----------------------------------------------|
| 1. Sequencing and Haplotyping | 2. Epigenetics and Cancer |
| 3. Applications | 4. Multivariate Analysis and Genetic Testing |

Who will you reach?

- Scientists looking for NEW technologies to use in their labs or in designing new products. They come from clinical and research laboratories, academia, industry, and government
- Molecular biologists, R&D directors, product development scientists, and other clinical scientists
- An international audience, 200-250 total participants expected

Sponsorship Opportunities:

Why participate? / What are the benefits?

- The San Diego Conference is promoted through advertisements in scientific journals with international circulation; news releases to industry publications and professional journals and mailings to more than 5,000 key researchers in the field.
- As a sponsor, you will receive a mail list of all conference attendees.
- You will have access to registration brochures for personalized mailings to your own customers and prospect lists.
- As a sponsor, you will be highlighted in the on-site program.

Cost of Sponsorships

- Table Top Booths - \$750 (Located in Poster Session Area)
- Educational Sponsorship (*includes recognition in all pre-and on-site materials*)
 - Scientific Session - \$2,500 each, per half day
- Social Sponsorship (*includes recognition in all pre-and on-site materials*)
 - Continental Breakfast - \$2,500 ea/ \$4,000 for both days
 - Networking Coffee Break - \$1,000 ea
 - Networking Reception - \$5,000

Past San Diego Conference Exhibitors/Sponsors

AACC
Abbott Diagnostics
Alpha Helix AB
Alsbyte Biotech Products
American International Chemical
Amersham Pharmacia Biotech
Annovis, Inc.
Applied Maths, Inc.
Arcturus Engineering, Inc.
BD Biosciences/PharMingen
Beckman Instruments Inc.
bioMerieux, Inc.
BioDot, Inc.
Bio-Rad Laboratories
BioGenex Labs
Biosearch Technologies, Inc.
BioSource International, Inc.
Boekel Scientific
Boston Biomedica, Inc.
Boston Probes
Cancer Genetics
CHEMICON International, Inc.
Chiron Diagnostics
Clinical Ligand Assay Society
Clinical Micro Sensors
Cortex Biochem, Inc.
CRUACHEM
DYNAL Biotech, Inc.
Epicentre Technologies
febit ag
FITZCO, Inc.
Foley & Lardner
GeneMachines
Genometrix, Inc.
Gen-Probe Incorporated
Genset Corporation
Gentra Systems, Inc.
GMP Genetics, Inc.
Hitachi Genetic Systems
Hong Kong DNA Limited
Instrumedics
Intergen Company
Invitrogen
IVD Technology
Laboratory Corporation of America
LI-COR Inc., Biotechnology Div.
LigoChem, Inc.
Medical Interviews, Div. of HRA
Medical Packaging Corporation
Miltenyi Biotec, Inc.
Mo Bio Laboratories, Inc.
Molecular Devices
Mosaic Technologies
Nanogen, Inc.
NOVEX
Oncor
Oxford University Press
Packard BioChip Technologies
Pall Gelman Sciences
PerSeptive Biosystems, Inc.
Pierce Chemical Company
POLYPROBE, INC.
Prologic LLC
Promega Corporation
Protodyne Corporation
Pyrosequencing, Inc.
Qbiogene, Inc.
QIAGEN Inc.
Roche Diagnostic Systems
Roche Molecular Systems
Schleicher & Schuell, Inc.
Seradyn, Div. of Alexon-Trend, Inc.
Soft Genetics Inc.
Solid Phases Sciences
Specialty Laboratories
Tepnel Life Science PLC
Thermo Hybaid
Third Wave Technologies, Inc.
Tm Bioscience Corp.
Visible Genetics Inc.
Vysis, Inc.
Whatman Bioscience

Important Dates & Times

Installation

Tuesday March 25 8:00am - 9:30am

Exhibit Hours

Tuesday & Wednesday March 25 & 26 9:30am - 4:00pm

Dismantling

Wednesday March 26 4:00pm - 6:00pm

**2008 San Diego Conference
Exhibit / Sponsorship Application**

Company Name: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Country: _____

Exhibit Contact: _____ Title: _____

Tel: _____ Fax: _____ E-mail: _____

Website: _____

Signature: _____ Date: _____

I agree to abide by all requirements, restrictions and obligations outlined under the rules and regulations.

Table Top Booth: **Number of Booth(s):** _____ **@ \$750ea**

Social Sponsorship:

- Continental Breakfast - \$2,500 ea./\$4,000 for two
- Networking Coffee Break - \$1,000 ea.
- Networking Reception - \$5,000

Educational Sponsorship

- Half Day Session - \$2,500 each / Indicate Topic(s) (Check Below)
 - ___ Sequencing and Haplotyping (S1) ___ Epigenetics and Cancer (S2)
 - ___ Applications (S3) ___ Multivariate Analysis and Genetic Testing (S4)

Program Description: Include with your contract a 50-word description of products or services you plan to exhibit. Send via e-mail to: AACC@SCHERAGO.COM. See product description form.

Important: Please forward with this contract a deposit of 50% of the total sponsorship/booth space. The balance will be due upon receipt of invoice. **Checks should be made payable to: AACC/San Diego Conference.**

Return Application To and Payment To: Scherago International c/o The San Diego Conference
525 Washington Blvd, Ste 3310, Jersey City, NJ 07310

For office use only:

Date: _____ Cost: _____ Deposit: _____ Bal Due: _____
Balance Received: _____ Date: _____ Booth#(s): _____

2008 San Diego Conference Product Description Form

Use this form to design your 50-word description of your products or services. This description will be included in the meeting guide distributed to each participant. Applications must be accompanied by a completed product description.

IMPORTANT

Submit your description via e-mail (aacc@scherago.com) in any PC compatible word processing software. Label the e-mail subject line and or attachment with your company name.

Company Name:

(exactly as you would like it printed.)

City, State

Phone Number

Website Address

Product Description - Please type your 50-word description in paragraph form. Listings exceeding 50 words may be edited at the discretion of the AACC.

Sample Format

SCHERAGO INTERNATIONAL

Jersey City, NJ

201-653-4777

www.scherago.com

A full-service firm that meets the demands of today's tough market. Scherago International provides a full range of advertising, marketing, and meeting management services including advertising representation, marketing and market research. The firm's full service convention management group is one of the most experienced and highly professional organizations in the business.

Exhibit Rules & Regulations

Assignment of Exhibit Space

Exhibit space will be assigned based on support level and then on a first-come, first-served basis according to the date upon which the application and deposit are received.

No assignments will be made without a deposit and completed application. Please forward with your application and payment of \$750.00 per booth payable to: AACC\San Diego Conference.

AACC reserves the right to relocate space assigned to the exhibitor. Relocations will be made only if deemed necessary to the exhibitors' best interest and upon notification to the exhibitor by Exhibit Management.

Confirmation

Each exhibiting company will receive a confirmation letter, separate invoice and an exhibitor service kit. The confirmation letter will contain general information about the exhibition and, most importantly, your assigned booth number. This will be the only document you will receive with your assigned booth number. The invoice will specify the total cost of the sponsorship, deposit received, and the balance due. **Final payment is due upon receipt of the invoice.** The exhibitor service kit will contain all the necessary forms and information for conducting your exhibit.

Registration\Housing

Each exhibiting company is allocated (1) one exhibitor badges per booth, this allows full conference participation, including lunch. *Additional badges are available only by registering for the scientific conference.* Exhibitors can pre-register their personnel by submitting the names on the exhibitor registration form, sent under separate cover. Badges can be picked up at the exhibitor registration desk. On-site registration will open Tuesday, March 25 at 7:00am and will continue through set-up and exhibit hours. All meeting participants, including company representatives are required to wear badges while in the exhibit and conference areas.

Housing will be handled by the **Loews Coronado Bay Resort at 800-815-6397 or 619-424-4000 (ask for in-house reservations)**. The room rate for the conference is **\$220 single/double** occupancy. Please identify yourself as a participant of "The San Diego Conference" to secure the convention rate.

Shipping

Shipments should be sent directly to the **Loews Coronado Bay Resort**. There is no decorator.

Liability/Indemnity

Each exhibitor agrees to protect, save and keep the San Diego Conference, AACC, Scherago International and the Loews Coronado Bay Resort forever harmless from any damage or charges imposed or violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those representing the exhibitor, as well as to strictly comply with applicable terms and conditions

contained in the agreement between the San Diego Conference, AACC, Scherago International and the Loews Coronado Bay Resort regarding the exhibition premises. Exhibitors shall at all times protect, indemnify, save and keep harmless the San Diego Conference, AACC, Scherago International and the Loews Coronado Bay Resort against any and all loss, cost damage, liability, or expense arising from any accident or other occurrence to anyone, including the exhibitor, its employees and business guests which arise from said exhibitor's occupancy and use of the exhibition premises or part thereof.

Insurance

Security for the exhibit will be provided by the San Diego Conference, but does not guarantee or insure The exhibitor against loss. The San Diego Conference, AACC, Scherago International and the Loews Coronado Bay Resort will not be responsible for an exhibitor's loss or damage of any kind. Exhibitors desiring to carry insurance on their exhibits may do so at their own expense. All property destroyed or damaged by an exhibitor must be replaced in the original condition at the exhibitors expense.

Contractual Agreement

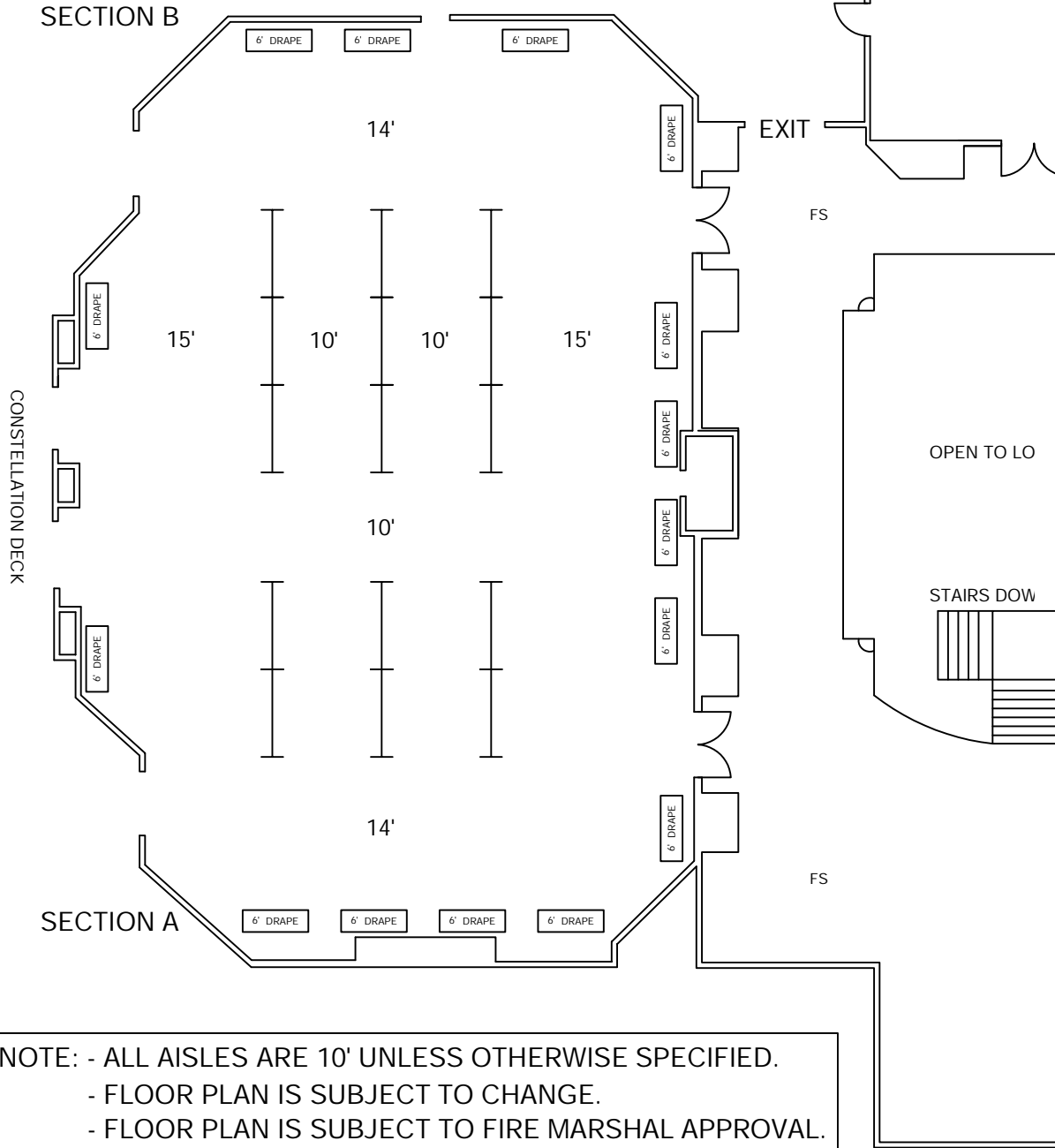
All of the above Rules and Regulations are to be considered as part of the exhibit space contract. It is agreed, that by signing the contract, the exhibitor will abide by the Rules and Regulations cited above before, during and after the exhibit. **In the event of a dispute between the exhibitor and Exhibit Management, it is agreed that the dispute will be referred to the AACC, and its decision will be final.**

AACC 2008 SAN DIEGO CONF

MARCH 25 - 26, 2008

Loews Coronado Coronado, CA

CONSTELLATION
CEILING RESTRICTION 11'2"



F R E E M A N

DISCLAIMER

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOORPLAN. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED ARE MADE WITH RESPECT TO THIS FLOORPLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

© COPYRIGHT 2000, FREEMAN DECORATING CO. ALL RIGHTS RESERVED.

NOTE: - ALL AISLES ARE 10' UNLESS OTHERWISE SPECIFIED.
 - FLOOR PLAN IS SUBJECT TO CHANGE.
 - FLOOR PLAN IS SUBJECT TO FIRE MARSHAL APPROVAL.

DRAWING AS OF: 10.18.2007 jdb