

Plant & Animal Genome XIX Conference

The Premier and Largest
Ag-Genomics Meeting in the World

Exhibit Prospectus

Sponsors

USDA, Agricultural Research Service

USDA, National Agricultural Library

USDA, NRI Competitive Grants Office

USDA, Cooperative State Research,
Education and Extension Service (CSREES)

The Rockefeller Foundation

Johns Innes Centre

NCGR - National Center for Genome Resources

**EXHIBIT HALL WILL SELL OUT -
DO NOT DELAY IN SUBMITTING YOUR APPLICATION**

“Great opportunity to maintain our strong connection to our customers and the pulse of cutting edge research in agriculture. The global reach of PAG is outstanding.” —Illumina

“The Plant and Animal Genome conference in San Diego every year attracts key researchers in agriculture with a rich and diverse agenda of high value. Roche Applied Science is a proud sponsor of this conference as it invites scientists to learn about the latest research in a variety of fields from metagenomics, to crop science.” —Roche Applied Science

“PAG is one of the top conferences for SeqWright. Our ability to sequence known and unknown genomes with 454 and Solid Next Generation Platforms is really appreciated by attendees in need of these services. While many of our big conferences (AACR, ASHG, ASM) are hosted in large convention centers, we actually enjoy the intimacy of the original SD convention center at the Town and Country.” —SeqWright

January 15-19, 2011

Town & Country Hotel

San Diego, CA

Organizer:

Scherago International, Inc.

525 Washington Blvd., Suite 3310

Jersey City, NJ 07310

Tel: (201) 653-4777

Fax: (201) 653-5705

E-mail: pag@scherago.com

www.intl-pag.org

The Plant & Animal Genome XIX Conference will continue the momentum generated from the last 18 PAG meetings. PAG XVIII will bring together the leading genetic scientists and researchers involved in plant and animal research and related areas. With over 30 countries represented, the Plant & Animal Genome Conference provides an established forum for the exchange of information internationally as well as domestically. Scientific attendance is expected to reach 2,300.

The International Plant & Animal Genome XIX Conference is co-sponsored by:

USDA, Agricultural Research Service

USDA, National Agricultural Library

USDA, NRI Competitive Grants Office

USDA, Cooperative State Research, Education and Extension Service (CSREES)

Johns Innes Centre

NCGR - National Center for Genome Resources

Chairman:

Stephen R. Heller, NIST, USA

Plant Co-Organizers:

Catherine Feuillet, France

Ed Kaleikau, USA

Dave Matthews, USA

Graham Moore, UK

Jerome P. Miksche, USA

Rod Wing, USA

Animal Co-Organizers:

Christopher Bidwell, USA

John Liu, USA

Geoff Waldbieser, USA

Shu-Hong Zhao, USA

Abstract and Website Coordinators:

Victoria Carollo Blake, USA

David Grant, USA

Gerard Lazo, USA

Travel Grants Coordinator:

Douglas Bigwood, USA

Special Duty Coordinators:

Hans Cheng, USA

Max Rothschild, USA

Computer Room Organizers:

Noel Yap, USA

A partial list of workshop topics is listed below:

- Aquaculture, Ornamentals, Wheat Genome Sequencing, Forage & Turf Plants, Evolution of Genome Size, Fruit/Nuts, Poultry
- Cattle/Sheep/Swine, Somatic Genome, Ecological Genomics, Coffee, Brassicas, Mutation Screening, Arthropod Genomics
- Lolium Genome Initiative, Equine, Barley, Molecular Markers, Polyploidy, Citrus Genome, Sugar Beet, Plant Interactions/Pests
- Cool Season Legumes, Maize, Allele Mining, QTL Cloning, Oats, Genomics for Disease Resistance, Comparative Genomics, Large Insert DNA Library, Plant Cytogenetics, Sugar Cane, Abiotic Stress, Rice Functional Genomics, Statistical Genomics, Swine Genome Sequencing
- Forest Tree, Functional Genomics, Transposable Element, Grape Genome Initiative, Rice Blast, Plant Reproductive Genomics, Cacao Genome Sequencing, Plant Introgression, Cotton Genome Initiative, Sex Chromosomes, Cucurbit, Grass Genome Initiative, Gene Expression Analysis, Fungal Genomics, Proteomics, Population & Conservation, Weedy & Invasive Plant Genomics, Banana Genomics, Brachypodium Genomics, Genomics Assisted Breeding, Cassava Genomics, Bioinformatics, Phylogenomics, Animal Epigenetics, Apomixis, Root Genomics, Solanaceae, Soybean Genomics, Host-Microbe Interactions

In conjunction with the 5 day scientific program and poster session (located in the exhibit hall), an extensive computer demonstration will take place, all week, giving the average plant & animal molecular biologist an idea of what's available today and what's to come tomorrow. In addition, there will be several time periods devoted exclusively to crop & animal species workshops.

The exhibition is open to commercial exhibitors offering equipment, services and publications related to genetic research. The importance of this research and its requirements for the latest in scientific laboratory equipment, supplies and services will make the exhibit a significant contribution to the scientists and companies who serve the scientific community.

The exhibits and poster session will be located in the lower level exhibit hall and the computer demonstration will be located in the California Room at the Town & Country Hotel. Due to limited space, we suggest you complete and return the enclosed contract for exhibit space without delay.

Plant & Animal Genome XVIII Exhibitors/Sponsors

4titude Ltd • Active Motif, Inc. • Advanced Analytical • Affymetrix • Agilent Technologies • AGOWA GmbH • Ambry Genetics • AnaSpec, Inc. • Applied Biosystems • Applied Maths, Inc. • Axygen Scientific • Azco Biotech Inc. • Beckman Coulter Genomics • BGI, Shenzhen • Bio Chambers Incorporated • BIO::Neos, Inc. • Biocomputing Platforms Ltd • BioMed Central • Bioneer, Inc. • Biontex • Biosearch Technologies • Caliper Life Sciences • CLC Bio • Clemson Univ Genomic Institute • Cold Spring Harbor Laboratory Press • Conviron • Covaris, Inc. • Data Unlimited International, Inc. • Diagenode Inc. • DNA Genotek • DNA LandMarks • DNAStar, Inc. • Doriane SAS • Douglas Scientific • E & K Scientific • EdgeBio • Elchrom Scientific AG • EMBL-European Bioinformatics Institute • Epicentre Biotechnologies • Eurofins MWG Operon • Expression Analysis • Febit Inc. • Finnzymes • Floragenex, Inc. • Fluidigm Corporation • GATC Biotech AG • Gel Company • GeneSeek Inc. • Geneva Scientific • GenomeWeb LLC • GenVault Corporation • Helixis • Hologic, Inc. • Idaho Technology Inc. • IDEX Health & Science • Illumina • Integrated DNA Technologies, Inc. • Isilon Systems • Kapa Biosystems • KBiosciences • Keygene N.V. • Kyazma B.V. • Labcyte Inc. • LC Sciences LLC • LemnaTec • LICOR Biosciences • Lucigen Corporation • MacroGen Inc. • Matrical Bioscience • MBI • MEDomics, LLC • MO BIO Laboratories, Inc. • MOGene, LC • Monsanto Company • MP Biomedicals • National Center for Biotechnology • New England Biolabs, Inc. • Omega Bio-tek • Partec • Phenix Research Products • PhytoTechnology Laboratories • Pico Computing Inc. • Plant Genome DB Outreach Consortium • Pressure BioSciences, Inc. • Prionics USA Inc. • Progeny Software, LLC • Promega Corporation • PSSC Labs, Inc. • Qubit Systems • Roche Applied Science • Scigenix LLC • SeqGen, Inc. • Sequenom, Inc. • SeqWright, Inc • ServiceXS B.V. • SoftGenetics LLC • SPEX Sample Prep • Springer • Teknova, Inc. • The Genome Analysis Centre • The Samuel Roberts Noble Foundation • Thermo Scientific • Tomtec • TraitGenetics GmbH • TriLink BioTechnologies, Inc. • US Dept Energy Genomic Science Program • UVP, LLC • V & P Scientific, Inc. • Zymo Research

In addition to exhibiting, the following marketing opportunities are available:

Coffee Break.....	\$8,000 ea.
Continental Breakfast.....	\$8,000 ea.
Computer Room.....	\$10,000
Exhibit Hall Aisle Banners.....	\$8,000
Memory Sticks.....	\$10,000
Lunch.....	\$10,000 per day
Banquet Dinner.....	Call for Options
Final Program/Abstract Book.....	\$10,000
Scientific Sessions.....	\$4,000 ea.
Opening Welcome Reception.....	\$10,000
Portfolio Bags (Non-exclusive, includes 1 Insert).....	\$12,000
Badge Lanyards (if supplied).....	\$4,000
Hospitality Suite.....	\$4,000
Pads & Pens (if supplied).....	\$4,000
Hotel Room Door Keys.....	\$8,000
Registration Give-a-way.....	\$4,000
Room Drop.....	\$4,000
Portfolio Bag Insert.....	\$1,400 per insert (\$2,100 for non-exhibitors)
Water Bottle Sponsorship (if supplied).....	\$4,000
Website Banner (per month).....	\$1,000
Industry Workshop.....	\$1,250 (includes all AV needs)

For more details regarding sponsorships, contact Darrin Scherago at 201-653-4777, ext. 20 • Fax: 201-653-5705, E-mail: pag@scherago.com.

Plant & Animal Genome XIX
Town & Country Hotel
Grand Exhibit Hall
Jan. 15-19, 2011

Booth price
All 10' x 10' booths are \$2,400*
*Includes electronic bar code lead retrieval system and wireless internet
NO HEIGHT LIMIT IN THE GRAND EXHIBIT HALL.

EXHIBIT HOURS*

Sunday, January 16
3:00pm - 8:30pm
Opening Reception:
7:00pm - 8:30pm

Monday, January 17
9:30am - 5:00pm

Tuesday, January 18
9:30am - 5:00pm

INSTALLATION HOURS

Sunday, January 16
8:00am - 2:30pm

DISMANTLING HOURS

Tuesday, January 18
5:00pm - 8:00pm

* These are the official exhibit hours. However, because of the demand for extended poster viewing time, registrants will be allowed access to the poster session from 7:00am - 12:00am each day except Tuesday — posters will close at 5:00pm. During non-exhibit hours, security will closely monitor the exhibits. No one will be permitted to enter a booth unless the company representative is present.

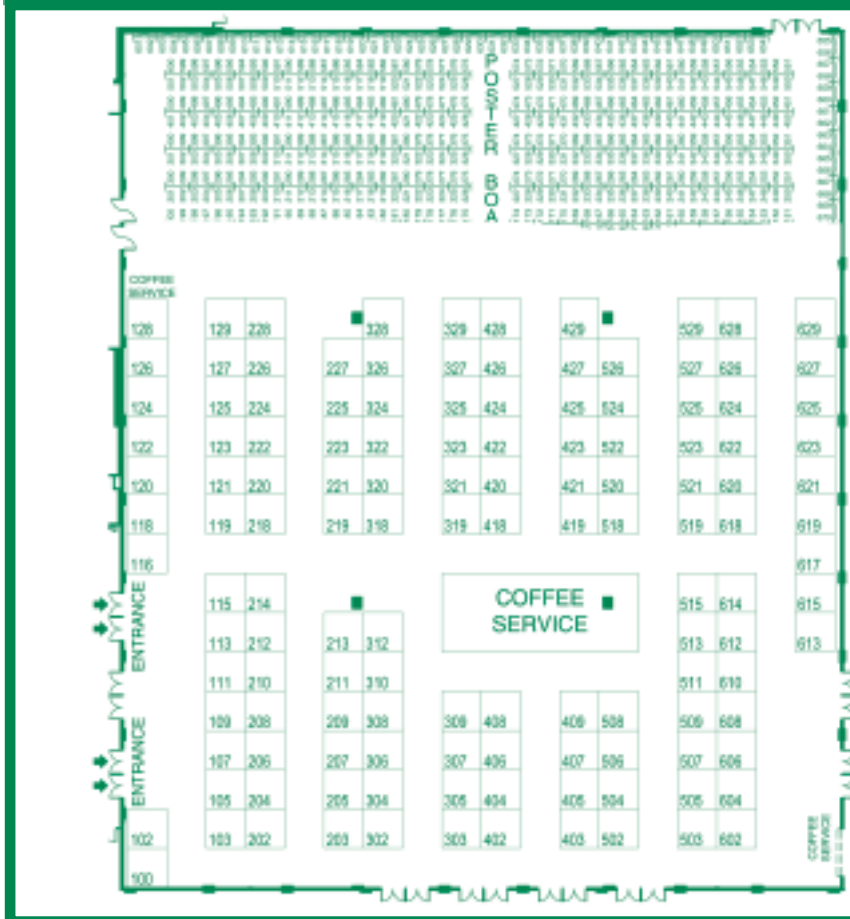


Shipping & Handling Instructions

All freight charges must be PREPAID. It is requested that all shipments be delivered to GES at least seven days prior to set-up addressed as follows:

Plant & Animal Genome XIX Conference
Exhibitor Name & Booth #
c/o GES
491 C Street
Chula Vista, CA 91910

Complete details regarding rates and shipping instructions will be included in the exhibitors' service kit. Freight questions should be addressed to Tina Carriere of GES at 619-498-6745.



Rules & Regulations

Assignment of Exhibit Space

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

Exhibit space assignment begins the week of October 18, 2010. NO assignments will be made without a deposit and completed application. Please forward with your application a deposit of \$1,200 payable to: Scherago International, Inc./Plant Genome.

Exhibit management reserves the right to relocate space assigned to the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's 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 booth space, 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.

Exhibitor Registration/Housing

Each exhibiting company is allowed two (2) exhibitor badges per booth. Additional badges can be purchased for \$350 each. 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.

Exhibitors are entitled to attend the full scientific program and all food functions except the dinner on Wednesday evening, January 19. Tickets can be purchased (\$50) on-site to attend the dinner.

On-site registration will open Friday, January 14 at 12:00pm and will continue through set-up and exhibit hours. All company representatives will be required to wear badges while in the exhibit area.

Exhibitor housing will be handled by the **Town & Country Hotel, 500 Hotel Circle Rd North, San Diego, CA 92108.** Reservations may be made by contacting the Hotel directly at **619-291-7131.** The room rate for the conference is \$155 per night, single or double occupancy. Please identify yourself as a participant of the Plant & Animal Genome Conference to secure this special convention rate.

Booth Information

The cost of the exhibit space includes, draping for the back and side walls, a standard 7" x 44" sign with company name and booth number, janitorial service for the aisles of the exhibit area, 24-hour security of the exhibit area and a product description listing in the Exhibit Guide.

All booths are 10 x 10 and each exhibit must conform to the standards set by Exhibit Management. Backgrounds must not exceed 8' in height from the floor or 36" in height from the side rails to avoid obstructing views of other exhibits.

Exposed, unfinished sides of the exhibit must be draped. Exhibitors will be notified of any infractions of the exhibit rules. In the event the exhibitor is not present, the decorator, with approval of Exhibit Management, will provide the required draping and submit charges to the exhibitor.

Conducting Exhibits

All exhibits must conform to the standards set by Exhibit Management which are as follows:

- No combustible decorating shall be used
- Use of volatile flammable liquids, gases, or solids must be approved by the Fire Marshall and must be kept in safety containers.
- Any part of exhibit or signs cannot be pasted, nailed or otherwise affixed to walls, doors, etc.

- Contests or giveaways require approval from Exhibit Management.
- Subletting or sharing of exhibit space is prohibited.
- For tax purposes, the conference cannot permit completed sales of merchandise on the exhibit floor.
- Demonstrations are permitted in the booth. Should they result in aisle congestion, you will be asked to control the crowd.

Space Cancellation

Any company cancelling their exhibit space on or before November 5 is entitled to a full refund. Companies cancelling after November 5 but before December 4 forfeit their 50% deposit. After December 3 the full cost of the exhibit space is due.

Labor

In order to conform to union contract rules and regulations, it will be necessary for all exhibitors to use qualified union personnel for the various services required for installation and dismantling of exhibits and material handling within the show. Charges for this labor will be billed directly to each exhibitor by GES, the official conference decorator. Overtime is before 8:00am and after 4:30pm Monday through Friday, and all day Saturday, Sunday and holidays.

Furniture

All services will be handled by GES, the conference decorator, located at 491 C Street, Chula Vista, CA 91910, 619-498-6300. To insure prompt handling of requests for furniture, carpeting, etc., a complete exhibitors' service kit will be forwarded to each exhibitor.

Shipping

Do NOT send displays and show merchandise to the Town & Country Hotel prior to January 10, 2011. Shipments will be received by GES for storage up to 30 days prior to the meeting. Crates will be delivered to the exhibitor's booth, removed and returned for repacking. Complete details regarding rates and shipping instructions will be included in the exhibitors' service kit.

Liability/Indemnity

Each exhibitor agrees to protect, save and keep the Plant & Animal Genome Conference, Scherago International, Inc. and the Town & Country Hotel 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 Plant & Animal Genome Conference, Scherago International, Inc. and the Town & Country Hotel regarding the exhibition premises. Exhibitors shall at all times protect, indemnify, save and keep harmless the Plant & Animal Genome Conference, Scherago International, Inc. and the Town & Country Hotel 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 Plant & Animal Genome Conference, but does not guarantee or insure the exhibitor against loss. The Plant & Animal Genome Conference, Scherago International, Inc. and the Town & Country Hotel 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, it is agreed that the dispute will be referred to Exhibit Management and its decision will be final.**