



# Plant & Animal Genome XVIII Conference

January 10-13, 2010

► The Premier and Largest Ag-Genomics Meeting in the World.

Is Genomics in  
your business  
plan?

If your answer  
is **YES...**  
you should take part  
in the largest and  
fastest growing ag-  
genomics meeting in  
the world...

## Exhibit, Sponsor & Registration Information

Scherago International  
525 Washington Blvd., Suite 3310

Jersey City, NJ 07310

Tel: 201-653-4777

Fax: 201-653-5705

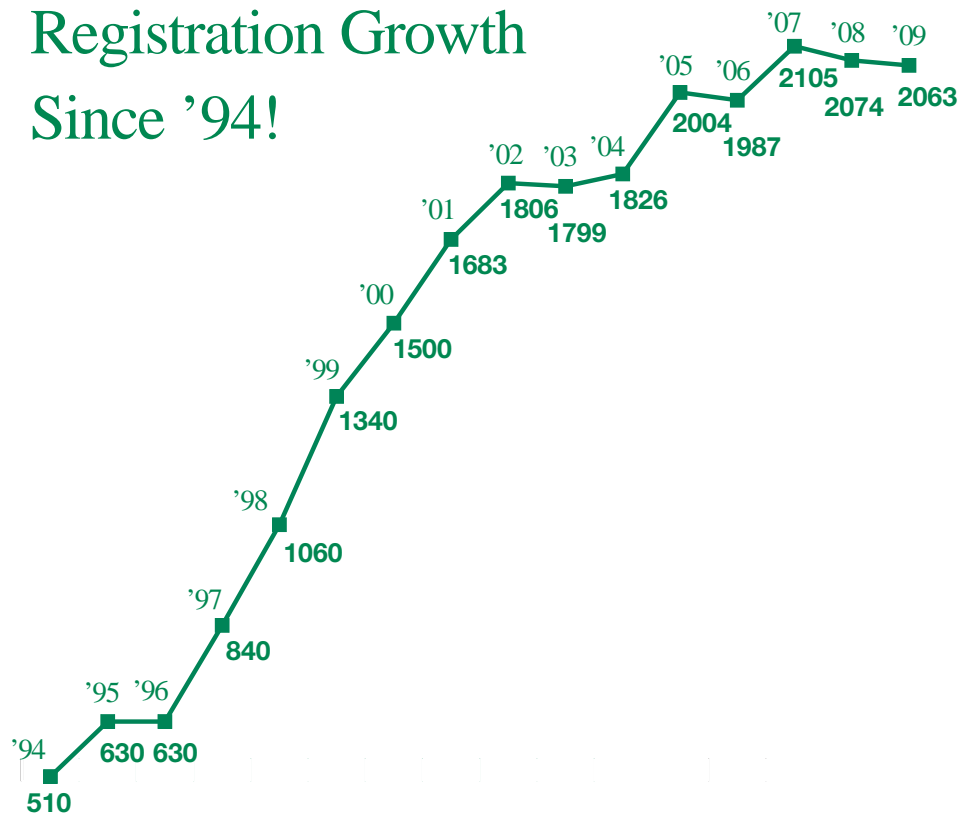
E-mail: [pag@scherago.com](mailto:pag@scherago.com)

[www.intl-pag.org](http://www.intl-pag.org)

Scherago International, Inc.:

Professional Marketing Services  
and Meeting Management

## Registration Growth Since '94!



*“This meeting is the best opportunity to reach the researchers working on non-standard model organisms. There is a strong focus on crop plants and farm animals. There is good international representation and an excellent forum for us to interact with the thought leaders in the plant and animal communities. This is the single most important meeting for the custom array programs.” — Affymetrix*

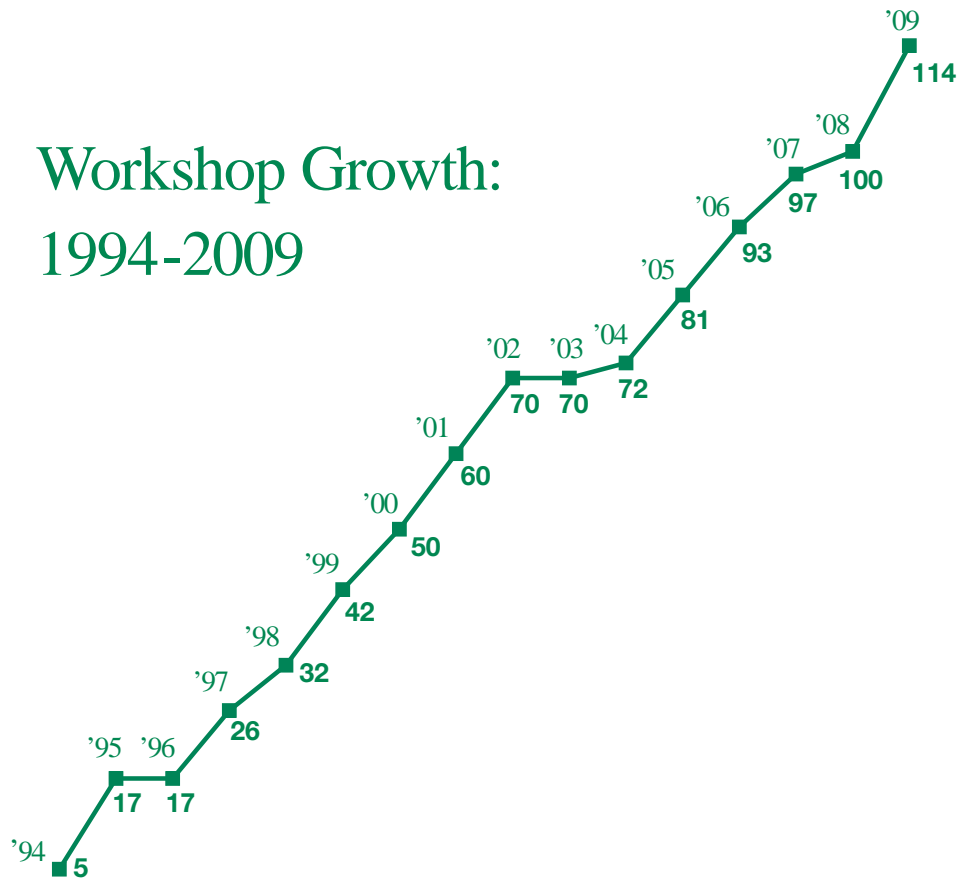
*“PAG provides a good platform to present our research advance, allows us to meet with a large portion of our current customers and gives us the opportunity to see a number of potential new customers.” — Keygene*

Plant & Animal Genome XVIII  
Conference

San Diego, January 9-13, 2010

# Plant & Animal Genome XVIII Conference

## Workshop Growth: 1994-2009

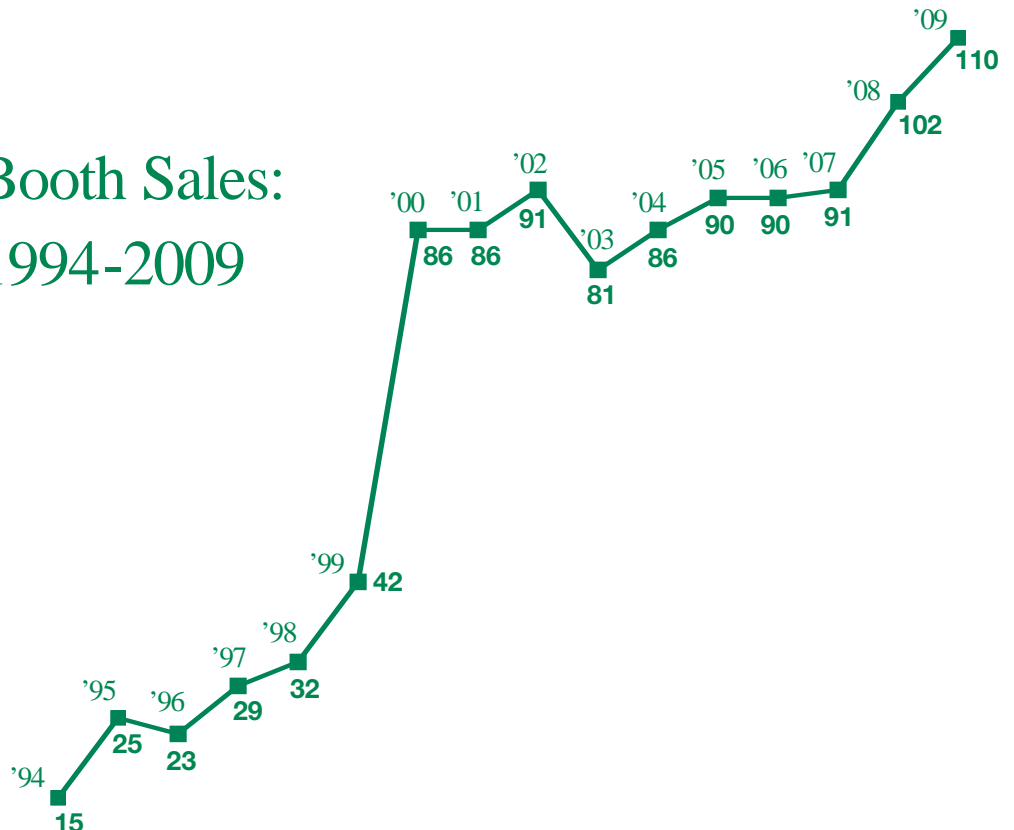


Market your product(s) at the Premier ag-genomics meeting in the world...

## 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

## Booth Sales: 1994-2009





## PAG XVIII

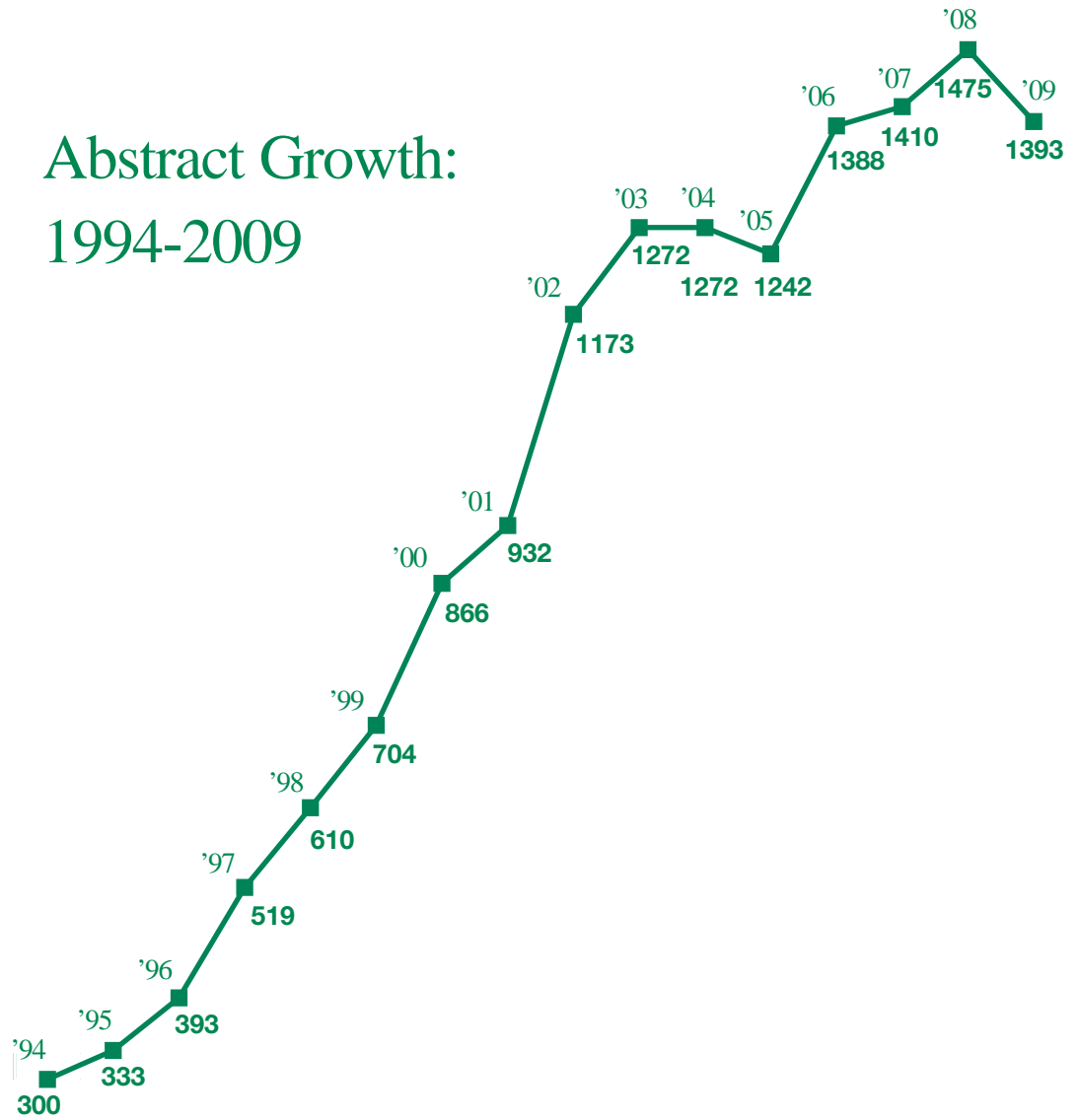
January 9-13, 2010

will include:

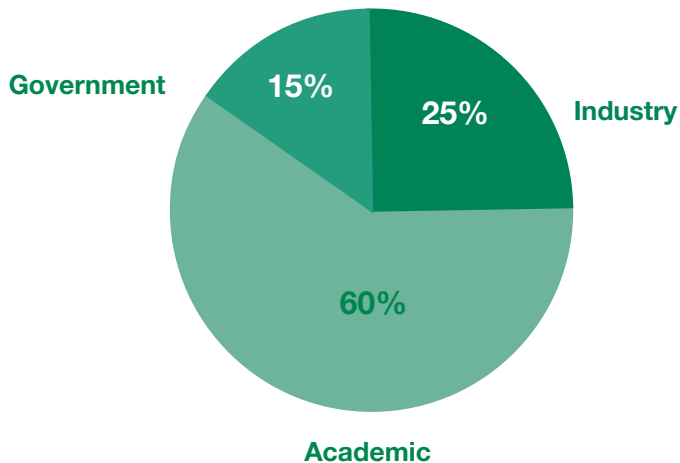
- ▶ 1300+ Abstracts
- ▶ 110+ Exhibits
- ▶ 900+ posters
- ▶ 110+ workshops
- ▶ Social functions

...all in a relaxed,  
sunny and informal  
environment.

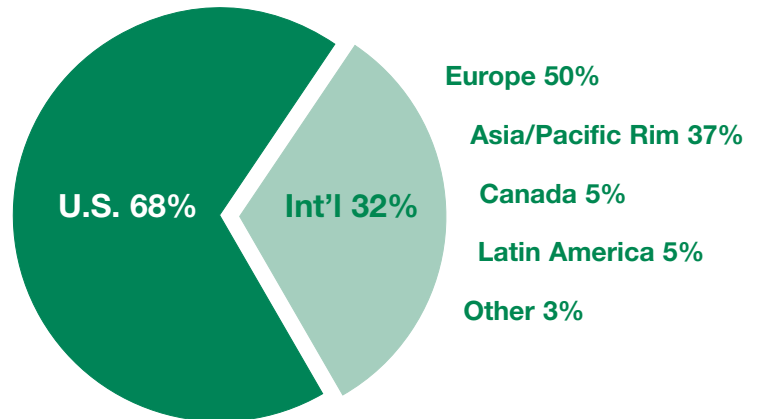
## Abstract Growth: 1994-2009



## Registration by Employer (2009)



## Registration by Region (2009)



# Business Opportunities available at PAG XVIII San Diego, January 9-13, 2010

## Exhibits

The projected 2010 Scientific registration is 2,100. Due to this expected growth, the exhibit area will be expanded, however booth space will be limited to only 120 booths at PAG XVIII. To maximize traffic flow, all coffee breaks and receptions will be served exclusively in the new Grand exhibit hall located adjacent to the California room and the Atlas Foyer.

### PAG XVII Exhibitors/Sponsors

Active Motif, Inc.  
Accuri Cytometers  
Active Motif, Inc.  
Advanced Analytical  
Affymetrix  
Agencourt Bioscience Corporation  
Agilent Technologies  
Applied Biosystems  
Ariadne Genomics, Inc.  
Axygen Scientific  
Beckman Coulter  
Bertin Technologies  
BGI, Shenzhen  
Bio Chambers Incorporated  
Biobase  
Biocomputing Platforms Ltd  
Bioline USA, Inc.  
BioMed Central  
BioMicro Systems  
Biosearch Technologies, Inc.  
BioTrove, Inc.  
CLC Bio  
Cold Spring Harbor Laboratory Press  
Convion  
Diagenode Inc.  
DNA LandMarks  
DNAStar, Inc.  
DNAVision AgriFood  
Dorlane  
Douglas Scientific  
Edge BioSystems Inc.  
Elchrom Scientific AG  
Embi Tec  
EMBL-European Bioinformatics Institute  
EPICENTRE Biotechnologies  
Eurofins MWG Operon  
Eurogentec, North America, Inc.  
Expression Analysis  
Febit Inc.  
Finnzymes  
Fluidigm Corporation  
GATC Biotech AG  
GeneSeek Inc.  
Geneva Scientific  
GENEWIZ, Inc.  
GenomeQuest, Inc.  
GenomeWeb LLC  
GenVault Corporation  
Helicos Biosciences Corporation  
Hologic  
Idaho Technology Inc.  
Illumina  
Innovadyne Tech., Inc.  
Integrated DNA Technologies, Inc.  
Kapa Biosystems  
KBiosciences  
Keygene N.V.  
Kyazma B.V.  
Labcyte Inc.  
LC Sciences LLC  
LemnaTec  
LI-COR Biosciences  
Lucigen Corporation  
Mirus Bio Corporation  
Mo Bio Laboratories, Inc.  
MP Biomedicals  
Partec North America  
Phenotype Screening Corporation  
Pioneer Hi-Bred International  
Plant Genome DB Outreach Consortium  
Pressure BioSciences, Inc.  
Progeny Genetics Software  
Promega Corporation  
QIAGEN Inc.  
Roche Applied Science  
Roche NimbleGen  
Salford Systems Scigenix LLC  
Seahorse Bioscience  
SeqGen, Inc.  
Sequenom, Inc.  
SeqWright, Inc  
ServiceXS B.V.  
SoftGenetics LLC SPEX Sample Prep  
Springer  
Strand Life Sciences Pvt Ltd  
Stratedigm  
Syngenta Biotechnology (China) Co. Ltd.  
Takara Bio USA  
Tecan  
Tepnel Research Products & Services  
The Gel Company  
The Samuel Roberts Noble Foundation  
Tomtec  
TraitGenetics GmbH  
TriLink Biotechnologies, Inc.  
US Dept of Energy Genomics: GTL Program  
UVP, LLC  
V & P Scientific, Inc.  
Whatman, Part of GE Healthcare  
ZyGEM Corporation  
Zymo Research

### COMMERCIAL SPONSORSHIPS

SOCIAL EVENTS  
BAG INSERTS  
BADGE LANYARDS  
SCIENTIFIC SESSIONS  
WORKSHOPS  
PROGRAM  
REGISTRATION GIVE-A-WAY  
DOOR KEYS  
HOSPITALITY SUITES  
ROOM DROPS  
ABSTRACT BOOK  
WEBSITE BANNERS  
PADS & PENS  
COMPUTER ROOM  
COFFEE BREAKS  
CONTINENTAL BREAKFASTS  
PORTFOLIO BAG  
INSERTS  
AISLE SIGN BANNERS  
MEMORY STICKS  
WIRELESS INTERNET

### 2009 COMMERCIAL SPONSORS

AFFYMETRIX  
APPLIED BIOSYSTEMS  
BIOBASE CORPORATION  
BIOSEARCH TECHNOLOGIES  
HELICOS BIOSCIENCE CORP.  
ILLUMINA

### EXHIBIT AND SPONSOR INFORMATION

SCHERAGO INTERNATIONAL  
525 WASHINGTON BLVD., SUITE 3310  
JERSEY CITY, NJ 07310  
TEL: 201-653-4777, EXT. 20  
FAX: 201-653-5705  
E-MAIL: pag@scherago.com  
www.intl-pag.org