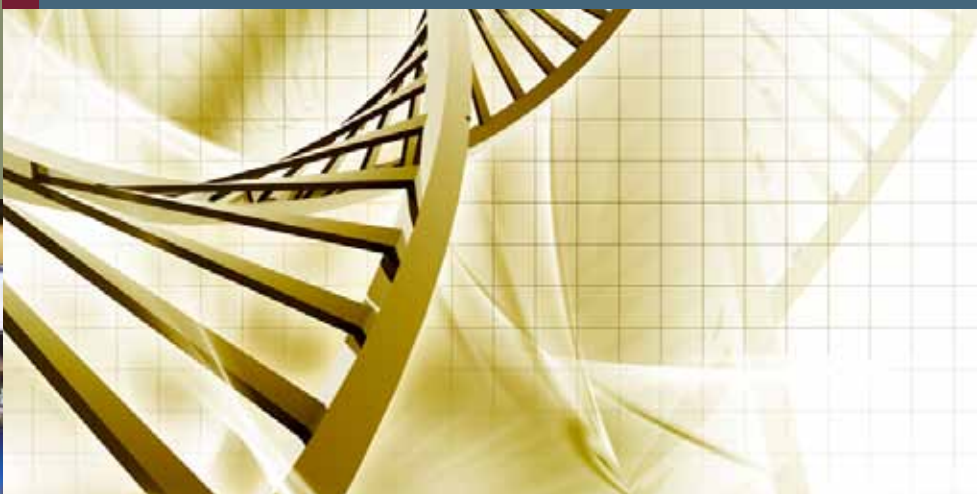


# P L A N T & A N I M A L G E N O M E X X

## E X H I B I T O R P R O S P E C T U S

January 14-18, 2012  
Town & Country Hotel  
San Diego, CA



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

### 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

### PLENARY SPEAKERS

LEE HOOD, INSTITUTE FOR SYSTEMS BIOLOGY (ISB)  
CARLOS BUSTAMATE, STANFORD UNIVERSITY  
ROBERT WILLIAMS, UNIVERSITY OF TENNESSEE  
STEPHEN QUAKE, STANFORD UNIVERSITY  
LOREN RIESEBERG, UNIVERSITY OF BRITISH COLUMBIA  
SUSAN MCCOUCH, CORNELL UNIVERSITY  
GEOFF FINCHER, UNIVERSITY OF ADELAIDE

*“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*

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

SCIENTIFIC ATTENDANCE IS EXPECTED TO EXCEED 2,500 WITH TOTAL ATTENDANCE REACHING 2,900.

### ORGANIZER:

Scherago International  
A Professional Conference Organizer  
525 Washington Blvd, Suite 3310  
Jersey City, NJ 07310  
Tel: (201) 653-4777  
Fax: (201) 653-5705  
[pag@scherago.com](mailto:pag@scherago.com)  
[www.intl-pag.org](http://www.intl-pag.org)

The Plant & Animal Genome XX Conference will continue the momentum generated from the last 19 PAG meetings. PAG XX 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 2,500.

**The International Plant & Animal Genome XX 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

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 Grand exhibit hall and the computer demos 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 XIX EXHIBITORS/SPONSORS**

**Active Motif, Inc. Advanced Analytical Affymetrix Agilent Technologies Ambry Genetics Amplicon Express, Inc. Applied Maths, Inc. Aurora Biomed Inc. Axygen Biosciences Azco Biotech Inc. BC Platforms Beckman Coulter Genomics BGI - Shenzhen Bio Chambers Incorporated BIO::Neos, Inc. BioAmercia, Inc. Biodiscovery -LLC dba Mycroarray Biomatters Bio-Rad Laboratories Biosearch Technologies Caliper Life Sciences Carestream Molecular Imaging Centrillion Biosciences, Inc. Cibus Global CID Bioscience CLC Bio, LLC Clemson Univ Genomic Institute Cofactor Genomics Convey Computer Corporation Conviron Covaris, Inc. Data2Bio, LLC Diagenode Inc. DIBA Industries, Inc. DNA Genotek DNA LandMarks DNAStar, Inc. Doriane SAS Douglas Scientific EdgeBio Elchrom Scientific AG EMBL-EBI Epicentre Eurofins MWG Operon Expression Analysis Floragenex, Inc. Fluidigm Corporation Frontier Genomics GATC Biotech AG Gel Company, Inc. Generation Biotech GeneSeek Inc. Geneva Scientific Genome International Corp. GenomeWeb LLC GenomeQuest GenVault Corporation Golden Helix Hardy Diagnostics Hologic, Inc. Hudson Robotics, Inc. Idaho Technology Inc. IDEX Health & Science Illumina Integenx Inc. Integrated DNA Technologies, Inc. Intrepid Bioinformatics Kapa Biosystems KBiosciences Keygene N.V. Kyazma B.V. Labcyte Inc. LC Sciences LLC LemnaTec LI-COR Biosciences Life Technologies Lucigen Corporation Macrogen Inc. Matrical Bioscience MO BIO Laboratories, Inc. MOgene, LC Monsanto Company MP Biomedicals New England Biolabs, Inc. Omega Bio-tek OpGen, Inc. Pacific Biosciences Phenix Research Products PhytoTechnology Laboratories Pico Computing Inc. Plant Genome DB Outreach Consortium Pressure BioSciences, Inc. Progeny Software, LLC Promega Corporation PSSC Labs, Inc. Qubit Systems Roche Applied Science Sage Science, Inc. SAS Institute Inc., JMP Division SciEngines GmbH SeqGen, Inc. Sequenom, Inc. SeqWright, Inc • SoftGenetics LLC Spex SamplePrep, LLC Springer Teltec The Genome Analysis Centre The Samuel Roberts Noble Foundation Thermo Scientific Thermo Scientific NanoDrop Products TraitGenetics GmbH US Dept Energy Genomic Science Program UVP, LLC V & P Scientific, Inc. Zymo Research Corp**

**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

**ABSTRACT AND WEBSITE COORDINATORS:**

Victoria Carollo Blake, USA  
David Grant, USA  
Gerard Lazo, USA

**TRAVEL GRANTS COORDINATOR:**

Douglas Bigwood, USA

**ANIMAL CO-ORGANIZERS:**

Alex Caetano, Brazil  
John Liu, USA  
Geoff Waldbieser, USA  
Tom Porter, USA

**SPECIAL DUTY COORDINATORS:**

Hans Cheng, USA  
Gera Jochum, USA  
Max Rothschild, USA

**COMPUTER ROOM ORGANIZER:**

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 ADDITION TO EXHIBITING, THE FOLLOWING MARKETING OPPORTUNITIES ARE AVAILABLE:**

- Coffee Break .....\$10,000 ea.
- Computer Room .....\$12,000
- Exhibit Hall Aisle Banners .....\$9,000
- Memory Sticks.....\$10,000
- Lunch ..... \$10,000 per day
- Banquet Dinner..... Call for Options
- Final Program/Abstract Book.....\$12,000
- Scientific Sessions ..... 5,000 ea.
- Opening Welcome Reception.....\$15,000
- Portfolio Bags (Non-exclusive, includes 1 Insert).....\$15,000
- Badge Lanyards (if supplied) ..... \$5,000
- Hospitality Suite ..... \$5,000
- Pads & Pens (if supplied) ..... \$5,000
- Hotel Room Door Keys.....\$10,000
- Registration Give-a-way ..... \$5,000
- Room Drop..... \$5,000
- Portfolio Bag Insert .....\$1,500 per insert (\$2,200 for non-exhibitors)
- Website Banner (per month)..... \$1,000
- Industry Workshop .....\$1,400 (Includes all standard AV equipment & internet access)

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

**Plant & Animal Genome XX**  
 Town & Country Hotel  
 Grand Exhibit Hall  
 January 14-18, 2012

**BOOTH PRICE**  
 All 10' x 10' booths are \$2,500\*  
 \*Includes electronic bar code lead retrieval system and wireless internet  
 NO HEIGHT LIMIT IN THE GRAND EXHIBIT HALL

**EXHIBIT HOURS**  
**SUNDAY:**  
 January 15 • 3:00pm - 8:30pm  
 Opening Reception • 7:00pm- 8:30pm  
**MONDAY:**  
 January 16 • 9:30am - 5:00pm  
**TUESDAY:**  
 January 17 • 9:30am - 3:00pm

**INSTALLATION HOURS**  
**SATURDAY:**  
 January 14 • 8:00am - 5:00pm  
**SUNDAY:**  
 January 15 • 8:00am - 2:00pm

**DISMANTLING HOURS**  
**TUESDAY:**  
 January 17 • 3:00pm - 7:00pm

\* 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 - 10:00pm each day except Tuesday — posters will close at 3:00pm. 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.

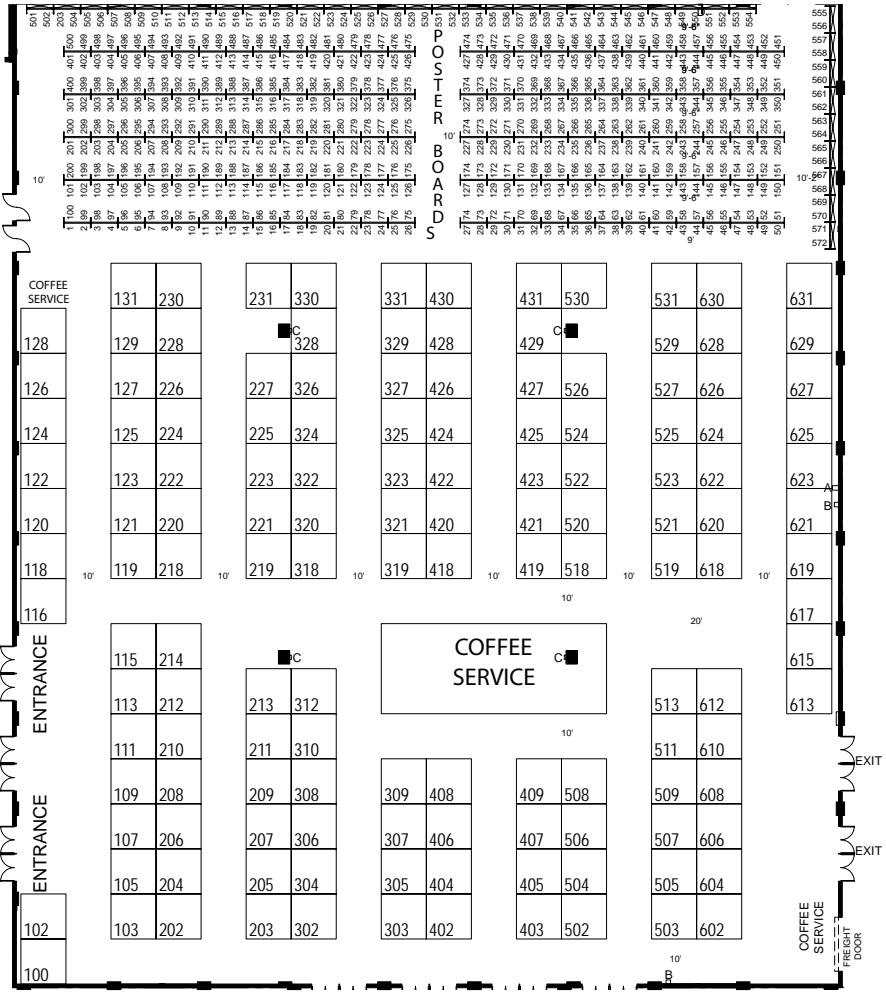


**SHIPPING & HANDLING INSTRUCTIONS**

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 XX 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 or tcarriere@ges.com.



TOWN & COUNTRY HOTEL • GRAND EXHIBIT HALL • SAN DIEGO, CA

## ■ 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 17, 2011. NO assignments will be made without a deposit and completed application. Please forward with your application a deposit of \$1,250 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 four (4) exhibitor badges per booth. Additional badges can be purchased for \$500 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 18. Tickets can be purchased (\$50) on-site to attend the dinner.

On-site registration will open Friday, January 13 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 can be made online at the PAG website: [www.intl-pag.org](http://www.intl-pag.org) or by contacting the Hotel directly at **619-291-7131**. The room rate for the conference is \$155 per night, single or double occupancy.

## ■ 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 4 is entitled to a full refund. Companies cancelling after November 4 but before December 3 forfeit their 50% deposit. After December 2 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 9, 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.

P L A N T & A N I M A L

G E N O M E X X C O N F E R E N C E

January 14-18, 2012

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



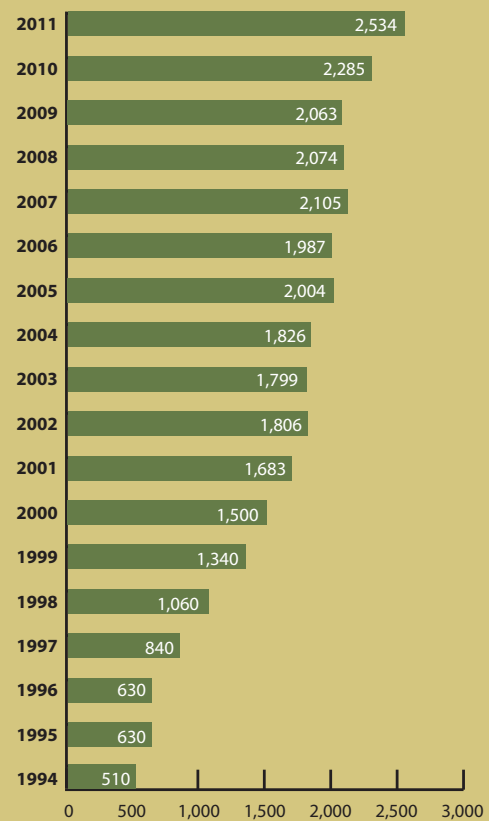
IS GENOMICS IN YOUR BUSINESS PLAN?  
**IF YOUR ANSWER IS YES**

YOU SHOULD TAKE PART IN THE LARGEST AND FASTEST GROWING  
AG-GENOMICS MEETING IN THE WORLD!

*“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*

▼ REGISTRATION  
GROWTH SINCE '94 AND  
STILL CLIMBING!



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  
www.intl-pag.org

Scherago International, Inc.:  
Professional Marketing Services  
and Meeting Management



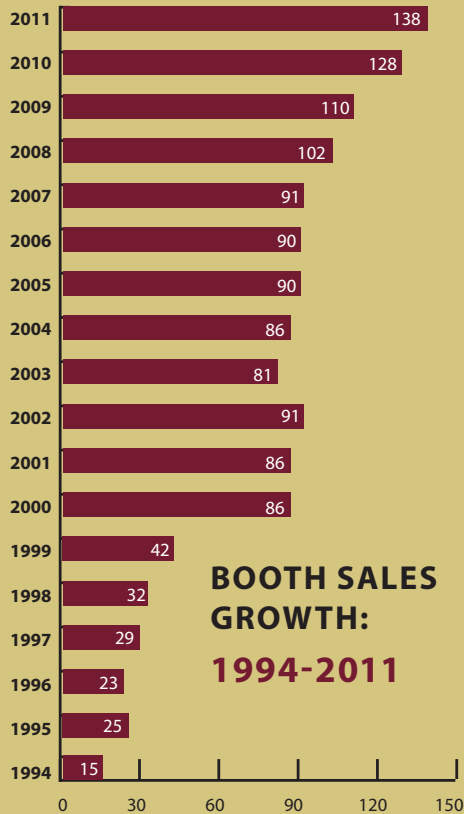
SAN DIEGO • JANUARY 14-18, 2012

PAG CONTINUES TO GROW  
WITH RECORD ATTENDANCE IN  
**2010 & 2011.**

P L A N T & A N I M A L

G E N O M E X X C O N F E R E N C E

MARKET YOUR  
PRODUCT(S) AT  
THE PREMIER  
AG-GENOMICS  
MEETING  
IN THE WORLD...





# PAG XX

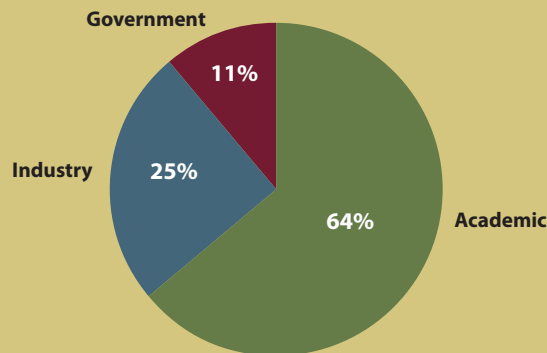
## JANUARY 14-18, 2011

### WILL INCLUDE:

- 1500+ ABSTRACTS
- 120+ EXHIBITS
- 900+ POSTERS
- 120+ WORKSHOPS
- SOCIAL FUNCTIONS

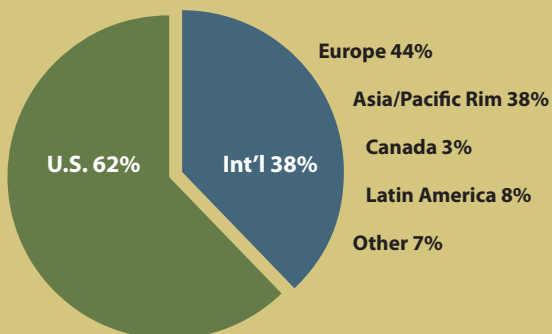
...ALL IN A RELAXED, SUNNY AND INFORMAL ENVIRONMENT.

#### ▶ REGISTRATION BY EMPLOYER: 2011



#### SPONSORED BY:

- USDA, AGRICULTURAL RESEARCH SERVICE
- USDA, NATIONAL AGRICULTURAL LIBRARY
- USDA, NATIONAL INSTITUTE OF FOOD AND AGRICULTURE
- JOHNS INNES CENTRE



#### ◀ REGISTRATION BY REGION: 2011