

EXHIBITOR PROSPECTUS

CYTO 2012

June 23 - 27, 2012



XXVII Congress of the International
Society for Advancement of Cytometry

Congress Center Leipzig • Leipzig, Germany

www.cytoconference.org • www.isac-net.org

CYTO 2012

Exhibitor Benefits

- Increase brand awareness
- Launch new products and services
- Bring qualified prospects directly to you
- Target influential decision makers
- Generate new sales leads
- Interact with Cytometry professionals from all over the world



Dear Colleagues,

On behalf of the ISAC Council and the CYTO Organizing Committees, it is my pleasure to invite you to participate in CYTO 2012: ISAC's XXVII Congress. As exhibitors you play a crucial role in the Society's mission of advancing the development of cytometry technologies and applications.

In 2010, ISAC successfully rebranded the ISAC Congress as the CYTO conference, incorporating revised scientific and educational offerings and an annual schedule that helps us facilitate the rapid advancement of cytometry technologies and applications, as well as their geographic spread. The first two CYTO conferences in Seattle and Baltimore were well received, both scientifically and commercially. We are excited to bring CYTO to Leipzig, an historical crossroad of Europe, for the first ISAC Congress in Europe since Budapest in 2008. The unique scientific and commercial strengths of Leipzig and the State of Saxony will make an interesting backdrop for an excellent CYTO experience

Building upon the superb efforts of past Presidents, ISAC Council and our current President Paul J. Smith, the CYTO 2012 Organizing and Program Committees are focused on delivering a cost-conscious but high-value conference. ISAC has taken particular care in selecting the Leipzig venue and we hope that you will have the opportunity to take advantage of all that Leipzig has to offer.

I look forward to seeing you in Leipzig and please check www.cytoconference.org for the latest Conference announcements.

Best Regards,

John Nolan

ISAC President-Elect and CYTO 2012 Chair

Key Contacts

Exhibit Manager

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Demographics

CYTO 2011 ISAC XXVI Congress, Baltimore, Maryland

Scientific Attendees: 716
Exhibitors & Guests of Exhibitors: 596
Other: 68
Total Attendance: 1,380

CYTO 2010 ISAC XXV Congress, Seattle, Washington

Scientific Attendees: 1,049
Exhibitors & Guests of Exhibitors: 672
Other: 95
Total Attendance: 1,816



Past Exhibiting Companies

89 North • 3DHistech Ltd. • Abcam • AbD Serotec • Accuri Cytometers • Advantix AG • Agilent Technologies • ALEXIS® Biochemicals • Amnis Corporation • AnaSpec Inc. • Apogee Flow Systems • Applied Cytometry • Asahi Spectra U.S.A. Inc. • Aviva Biosciences Corporation • Axxora • Bangs Laboratories, Inc. • Bay Bioscience Co., Ltd. • BD Bioscience • Beckman Coulter, Inc. • BioLegend • Biomedical Photometrics Inc./GeneFocus • Biostatus Limited • Biotrue Inc. • Blue Ocean Biomedical LLC • Blue Sky Research • Brightwell Technologies Inc. • Cedarlane • Cell Kinetics • Cell Signaling Technology • CellSeed Inc. • Chemicon/Upstate • Chroma Technology Corp • Chromocyte Limited • Cobolt • Coherent Inc. • CompuCyt Corporation • CRI • CVI Melles Griot • CynTellect • CyTecs GmbH • Cytek Development, Inc. • Cytobank Inc. • CYTOGNOS • CYTOPEIA, INC. • Dako • De Novo Software • Diagnostica Stago, Inc. • Duke Scientific Corp. • DVS Sciences Inc. • eBioscience • Elsevier Publishing • EMD Millipore • Essen BioScience • Evotec Technologies • EXBIO Praha, a.s. • Fluid Imaging Technologies, Inc. • Fraen Corporation Srl • Fujitsu Computer Systems • GCAT, Inc. • GE Healthcare • Guava Technologies, Inc. • Hamamatsu Corporation • Hellma USA, Inc. • iCyt Mission Technology • iLab Solutions • Immunicon Corporation • IntelliCyt Corporation • Inivai Technologies P/L • Innovative Cell Technologies, Inc. • IntelliCyt Corporation • IQ Products • Iridian Spectral Technologies • Jackson ImmunoResearch Laboratories • JDSU • Koheras • Leister Process Technologies • Life BioScience Inc. • Life Technologies • LightForm, Inc. • Lyrttech • MAIA Scientific • Market Tech • Miltenyi Biotec • Molecular Devices • MSP Corporation • National Flow Cytometry Resource • New Mexico Molecular Libraries Screening Center • Newport Corporation • Newport Spectra-Physics GmbH • Nikon Instruments Inc. • Olink Bioscience • Olympus Life Science Europa GmbH/Olympus Life Science Research Europa • Omega Optical • On-chip Biotechnologies, Co., Ltd. • OSELA Inc. • OXXIUS Lasers • Parker Hannifin - Pneutronics Division • Partec GmbH • Pavilion Integration Corporation • PerkinElmer • Phoenix Flow Systems, Inc. • Picarro • Picovitro AB, AlbaNova University Center • Point Source • Primate Products, Inc. • Propel Labs • ProZyme, Inc. • Qimaging • Roche Diagnostics GmbH • Semrock • ScienceXperts • Soft Flow Hungary Ltd. • SouthernBiotech • Spectral Applied Research • Spherotech Inc. • StockerYale Inc. • Stratedigm, Inc. • Thermo Scientific • Thermo Scientific Particle Technology • ThermoFisher Scientific • Tissue Gnostics USA • Toptica Photonics AG • Tree Star, Inc. • TTP LabTech Ltd. • Union Biometrica • Verity Software House • Vortran Laser Technology, Inc. • Wiley Blackwell • Woodside Logic • Worthington Biochemical Corporation

The CYTO conferences have been exceptional venues for showcasing our flow cytometry solutions and future technologies to research scientists using advanced technology to conduct cells analysis experiments. We are looking forward to revealing new solutions at CYTO 2012.

Gary Durack, CEO, iCyt Mission Technology, a Sony Group Company

MARKETING AND PROMOTIONAL OPPORTUNITIES

Advertising

Display your company name, logo, booth number and message in the conference program. The program is posted on the website in advance of the meeting. Advertising rates, specifications and other forms can be found on the website.

Booth Upgrades

Increase your exposure and ROI by upgrading your booth in our virtual floor plan. Several options include adding your URL, company logo, product promotion and company video. Please contact jkearney@faseb.org for additional information.

Attendee Mailing Lists

Research new prospects and stay connected by purchasing the advance or post show attendee mailing list. Complete the online order form located on our website.

Commercial Tutorials

Commercial Tutorials provide your company with an excellent opportunity to introduce new products, give in-depth technical demonstrations and present technical updates. Requests are accepted on a first-come, first-served basis. Deadline for consideration is March 20. A description of the presentation will be included in the conference program. Complete the online application located on our website.

Sponsorship Opportunities

Sponsorship opportunities are an excellent way to keep your company's name out front. We offer Diamond, Gold, Silver, Bronze level and single event opportunities.

Sponsorships are a critical tool in your marketing efforts and an ideal way to assure your sales and marketing messages are seen and heard. Please visit our website to view the opportunities available.

Booth Rental Package

Included in your Shell Scheme Stand 9sqm (3m x 3m)

- Carpet
- Wall elements, white panel with company name on each open side of the stand
- Long-arm spotlights
- Triple power-socket (without electrical connection)
- Island Booths do not include the above and are at the expense of the exhibitor.



To Reserve a Booth:

Visit our website at www.cytoconference.org to complete an online application

Please contact exhibit management to address any questions you may have regarding space selections.

CYTO is our key meeting for customers and KOL - Where we get a lot of feedback on the systems – This is our opportunity to get closer to the EU & EMA community. From what I have heard most KOLs in EU will be attending as will be the key US KOLs .

This meeting is also an opportunity for us to engage the customers with in depth content /surveys to gauge the market direction.

Ester Lestari, Tradeshow Manager & Events / Marketing, BD Biosciences

CYTO has always been a very positive experience for us. It is the conference to be at for people interested in Cytometry technology, including software. It is a great venue for meeting customers and networking with other businesses.

David Novo, President, De Novo Software

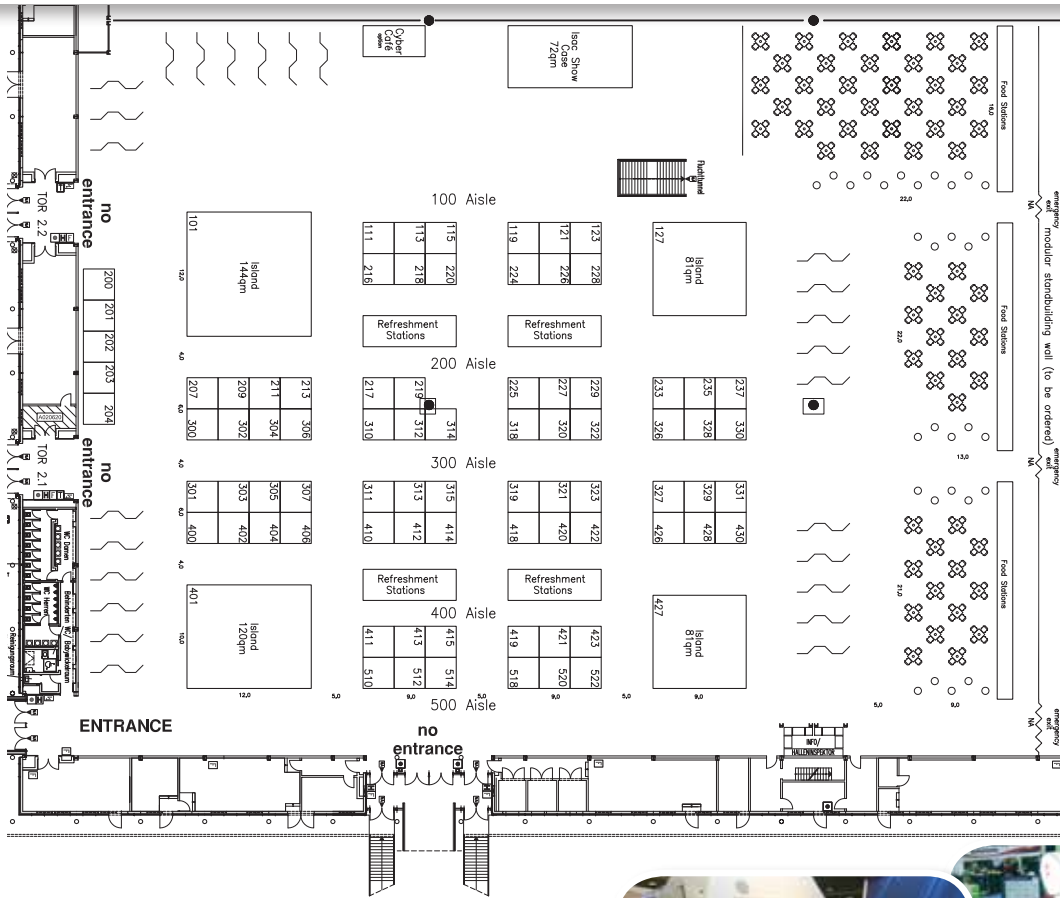


Exhibit Dates/Hours

Exhibit Set-up:

Friday, June 22, 7:00 – 17:00
 Saturday, June 23, 7:00 – 14:00

Exhibits Open:

Sunday, June 24, 12:00 – 19:00
 Monday, June 25, 12:00 – 19:00
 Tuesday, June 26, 10:00 – 16:00

Exhibit Tear-down:

Tuesday, June 26, 16:00 – 20:00
 Wednesday, June 27 – 7:00 – 16:00

Exhibit Space Rental Rates

- 9sqm (3m x 3m) – Shell Scheme Stand – \$2,500 USD
- Larger shell scheme stands are available, contact Exhibit Management for cost.



Key Dates and Deadlines

- January 31:** . . . Balance due for exhibit space
- March 20:** Deadline for receipt of application for exhibit space, product description and deposit payment. (Information received after this date will be printed in the Conference Addendum)
- March 20:** Deadline to apply for a Commercial Tutorial
- April 24:** Deadline for Exhibitor Appointed Contractor Insurance Forms
- May 30:** Deadline for advance shipments to the Congress Center Leipzig

FASEB/OSMC Exhibit Management

9650 Rockville Pike
Bethesda, MD 20814

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"As true pioneer in this field, having introduced the first commercial flow cytometer already in 1969 and since then driven evolution of this technology with many key patents, exhibiting our product portfolio at the ISAC congress has always been of major importance to Partec. CYTO is definitely THE international showcase for highlighting the newest innovations in cellular and nanoparticle analysis and to display the most recent flow cytometry system generations. It is also the place to get nicely stimulated for new technological ideas as well as to find potential cooperation partners from business and science."

Roland Göhde, Chief Executive Officer, Partec GmbH

Future CYTO Meeting Dates

CYTO 2013
May 19-23, 2013
San Diego, CA

CYTO 2014
May 17-21, 2014
Ft. Lauderdale, FL

Exhibitor Prospectus online at:
www.cytoconference.org

