

LabAutomation 2010

Where Science, Technology and Industry Come Together

“The LabAutomation Conference and Exhibition is a fascinating experience. It provides a wonderful venue for sharing ideas with scientists and engineers around the world.

Laboratory automation is a critical component of the high-throughput data measurements of modern biology and medicine. The LabAutomation community has a unique culture, is an integral component of the high-throughput data measurements for genomics, proteomics and phenotypes and thus provides a crucial foundation for modern biology and medicine.”

Leroy Hood, M.D., Ph.D., President, Institute for Systems Biology

Advance Registration Brochure



First-Class Educational Program

Podium Presentations and Posters

- Featuring the world's **top 100 podium presentations** on laboratory automation along with more than **200 posters**
- **The \$10,000 ALA Innovation Award**—recognizing the most unique and innovative podium presentation

Short Courses

- LabAutomation2010 presents **18 short courses** providing a **rapid introduction to topics, issues and techniques** related to laboratory automation

Visionary Plenary Series

Opening Keynote Address

R. Graham Cooks

Henry B. Haas Distinguished Professor of Analytical Chemistry, Purdue University

Featured Plenary Speaker

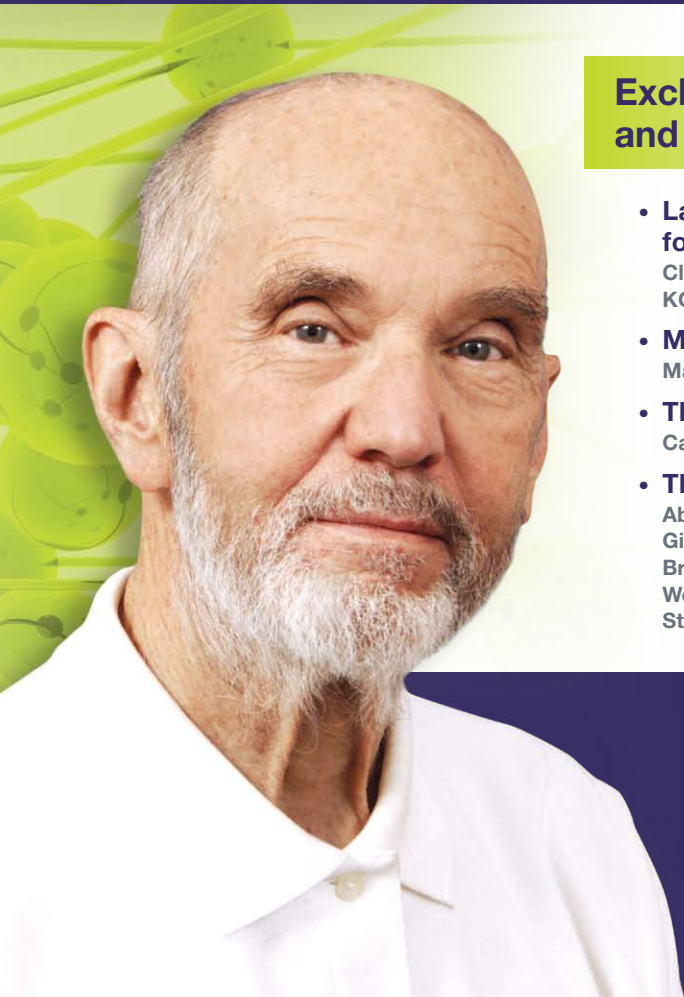
Hod Lipson

Associate Professor Mechanical and Aerospace Engineering, Cornell University

Awards Luncheon & Closing Ceremony

Bruce Sterling

American Science Fiction Novelist, Self-Proclaimed Blogger and Design Critic, and Columnist for *WIRED* and *MAKE* Magazines



Exclusive Special Educational Sessions and Market Place Briefings

- **Laboratory Products Association to Announce Preliminary Results for 2009 North American Laboratory Purchasing Trends Report**

Clark Mulligan, Executive Director, Laboratory Products Association
KC Warawa, KC Associates, Littleton, CO

- **Market Overview: India's Emerging Pharmaceutical Market**

Maulik Jasubhai, Group Chief Executive, CHEMTECH Foundation, Mumbai, India

- **The SiLA Consortium for Standardization in Laboratory Automation**

Carsten Etzold, Hamilton Company, Bonaduz, Switzerland

- **The MF3 Center: Pioneering Commercialization from Academia to Market**

Abraham Lee, MF3 Center Director and Biomedical Engineering Professor, University of California, Irvine
Gisela Lin, MF3 Center Development Manager, University of California, Irvine
Bruce Peterson, Corporate Director, Douglas Scientific
Wen-Chy Chu, Senior Research Manager, Pioneer Hi-Bred International
Steve Pentoney, Director of Scientific Affairs & Technology Management, Beckman Coulter

“One of the very unique things about LabAutomation is that it cuts a wide swath across multiple disciplines. From forensics and food science, to energy research, drug discovery, bioinformatics, quality control and clinical diagnostics, the LabAutomation Conference and Exhibition creates synergistic connections between different areas that all employ lab automation as a common infrastructure. The LabAutomation Palm Springs experience is the best place and time for you to efficiently network and exchange ideas with old friends and new colleagues. The careful blend of new directions in classic topics and exposure to future tools will keep you current in a rapidly changing field.”

Raymond E. Dessy, Ph.D., D.Sc., Professor Emeritus, Department of Chemistry, Virginia Tech

Build Partnerships with ALA's *Biz-Dev* Business Development Forum

LabAutomation2010 provides a **dedicated time and place** for laboratory automation user companies, technology providers and original equipment manufacturers (OEMs) to **explore business partnerships and collaborations**.

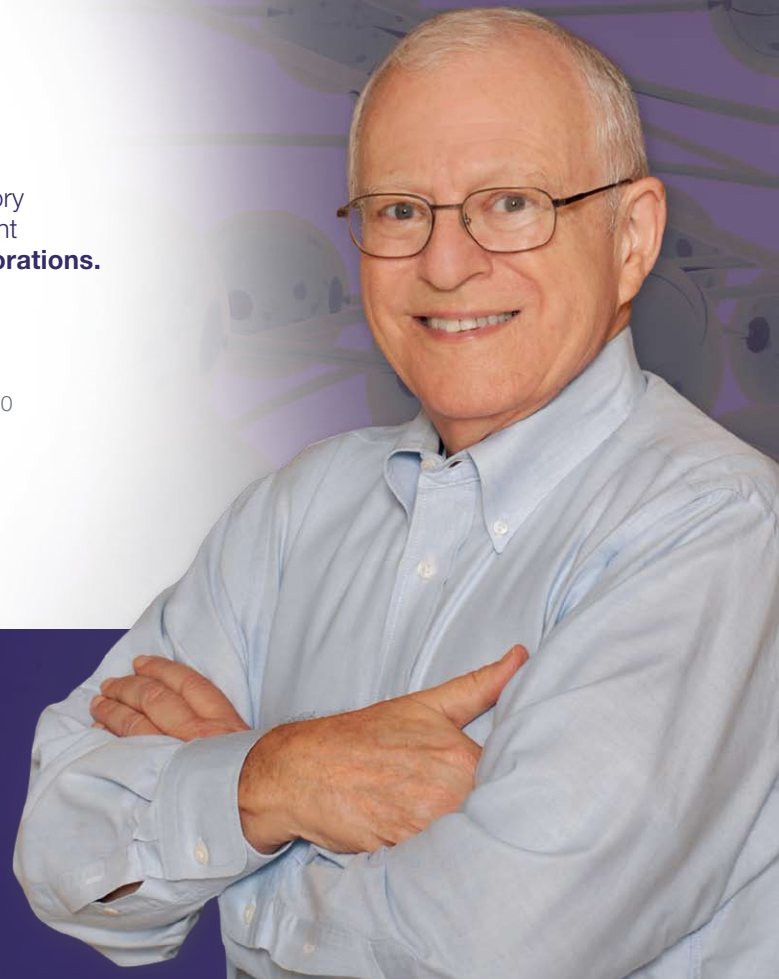
Key features of *Biz-Dev* include:

- **Automated Meeting Scheduling**
One-to-one automated meeting scheduling prior-to and during LabAutomation2010
- **Quick-and-Easy Online Room Reservation Capability**
Open-space, round-table setting; discrete, private suites;
Monday–Tuesday, January 25–26, 8:30–10 am

Participation in the *Biz-Dev* Business Development Forum is **FREE**
(labautomation.org/LA10/BizDev).

“It’s an ever more challenging world. We not only must solve more difficult problems, but we need truly innovative solutions, developed faster and delivered to the ultimate customer at lower cost. As an entrepreneur, science and technology and a clear vision of compelling value to the end-user are the tools of innovation. The LabAutomation Conference and Exhibition is a unique forum for that innovation. Lab automation specialists, scientists, business professionals and trusted vendors can network, share and collaborate to create cutting-edge solutions to our healthcare, energy, environmental and other critical challenges. Only in this full context will we develop compelling and cost-effective solutions.”

Frank Zenie, Chairman, The Zenie Group and the Zenie Foundation



Explore the World's Largest Laboratory Technology Exhibition at LabAutomation2010

- Be among the **4,000 participants** from more than **40 countries**
- Have exclusive access to **250 multi-national companies**
- As tradition stands, **exhibit-only passes are free**

ALA New Product Award (NPA) Competition Recognizes Top Innovative Companies

Kicking off the calendar year, the prestigious NPA competition highlights the newest and most innovative automation and technology products for research and discovery in the laboratory.

Celebrate the Entrepreneurial Spirit on Innovation AveNEW

Visit Innovation AveNEW to interact with the latest products and service concepts from selected start-up companies from around the world in the laboratory automation and technology field.

Launching at LabAutomation2010... ALA's Exciting New Online Resource

The Market Place for Laboratory Automation is an online product directory dedicated to showcasing a complete collection of new and existing laboratory automation technologies and services.





ALA Career Connections

ALA Career Connections is one of the select few **highly discrete, automated employment programs** that brings together its online professional services with its respected career center and development sessions at LabAutomation2010.

Job Seekers

Job Seekers may submit résumés online through the ALA web site and onsite in Palm Springs, interview with top companies, browse the job boards, and network with recruiting professionals. **Get started today: www.labautomation.org/careers**

- Enhanced Career Coaching Services at LabAutomation2010
Marshall Brown & Associates and PharmaLogics Recruiting partner with ALA to provide **FREE services**
- Life After Graduate School and Your First Year On The Job
Presented by the American Chemical Society

Human Resource Professionals and Recruiters

Your company can conduct highly confidential and professional in-person interviews, and have a major presence in a quaint setting that nurtures networking and relationship building.

“LabAutomation is an incredibly inspiring event for early career professionals and can make a significant impact on the growth of one’s career. LabAutomation offers a unique and invaluable opportunity to talk with and learn from other scientists and academics from around the world. Meeting other professionals in various stages of their careers who have played a critical role in advancing laboratory automation through their innovation and progress is truly enlightening.”

Shalini Prasad, Ph.D., Assistant Professor, Department of Electrical, Computer and Energy Engineering, Arizona State University

LabAutomation2010 Opening Night Launch Celebration



Come Jam With ALA's Very Own Mark Russo, Lead Guitarist for The River Dogs Band

Join us poolside, under the desert stars at the LabAutomation2010 Opening Night Launch Celebration, generously sponsored by Agilent Technologies, and be ready to rock out to the classics.

With three days of intense conference sessions ensuing, what better way to kick off this industry-leading event than being surrounded by friends and colleagues, fine wine, gourmet food, and the sounds of **The River Dogs Band**, with ALA Charter Member Mark Russo on lead guitar. We already know about his technology talents, now let's see how his musical talents compare!

After an evening of jamming to the music of the Beatles, Stones, Petty, Grand Funk, Free, Springsteen, and Eddie Money, you'll be revved up and ready to take on the full line-up of educational sessions, conduct important business on the exhibit floor, and make the absolute most of your LabAutomation2010 experience.



LabAutomation 2010

Where Science, Technology and Industry Come Together

Association for Laboratory Automation
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Geneva, Illinois 60134, USA
1.888.733.1ALA (1252)

Have you heard the Hawker story?

"I was delighted with the 'Take Off With ALA' Flight Discount Program...When I turned in my expense report and bragged about the \$1,455 in savings, I instantly became a 'hero' within my company."



- Charles D. Hawker, Ph.D., MBA, FACB,
University of Utah School of Medicine Scientific Director,
Automation and Special Projects, ARUP Laboratories

Read the entire Hawker story and learn how to lock down your savings today at labautomation.org/LA10/takeoff.cfm.

Smart-Savers Program

This extraordinary cost-savings program offers LabAutomation2010 participants discounts on everything from registration to housing to travel including: **the lowest local rates available on hotels, \$200 off airfare and much more.** Be sure to check out labautomation.org/LA10/discounts.cfm, to secure your savings.

Register for LabAutomation2010
By December 14 for Maximum Savings!

Premier Sponsor:



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