



# BioBriefing: Biotech for the Non-Scientist

In association with BIO 2010

**Date:** Sunday, May 2, 2010

**Time:** 9:00am-4:30pm

**Location:** Hyatt Regency McCormick Place, 2nd Fl, RM 21, 2233 S Martin L King Dr, Chicago IL 60616

**Fee:** \$525

**Industry Overview 9:00-9:40**

What the “Hech” is Biotech?  
Industry Sectors

**Inside the Biotech Industry 9:40-10:15**

Top Companies & Products  
Biotech Company Structure  
Biotech Research

**The Science 10:30-11:30**

Biotechnology Goals  
Cells  
DNA  
Proteins  
Genomes  
Genetic Variation  
Mutations

**The Technology 11:30-12:30**

How the Genome is Studied  
Restriction Enzymes  
PCR  
Microarrays

**Lunch 12:30-1:30**

**Genetic Engineering 1:30-2:30**

Recombinant DNA  
Plasmids  
Generically Engineered Cells  
Disease Models

**Drug Discovery & Development 2:45-4:00**

Drug Discovery Timeline  
Rational Drug Discovery  
Target Validation  
Pharmacogenomics  
Drug Development Timeline  
Preclinical Trials  
Clinical Trials  
Patents  
Generics and Biosimilars

**Diagnostics 4:00-4:30**

What are Diagnostics  
How Biotech Impacts Diagnostics  
Regulatory Approval for Diagnostics

**This class has sold out the last four years so register today!**

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**Deliverables:** A reference manual containing all presentation slides, additional scientific information and a glossary of biotech terms. Lunch will be served.

**Questions?** Contact BioTech Primer at 410-377-4429 or [info@BiotechPrimerInc.com](mailto:info@BiotechPrimerInc.com)

**To Register:** [www.BiotechPrimerInc.com](http://www.BiotechPrimerInc.com) and click on “Registration”

You must register separately for this event. No walk-in will be accepted.

No Refunds.