

[Accepting Sponsors Now!!!](#)

Keeping Pace with Technology: Molecular Diagnostics Regulation and Reimbursement

Wednesday, September 17, 2008
Gen-Probe Incorporated – San Diego, California

The *in vitro* diagnostics (IVD) industry is characterized by a diverse, constantly evolving technology base that regularly produces new opportunities and applications. Similarly, a growing understanding of the molecular basis of cancer and other chronic diseases is opening up new realms of medicine to the possibilities of molecular diagnostic testing. While the science and technology of advanced diagnostics have progressed apace, federal and state government regulatory and reimbursement agencies have not kept up.

To address the increasing number and complexity of policy issues facing California's IVD and molecular diagnostics firms, CHI has gathered national experts in molecular diagnostics technology, reimbursement and regulation for a half-day forum focused on ensuring policy keeps pace with technology.

Sponsorship Opportunities

Closing Reception Sponsor - \$2,500 (one opportunity)

- *Exclusive* visibility as reception sponsor
- *Exclusive* recognition during reception
- Literature and tabletop display at event
- Company logo and branding on signage
- Company logo on invitations, promotional materials and Web sites
- Inclusion in news alerts, press releases & other media outreach

Podcast Sponsor - \$2,500 (one opportunity)

- *Exclusive* visibility as Podcast sponsor
- *Exclusive* company branding in introduction and close of Podcast
- Literature and tabletop display at event
- Company logo and branding on signage
- Company logo on invitations, promotional materials and Web sites
- Inclusion in news alerts, press releases & other media outreach

Whitepaper Sponsor - \$2,500 (one opportunity)

- *Exclusive* visibility as whitepaper sponsor
- *Exclusive* company branding on whitepaper
- Literature and tabletop display at event
- Company logo and branding on signage
- Company logo on invitations, promotional materials and Web sites
- Inclusion in news alerts, press releases & other media outreach

Forum Sponsor - \$1,000

- Company logo and branding on signage
- Company logo on invitations, promotional materials and Web sites
- Inclusion in news alerts, press releases & other media outreach

For more information, contact Todd Gillenwater (gillenwater@chi.org or 202-974-6313) or Molly Ingraham (ingraham@chi.org or 858-551-6677). Sponsorship deadline is August 1.