

Cell-Based Assays

Optimising methods and integrating new platforms for drug discovery, development and toxicity testing

20th - 22nd September 2010, BSG Conference Centre, London, UK

BOOK NOW!

Key Speakers

Dr. Maria Flocco, Senior Director, Lead Discovery and Structural Biology & Biophysics, **Pfizer**

Dr. Magalie Rocheville, Investigator, Molecular Discovery Research, **GlaxoSmithKline**

Dr. Priya Kunapuli, Director, *In Vitro* Sciences, External Discovery and Pre-Clinical Sciences, **Merck Research Laboratories**

Dr. Stefan O. Mueller, Global Head, Early, Genetic and Molecular Toxicology, **Merck Serono**

Dr. Alastair Brown, Associate Principal Scientist, **AstraZeneca**

Dr. Rochdi Bouhelal, Senior Investigator, **Novartis**

Dr. Nick Thomas, Principal Scientist, **GE Healthcare**

Dr. Daniella Steel, Senior Principal Scientist, **Cellartis**

Dr. Julian Burke, Chief Executive Officer, **Genetix**

Dr. Dusko Ilic, Senior Lecturer in Stem Cell Science, **King's College London**

Dr. Stephan Heyse, Head of Lead Discovery Informatics, **Genedata**

Post-conference workshop, 22nd September, 2010

Label-Free Cellular Assays: The Relevant Future of Drug Discovery

A review of label-free cell based assays - what they are, how they work and where they fit

Led by: Mr. Ryan McGuinness, Principal, **Ryan McGuinness Consultants**

Panelists: Dr. Matthew Peters, Principal Scientist, Lead Generation, **AstraZeneca**, Dr. Alastair Brown, Associate Principal Scientist, **AstraZeneca**, Dr. Rochdi Bouhelal, Senior Investigator, **Novartis** and Dr. Magalie Rocheville, Investigator, Molecular Discovery Research, **GlaxoSmithKline**

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Conference Introduction

Cell-Based Assays

20th – 22nd September 2010

Dear Colleague,

Despite spiralling R&D costs, 90% of lead candidates identified by current in vitro systems fail to become drugs. Setbacks including poor efficacy and unanticipated side effects remain significant challenges, frequently undetected in animal and pre-clinical testing. However, advances in microarray, label-free and stem cell platforms are facilitating faster screening using human cells and dramatically improving next generation models. This 3-day event, comprising pre-conference workshop and two-day meeting, provides practical insights into the latest developments in this exciting field. With an international faculty of leading experts, accelerate your product launches with insights from key decision makers. We bring you distilled insights from outstanding speakers, in key areas including:

- Whole-cell screening for GPCR ligands
- Direct small-molecule kinase activation
- Advances and challenges in label-free technologies
- Induced pluripotent and hESCs for drug discovery
- Embryonic stem cell-derived hepatocytes and adult liver cells for CYP450 toxicity evaluation
- Accelerated high-content screening with human cardiac cells
- Neural progenitor cells for HT/uHT testing
- Three-dimensional primary cell cultures for drug development
- Cell migration and uptake assays
- Primary and three-dimensional culture methods for pharmacological profiling

I look forward to meeting you at the conference

Best regards



John Shah
Conference Producer

Poster Presentation

At a busy conference it is hard to make sure everyone who shares your interests knows what you are doing. Maximise your time at Visiongain's Cell-based Assays meeting by sharing your results in a poster presentation. With a plethora of key decision makers, take advantage of this senior networking opportunity.

Please send your 200 word abstract, in English, to: info@visiongainglobal.com for approval. The deadline for submissions is Monday, October 18th, 2010. Please include contact details for the corresponding author(s).

Academic institutions will not be charged a fee if booked as full-price delegates. Posters submitted by pharmaceutical and biotechnology firms will be charged a fee of £199.

Posters submitted by service providers / vendors are welcome and will be subject to evaluation. Upon approval a fee of £500 will apply. Two delegates from your organisation must be booked at full price to present a poster.

Please note that all posters will be displayed at the discretion of Visiongain Ltd and are subject to approval. Due to limited space, please register your interest early.

Target Audience

Presidents, Chief Executive Officers, VPs, Global Heads, Chief Scientific Officers, Directors, Principal Scientists, Franchise Heads and Investigators in:

- Bioanalytical Development
- High-Throughput/High-Content Screening Operations
- Compound Profiling
- Drug Discovery/Validation
- Drug Delivery
- Lead Generation
- In Vitro Sciences
- ADMET
- Stability Testing
- Preformulation & Pre-Clinical Development
- Biomarkers
- Toxicology
- Stem Cell Technologies & Platforms
- Pharmacovigilance and Safety Testing
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Label-Free Cellular Assays: The Relevant Future of Drug Discovery

Led by:

Mr. Ryan McGuinness

Principal

Ryan McGuinness Consultants

Dr. Magalie Rocheville

Investigator, Molecular Discovery Research

GlaxoSmithKline

Dr. Rochdi Bouhelal

Senior Investigator

Novartis

Dr. Matthew Peters

Principal Scientist, Lead Generation

AstraZeneca

Dr. Alastair Brown

Associate Principal Scientist

AstraZeneca

Timings: 09:30 - 10:00 Coffee & Registration
10:00 - 15:00 Workshop

Timing includes lunch and refreshment breaks

The purpose of the workshop is to allow you to engage in knowledge sharing with your peers in a smaller, less formal environment than the main conference. As such, the audience size will typically be no more than 20 participants in order to enable maximum interaction between the workshop leader and the delegates. The format is also more interactive, with less emphasis on 'lecture-style' presentations and more emphasis on group discussions, exercises and Q&A sessions.

Label-Free Cellular Assays:

The Relevant Future of Drug Discovery

Today a majority of compound screening campaigns performed by the Biopharmaceutical industry rely on cell-based assays for one particular reason: cell-based assays enable functional measures of target activation in a more relevant and informative setting when compared to biochemical assays. Label-free cellular assays are driving this paradigm forward with their exquisite sensitivity, robustness, ease of use and flexibility. These assays are now performed routinely throughout early drug discovery from target identification and validation to primary screening, lead identification and lead optimization and into safety and toxicology. Through their sensitivity to endogenous levels of receptor targets in cell types closely aligned to the disease processes under study, these technologies provide highly accurate models of complex biological states in formats compatible with industrialized drug screening.

During this workshop we will review the leading, commercially available label-free cellular assay platforms and discuss their applications, advantages and disadvantages. We will have a full discussion of the underlying technology of each platform and compare their abilities to advance various stages of the drug discovery process. We will also explore where label-free technologies fit in the process and how they can be utilized to promote better decision making about which lead candidates to advance. The future of these exciting new technologies is in their ability to create opportunities for researchers to put a higher degree of cell biology into their drug discovery in ways that until now were unattainable.

About your workshop leader:

Mr. Ryan McGuinness

Ryan McGuinness was trained in genetics and cell biology at the University of California at Davis. Since 1988 he has worked in several biotechnology companies and spent time as a private research consultant. His research background encompasses broad areas of molecular cell biology including gene therapy, cellular therapeutics, receptor-mediated signal transduction and functional pharmacology. Ryan has also held customer-facing positions related to the introduction of novel technologies to the Biopharmaceutical industry. He has most recently contributed his expertise to the development and commercialization of the CellKey System family of label-free products at MDS Analytical Technologies. Working at the forefront of label-free cell based assays Ryan has developed numerous applications, published multiple scientific communications and lead collaborations world wide with well-known drug discovery teams from companies like Merck, Amgen, J & J, Novartis and AstraZeneca.



Lessons Learned

- In-depth understanding of the leading label-free cellular assay technologies currently on the market.
- Discussion of label-free's placement in the drug discovery process.
- Advantages and disadvantages of adopting label-free cell based assay technologies.
- Case studies illustrating the utility of label-free assays.

09:00 Registration and refreshments

09:30 Opening address from the Chairs

Dr. Rochdi Bouhelal

Senior Investigator

Novartis

09:40 Novel trends in high-throughput screening

- The integrated approach to quantity, quality and cost efficiency
- Single cell analysis vs. bulk cell assays
- Miniaturization towards future screening platforms

Sara Lindström

Research & Development Manager

PicoVitro

10:20 Emerging GPCR assay technologies for drug discovery

- Functional assays for GPCR drug discovery and uHTS
- GPCR functional assays and assays to identify biased ligands
- Label-free and other assay technologies for GPCRs spanning from recombinant to physiologically relevant cell systems

Dr. Priya Kunapuli

Director, In Vitro Sciences

External Discovery and Pre-Clinical Sciences

Merck Research Laboratories

11:00 Morning refreshments

11:20 Whole-cell label-free screening for GPCR ligands

- Direct comparison of impedance-based (CellKey) and optical-based instruments (BIND and Epic) for Gi, Gq, and Gs-coupled receptors
- Detecting and distinguishing activation of multiple G-proteins and thus functional selectivity
- An expanding niche for label-free approaches in GPCR screening

Dr. Matthew Peters

Principal Scientist, Lead Generation

AstraZeneca

12:00 Use of xCELLigence technology for uncovering novel functional outputs regulated by the cAMP signalling pathway

- xCELLigence as a tool to monitor the onset of hypertrophy in neonatal cardiac myocyte cultures
- xCELLigence can monitor changes in barrier function in endothelial cells
- Inhibition of cancer cell growth by modulation of the cAMP signalling pathway

Dr. George S. Baillie

Lecturer, Neuroscience and Molecular Pharmacology

University of Glasgow

12:20 Accelerated high-content screening

- Cell-cycle specific assays
- Apoptosis and cell death

Dr. Julian Burke

Chief Scientific Officer

Genetix

13:00 Networking lunch

14:00 Image analysis for quantitative cell-based assays

- myWim - Platform independent solution for high reliability
- Assay-specific algorithm design for precise results
- Standardized metric system for multi-site research comparability
- WimScratch - A solution for migratory response evaluation

Mr. Kilian C.M. Schramm

Chief Executive Officer & Co-Founder

Wimasis

14:20 High-throughput 3D cell cultures for drug discovery and human toxicology

- Cell-based microarray platforms
- Adoption of multiple cell-based assays into high-throughput format
- Metabolism-based toxicity screening for pharmaceuticals and cosmetics

Dr. Jonathan Dordick

Director, Center for Biotechnology & Interdisciplinary Studies Rensselaer Polytechnic Institute

Co-Founder, Solidus Biosciences

15:00 Fabricating, growing, assaying and storing 3D cell cultures: applications in drug discovery and beyond

- Drug discovery applications of 3D cell culture systems
- Label free cell and tissue mechanics assay system
- Cross talk between ontological drug targets and cardiac toxicity
- Genomic effects on disease phenotypes
- Development of cardiac tissue patches

Dr. Tetsuro Wakatsuki

Chief Scientific Officer

InvivoSciences

15:40 Afternoon refreshments

16:00 Cell-based assays and high-content imaging for early identification of liver toxicity liability. What can be predicted early in discovery and why bother?

- When does it make sense to identify toxicity liabilities early?
- Which liabilities can be predicted in early discovery?
- Which in vitro assays have enough validation behind them?

Katya Tsaïoun

President, Scientific Director and Co-Founder

Apredica

16:20 SimuGen: effective modelling of in vitro genomic and high content screening data for drug discovery

- Current toxicogenomic failures due to expense, complexity and lack of scalability for early stage screening
- Human dose-response models developed by SimuGen
- SimuGen's flagship liver toxicity product and the HT-Stream software developed by SimuGen for in vitro predictive toxicology

Dr. Quin Wills

CSO and Co-Founder

SimuGen

16:40 A network view of disease and compound screening

Topics discussed will include: utilising diverse screening methodologies to maximise lead optimisation, and moving towards physiologically relevant disease models for more accurate lead identification. The impact of chemical biology to identify integrated networks in disease, and prospects for HT screens on personalized drug discovery will also be discussed. Please email any questions you have for the panel to: john.shah@visiongainglobal.com.

Chair: Dr. Maria Flocco, Senior Director, Lead Discovery and Structural Biology & Biophysics, **Pfizer**

Dr. Priya Kunapuli, Director, In Vitro Sciences, External Discovery and Pre-Clinical Sciences, **Merck Research Laboratories**

Dr. Jonathan Dordick, Director, Center for Biotechnology & Interdisciplinary Studies Rensselaer Polytechnic Institute, **Co-Founder, Solidus Biosciences**

Dr. Stephan Heyse, Head of Lead Discovery Informatics, **Genedata**

PANEL DISCUSSION

17:20 Closing remarks from the chair

17:30 Networking drinks

Take your discussions further and build new relationships in a relaxed and informal setting.

09:00 Registration and refreshments

09:30 Opening address from the chair

Dr. Stefan O. Mueller
Global Head, Early, Genetic and Molecular Toxicology
Merck Serono

09:40 Screening tools for toxicity and drug discovery

- Overview on screening tools for discovery toxicology
- Use of omics to explain and predict toxicities
- Hepatocytes for ADMET

Dr. Stefan O. Mueller
Global Head, Early, Genetic and Molecular Toxicology
Merck Serono

10:20 Human hepatocytes as an effective alternative experimental system for the evaluation of human drug properties

- Metabolic stability
- Drug-drug interactions and toxicity evaluation
- Transporter studies

Dr. Albert Li
President and Chief Executive Officer
Advanced Pharmaceutical Sciences

11:00 Morning refreshments

11:20 Human embryonic stem cells in drug testing and discovery

- hESCs as a model for embryotoxicity screening
- Disease-specific hESCs in biomarker and drug discovery
- What is preventing hESC utilisation at the rapid pace that befits their enormous potential?

Dr. Dusko Ilic
Senior Lecturer in Stem Cell Science
King's College London

12:00 Introducing the BIND@ scanner– high resolution, label-free applications for primary cultured cells

- Toxicity assays with ES-derived cardiomyocytes and hepatocytes
- Stem cell differentiation assays
- Transwell-free chemotaxis assays

Dr. Steven Shamah
Director of Cell Biology
SRU Biosystems

12:40 Networking lunch

13:40 Cell models and assays for investigative toxicology

- hESC derived cell models for hepatotoxicity and cardiotoxicity
- High content analysis for cellular toxicity
- Electrophysiology for cardiotoxicity

Dr. Nick Thomas
Principal Scientist
GE Healthcare

14:20 Use of human pluripotent stem cell derived cardiomyocytes for drug discovery and development

- Derivation and characteristics of cardiomyocytes from hESC
- Utility of hESC-derived cardiomyocytes for cardiotoxicity testing
- Validation and bench-marking to existing models

Dr. Daniella Steel
Senior Principal Scientist
Cellartis

15:00 Afternoon refreshments

15:20 Stem cells in drug development- where are we and what are prospects for the future?

Topics discussed will include: advantages and disadvantages over human primary cells, efficacy in pre-clinical testing, and current safety challenges. Please email any questions you have for the panel to: john.shah@visiongainglobal.com.

PANEL DISCUSSION

Dr. Dusko Ilic
Senior Lecturer in Stem Cell Science
King's College London

Dr. Nick Thomas
Principal Scientist
GE Healthcare

Dr. Daniella Steel
Senior Principal Scientist
Cellartis

Senior representative
CELLular Dynamics international

16:00 A novel imaging-based high-throughput screening approach to anti-angiogenic drug discovery

- Limitations of current HTS compound screening
- An organotypic EC-vSMC co-culture assay system compatible with high-throughput/high-content image screening
- Quantitative evaluation of anti-angiogenic inhibitors

Dr. David Micklem
Chief Scientific Officer
BerGenBio

16:40 Primary brain cells for drug screening: the brain chip platform

- Use of primary neurons for high content screening
- Dissecting cell-cell signaling in neuroinflammation

Dr. Fabio Bianco
Chief Executive Officer
Neuro-Zone

17:20 Chair's closing remarks

17:30 End of conference

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For further information please visit: www.simugen-global.com



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This event offers a unique opportunity to meet and do business with some of the key players in the pharmaceutical and biotech industries. If you have a service or product to promote, you can do so at this event by:

- Hosting a networking drinks reception
- Taking an exhibition space at the conference
- Advertising in the delegate documentation pack
- Providing branded bags, pens, gifts, etc.

If you would like more information on the range of sponsorship or exhibition possibilities for visiongain's Cell-Based Assay Conference, please contact us:

Ronald Reyes Magali, +44 (0)20 7549 9934
ronald.magali@visiongainglobal.com

Christopher Clegg, +44 (0)20 7549 9964
christopher.clegg@visiongainglobal.com

Registration Form

Cell-Based Assays

20th – 22nd September 2010

For multiple bookings

Photocopy this form

Conf. code **VG**

Standard Prices

Conference and workshop	Fee: £1699	VAT: £297.33	Total: £1996.33	<input type="checkbox"/>
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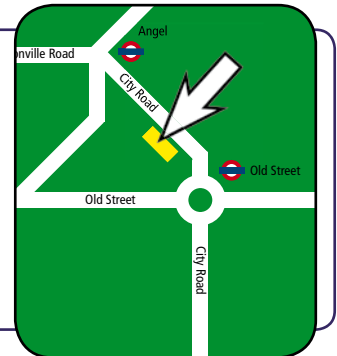
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Cell-Based Assays

20th - 22nd September 2010

Location: BSG Conference Centre

Address:
226-236 City Road
London
EC1V 2TT
UK



How to book

Email: conferences@visiongainglobal.com

Web: <http://www.visiongain.com/assays>

UK Office:

Tel: +44(0) 20 7336 6100

Fax: +44(0) 20 7549 9932

Visiongain Ltd
BSG House
226-236 City Road
London
EC1V 2QY
UK

General information

Venue: Directions: BSG Conference Centre 226 – 236 City Road, London, EC1V 2TT. United Kingdom. Closest tube station is Old Street (Northern Line). Accommodation: Travelodge London City Road Hotel, 7-12 City Road, London, EC1Y 1AE, Tel: 0871 984 6333, Fax: 0207 628 2503, http://www.travelodge.co.uk/search_and_book/hotel_overview.php?hotel_id=340

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