

Accelerate Your Research to Infinity and Beyond: Quantitative Live-Cell Analysis and Drug Screening Symposium

This event will bring together experts from Promega, Essen Bioscience, and UW to share best practices in the field of cell-based assays and a number of exciting new techniques and technologies that will accelerate your research and take your work to the next level.

Join us for this collaborative Quantitative Live-cell Analysis and Drug Screening Symposium with BioForward, UW–Madison, Essen Bioscience, Promega and the UW Screening Core and:

- Get educated on the latest and greatest in cell based assays including real-time, quantitative live cell assays and automated image-based analysis platforms focused on increasing your throughput
- Watch live demonstrations from the new IncuCyte-S3 Live-cell Analysis System from Essen and the GloMax Multimode Plate Readers from Promega.
- Learn about the early access program at Promega and how it has helped UW researchers
- Discover what the UW Screening Core Services can do for you
- Share your interests and challenges and get input from experts in assay design and screening approaches
- *Planning your career after UW–Madison?* Join Madison biotech industry experts for an intimate personal-pitch coaching session and workshop focused on refining your ability to leave new contacts and hiring managers with a memorable impression

About Essen Bioscience:

The [IncuCyte® Live Cell Analysis System](#), developed by Essen BioScience, Inc., is the first system to quantify cell behavior in real time (from hours to weeks) while cells remain undisturbed inside a standard incubator. The IncuCyte® System automatically collects and analyzes images around the clock, providing continuous insight into active biological processes that is difficult to achieve with endpoint assays. The IncuCyte suite of assays are designed specifically for live cell assays to not perturb cell health.

Whether evaluating general cell health metrics such as proliferation, cytotoxicity, and apoptosis or functionally-specific processes such as immune cell killing, chemotaxis/migration, antibody-dependent cell-mediated cytotoxicity (ADCC), or stem cell differentiation, the IncuCyte System is a purpose-built solution, that will increase lab productivity and deliver new insights into the biology of your cells.

About Promega:

With a portfolio of more than 3,000 products covering the fields of genomics, protein analysis and expression, cellular analysis, drug discovery and genetic identity, Promega is a global leader in providing innovative solutions and technical support to life scientists in academic, industrial and government settings.

Promega products are used by life scientists who are asking fundamental questions about biological processes as well as by scientists who are applying scientific knowledge to diagnose and treat diseases, discover new therapeutics, and use genetics and DNA testing for human identification.

A cornerstone of Promega business practice is supporting customers, community and employees.