

SOCIETY FOR APPLIED SPECTROSCOPY

Pittcon . . . See Spectroscopy in a New Light

Pittcon is headed back to Chicago, a leading center for food manufacturing, biotech, pharma and medical manufacturing, and primary research and development facilities. Illinois boasts outstanding possibilities in the biotechnology and life science industries, and draws upon many research institutions, whether in non-profit, academic, or government sectors, as well as many research parks and life science companies. Illinois also has committed funding for stem cell research. Its central locale in the Midwestern United States and its vast resources assures Illinois' position as a biotechnology and life sciences hub.

Pittcon dates are March 5–9, 2017, in the West Hall of McCormick Place. Attending this leading conference and exposition for laboratory science, gives you a unique opportunity to connect with world renown speakers who will present new techniques in and applications for spectroscopy in areas such as bioanalytical, biomedical, pharmaceutical, material science, environmental science, food/agriculture and nanotechnology. The dynamic exposition complements the program with a vast array of instrumentation used in applied spectroscopy.

The Exposition begins on Monday, March 6, and will provide a showcase of instruments, equipment, technology and ancillary products and services used in the laboratory. Leading companies will feature automated solutions to critical lab challenges and workflow issues, instruments that improve the quality of experimental results, and products specifically designed to enforce lab safety. Technical experts will also be on hand to answer questions, offer tips and resolve problems.

From consumable products, such as glassware to sample preparation equipment, to the most sophisticated and innovative instruments such as miniature mass spectrometers, optical emission or fluorescence spectrometers and UV-Vis, FT-IR, and ICP—attendees will have the opportunity to compare, evaluate and demo products.

In addition to live demos, product seminars, contests, hourly give aways and mixers, there will be a number of engaging, complimentary activities happening on the expo floor. One of which is Magnificent Mile, a park-like area in the middle of the floor for conferees to relax, re-energize, and unwind. The park will offer food carts, seating, massage stations, an interactive giant iPad, enhanced Pittcon booths and a variety of attractions. An exhibitor-sponsored Lab Gauntlet will challenge attendees to move from station to station to successfully complete various science-related tasks for prizes. A creative section will be dedicated to the Lego Gravity Race where participants can design, build and race Lego cars. Selfie stations and social networking events will also be prominently placed in this area.

For the first time at Pittcon, Anton Paar will be featuring a brand new mobile lab in their booth #4637. The Anton Paar Mobile Lab will be on wheels traveling to Pittcon, bringing analytical instruments and technical experts directly to the conferees. Once in the Mobile Lab, visitors can experience hands-on demonstrations with a wide variety of Anton Paar instruments, have Q&As with technical experts and even service existing instruments.

A highlight of the conference will be the Wallace H. Coulter Lecture, "Integrated Brainwide Structural and Functional Analysis", which will be presented Dr. Karl Deisseroth, the D.H. Chen Professor of Bioengineering and of Psychiatry and Behavioral Sciences at Stanford University, and Investigator of the Howard Hughes Medical Institute. Deisseroth will discuss the development of optogenetics. He will also speak on the development of hydrogel-tissue composites and the application of his methods to discover the neural cell types and connections that cause adaptive and maladaptive behaviors. All attendees are invited to attend a complimentary mixer and poster session following the lecture.

The Technical Program, consisting of more than 2,000 technical sessions, will feature the latest developments such as new scan methods with miniature mass spectrometers in the biomedical field, analyzing the breath for disease detection, and new applications for mass spec.

The following is a sample of several of the symposia titles that will be offered at Pittcon 2017:

- Miniature Mass Spectrometers
- Metabolomics: Breath as a Sample for Clinical Analysis
- The Development and Application of Imaging Mass Cytometry
- Magnetic Bead-Based Peptide Extraction Methodology for Tissue

Attendees can also collaborate with colleagues on techniques such as NMR, UV-VIS, Raman and infrared spectroscopy. See the complete list and details for more than 600 technical presentations covering topics relevant to spectroscopy at www.pittcon.org.

Another educational component of attending Pittcon is the Short Course program which offers a wide variety of affordable courses for continuing education and skill building. These are offered at beginner and intermediate levels ranging from half-day up to two-day classes. There are more than 30 courses offered on topics relevant to new and traditional uses of spectroscopy in applications such as food, pharmaceutical science, environmental, bioanalytical and more. Also offered are general courses addressing lab safety, quality control, data analysis, regulatory issues and management.

The following is a sample listing of several of the courses:

- Highly Successful Strategies for LC/MS Quantitation: Current Applications and Emerging Technologies
- Latest Advances in Laser Ablation Direct Solid Sampling for ICP-MS and ICP-OES
- Analytical Spectroscopy Methods: Absorption, Fluorescence, Raman and SERS
- Practical Near-Infrared Measurements: Successful Method Development

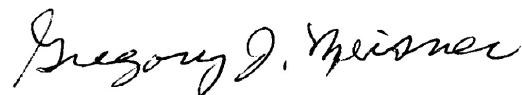
Participate in a key opportunity to network with colleagues from around the world by attending any of the 34 Conference Networking sessions. These informal 90-minute interactive discussions will bring together members of the scientific community with similar interests to brainstorm ideas, solve problems and build awareness for a specific topic. Sessions cover a diverse range of discussion topics from tools and resources to scientific issues. The following is a sample of the sessions:

- Patent Law and Considerations for the Researcher
- Cross Pharma Collaborations on New Analytical Instrumentation
- Social Media and Science: Building Relationships for Long-Term Value
- Non-Invasive Biomedical Analysis – VOCs Are in the Air – From Cellular Metabolism to Crowd Monitoring

The new enhanced mobile app, *Pittcon 2017*, is currently available for free download to iOS and Android devices and will help attendees manage all aspects of the conference and exposition before, during, and after the event. In addition to many new features, the agenda building function will sync across all of a user's mobile and desktop devices.

Visit www.pittcon.org or the mobile app to subscribe for updates, register, and get complete exhibitor, Live Demo, Technical Program, Conferee Networking and Short Course details. A discounted registration fee of only \$190 is available through February 18; after which the cost is \$325. New this year, is the Expo Only Pass which is designed for attendees who want unlimited access to only the expo floor. Hotel discounts are also available through PittconHousing.com, Pittcon's official housing provider.

We are looking forward to returning to Chicago and invite you to be a part of another exciting and informative Pittcon experience.



Gregory J. Meisner,
Pittcon 2017 President