



## We offer partnership options for:

### Diagnostic Service Providers\*

CLIA, CAP and/or CE approved facilities offering or accepting DNA Genotek product(s) for diagnostic tests.

### Genomics Service Providers\*\*

Contract Research Organizations and Academic Core Facilities offering sample management, processing and analysis.

### Technology Vendors\*\*\*

Biotechnology and Diagnostic companies who have either bundled DNA Genotek product(s) into their offerings or who have validated DNA Genotek product(s) on their platforms.

## Validation Requirements

Partners are required to demonstrate validation using all services or products they would like included in the program.

## Partner Program Requirements/Benefits

Requirements/Benefits	Partnership Options		
	Diagnostic Service Providers*	Genomics Service Providers**	Technology Vendors***
<b>Partner Role</b>			
Validation testing	✓	✓	✓
Provide results of validation testing for publication or marketing use	✓	✓	✓
Provide list of the platforms on which you offer validated services	✓	✓	✓
Link to DNA Genotek web site from your site	✓	✓	✓
<b>Program Benefits</b>			
Use of partner logo for printed materials and web	✓	✓	✓
Listing in web-based partner directory	✓	✓	✓
Participate in marketing events	✓	✓	✓
Partner e-newsletter	✓	✓	✓
Eligible for marketing promotions	✓	✓	✓
Press release support	✓	✓	✓
Case study support	✓	✓	✓
Promotion in DNA Genotek customer e-newsletter	✓	✓	✓
Greater awareness of your product within the DNA Genotek sales organization	✓	✓	✓

## Become a Partner

To join the DNA Genotek Partner Program, go to [www.dnagenotek.com](http://www.dnagenotek.com) or email us at [partnerprogram@dnagenotek.com](mailto:partnerprogram@dnagenotek.com).

