

Exhibitors and other supporters

Amgen

www.amgen.com

Amgen discovers, develops, manufactures and delivers innovative human therapeutics. A biotechnology pioneer since 1980, Amgen was one of the first companies to realize the new science's promise by bringing safe and effective medicines from lab, to manufacturing plant, to patient. Amgen therapeutics have changed the practice of medicine, helping millions of people around the world in the fight against cancer, kidney disease, rheumatoid arthritis, and other serious illnesses. With a deep and broad pipeline of potential new medicines, Amgen remains committed to advancing science to dramatically improve people's lives. To learn more about our pioneering science and our vital medicines, visit www.amgen.com.

Advanced Molecular Vision

www.AMV-Europe.com

We at Advanced Molecular Vision Ltd are specialists in the fields of *in vitro* and *in vivo* optical imaging. As the European distributor for Kodak/Carestream *in vitro* and *in vivo* small animal imaging systems we offer you a complete service; from the analysis of simple western blots to full multimodal analysis of small animals. Our high resolution scientific grade *in vitro* systems can form the core basis of any scientific investigation and we offer a range to cover simple gel documentation to complex fluorescence imaging. Our *in vivo* imaging range includes the Kodak DXS and Multispectral systems which offer the highest resolution digital planar x ray system currently available complete with bone density analysis software. Furthermore, with the addition of fluorescent and bioluminescence imaging modalities, you have the ability to couple high resolution structural images with true functional data. So come and visit our display and see what we have to offer you in your research area.

Company of Biologists

www.biologists.com

The Company of Biologists is run by biologists for biologists, and supports innovation in all aspects of biological research. A not-for-profit publisher of the well established, internationally renowned journals; *Development*, *Journal of Cell Science* and *The Journal of Experimental Biology*, the company has also recently launched a significant new journal, *Disease Models & Mechanisms*, to create a collaborative forum for scientists and clinicians involved in the use of model organisms for the understanding, treatment, and diagnosis of human disease.

Each journal is printed in house enabling exclusive attention to quality, accuracy and speed of publication and the Company has a policy of free colour reproduction saving biologists and their grants approximately US\$1,000,000 per annum.

We are delighted to be able to support the second joint meeting of the Bone Research Society and the British Society for Matrix Biology, as the keynote speakers are of international standing and come from a wide range of disciplines, in line with our commitment to support diversity in the scientific community.

Founded in 1925, the Company continues to make an important contribution to the advancement of scientific discoveries, providing grants, travelling fellowships and sponsorship to noteworthy scientists, meetings, societies and collaborative projects around

the world. The Company also provides undergraduates and early stage career scientists with travel bursaries to facilitate attendance at international meetings.

The Company's Directors are leading biologists, librarians and computer scientists, who receive no remuneration for their services, and are dedicated to supporting the interests of the community in the advancement of uncovering new scientific discoveries. For more information on our range of charitable activities please visit our website at www.biologists.com.

e2v/SkyScan

www.e2v.com

www.skyscan.be

SkyScan is a fast growing company and one of the world's leading producers of micro-CT systems for a wide range of applications. SkyScan aims to bring to customers the newest technology, the best instrument quality and the highest level of support with a dedicated team of specialists in the biological applications of MicroCT.

SkyScan can genuinely claim to be at the fore-front of the development of high performance micro-CT technology. Our research and development of 3D x-ray microscopy started in the early 1980s leading to the first micro-CT imaging results being obtained in 1987 and published in scientific journals and international conferences proceedings. Building on this early work, SkyScan was founded in 1996, and within a year we were manufacturing a commercially available micro-CT scanner with spatial resolution in the micron range. In 2001 we produced the first high-resolution in vivo micro-CT scanner for small animal imaging. We are continually developing both our hardware and our quantitative software analysis suite. Responding to demand from the growing community of micro-CT users, we are continually active in research and development into new methods for non-destructive 3D microscopy.

Eli Lilly

www.lilly.com

Eli Lilly and Company is one of the world's largest research-based pharmaceutical companies, dedicated to creating and delivering innovative pharmaceutical healthcare solutions that enable people to live longer, healthier and more active lives. Our research and development efforts constantly strive to address urgent unmet medical needs.

Eli Lilly and Company was founded in 1876 in Indianapolis, USA, and has had a long history of producing endocrine products, dating all the way back to the collaboration with Banting and Best and the introduction of the world's first insulin product in 1922.

Another element of Lilly's endocrine portfolio is growth hormone replacement. Lilly manufactures recombinant human growth hormone (somatotrin) at Speke near Liverpool, UK. A full range of products and services is provided for the healthcare professional to use with their patients on growth hormone replacement therapy for both adults and kids.

To assist in the therapeutic management of Osteoporosis, Lilly has developed Teriparatide which is available in over 65 countries worldwide.

Finally Lilly continues to focus significant resources on research into the endocrine area. For additional information about any of our products or services please come and talk to us at the Lilly stand or log on to the company website – www.lilly.com.

Immunodiagnostic Systems (IDS)

www.idsplc.com

Immunodiagnostic Systems (IDS) offers a range of esoteric immunoassay kits for clinical and research use, combined with our NEW fully automated IDS-iSYS analyser.

The company focuses in Bone & Mineral Metabolism, Growth Factor research and Cartilage diagnostics.

IDS is a leader in the field of Vitamin D analysis, offering both manual and automated 25(OH) Vitamin D methods, an award-winning 1,25-Dihydroxy Vitamin D RIA system, 1,25(OH)₂ Vitamin D, an EIA employing the proven immunocapsule sample preparation.

IDS offers a full range of Bone, Growth and Cartilage products as outlined in the menu below:

Calcitropic Hormones

25-Hydroxy Vitamin D

1,25-Dihydroxy Vitamin D

Intact PTH

Bone Turnover

Ostase[®] BAP

Rat/Mouse PINP

N-MID[®] Osteocalcin

RAT-MID[™] Osteocalcin

BoneTRAP[®] (TRACP 5b)

RatTRAP[™] (TRACP 5b)

MouseTRAP[™] (TRACP 5b)

Serum CrossLaps[®] (CTX-I)

Urine CrossLaps[®] (CTX-I)

Alpha CrossLaps[®] (CTX-I)

Urine Beta CrossLaps[®] (CTX-I)

RatLaps[™](CTX-I)

Deoxypyridinoline (DPD)

CrossLaps[®] for Culture (CTX-I)

Osteoprotegerin (OPG)

Ampli Free sRANKL

Cartilage Markers

Serum Pre-Clinical CartiLaps[®](CTX-II)

Urine Pre-Clinical CartiLaps[®](CTX-II)

Urine CartiLaps[®](CTX-II)

Total Aggrecan for Culture

Growth Disorders

Growth Hormone (hGH) IRMA

IGF-I
IGFBP-3
Rat/Mouse IGF-I
Mouse High Sensitivity IGF-I HS
Equine IGF-I
Placental Growth Hormone (hPGH)

For a complete list of IDS offices and distributors worldwide, visit our website at www.idsplc.com.

Novartis

www.novartis.co.uk

Novartis is one of the world's leading pharmaceutical companies and works to discover, develop and deliver new and innovative products to treat patients, ease suffering and to enhance the quality of life.

With its UK headquarters in Frimley, Surrey, the Novartis group of companies in the UK employs over 3,500 staff across 11 sites working in the pharmaceuticals, consumer health, generics and vaccines divisions. Globally, Novartis is a Swiss based company employing over 100,000 people across 140 countries.

Novartis aspires to contribute to society through our economic contribution, the positive benefits of our products and through open dialogue with our stakeholders.

Think what's possible. For more information visit www.novartis.co.uk.

Procter & Gamble Pharmaceuticals

www.pg.com

Procter & Gamble has a rich heritage in health care that extends back more than 150 years. Then and now, P&G is driven by our mission to improve the lives of people around the world every day. P&G's health care products include prescription medicines, over-the-counter medications and oral care products. P&G began developing and marketing prescription products in the late-1960s.

PromoCell – The Cell Culture Experts

www.promocell.com

At PromoCell, we are committed to providing researchers worldwide with a broad range of human cells and optimized cell culture media. Furthermore, we supply well proven products for cell biology research such as user-friendly cell transfection kits, cytokines, and fluorescence labeling reagents. You can count on our high quality products backed by experienced technical support and friendly customer service.

Roche

www.roche.com

Scanco

www.scanco.ch

Scanco Medical is the leading manufacturer of a full range of state-of-the-art μ CT scanners for research and clinical use (high-resolution specimen, in vivo animal and human extremity scanners). The scanners, together with built-in analysis and visualization software provide for

3-dimensional, non-destructive and comprehensive quantitative measurements. The in vivo scanners are uniquely engineered for high-resolution, rapid scanning with very low radiation exposure. Scanco Medical brings over 20 years of experience in micro-CT and has close to 250 installations worldwide. Scanco Medical also offers contract based scanning services for academic and industrial groups at facilities in the USA or in Switzerland.

Servier

www.servier.com

Servier Laboratories is the UK subsidiary of The Servier Research Group, the leading independent French research based pharmaceutical company. The key franchises of the Servier Research Group are rheumatology, cardiovascular disease, diabetes, central nervous system and oncology. Servier regularly invests more than 25% of its annual turnover into research, discovering and delivering therapeutic innovations to patients through their healthcare professionals.