# Partner program



# **DNA Genotek partner program**

The DNA Genotek Partner Program is designed to foster stronger, more dynamic and mutually-beneficial relationships with our partners. The program will:

- Connect our customers with an approved diagnostic testing or genomics service provider who can assist in the processing of samples
- Provide customers with confidence of full validation on a wide range of analysis tools from multiple technology vendors
- Collaborate and co-market with our partners to increase awareness and opportunities
- Provide partners with technical support services

To achieve this, we have developed a program that empowers and motivates our partners to collaborate with our customers to harness the potential of the growing genomics market.

All genetic research and testing starts with the collection of DNA samples. DNA Genotek's sample collection products are complementary to many products and services offered by market-leading companies and organizations in the genomics arena. Leveraging the strengths of our partners allows us to concentrate on our goal of improving sample collection and enables our partners to extend their service offerings and customer base.

DNA Genotek offers a broad array of marketing tools and resources to help our partners generate demand and promote solutions to customers in the most effective way possible.

## Easy to join

There is no cost involved in becoming a DNA Genotek Partner. There is a requirement to complete validation testing on our products and supply the results to us for publication and/or review.

Continued eligibility in the program depends on evidence of ongoing activity processing samples collected with DNA Genotek products.

Please contact us at partnerprogram@dnagenotek.com for more information





#### **Business benefits**

- Use of the DNA Genotek Partner logo on your website and marketing materials
- Exposure in the DNA Genotek Partner Program web-based directory listing
- Increased publicity via press releases
- Creation of joint partner or customer case studies
- Joint promotional activities such as co-branded marketing collateral, tradeshows, webinars, email campaigns
- Promotion in the DNA Genotek customer newsletter to thousands of labs worldwide

#### Validation requirements

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

# We offer partnership options for

Diagnostic service providers<sup>†</sup>: CLIA, CAP and/or CE approved facilities offering or accepting DNA Genotek product(s) for diagnostic tests.

Genomics service providers<sup>‡</sup>: 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.

### Partner program requirements/benefits

Requirements/benefits	Partnership options		
	Diagnostic service providers†	Genomics service providers‡	Technology vendors**
Partner role			
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 website from your site	✓	✓	✓
Program benefits			
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 or email us at partnerprogram@dnagenotek.com.

Some DNA Genotek products may not be available in all geographic regions.

\*Oragene is a registered trademark of DNA Genotek Inc. All other brands and names contained herein are the property of their respective owners.

