



Validation requirements

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

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, tradeshow, webinars, email campaigns
- Promotion in the DNA Genotek customer newsletter to thousands of labs worldwide

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.

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.

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