

BIT Life Sciences' 2<sup>nd</sup> Annual

# Protein and Peptide Conference (PepCon 2009)

Date: April 2 (Thursday) - 4 (Saturday), 2009

Venue: COEX Convention & Exhibition Center, Seoul, South Korea

Theme: "Life, Knowledge & Bio-Economy"

Website: <http://www.bit-pepcon.com>

This guide is a practical reference for participants of PEPCON-2009. It provides information on all conference-related aspects of logistics, transportation and Program etc.

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### Organizer



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## On-Site Registration

**Time:** April 1, 2009 (10:00AM-05:30PM) and April 2-4, 2009 (8:30AM-05:30PM)

**Place:** In front of Room 310, 3F, COEX Convention & Exhibition Center, Seoul

Please take your invitation letter, confirmation letter or passport to the registration desk directly, and get your conference kits. Be aware that participants and their companions must bear credentials (passes for conference and dining) during the conference. The conference is not accessible to those without credentials. For your convenience, you are highly recommended to register for the conference before you check in the hotel.

**Official Language:** English

## Conference Venue

COEX Convention & Exhibition Center, Seoul ([www.coex.co.kr](http://www.coex.co.kr))

COEX is located in the vicinity of a fifty-five-story Trade Tower, forty-one-story ASEM Tower, Exhibition and Convention Center, COEX Inter-Continental Hotel, Grand Inter-Continental Hotel, City Air Terminal, a shopping mall and recreation area.

With Korea's best facilities and equipment for meetings and exhibitions, the COEX takes pride in its "state-of-the-art" simultaneous interpretation systems, audio-visual systems, lighting capabilities, electrical infrastructure, and telecommunications systems installed in all meeting rooms and exhibition halls.

- **Address:** COEX, Samsung-dong, Gangnam-gu, Seoul 135-731, Korea
- **Phone:** + 82-2-6000-0114
- **Fax:** +82-2-6000-1303
- <http://www.coex.co.kr>

### Contact Person in COEX:

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TEL: 82-2-6000-1125  
E-mail: [pipi@coex.co.kr](mailto:pipi@coex.co.kr)



## Accommodation

The Organizing Committee of PEPCON-2009 will not help Participants to book accommodation; however, there are a lot of Hotels around COEX, for more details, please visit: [http://www.coex.co.kr/eng/VisitorInformation/HotelsnearCOEX\\_5star\\_1.asp](http://www.coex.co.kr/eng/VisitorInformation/HotelsnearCOEX_5star_1.asp)

## Transportation ([http://www.coex.co.kr/eng/VisitorInformation/HowtogetCOEX\\_Fromairport.asp](http://www.coex.co.kr/eng/VisitorInformation/HowtogetCOEX_Fromairport.asp))



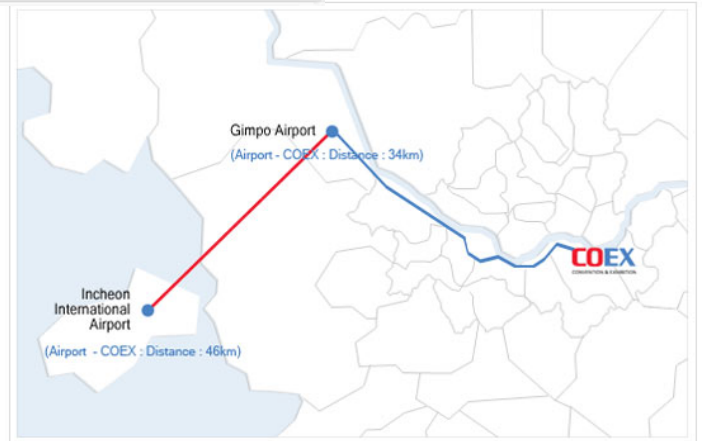
### How to get to COEX

#### 1. From Incheon International Airport

<http://www.iic.co.kr/eng/airport>

There are various transportation options (e.g., car rental, taxi, limousine, and local buses) from the Incheon International Airport COEX. For those who are for the first time in Korea, airport limousine service is highly recommended because it will conveniently take you direct to COEX in downtown at a reasonable cost.

You may purchase the bus ticket at the nearest ticket office located near EXIT 11 (outdoor).

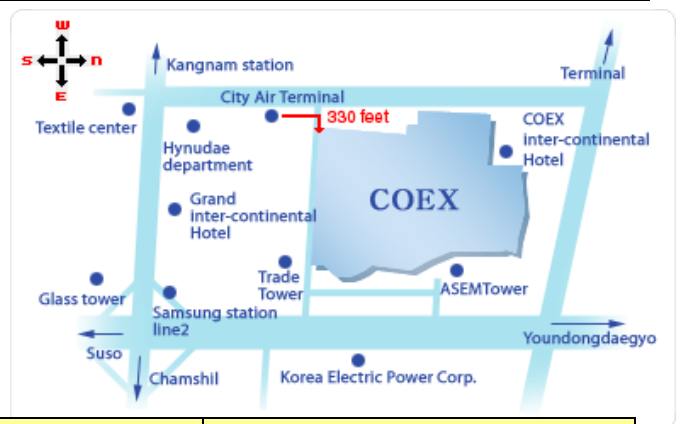


| Route Name (Bus No.)    | Bus Type           | Direction    | Station                              | Bus Stop No.      |
|-------------------------|--------------------|--------------|--------------------------------------|-------------------|
| Korea City Air Terminal | Limousine (Deluxe) | Seoul (East) | Trade Center Korea City Air Terminal | 1st Floor 4A, 10B |

- **Operating hours**

- From Incheon Int'l Airport to Korea City Air Terminal: 05:30-22:30
- From Korea City Air Terminal to Incheon Int'l Airport: 05:20-20:00
- Operating Interval: Every 5-10 min.
- Duration: Approximately 80-90 min.
- Bus fare: KW 14,000

#### 2. From Gimpo Airport



| Route Name (Bus No.)    | Bus Type           | Station                              | Bus Stop No.  |
|-------------------------|--------------------|--------------------------------------|---|
| Korea City Air Terminal | Limousine (Deluxe) | Trade Center Korea City Air Terminal | Stop No. 7 outside of Gimpo Airport Domestic terminal |

- Operating hours
- From Gimpo Int'l Airport to Korea City Air Terminal: 07:30-22:20
- Duration: Approximately 60 min.
- Bus fare: KW 6,000

### Subway

COEX is served by [Samseong Station](#) on **line 2** of the Seoul Subway (Subway map is attached).

Use the Exit No. 5 or 6 connected to the COEX Mall (directly connected to ASEM Square, MegaBox and arcade on the lower lobby level of COEX InterContinental Hotel)

### TAXI

There are two kinds of taxis in Seoul: Regular and Deluxe. The color of regular taxi is usually white, yellow, or silver gray and the color of deluxe taxi is black. The taxi fare is as follows. When traffic is heavy, it may cost more. There is 20% late-night charge between 24:00-04:00 and receipts are available upon request.

| Routes                        | Type    | Travel Time (min.) | Fare (KR \ ) |
|-------------------------------|---------|--------------------|--------------|
| Incheon International Airport | Regular | 60                 | 50,000       |
|                               | Deluxe  | 60                 | 70,000       |
| Gimpo Air port                | Regular | 35                 | 35,000       |
|                               | Deluxe  | 35                 | 45,000       |

### Dinning

- You may have breakfast at the hotel where you stay.
- For lunch, the organizing committee will provide lunch box for some participants (please find your lunch passes from the conference kits), Dinner is as your please.
- There are quite a few fine restaurants in COEX, from Western, Chinese, and Japanese Style to Typical Korean Style. Such as

| Family Restaurants   | Pasta & Pizza  |
|--|--|
| Uno, Bennigan's, Bruschetta, Pix Cafe, T.G.I. Fridays, Deep Blue | Pomodoro (2), Pietro, Pizza Hut, Mr. Pizza   |
| Japanese   | Chinese  |
| Dong Kyung, Hanabi, Ariga  | Chung King, Dong Chung Hong  |
| Restaurant/Pub   | Korean   |
| Ko-Z, Jug Jug Beer   | Well Well, Kimbob Village, Jae Dong, Song Jung, Shinpo, Noodle Story, Chongro Kimbob, Chowon Ginseng, Heo Su Abi |
| Bakery   | Cafe   |
| Crown Bakery, Shilla Bakery, Ackka Bell                          | Pascucci, Starbucks, Hollys (2), Sunday  |

| Fast Food   | Ice Cream                                    |
|---|--|
| KFC, Little Lady, McDonald's, N-Zle, Popeyes, Amoje, Lotteria, Kraze Burger, Philis Deli, Burger King | French Kiss, Terre De Glass, Ice Berry, TCBY |

## Exhibition (Industrial & Scientific Exhibition/Poster)

Exhibition Booth and Posters must be in place between 15:00-17:30 on the April 1, 2009 (Thu) and removed by 12:00 on the April 4, 2009 (Sat). Double-sided adhesive tapes are available at the information desk in the Poster Area, and posters left behind the rear-down schedule will be discarded.

Exhibition Size: System Walls: 3m (Back)\*2m (Flank)\* 2.5m (High)

Place: Room 311, 3F, COEX

Exhibit Hours: April 2 (Thu) – 3 (Fri) 08:30-17:30 and April 4 (Sat) 08:30-12:00

## Slide Submission

Please submit your presentation attached in PowerPoint by CD disc or USB disc at least 15 minutes before your session begins, please submit your PPT into the computer in the meeting rooms.

## Coffee Breaks

Daily coffee breaks will be served in the Exhibition Area during the conference period. For exact time, please refer to the detailed meeting guide.

## A/V Taping

Due to copyright restrictions and legal issues, only the contractor authorized by BIT Life Sciences is permitted to audiotape scientific sessions. All other audiotaping, videotaping or photographing during scientific sessions is strictly prohibited.

## Payment

It is sincerely advised that you complete your payment for registration before the conference since there will be a high service rate (4%) charged for the payment on-site by credit card. For convenience, US Dollars in cash is preferable.

For on-site registration, please add \$200 to the total fee.

## Useful Information

### ■ Currency Exchange

The currency unit is the Korean Won (KW). Convertible foreign currencies can be exchanged at airports and other authorized money exchangers. Hotels usually exchange major currencies such as the US Dollar, Euro, UK Sterling and Japanese Yen. For other currencies, please visit commercial banks. The exchange rate is subject to fluctuation.

### ■ Credit Cards

Major international credit cards are accepted at most hotels, department stores, restaurants, and shops. Generally, restaurants and shops display the cards they honor at the entrance.

### ■ Electricity

The standard voltage is 220 volts, but outlets for 110 volts are available at most hotels. Please check the power supply before using your equipment.

### ■ Banking and Business Hours

Business hours for banks are generally from 09:30 to 16:30 on weekdays only. Banks are closed on Saturdays, Sundays, and public holidays. ATMs are widely available. Department stores are open from 10:30 to 19:30 and shops usually have extended hours from 09:00 to late in the evening.

### ■ Time Zone

Korea is 9 hours ahead of Greenwich Mean Time.

### ■ Climate and Clothing

Korea has four distinct seasons, with a wet monsoon/summer in the middle of the year, and a very cold winter from November to March. During spring (March to May) Seoul has mild temperatures and flowers, including the magnificent cherry blossom, bloom everywhere. The average weather for April as followed:

Low Temperature: 5

High Temperature: 17

Am Humidity: 83

Pm Humidity: 46

Rainfall: 76

Sunshine: 8

A light sweater or jacket is advised for evenings.

### ■ Emergency

In case of emergencies at COEX Seoul, contact the registration desk. For emergencies at a hotel, the front desk or hotel manager can arrange for a doctor or an ambulance. If you need a doctor while out, ask a police office or passersby for help. Police boxes can be found on major streets. In addition, SOS Korea (Tel: +82-2-790-7561) provides a charged 24-hour emergency service for foreigners, connecting patients with Korean hospitals.

### ■ Food

Rice and Kimchi (the pickled cabbages) are staples of the Korean diet. Koreans also like to eat a variety of vegetables, seafood and meat dishes. Popular seasonings are soy sauce, Doenjang (soy bean paste) and Gochujang (red pepper paste). The Korean cuisine is rich in nutrients and low in calories.

#### • Kimchi

Kimchi, one of the most popular side dishes of Koreans and well-known even among foreigners, is served at almost every meal. It originated from pickled cabbages Koreans began eating around the 7th century and took the current shape in the 18th century when hot red pepper was introduced as major ingredient. Along with cabbages and powdered red pepper, green onions, pickled shrimps or fish, garlic, ginger, salt, and sugar are added to make Kimchi. The fermented dish has scientifically been proven to be highly nutritious and is recommended by many nutritionists as a health food both at home and abroad.

### ■ Insurance

All participants of the PEPCON-2009 are advised to take out adequate insurance for any accidents.

### ■ Tax & Tipping

Tipping is generally not required for services such as taxi rides, hair salons and restaurants.

## Schedule of PEPCON-2009

|         | Program   | Time   | Room            |
|---------|---|--|-----------------|
|         | On-Site Registration  | April 1, 2009, Wednesday 10:00-17:30<br>April 2-4, 2009, Thursday 8:30-17:30 | In front of 310 |
|         | Chair's Opening Remark  | April 2, 2009, Thursday 09:30-9:40   | 402             |
|         | Keynote & Plenary Lectures  | April 2, 2009, Thursday 09:40-11:40  | 402             |
|         | Exhibition Booth & Poster   | April 2-3, 2009, Thursday 08:30-17:30<br>April 4, 2009, Saturday 08:30-12:00 | 311             |
| Track 1 | Track 1-1: Functional Proteomics, Disease Proteomics, Proteome Biology and Systems Biology              | April 2, 2009, Thursday 13:30-17:30  | 310A            |
|         | Track 1-2: Array Based Proteomics   | April 3, 2009, Friday 08:30-12:00  | 310A            |
|         | Track 1-3: Bioinformatics and Structural Proteomics   | April 3, 2009, Friday 13:30-17:30  | 310A            |
|         | Track 1-4: Methodology or Technologies of Human Proteome Analysis                                       | April 4, 2009, Saturday 08:30-12:00  | 310A            |
| Track 2 | Track 2-1: Biomarkers Discovery, Assay and Applications   | April 2, 2009, Thursday 13:30-17:30  | 310B            |
|         | Track 2-2: Biological Significances of Protein Aggregation, Folding/unfolding, and Signaling            | April 3, 2009, Friday 08:30-12:00  | 310B            |
|         | Track 2-3: Membrane Protein Structure and Functions   | April 3, 2009, Friday 13:30-17:30  | 310B            |
|         | Track 2-4: Micro-array and Protein Chip Technologies  | April 4, 2009, Saturday 08:30-12:00  | 310B            |
|         | Track 2-5: Animal & Plant Proteins and Applications   | April 4, 2009, Saturday 08:30-12:00  | 314             |
| Track 3 | Track 3-1: Protein Therapeutics for Immunologic & Inflammatory Diseases                                 | April 2, 2009, Thursday 13:30-17:30  | 310C            |
|         | Track 3-2: Protein Therapeutics for Cancers   | April 3, 2009, Friday 08:30-12:00  | 310C            |
|         | Track 3-3: Promising Protein Therapeutics for CNS Disorders/Neurodegenerations                          | April 3, 2009, Friday 13:30-17:30  | 310C            |
|         | Track 3-4: Nanotechnology and Peptide/Protein Formulation and Delivery Technology                       | April 4, 2009, Saturday 08:30-12:00  | 313             |
| Track 4 | Track 4-1: Cell Line and Cell Culture Development & Protein Expression, Purification and Lyophilization | April 2, 2009, Thursday 13:30-17:30  | 313             |
|         | Track 4-2: Recombinant Monoclonal, Antibodies, Vaccine and Protein Product Quality                      | April 3, 2009, Friday 08:30-12:00  | 313             |
| Track 5 | Track 5-1: Peptide Conformations, Stability and Functions   | April 2, 2009, Thursday 13:30-17:30  | 314             |
|         | Track 5-2: Peptide Synthesis and Peptide Combinatorial Chemistry  | April 3, 2009, Friday 08:30-12:00  | 314             |
|         | Track 5-3: Peptide Therapeutic Designs by Peptidomimetics and Peptidomics                               | April 3, 2009, Friday 13:30-17:30  | 314             |
|         | Track 5-4: Peptide Therapeutics Pipeline and Successful Case Studies                                    | April 3, 2009, Friday 13:30-17:30  | 313             |
|         | Tech-tour in Seoul  | April 5-6, 2009 8:30-17:30   |                 |

## Tech-Tour in Seoul

### ■ About Seoul

In the center of this wonderfully dynamic and contemporary segment of the world rests the capital city of Seoul. Over 10 million people call it their home while still more live in surrounding suburbs and satellite cities, making Seoul a sprawling megalopolis. Among its numerous skyscrapers and glass towers, Seoul presents a number of beautiful palaces and ancient gates in different parts of its downtown. Attractions such as traditional markets, trendy shopping centers, quaint museums, and whimsical amusement parks also delight visitors and as well as local residents. We invite you to experience charming and unique Korea!

### ■ Tourist Attractions



#### Gyeongbokgung Palace

Gyeongbokgung Palace was built in 1395, the fourth year of the reign of King Taejo. The palace, named 'Gyeongbok' or 'shining happiness' was built as a tribute to the permanent happiness and prosperity of Korea's kings, their children and the people of the nation. On the site stand Geunjeongjeon, Gyeonghoeru, Hyangwonjeong, and Amisan Chimney, all in their original states. They provide glimpses of the culture and heritage of long ago.



#### National Museum of Korea

As a center of Korea's 5000-year history and cultural heritage, the National Museum of Korea serve various important functions, including exhibitions, historical and cultural research, and public education. As a full-scale museum of international standards, it houses about 130,000 art and archaeological objects.



#### Myeong-dong

Myeong-dong is a massive shopping district. Myeong-dong Street is around 1km long and extends from Myeong-dong Subway Station (Seoul Subway Line No. 4) to Lotte Department Store at Euljiro. All kinds of brand name shops and department stores are clustered along the streets and alleyways. You can purchase various products such as clothes, shoes, and accessories. Compared to Namdaemun or Dongdaemun, many good-quality brands are sold in Myeong-dong. Such stores include Lotte Department Store, Shinsegae Department Store, U-too Zone, Myeong-dong Migliore and Avatar. You can purchase good-quality products at the department stores or other fashionable products at reasonable prices at Migliore or Avatar. Moreover, all kinds of brand shops are densely located along the main street and lanes.



#### Cheong Wa Dae (Blue House)

The signature markings of the Presidential Residence of Cheong Wa Dae are its blue tiles. It is the first thing that caught one's attention upon entering the premises. The blue tiles and the smooth roof blend beautifully with Mt. Bugaksan in the backdrop.



#### Seoul World Cup Stadium

Seoul World Cup Stadium is shaped like a traditional Korean kite, and if seen from above, it looks as if a rectangular shield is being flown like a kite. The shape of the stadium represents flight towards victory, and it combines the hopes of the World Cup games and spirit and traditional culture of the Korean people.



**Namsangol Hanok Village**

If you get off at Chungmuro Subway Station, you are right in front of Namsangol Hanok Village(traditional Korean village). You may consider it interesting to find this area standing between the tall buildings. This village has restored five traditional Korean houses, with a pavilion, a pond and a time capsule which makes it a perfect spot to take a walk.



**Cheonggyecheon Stream**

Cheonggyecheon Stream used to exist merely as an overpass neglected in 1970 until it was restored in 2005, becoming a haven of natural beauty amidst the bustle of city life.

Narae Bridge, expressing a butterfly in flight, and Gwanggyo Bridge, symbolizing the harmony of the past and future, are just two of the more than twenty beautiful bridges featured along the path of the stream. The 'Rhythmic Wall Stream', lined with fine marble, various sculptures, and Korea's 8th stone building, Palseokdam, adorn the Cheonggyecheon Stream. Cheonggyecheon Stream offers many beautiful sights to see and enjoy.



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Please contact Sally by email: [sally@bit-pepcon.com](mailto:sally@bit-pepcon.com)

| Time                                 | Place  | Include                   |
|--------------------------------------|--|---------------------------|
| April 5, 2009<br>(Sunday) 8:30-18:00 | Gyeongbokgung Palace, National Museum of Korea, Cheong Wa Dae (Blue House), Myeong-dong, Cheonggyecheon Stream | Bus, Lunch, Supper, Guide |
| April 6, 2009<br>(Monday) 8:30-18:00 | Seoul World Cup Stadium, Namsangol Hanok Village, Lotte Department Store, 63 Building (63 City)                | Bus, Lunch, Supper, Guide |

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## Exhibitors



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