

**FOR IMMEDIATE RELEASE:**

For additional information, contact:

Barbara McAuliffe

Marketing Director

T: 203-840-5669

F: 203-840-9669

[bmcauliffe@reedexpo.com](mailto:bmcauliffe@reedexpo.com)



**INTERPHEX SELLS OUT 2010 FACILITIES ZONE**

*Increased focus on industry demands brings new zone to full capacity for April event*

(NORWALK, Conn., March 1, 2010) – The organizers of INTERPHEX New York today announced that the new Facilities Zone has hit capacity and is sold out, indicating strong market response to their development of a multi-zone floor concept and programs scheduled for the April 2010 show.

INTERPHEX developed the Facilities Zone, which dedicates more than twice the space previously allotted to Facilities, in recognition of the strength facilities products have historically demonstrated on the show floor, the growing importance of the Facility of the Year Award program, and the exhibitor's continued understanding of the industry's rigorous needs in building, expanding and maintaining facilities. Other new Zones in the exhibit include Sourcing & Services, Automation: System & Controls, and Manufacturing & Packaging.

"This industry's plants – pharmaceutical, biotech, generic, or contract manufacturers – differ from other types of manufacturing facilities in needs ranging from product-specific FDA manufacturing requirements and validation protocols to design, engineering, and operations," said R.J. Palermo, Vice President of Strategic Accounts. "Added to this complexity is the advent of green applications, which may provide further opportunities for flexibility, environmental and cost benefits, and decreased risk of cross-contamination.

"Regardless of the approaches they are examining", said Peter Zezima, Group Sales Director, "these companies want their facilities investments to deliver return over an extended period of time, and to do that they want to find the latest technologies and those who can provide them. INTERPHEX showcases exhibitors and conference sessions whose subject matter experts can contribute to the flexibility needed in today's marketplace, from R&D and process development to full scale manufacturing and packaging."

The new Facilities Zone also surrounds the Facility of the Year Award (FOYA) display, enabling attendees to conveniently source products, services and best practices. FOYA's value in contributing to industry knowledge continues to grow and this year's display will feature winners of the sixth annual competition, sponsored by the International Society of Pharmaceutical Engineers (ISPE), INTERPHEX and Pharmaceutical Processing magazine. The category winners

are Biogen Idec (Operational Excellence), Genentech (Project Execution), MannKind Corporation (Equipment Innovation and Process Innovation), Pfizer Biotechnology Ireland (Sustainability) and Pfizer Ireland Pharmaceuticals (Facility Integration).

Facilities exhibitors include a number of companies new to INTERPHEX 2010 in addition to returning leaders, bringing to the floor traditional and green specialties encompassing sustainable solutions, facility engineering, maintenance and related services, cleanroom equipment and supplies, containment and others.

Several conference sessions will be targeted to facility managers and plant engineers as well as those with oversight in safety, environmental, manufacturing and operations:

- Remaining Cost Competitive in a Bio-Pharmaceutical Facility
- Lean Assessment of a Vaccine Manufacturing Facility: A Case Study
- Designing a Facility Using 21<sup>st</sup> Century Techniques
- Case Studies of Global Vaccine Facility Projects
- ECP1: Logistics of Modular Construction
- Significant Operational Costs Reduction Through Waste Heat Recovery in Air Pollution Systems

The Facilities Zone is sponsored by Controlled Environments Magazine and Contamination Control.

#### **About INTERPHEX New York**

INTERPHEX New York is a member of the global family of INTERPHEX events. INTERPHEX USA is the world's most trusted source for leading-edge technology, education, and sourcing of the products and services that drive scientific innovation for Life Sciences manufacturing. INTERPHEX New York is produced by Reed Exhibitions, delivering influential leaders in life sciences through unique combinations of conference, exhibition, workshops, partnering opportunities, and networking events. Reed Exhibitions manages more than 450 trade shows annually worldwide and is a member of the Reed Elsevier Group plc, a world-leading provider of information-driven services and solutions. For information, visit [www.interphex.com](http://www.interphex.com).

###