

## **GET YOUR MESSAGE TO KEY BUYERS** **AT THE CLINICAL LAB EXPO**

### ***ClinPack***

**The Exclusive Door Drop Program at the  
Clinical Lab Expo**

*ClinPack* will reach your customers in a special delivery package to rooms in the official hotel block on Monday night.

**SPACE IS LIMITED!**

**CLOSING FOR ORDERS: JUNE 28, 2005**

Only contracted 2005 exhibitors may participate.

#### **RATES**

<b>First insertion</b>	<b>\$3,500</b>
<b>Additional Insertions (limit 2 per exhibitor)</b>	<b>\$3,000 ea.</b>

See reverse side for specifications and additional details.

# ClinPack Specifications

All inserts must be submitted in advance for approval. Please send to Olga Guerra, Scherago International, 11 Penn Plaza, Suite 1003, New York, NY 10001 (phone 212/643-1750, ext. 33).

Materials will be collated into a sponsored plastic bag and delivered to approximately 3,500 hotel rooms in the official housing block overnight between Monday, July 25 and Tuesday, July 26.

One insertion consists of an assembled 8.5"x 11" document of up to 4 pages. Additional charges apply to longer documents (e.g., 12-page brochure) or to unassembled pieces. Anything other than a document must be reviewed in advance for acceptability and pricing—examples include but are not limited to pens, key rings, packaged candy, etc.

For more information about the *CLINPACK* program, call your Scherago Account Manager or call Olga Guerra at 212/643-1750, ext. 33.

## Delivery Information:

Exhibitor must supply 4,200 copies of materials for collating.

### **DO NOT SHIP *CLINPACK* INSERTS WITH YOUR EXHIBIT MATERIALS.**

Materials must be delivered to the Freeman warehouse: (not to Scherago) between July 1 and July 12. The Freeman warehouse will be closed on weekends and on July 4. Please address each box with label provided to you by Scherago International. If label is not available please send to:

CLINICAL LAB EXPO  
SHOW MANAGEMENT/ DOOR DROP PROGRAM  
10088 GENERAL DRIVE  
Orlando, FL 32824  
Phone: 407-857-1500

Exhibitor Name \_\_\_\_\_

Piece \_\_\_\_\_ of \_\_\_\_\_

**A readable copy of the bill of lading must be faxed to Ms. Olga Guerra at 212-643-1758 no later than July 9 to ensure appropriate tracking procedures. No refunds for late delivery after July 12th.**

## ClinPack Order Form

One Insert \$3,500  
Second Insert \$3,000 (maximum two inserts total per exhibitor)

Number of Inserts \_\_\_\_\_  
Total Cost \_\_\_\_\_

Closing Date: June 28, 2005  
Materials Deadline: July 12, 2005  
(see below for complete shipping and delivery requirements)

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Exhibitor Name \_\_\_\_\_  
Piece \_\_\_ of \_\_\_\_\_

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Exhibiting company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Country, Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Contact person: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please fax or email this form to Ms. Olga Guerra.  
Fax: 212-643-1757 Email: [olgag@scherago.com](mailto:olgag@scherago.com)**