

# clinical lab expo



July 26-28, 2005 Orlando, Florida at the Orange County Convention Center

**AACC**

**IFCC**

**ASCLS**

**NACB**

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## ADDITIONAL INFORMATION ONLINE

Visit our website [www.scherago.com/aacc](http://www.scherago.com/aacc) throughout the year for additional information. You will find bulletins on timely issues, as well as current programs. Visit the website now for information on:

- > Exhibit Hall Floorplan
- > Improving Your Booth Assignment
- > Housing and Travel
- > New Products Review™
- > Industry Workshops
- > Sponsorship Opportunities
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## General Information Packet

Orange County Convention Center  
Orlando, Florida

Exhibit Dates: July 26 - 28, 2005



# Fast Facts

## Exhibit Dates and Hours

|                    |                 |
|--------------------|-----------------|
| Tuesday, July 26   | 9:30am - 5:00pm |
| Wednesday, July 27 | 9:30am - 5:00pm |
| Thursday, July 28  | 9:30am - 4:00pm |

Exhibits must be staffed at all times during exhibit hours. As a courtesy to registrants and your fellow exhibitors, the Association requires strict adherence to the opening and closing hours.

## Installation of Exhibits

Installation should be planned in accordance with the freight delivery schedule in the *Exhibitor Service Manual* that will be published in March 2004.

|                   |                   |
|-------------------|-------------------|
| Thursday, July 21 | 8:00 am - 5:00 pm |
| Friday, July 22   | 8:00 am - 5:00 pm |
| Saturday, July 23 | 8:00 am - 5:00 pm |
| Sunday, July 24   | 8:00 am - 5:00 pm |
| Monday, July 25   | 8:00 am - 5:00 pm |

### Important Note:

All crates must be labeled as "empty" and removed from the exhibit area by 3:00 pm on Monday, July 25.

## Dismantling of Exhibits

|                   |                  |
|-------------------|------------------|
| Thursday, July 28 | 4:00pm - 8:00pm  |
| Friday, July 29   | 8:00am - 4:30pm  |
| Saturday, July 30 | 8:00am - 10:30am |

No packing or dismantling of exhibits will be permitted until 4pm, Thursday, July 28. Early departure will result in priority point penalties and/or being banned from future Expos. When planning your dismantling and subsequent departure at the end of the show, please allow 6-8 hours for return of all empty shipping materials from storage. We strongly recommend that you advise your staff to make appropriate departure plans, i.e., plan to depart Friday instead of Thursday to allow for the delivery of shipping materials to your booth.

The sheer volume of empties for a show this size makes faster delivery quite a challenge. It just takes that long to return all crates and boxes to all the booths. All exhibits must be ready for removal from the exhibit area by 10:30am on Saturday, July 30.



## Expo Facility

The Clinical Lab Expo and most association educational activities will be held at the Orange County Convention Center (OCCC). The Center address is:

Orange County Convention Center, West Building  
9800 International Drive  
Orlando, FL 32819-8199  
Exhibit Halls A1-B2

## Shuttle Service

Free shuttle service is available from hotels in the official housing block, except those adjacent to the OCCC.

## Single Booth Rental Rates

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$2,825 each. Rental includes 8' draped back wall, 36" draped side rails, and a 7" x 44" identification sign showing the company name, city, state or country, and booth number. Contiguous single booths may be rented at this rate. Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

## Preferred Island Rates

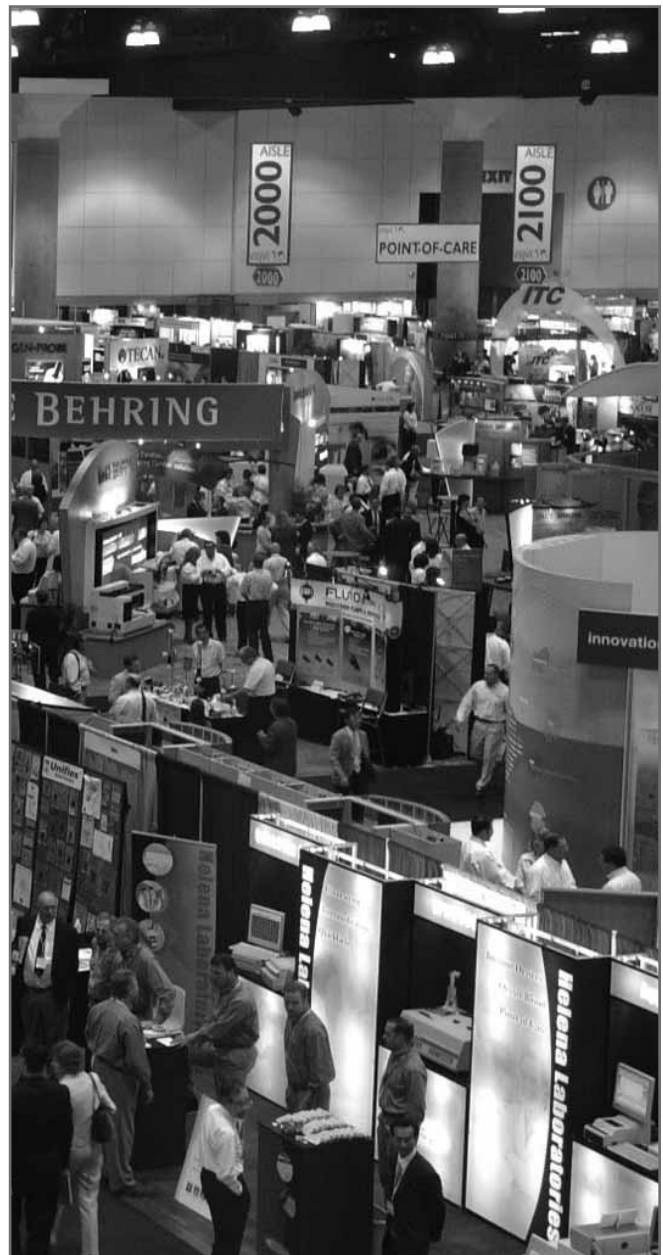
Preferred island space is defined as any group of booths made up of four (4) or more booths with aisles on all four sides or three (3) or more contiguous booths facing three or more contiguous booths across an aisle. Exhibit activities are confined to the actual booth space and must not be conducted in the aisle. Each 10' x 10' booth increment in preferred island space costs \$3,390.

## Exhibit Management

Scherago International, Inc.  
11 Penn Plaza, Suite 1003  
New York, NY 10001  
Phone (212) 643-1750  
Fax (212) 643-1757/58  
[www.scherago.com/aacc](http://www.scherago.com/aacc)

Contacts:

Tony Maiorino (ext. 22), Exposition Manager,  
and Jackie Diaz (ext. 21), Exhibit Coordinator



# Rules & Regulations

All exhibits must conform to the rules set by the Association. Visit our website for additional information and special requirements and safety regulations for the Orange County Convention Center: [www.scherago.com/aacc](http://www.scherago.com/aacc).

## NON-ISLAND BOOTHS

- > Exhibit, including products displayed and all signage, must not exceed 8' in height (2.4m).
- > In 10'x10' single booths, neither exhibit materials nor products on display may block the view of surrounding booths: No sidewalls, counters or signage may exceed 36" (.9m) in height except in the rear 5' (1.5m) of the booth. In 10'x20' or larger non-island booths, sidewalls, counters and signage may extend up to the full 8' height allowable as long as the portions over 36" are not within 10' of a neighboring booth.
- > Exhibitor must provide suitable floor covering (carpet or tile).
- > No exhibit will be permitted to span an aisle by overhead construction.
- > Exhibitors must provide space within the booth for staff and visitors. If staff or visitors interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, Exhibit Management has the right to discontinue the activity.
- > No part of exhibit or signs may be pasted, nailed or otherwise affixed to convention center walls, doors, etc.
- > Exposed, unfinished sides of the exhibit booth must be draped. In the event the exhibitor is not present, the decorator, with the approval of Exhibit Management, will provide required draping at the exhibitor's expense.
- > Exhibitors must correct infractions prior to show opening on Tuesday morning.

## ISLAND EXHIBITS

- > The height limit for islands is 16 feet (4.8m) including any signs, whether part of the booth structure or hanging from the ceiling.
- > Islands must have adequate see-through area and sufficient entrances on all sides.
- > Exhibitor must provide suitable floor covering (carpet or tile).
- > Demonstration areas on the perimeters facing aisles are prohibited.
- > Exhibitors must provide space within island and other booths to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, Exhibit Management has the right to discontinue the activity.
- > Exhibitors must correct infractions prior to show opening on Tuesday morning.

Island exhibitors must submit blueprints, photographs, and/or perspective drawings of their island booth design for review by Exhibit Management with their booth contract. At the very latest, these materials must be submitted before May 1, 2005. Exhibit Management will advise the exhibitor of the acceptability of the island booth design and the exhibitor is responsible for adjusting booth design to comply with design requirements, regardless of when the booth plans are submitted. If the plans do not comply with Exhibit Design Rules or the final exhibit booth erected on-site does not comply with AACC Exhibit Design Rules, Exhibit Management will, at its sole discretion, require on-site modification of the booth at the exhibitor's expense to meet these requirements. No exceptions will be granted if the exhibitor fails to provide plans in a timely manner or for booths that do not comply with Exhibit Design Rules once on site.

## VEHICLES IN EXHIBIT BOOTHS

- > Any vehicle used in an exhibit booth must conform to convention center rules for vehicles. These rules generally require disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Specific rules and regulations will be posted on the Scherago exhibitor webpage.
- > **Vehicles over 5' in height cannot be placed within 10' of any aisle.** Special move-in and move-out arrangements must be made in advance. Contact Exhibit Management for details.



## OFFICIAL SERVICE CONTRACTORS

The official general contractor is Freeman Decorating Company. Exhibit Management has also designated certain other firms as *official* service contractors and strongly encourages exhibitors to use these contractors rather than non-official suppliers. The complete list of official service contractors will be provided in the *Exhibitor Service Manual*.

## NON-OFFICIAL I&D FIRMS

If you plan to use a non-official contractor to install and dismantle your exhibit, or provide other services\*, the following must be received by June 1, 2005:

- > A properly executed "Exhibitor Appointed Contractor" form from the *Exhibitor Service Manual* (mailed March 2005).
- > Certificate of insurance naming AACC as the insured and covering the non-official contractor with scope and limits of coverage satisfactory to the Association (minimum \$1,000,000).

\* Please note that certain services such as electrical supply and electrical labor, plumbing, rigging, and several others are provided exclusively by the convention center.

If the documentation described above is not delivered to Exhibit Management by the June 1 deadline, or is incomplete or inaccurately executed, the non-official contractor may be denied access to the exhibit hall.

Non-official contractors are not permitted to set up service desks in the exhibit hall. Non-official service contractors must remain in their client's booths and may not enter or use other exhibitors' booths for breaks or rest areas.

## SHIPPING

Shipments will be accepted at the Freeman Companies warehouse for storage up to 30 days prior to delivery to the exhibitor's booth. Direct shipments to the Orange County Convention Center will be received during installation dates ONLY. Any shipment that arrives at the convention center prior to official installation dates will be refused.

- > Empty crates will be removed, stored, and returned at the close of the exhibit for shipping via outgoing carriers from the show site. **When planning your dismantling and subsequent departure at the end of the show, please allow 6-8 hours for return of all empty shipping materials from storage.** Crates will be returned as quickly as possible, but the sheer number of "empties" for a show this size makes faster delivery quite a challenge. We strongly advise you not to "tip" freight handlers in hopes of faster service because no one can guarantee faster return of your stored materials.
- > The Fire Marshal prohibits the storage of any shipping materials behind booths.
- > All exhibits must be ready for removal from the exhibit area by 12:00 noon on Saturday, July 30. Do not store anything of value in crates being removed to storage.

## LABOR

Information regarding labor rules and rates will be published in the *Exhibitor Service Manual*, available in March 2005. Exhibitor Bulletins will also be sent out intermittently via email (please be sure to include your email address on the exhibit space contract).

## SECURITY

The Association will provide reasonable security protection for the perimeter of the exhibit hall, but Exhibitor acknowledges that, except for the Association's negligent or intentional acts as provided elsewhere in this prospectus, the Association is not liable for any of Exhibitor's property in its booth, for the security of the booth itself, or for the safety of its staff or visitors to its booth. Exhibitor will take reasonable precautions to protect the property in its booth. Forms for individual booth security will be in the *Exhibitor Service Manual*.

The Security Office located in the Exhibitor Service Center will supervise a 24-hour lock-up security room for small packages (tool kits, laptop computers, VCRs, etc.). This service is available to exhibitors **at no charge**.

## SHORT-TERM STORAGE OF BOOTH SUPPLIES (not crates or shipping materials)

Many exhibitors ship quantities of booth supplies or giveaways that cannot conveniently be stored within their booths, and therefore request "accessible" storage during the show. A storage area will be available outside the building where exhibitors may store supplies in parked truck trailers. A fee will be charged per day of use and for the labor to retrieve materials from the storage area.

## ELECTRICITY, WATER/DRAIN, GAS, PHONES, INTERNET AND RELATED SERVICES

These services are provided exclusively by the convention center. Forms for these services will be included in the *Exhibitor Service Manual*.

## ELECTRONIC BADGES AND LEAD RETRIEVAL

The Clinical Lab Expo uses electronically encoded badges for lead retrieval. These badges have the registrant's name and contact information plus selected demographic information electronically encoded on the card. An electronic inquiry retrieval system must be used to access the information. Details and rental rates will be included in the *Exhibitor Service Manual* or visit the Exhibitor Service Center onsite.

# Rules & Regulations CONTINUED

## CLEANING

All booth areas and furnishings are provided in a clean and orderly state on the first day of set-up for your area of the exhibit hall. However, the exhibitor is responsible for any cleaning services required between initial booth materials delivery and show opening. A cleaning service form will be in the *Exhibitor Service Manual*.

### DRAPERY AND CARPET

| AREA                   | CARPET             | DRAPE          |
|------------------------|--------------------|----------------|
| IVD                    | blue               | blue and white |
| OEM                    | gray               | blue and gray  |
| Near-Patient           | gray               | blue and gray  |
| Lab Automation         | red                | red and white  |
| International Pavilion | black & gray tweed | does not apply |

## EXHIBITOR SERVICE MANUAL

One complete *Exhibitor Service Manual*, including rates for the aforementioned services, will be sent to each contracted exhibitor in March 2005. Exhibitors contracting for space after March will receive a Manual approximately 7-10 business days after contract acceptance and booth assignment confirmation. The *Exhibitor Service Manual* will also be available online in March 2005.

## REGISTRATION

- > Each exhibitor will be allotted six exhibitor badges per 10' x 10' booth.
- > Registration forms will be included in the *Exhibitor Service Manual*.
- > Registrations will not be taken by phone.
- > US and Canadian exhibitors: Exhibitor badges requested by June 10, 2005, will be sent to the designated contact at the exhibiting company prior to the meeting (mailings begin June 30). Badges requested after June 10, 2005, will be prepared and held at the Exhibitor Registration Desk for pickup on-site.  
All other exhibitors: Exhibitor badges will be prepared and held at the Exhibitor Registration Desk for pickup on-site.
- > Exhibitor registration will begin on Saturday, July 23, 2005, 12noon - 5pm and continue through installation and exhibit hours: Sunday, 8am - 6:30pm; Monday - Wednesday, 8am - 5pm; Thursday, 8am - 4pm.
- > **No children under 18 years of age will be permitted in the exhibit hall at any time. Valid government photo IDs with proof of age are required to obtain a badge for admission to the exhibit hall.**



## WASTE DISPOSAL

No oils or combustible liquids may be poured in convention center drainage or sewer systems. Hazardous and toxic materials and chemicals, and all medical wastes, require special disposal methods. Exhibitors are required to inform Exhibit Management in advance that such materials and/or substances will be used in the facility. Proper disposal methods must be provided by the exhibitor and approved in advance. All liquids left on the exhibit floor will be considered hazardous waste and the cost for the disposal of this material and a substantial penalty will be the exhibitor's responsibility.

## BIOLOGICAL MATERIALS

The United States Department of Agriculture has advised the Association that some exhibiting companies have had test kits and reagents on display that contain animal products imported from outside the United States. The USDA requires that all animal-derived and cell-cultured materials must have import permits. Any company that is planning to display any of these items should contact Exhibit Management for information concerning these permits.

## DISTRIBUTION OF MATERIALS

AACC provides the ClinPack official door drop program to hotels in the official housing block. This is the only way that exhibitors may distribute materials in the hotels.

**Other distribution of advertising materials in hotels is prohibited.** Examples: promotional pieces slipped under the doors in hotels are prohibited; promotional pieces stacked for pickup on registration counters are prohibited. All hotels have been advised to refuse such requests from exhibitors or their agents.

Distribution of advertising materials at the convention center is limited to distribution from within your booth. This includes outside the convention center such as near entrances or shuttle bus locations. Any such materials found will be discarded. Anyone handing out materials outside of an exhibit booth will be removed from the facility.

## CONDUCTING EXHIBITS

The following rules apply to all exhibitors:

- > Exhibits must be staffed during exhibit hours.
- > Staff must be appropriately attired for a professional, educational meeting.
- > Exhibitors may not use wheeled carts to move materials in the aisles during exhibit hours.
- > The use of promotional robots, signage, and other materials is restricted to the exhibitor's own booth and must conform to line of sight and height restrictions for the booth type.
- > Professionals hired for other than normal product demonstrations require prior approval by Exhibit Management. The Association reserves the right to evict any model or mannequin used in a booth that the Association, in its sole discretion, considers to be inappropriate for the Clinical Lab Expo.
- > No combustible decorating may be used.
- > Use of volatile or flammable liquids, gases, or solids must be approved by the Fire Marshal and, if approved, must be kept in safety containers.
- > All fluids, reagents, etc. must be removed from exhibits at closing on Thursday. (*See the information regarding hazardous waste disposal and biological samples.*)
- > Helium-filled balloons are prohibited. Mylar balloons are prohibited due to their effect on fire detection systems. Decorative balloons must be air-filled.
- > Food or drink in open containers may not be distributed by exhibitors in the exhibit hall.
- > Contests or giveaways must be approved in advance by Exhibit Management.

## MUSIC LICENSING

AACC obtains appropriate music copyright licensing only for official AACC-sponsored activities. Any exhibitor providing live or recorded music in an exhibit booth or hospitality/social event is responsible for obtaining the appropriate music licensing for such activities.

## LIGHT, SOUND AND AMPLIFICATION

Audio-visual presentations and other light and sound effects are permitted only with Exhibit Management's consent, and in those locations and at such intensity that, in Exhibit Management's opinion, do not interfere with the activities of neighboring exhibitors. For example, speakers or video terminals may not be placed on the corner of booths, causing disturbance in the aisles. Exhibit Management will monitor all lighting and sound-producing equipment for compliance.

## PRIVATE DEMONSTRATIONS

Exhibitors will be permitted to conduct off-hour private demonstrations in the exhibit hall on Tuesday and Wednesday afternoons, Wednesday and Thursday mornings ONLY. **No private demonstrations are permitted in the exhibit hall before the exhibits open at 9:30am on Tuesday, July 26, or after exhibits close at 4:00pm on Thursday, July 28.** Private demonstrations must be arranged through Exhibit Management and special badges will be required to enter the hall during off-hours. All private demos must be cleared through Exhibit Management at least 24 hours in advance of the demonstration. Other rules apply and will be provided to companies requesting permission for private demonstrations.

Exhibitors may not take attendees away from the convention center during exhibit hours for private demonstrations of products offsite. This is deemed inappropriate and unfair to other exhibitors who have contracted for exhibit space in expectation of access to attendees.

## CAMERA/RECORDING EQUIPMENT AUTHORIZATION

Recording equipment (audio, video, or photo) is prohibited in educational sessions and may not be taken into the exhibit hall unless registered in advance with Exhibit Management. Authorization forms are available at the AACC headquarters office in the convention center. The following rules apply:

- > Recording of any educational session or presentation is prohibited. Sponsors of officially-sanctioned Industry Workshops may record their own workshop.
- > Audio, video, or photo recording of exhibits or products displayed in the exhibit hall is not permitted without the permission of appropriate authorized personnel of that exhibitor.
- > A completed and approved *Equipment Authorization* form must be carried with the camera or recording equipment. The form must be presented on demand to AACC Management, Exhibit Management, security personnel or exhibitor representatives.

AACC or Exhibit Management will confiscate badges and remove from the exhibit area any person found in violation of these rules.

# Processes and Procedures

## PRIORITY POINTS FOR SPACE ASSIGNMENT

Space assignment is based on a *priority point system*, which takes into account a company's support in total dollar value during the previous calendar year, in the ways listed below. Support of AACC, NACB and ASCLS is considered in assigning priority points.

- > Booths purchased
- > Advertising
- > Grants and awards
- > Value of goods and services donated
- > Sponsorships
- > Room nights booked through the official housing bureau for the 2004 Expo will contribute to your priority points for the 2005 Expo.

Priority points determine the order in which exhibitors are assigned their booth locations. More support and participation = more points. More points = higher ranking for booth assignment. If your company has not accumulated points through advertising or sponsorship, it is especially important that you return your contract with deposit as soon as possible. (Exhibit space contracts for the 2005 Expo began arriving in August 2004.) Priority point ties are settled by the earliest date that Exhibit Management receives a completed contract with appropriate payment. A faxed contract is not considered a completed contract until Exhibit Management also receives the deposit (or full payment if after April 1, 2005).

## BOOTH SELECTION AND ASSIGNMENT PROCESS

We sold out all booth space in 2004 and it became necessary to institute a waiting list for booth space. We will have somewhat more space for exhibits in Orlando. However, we expect increased demand for space because of the international impact on attendance. We strongly recommend that you send in your contract and deposit as soon as possible. Please contact Exhibit Management at Scherago International if you have any questions about the booth assignment process. Call (212) 643-1750 and ask for Tony Maiorino, ext. 22; or contact Tony via email at [tonym@scherago.com](mailto:tonym@scherago.com).

Island booth assignment will begin Tuesday, February 8, 2005 for those companies that have submitted both a contract and the required deposit. (See the section above, "Priority Points for Space Assignment," for details on the order in which booths are assigned.) Assignment of non-island booth space will begin Tuesday, February 15, 2005 for those companies that have submitted both a contract and the required deposit. Booth assignments are made for all companies in compliance with those two deadlines and then all other space is assigned on a first-come, first-served basis and priority points are not considered. Due to the large and increasing number of companies exhibiting at the Clinical Lab Expo, the booth assignment process takes approximately 5-6 weeks. Booth assignments will be announced during the week of March 28, 2005.



To ensure fair access for island and non-island exhibitors and equitable distribution of large and small exhibits, the booth selection and assignment process will be administered as follows:

- > Telephone appointments will be set up approximately one month in advance of booth assignment for the first 20 companies on the priority point list including both island and non-island booths. A limited time period will be provided for each exhibitor to make its decision. If the exhibitor is not available and has not rescheduled its appointment in advance, Exhibit Management will assign a booth based on the contract in hand and move on to the next exhibitor appointment.

After the first 20 companies are assigned their exhibit spaces, Exhibit Management will assign the remaining booth space according to the priority point levels. Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences.

**We cannot phone each of the remaining exhibiting companies prior to booth assignment. Instead, we recommend that you include a cover letter with your contract indicating special requests such as marketing partners you wish to be near, competitors you wish to avoid, or any other special requirements that will help us make your booth assignment.**

- > Fire and Safety Administrators require mandatory aisles leading to emergency exits from the exhibit hall. No exhibit will be permitted to block these designated emergency exit aisles.
- > Island booths will not be pre-drawn on the preliminary exhibit floorplan. Instead, the floorplan will be prepared with the maximum number of single booths possible. All available booth space will be color-coded to distinguish between space available as island booths and space reserved for non-island exhibitors.

Island exhibitors may request booths in the designated island areas, but may not encroach on designated non-island space. Island exhibitors will indicate their booth preferences on the Exhibit Space Contract by noting the four corners of the space desired.

If you have any questions about the procedure, call Clinical Lab Expo Exhibit Management at (212) 643-1750 and ask for Tony Maiorino, ext. 22, or Jackie Diaz, ext. 21; or contact them via email at [tonym@scherago.com](mailto:tonym@scherago.com) or [jackied@scherago.com](mailto:jackied@scherago.com).

### SINGLE BOOTH RENTAL RATES

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$2,825 each. Rental includes 8' draped back wall, 36" draped side rails, and a 7" x 44" identification sign showing the company name, city, state or country, and booth number. Contiguous single booths may be rented at this rate. Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

### PREFERRED ISLAND RATES

Preferred island space is defined as any group of booths made up of four (4) or more booths with aisles on all four sides or three (3) or more contiguous booths facing three or more contiguous booths across an aisle. The aisle between these booths may be carpeted at no additional booth rental cost, but exhibit activities are confined to the actual booth space and must not be conducted in the aisle. Each 10' x 10' booth increment in preferred island space costs \$3,390

|            |                 |           |
|------------|-----------------|-----------|
| 20' x 20'  | (6.1m x 6.1m)   | \$13,560  |
| 20' x 30'  | (6.1m x 9.2m)   | \$20,340  |
| 20' x 40'  | (6.1m x 12.2m)  | \$27,120  |
| 20' x 50'  | (6.1m x 15.1m)  | \$33,900  |
| 30' x 40'  | (9.2m x 12.2m)  | \$40,680  |
| 30' x 50'  | (9.2m x 15.1m)  | \$50,850  |
| 40' x 40'  | (12.2m x 12.2m) | \$54,240  |
| 40' x 50'  | (12.2m x 15.1m) | \$67,800  |
| 30' x 80'  | (9.2m x 24.4m)  | \$81,360  |
| 50' x 50'  | (15.1m x 15.1m) | \$84,750  |
| 40' x 70'  | (12.2m x 21m)   | \$94,920  |
| 60' x 80'  | (15.1m x 24.4m) | \$162,720 |
| 50' x 100' | (15.1m x 30.2m) | \$169,500 |
| 70' x 80'  | (21m x 24.4m)   | \$189,840 |
| 80' x 80'  | (24.4m x 24.4m) | \$216,960 |
| 80' x 100' | (24.4m x 30.2m) | \$271,200 |

*Please note that the metric measurements provided are approximate and provided for convenience only. All exhibits must conform to the English measurements.*

# Processes and Procedures CONTINUED

## DISCOUNTS ON PREFERRED ISLAND RATES

A 20% discount applies to preferred island rates for companies buying 13 or more pages of advertising in 2005. At least one ad must be purchased in the *CLN Convention Dailies*, but no more than 6 pages in the *Dailies* can be applied to the 13 total pages. The remainder can be any combination of ad pages in *Clinical Chemistry* or *Clinical Laboratory News*, two of AACC's regular monthly publications.

A 30% discount applies to preferred island rates for companies buying 25 or more pages of advertising in 2005. At least one ad must be purchased in the *CLN Convention Dailies*, but no more than 6 pages in the *Dailies* can be applied to the 25 total pages. The remainder can be any combination of ad pages in *Clinical Chemistry* or *Clinical Laboratory News*.

Pages are credited in the following manner:

|  |   |                 |
|--|---|-----------------|
| One standard or tabloid page in<br><i>CLN</i> or the <i>Convention Dailies</i> | = | 1 page credit   |
| One standard page in <i>CCJ</i>  | = | 1 page credit   |
| One standard page in <i>CCJ Abroad</i>   | = | 0.5 page credit |

Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

## SPACE CANCELLATION

- > All cancellations must be received in writing by Exhibit Management, Scherago International.
- > Companies canceling space on or before February 1, 2005 qualify for a refund of all monies paid in advance for booth space rental, less a \$100 cancellation fee.
- > Any company canceling its booth space between February 2, 2005 and March 31, 2005, forfeits its deposit of 50% of the total cost of exhibit space rental.
- > Any company canceling on or after April 1, 2005, is responsible for the full cost of exhibit space rental.

## EXHIBITOR EVENTS

AACC must approve use of space in hotels for meetings, social events, equipment demonstrations, or other promotions involving AACC participants. Activities must be conducted at times that do not conflict with the scientific program, exhibit hours or any AACC social events. No space will be released to organizations that are not exhibiting except under special circumstances and require specific approval by AACC management. Space will not be approved for a marketing research company doing interviews or focus groups unless the marketing research company is appointed in writing by an official exhibitor, or is an exhibitor itself. A request form is available on our website: [www.scherago.com/aacc](http://www.scherago.com/aacc).

Until June 25, 2005, no more than one meeting room will be assigned to any one exhibitor. Meeting rooms will be assigned for specific meeting purposes and schedules—no 24-hour hold is permitted for more than one day. After June 25, 2005, meeting space will be assigned on a first-come, first-served basis.

## AACC SOCIAL EVENT

Sunday, July 24: Opening Mixer 6:30-7:30pm at the Peabody Hotel

## EXHIBITOR EVENTS FOR MEETING REGISTRANTS

Any scheduled exhibitor events designed to attract meeting registrants must take place within the following time periods: Monday-Thursday, July 22-28, prior to 8:45 am, after 5:30pm.

Exceptions must be approved by AACC, and will be allowed only under very special circumstances.



# Exhibit Space Contract

Company name as it should appear in program materials—do not use all upper case unless that is the way your company name normally appears.

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Exhibit Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone and extension \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Advertising Manager \_\_\_\_\_

*Exhibitor agrees to abide by all terms, conditions, rules, and regulations contained in the exhibit prospectuses and the exhibitor service manual.*

Signature \_\_\_\_\_

Please check here if you require a proforma invoice.

*Non-US exhibitors:*

Please check here if you need a letter of invitation for US Visa applications.

Every effort will be made to comply with your section and booth selection, but priority point space assignment policy applies to all exhibitors.

- Please check the section on the exhibit floor in which you prefer your exhibit to be located. You will be categorized by the area in which your booth is actually located. For example, you cannot be designated an OEM exhibitor if your booth is located outside the OEM section of the exhibit floor.
- Indicate location preferences by booth number in the spaces below – do not cluster all choices in the same location.

- IVD/General Laboratory Section
- Point-of-Care Testing
- OEM, Biotech and Research
- Lab Automation/Robotics/Informatics

**Non-Island Exhibits – Non-island space is charged at the rate of \$2,825 per 10' x 10' (3m x 3m) booth.**

Non-island space required 10' x \_\_\_\_\_

Peninsula booths are not permitted, *i.e.*, an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Non-Island Booth Preferences

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Preferred Island Exhibits

Island space is charged at the rate of \$3,390 per 10' x 10' (3m x 3m) booth increment.

|                                     |                 |           |
|-------------------------------------|-----------------|-----------|
| <input type="checkbox"/> 20' x 20'  | (6.1m x 6.1m)   | \$13,560  |
| <input type="checkbox"/> 20' x 30'  | (6.1m x 9.2m)   | \$20,340  |
| <input type="checkbox"/> 20' x 40'  | (6.1m x 12.2m)  | \$27,120  |
| <input type="checkbox"/> 20' x 50'  | (6.1m x 15.1m)  | \$33,900  |
| <input type="checkbox"/> 30' x 40'  | (9.2m x 12.2m)  | \$40,680  |
| <input type="checkbox"/> 30' x 50'  | (9.2m x 15.1m)  | \$50,850  |
| <input type="checkbox"/> 40' x 40'  | (12.2m x 12.2m) | \$54,240  |
| <input type="checkbox"/> 40' x 50'  | (12.2m x 15.1m) | \$67,800  |
| <input type="checkbox"/> 30' x 80'  | (9.2m x 24.4m)  | \$81,360  |
| <input type="checkbox"/> 50' x 50'  | (15.1m x 15.1m) | \$84,750  |
| <input type="checkbox"/> 40' x 70'  | (12.2m x 21m)   | \$94,920  |
| <input type="checkbox"/> 60' x 80'  | (15.1m x 24.4m) | \$162,720 |
| <input type="checkbox"/> 50' x 100' | (15.1m x 30.2m) | \$169,500 |
| <input type="checkbox"/> 70' x 80'  | (21m x 24.4m)   | \$189,840 |
| <input type="checkbox"/> 80' x 80'  | (24.4m x 24.4m) | \$216,960 |
| <input type="checkbox"/> 80' x 100' | (24.4m x 30.2m) | \$271,200 |
| <input type="checkbox"/> Other      | _____ x _____   | \$_____   |

Indicate Four (4) Island Location Preferences by filling in four corners of desired booth.

- \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_
- \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_
- \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_
- \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.**

Less 20% island rental discount for advertising (if applicable) \$ \_\_\_\_\_

Less 30% island rental discount for advertising (if applicable) \$ \_\_\_\_\_

ADVERTISING MANAGER SIGNATURE REQUIRED FOR DISCOUNT

**Important:** All contracts submitted before March 31, 2005 must be accompanied by a 50% deposit on the full rental price of the booths ordered. On or after April 1, 2005, full booth rental payment must accompany the contract. No booths will be held or assigned without the required payment.

Payments by credit card are not accepted. Please make checks payable to **American Association for Clinical Chemistry**. Payment must be drawn on a US bank in US dollars. Wire transfers may be sent to: JPMorgan Chase Bank, ABA #021000021 for AACC account #007052219, Swift Code US33.

Payments should be sent to:

**American Association for Clinical Chemistry**  
c/o Scherago International, 11 Penn Plaza, Suite 1003, NY, NY 10001  
Phone 1 212-643-1750 Fax 1 212-643-1757 or -1758

For Scherago use only

Computer # \_\_\_\_\_ How many booths \_\_\_\_\_

Space assignment \_\_\_\_\_ Space cost \_\_\_\_\_

Deposit date \_\_\_\_\_ Deposit amount \_\_\_\_\_

Balance due \_\_\_\_\_ Balance received \_\_\_\_\_

PD \_\_\_\_\_ PL \_\_\_\_\_ Exh. record \_\_\_\_\_

# Terms & Conditions

## Contract Acceptance

Association reserves the right to accept or refuse the booth application for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever the Association considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of the Association.

## Space Cancellation

- > All cancellations must be received in writing by Exhibit Management, Scherago International.
- > Cancellations received on or before February 1, 2005 qualify for a refund of all monies paid in advance for booth space rental, less a \$100 cancellation fee.
- > Any company canceling its booth space between February 2, 2005 and March 31, 2005, forfeits its deposit of 50% of the total cost of exhibit space rental.
- > Any company canceling on or after April 1, 2005, is responsible for the full cost of exhibit space rental.

## Booth Relocation

The Association reserves the right to relocate space in areas other than that selected by the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by Exhibit Management. Due to the large number of participating companies, we cannot guarantee that a company will not be located near a competitor.

## Subletting

Subletting or sharing of exhibit space is prohibited except between affiliated companies and only with Exhibit Management approval.

## Use of Exhibit Floorplan

The exhibit floor plan and exhibitor list are the property of the Association. Use or publication for any purpose without the Association's written consent is prohibited.

## Completed Sales

The Association does not permit completed sales of merchandise on the exhibit floor.

## Force Majeure

Notwithstanding any other provision of this Contract, neither party will be liable for delayed performance or inability to perform due to: (a) acts of God or the public enemy, war, riot, embargo, sabotage, flood, accident; (b) any circumstance of similar or different character beyond a party's reasonable control, including without limitation unavoidable fire, explosion, transportation delay, or labor trouble; or (c) unavoidable shortage or failure of supply of raw materials or finished merchandise.

## Liability

Each party will be liable for negligent or intentional acts and omissions of its own employees and other authorized representatives. Except for such acts or omissions Exhibitor will not assert liability against Association for any loss, damage, or injury to person or property, by reason of Association's failure to provide exhibit space, removal of the exhibit, or other reasons. **Children under 18 years of age are not permitted on the exhibit floor.**

## Indemnity

Exhibitor agrees to indemnify and hold harmless the Association for all costs, losses, and damages, including reasonable attorney fees and court costs, due to claims arising from or based upon any or all of the following acts or omissions by Exhibitor, its agents, employees, invitees, persons acting on its behalf, or authorized representatives, at any time during the meeting in the exhibit hall and other locations such as hospitality suites or social functions:

- a) negligent or intentional acts or omissions;
- b) violation of any person's property rights;
- c) performing or authorizing the performing of live music;
- d) violation of any law or ordinance; and
- e) use and occupancy of the exhibition premises or any part thereof.

Each party will indemnify the other for all costs, damages and losses, including reasonable attorney fees and court costs, resulting from claims based upon negligent or intentional acts of the other party, its employees, or its authorized representative. Each party will obtain insurance to cover its indemnity agreements herein.

## Disputes

- a) All disputes will first be addressed by the parties by good faith, face-to-face negotiations. Disputes that cannot be resolved in that manner in a reasonable time will be submitted by either party to arbitration under rules of the American Arbitration Association, except that neither party will be prevented from seeking from a court of competent jurisdiction a preliminary injunction, temporary restraining order, or similar equitable remedy to prevent irreparable harm or preserve the status quo. This Contract will remain in force, with no interruption of services or payments, during the pendency of this dispute resolution process. Any arbitration proceeding must be commenced within the statute of limitations period applicable to the underlying claim under the law of the District of Columbia.
- b) The arbitration proceeding will be held in the District of Columbia.
- c) The arbitrator(s) will not have authority to award punitive, exemplary, consequential, special, or indirect damages. The arbitrator(s) authority to award damages will be limited by any limitation contained elsewhere in this Contract.

## Forum

For any litigation allowable under this agreement, the parties agree to submit themselves to the jurisdiction of a court in the District of Columbia.

## Applicable Law

This contract will be interpreted and enforced under the laws of the District of Columbia.

## Violations

Violation of any Contract provisions, Terms and Conditions or Rules and Regulations will, without limiting Association's other remedies in law or equity, affect space assignments to the violator in subsequent years.

# 2005 Product Locator Information



Company Name \_\_\_\_\_

Person Completing Form \_\_\_\_\_ Title \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

You must complete and return this form or you cannot be included in the Product Locator database. Check only those categories for products that will be displayed at the Expo.

- |                                  |   |                                    |
|----------------------------------|---|------------------------------------|
| 001 Abused Drug Testing          | 043 Chemistry Diag/Reagents/Kits          | 083 ELISA                          |
| 002 Accreditation/Certification  | 044 Chemistry Systems                     | 084 Endocrinology                  |
| 003 Adhesive Products            | 045 Cholesterol Testing                   | 085 Bone Metabolism Testing        |
| 004 Adulteration Testing         | 046 Chromogenic Substrates                | 086 Diabetes Testing               |
| 005 Alcohol Testing              | 047 CLIA Compliance                       | 087 Fertility Testing              |
| 006 Allergy Testing              | 048 Clinical Decision Systems             | 088 Glucose Testing                |
| 007 Amplification Technologies   | 049 Clinical Research Services            | 089 Growth Factors                 |
| 008 Analytical Instruments       | 050 Coagulation/Hemostasis                | 090 Hormones                       |
| 009 Anemia Testing               | 051 Competency Assessment                 | 091 Thyroid Testing                |
| 010 Animal Diagnostics           | 052 Conjugates                            | 092 Environmental Controls         |
| 011 Antibodies/Antibody Services | 053 Consulting Services                   | 093 Enzyme Testing                 |
| 012 Antigens                     | 054 Consumables/Supplies                  | 094 Enzymes                        |
| 013 Anti-Microbial Agents        | 055 Containers, Glass/Plastic             | 095 Equipment, General             |
| 014 Asset Management             | 056 Contract Development                  | 096 Esoteric Testing               |
| 015 Autoimmune Disease Testing   | 057 Contract Manufacturing                | 097 Fermentation                   |
| 016 Automation, Robotics         | 058 Controls                              | 098 Filtration                     |
| 017 B2B Marketplace              | 059 Co-Oximetry                           | 099 Finance                        |
| 018 Bacteriology                 | 060 Critical Care Testing                 | 100 Flow Cytometry                 |
| 019 Biochemicals                 | 061 Custom Development                    | 101 Fluorometers                   |
| 020 Biochemical Markers          | 062 Custom Manufacturing                  | 102 Forensic Testing               |
| 021 Biochips                     | 063 Custom Software                       | 103 Gamma Counters                 |
| 022 Biohazard Transport          | 064 Cuvettes                              | 104 GC/Mass Spec.                  |
| 023 Biological Safety Cabinets   | 065 Cytokines                             | 105 Gene Expression                |
| 024 Biologicals                  | 066 Cytology                              | 106 Genetic Screening              |
| 025 Bioluminescence Systems      | 067 Data Analysis & Management/Middleware | 107 Genetic Testing                |
| 026 Biosensors/Electrodes        | 068 Data Collection                       | 108 Genomics                       |
| 027 Blood Banking                | 069 Dessicants/Absorbants/Adsorbents      | 109 Glycolated Hemoglobin Testing  |
| 028 Blood Collection             | 070 Disposables                           | 110 Group Purchasing               |
| 029 Blood Gas Testing            | 071 Distributor, Lab                      | 111 Hematology                     |
| 030 Blood Products               | 072 Donor Lounges                         | 112 Histology                      |
| 031 Blood Separation             | 073 DNA Extraction                        | 113 Home Care Testing              |
| 032 Books/Journals/Publications  | 074 DNA Probes                            | 114 Homocysteine Testing           |
| 033 Breath Testing               | 075 DNA Viral Testing                     | 115 HPLC                           |
| 034 Bulk Chemicals               | 076 DNA/RNA Based Reagents                | 116 Hybridoma Dev. Services        |
| 035 Calibrators                  | 077 DNA/RNA Based Systems                 | 117 Immunoassay Diag/Reagents/Kits |
| 036 Cancer Markers               | 078 Drug Testing                          | 118 Immunoassay Systems            |
| 037 Cancer Testing               | 079 eCommerce                             | 119 Immunofluorescence             |
| 038 Cardiac Markers              | 080 Education                             | 120 Immunohistochemistry           |
| 039 Cardiac Testing              | 081 Electrolyte Testing                   | 121 Immunology                     |
| 040 Cell Culture                 | 082 Electrophoresis                       | 122 Incubators                     |

DETACH HERE

- |  |                                      |   |
|--|--------------------------------------|---|
| 123 Infectious Disease Testing                     | 169 Oxygen Removal                   | 218 Sweat Testing Instruments;<br>Iontophoresis |
| 124 Hepatitis                                      | 170 Packaging<br>Materials/Equipment | 219 Syringes                                    |
| 125 HIV  | 171 Parasitology                     | 220 Test Strip Machinery                        |
| 126 Influenza Testing                              | 172 Peptides                         | 221 Therapeutic Drug Monitoring                 |
| 127 STD  | 173 Pharmacogenomics                 | 222 Toxicology                                  |
| 128 Viral Testing                                  | 174 Pipette Calibration              | 223 TSEs  |
| 129 Infectious Disease, Other                      | 175 Pipettors/Dispensers             | 224 Tubing and Fittings                         |
| 130 Information Systems                            | 176 Plastics, Disposables            | 225 Tumor Markers                               |
| 131 Interfacing/Interface Engines                  | 177 Point of Care Testing            | 226 Uniforms                                    |
| 132 Internet Services                              | 178 Power Supplies and Protection    | 227 Urinalysis                                  |
| 133 Lab Billing Systems                            | 179 Precision Molding                | 228 Valves                                      |
| 134 Laboratory<br>Automation/Robotics              | 180 Pregnancy Testing                | 229 Veterinary Products                         |
| 135 Laboratory Furniture                           | 181 Proficiency Testing              | 230 Virology                                    |
| 136 Laboratory Testing Services                    | 182 Protein Analysis                 | 231 Water Purification                          |
| 137 Latex Particles                                | 183 Pumps                            |   |
| 138 Lead Testing                                   | 184 Purification Products            |   |
| 139 Leasing Services                               | 185 Quality Assurance                |   |
| 140 Light Sources/Lamps                            | 186 Rapid Tests                      |   |
| 141 Liquid Handling, Automated                     | 187 Reagents                         |   |
| 142 Luminometers                                   | 188 Reconditioned Equipment          |   |
| 143 Lyophilization                                 | 189 Recruitment                      |   |
| 144 Magnetic Particles                             | 190 Reference Laboratory Services    |   |
| 145 Mass Spectrometry                              | 191 Regulatory Affairs               |   |
| 146 Medical Device Testing                         | 192 Replacement<br>Parts/Consumables |   |
| 147 Medical Transport                              | 193 Research Products                |   |
| 148 Membranes                                      | 194 Safety Products                  |   |
| 149 Microarrays                                    | 195 Sample Identification            |   |
| 150 Microbiology                                   | 196 Bar Coding                       |   |
| 151 Micro Particles                                | 197 Labeling                         |   |
| 152 Microplates/Readers/Washers,<br>etc.           | 198 Sample Preparation               |   |
| 153 Microscopy                                     | 199 Sera                             |   |
| 154 Microspheres                                   | 200 Serology                         |   |
| 155 Molecular Diagnostics<br>(DNA/RNA)             | 201 Services                         |   |
| 156 Mono/Polyclonal Antibodies                     | 202 Consulting                       |   |
| 157 Mugs, AACC                                     | 203 Design                           |   |
| 158 Near Patient Testing                           | 204 Financial                        |   |
| 159 Neonatal and Prenatal Testing                  | 205 Market Research                  |   |
| 160 Nephelometry                                   | 206 Software                         |   |
| 161 Nutrition/Food Testing                         | 207 Service Support                  |   |
| 162 OEM Components<br>(Biological)                 | 208 Shakers                          |   |
| 163 OEM Components<br>(Mech, Elec, Opt, Computing) | 209 Solenoid Valves                  |   |
| 164 OEM Products (Other)                           | 210 Specimen Containers              |   |
| 165 Online Education                               | 211 Specimen Transport               |   |
| 166 Optical Filters                                | 212 Automated Transport              |   |
| 167 Osmometers                                     | 213 Courier Transport                |   |
| 168 Oxidative Stress                               | 214 Specimen Packaging               |   |
|  | 215 Spectrometers, Light Sources     |   |
|  | 216 Stainers, Automated              |   |
|  | 217 Stroke Markers                   |   |

**Other Suggested Categories for 2006**  
(not for use in 2005):

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**Please return with your contract**  
(helps AACC with categorizing your  
company for the website posting).

Scherago International  
11 Penn Plaza, Suite 1003  
New York, NY 10001  
Tel: (1) 212-643-1750  
**Fax: (1) 212-643-1757/58**

# Booth Products Description

Contracts from first-time exhibitors cannot be accepted unless accompanied by a booth products description. In addition to a hardcopy version, you must submit the description in electronic format: via e-mail by sending it to Jackie Diaz at [jackied@scherago.com](mailto:jackied@scherago.com), or on diskette in any PC format (Macintosh format is not acceptable). Be sure to label the diskette with your company name.

**Please submit your booth products description with your contract and deposit. It will then be included in the AACC meeting website and pre-conference promotional materials. The exhibitor list with descriptions and product locator categories will be posted beginning in December 2004. Don't miss this opportunity to have your information posted as early as possible.**

**Your description must be received no later than April 15, 2005 in order to be included in conference program materials. New exhibitors' contracts cannot be processed or accepted unless accompanied by their description.**

Descriptions may be up to 50 words per 10' x 10' booth rented, up to a maximum of 200 words per exhibitor. Descriptions that are too long will be edited to meet the exhibitor's booth size word limit.

One 10'x10' booth qualifies for a 50-word description. Two 10'x10' booths qualify for a 100-word description. Three 10'x10' booths qualify for a 150-word description. Four or more 10'x10' booths qualify for a 200-word description.

**Use standard prose format—do not use bullets or upper case** except for trademarked names and terms such as ARFlow™, Anoxomat®, or SuperSignal®. Limit the use of upper case to accepted grammatical practices or where indicated in the instructions below. If your description does not meet these criteria, it will be returned to you for correction (time permitting before publication deadlines), or not included in program materials.

This information will be published in the Exhibit Guide, Product Locator and AACC World Wide Web Site if received by the appropriate deadlines. See the list of important dates and deadlines on the inside back cover.

**Please be sure to complete and send with contract!**

|   |   |
|---|---|
|   | Sample Format:  |
| COMPANY NAME (all caps):                          | SCHERAGO INTERNATIONAL  |
| CITY, STATE*, COUNTRY: *use 2-letter abbreviation | New York, NY  |
| PHONE:  | (212) 643-1750  |
| WORLD WIDE WEB ADDRESS:                           | <a href="http://www.scherago.com">www.scherago.com</a>  |
| PRODUCT DESCRIPTION:                              | Achieve your goals with measurable results—increased revenue, worldwide growth and recognition, and stronger partnerships with industry. Scherago International is dedicated to providing management and sales services to professional associations and publishers. We have served the healthcare and scientific communities for more than 40 years, helping our association clients become the most successful and respected organizations in their fields. |



## **EXHIBIT MANAGEMENT**

Scherago International, Inc.  
11 Penn Plaza, Suite 1003  
New York, NY 10001  
Phone (212) 643-1750  
Fax (212) 643-1757/58  
[www.scherago.com/aacc](http://www.scherago.com/aacc)

### Contacts:

Tony Maiorino (ext. 22),  
Exposition Manager,  
and Jackie Diaz (ext. 21),  
Exhibit Coordinator