

clinical lab expo



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

AACC

IFCC

ASCLS

NACB

OEM/Biotech/Research Exhibits: Your show within the show For business-to-business opportunities

There were more than 19,000 participants in the 2004 Clinical Lab Expo, including product development engineers, R&D executives, scientists, experts who build the products used in the clinical diagnostics field, and laboratory leaders. They are looking for component systems from other manufacturers—electrical, electronic, mechanical, optical, chemical, and biological—for their new products and systems. Just a few of these areas are:

- > Contract manufacturing, R&D
- > Biologicals such as antisera and antibodies
- > Controls, calibrators and reference materials
- > Packaging and labeling, bar coding systems and scanners
- > Separation, filtration and purification technologies
- > Substrates and membranes
- > Probes and primers
- > Custom design and assembly of electrical and mechanical components
- > Marketing partners for manufactured systems and kits
- > Computer hardware and software
- > Regulatory, product design and manufacturing consultants
- > Communication technology, products and services
- > Liquid handling systems
- > Business systems and products

No other meeting—anywhere—has this special combination of leading-edge science and an exposition targeted to these customers.

If you market to the clinical diagnostics field—to laboratory end-users or business-to-business—make the Clinical Lab Expo OEM/Biotech/Research Exhibits a part of your 2005 exhibit program.

OEM/Biotech/Research Prospectus

Orange County Convention Center
Orlando, Florida
Exhibit Dates: July 26 - 28, 2005



“Quite an international presence”

“The Clinical Lab Expo continues to be the best vehicle for business-to-business discussions and opportunities.”

– Lee Lipski
Diagnostics Chemicals Limited

“Great show, well organized, helpful staff.”

– Jodi Hooser
Third Wave Technologies

“As expected, the 2004 Clinical Lab Expo was a huge success. The return on investment was realized only a week after returning. Looking forward to Orlando.”

– Jeremy Linder
Block Scientific, Inc.

“Another exciting exhibition!”

– Dara Diamond
Globe Scientific, Inc.

“New Products Review™ set up is great!”

– J. Mark Donovan
Reference Diagnostics, Inc.

“The Global Opportunities pre-meeting symposium is informative giving insight into what IVD needs are developing in regions throughout the world. It also provides an opportunity to network with others. Nice added value!”

– Ken Micciche
Advanced Instruments

“Keep doing what you have done this year!!!”

– Cyril Geacintov
DRG International, Inc.

“Great show for us this year. Excellent traffic Tuesday-Thursday with solid leads.”

– Terri Taylor
AAFP-PT



this year. A well-attended show."

– Melissa Scott, Dorothy W. Farnath & Associates, Inc.



YOU CAN'T AFFORD TO MISS THIS SHOW — 600+ COMPANIES PARTICIPATED IN 2004 — YOUR POTENTIAL CUSTOMERS!

You don't have to be in the clinical laboratory business to find lots of good reasons to participate in the 2005 Clinical Lab Expo. Approximately 150 companies came to the 2004 Exposition for the OEM/Biotech/Research business-to-business opportunities alone (not to mention 450 other companies with product lines dedicated to the clinical laboratory end-user). They know that the decision-makers in this industry attend the Expo. They come from multinational corporations and contract manufacturers. They are based in the U.S. and in countries around the globe. The Clinical Lab Expo is the only show many of them attend.

OEM/Biotech/Research Exhibits: Part of the world's largest exposition of clinical diagnostics products, components, supplies, and services:

- > More than 19,000 participants in 2004
- > The OEM/Research show-within-the-show brings you business-to-business opportunities as well as access to diagnostics industry manufacturers.
- > More than 600 exhibiting companies—your customers—approximately 1,600 booths on the exhibit floor.
- > All exhibitors are listed on AACC's web site with links directly to exhibitors' web sites. The AACC web site is an important source of information on the Exposition and the Association. It averages more than 1.8 million hits per month, approximately 2.2 million hits per month in the months leading up to the Expo.
- > The world at your door—more than 5,000 attendees from outside the U.S. representing 100 countries are expected in 2005.



2004 Attendee Demographics

RECORD ATTENDANCE FOR THE CLINICAL LAB EXPO IN 2004!

While attendance at other meetings has fallen off, the Clinical Lab Expo in Los Angeles attracted more lab directors, managers, administrators, supervisors, researchers, GPO executives, and more product development specialists than at any other lab show in 2004.

The exhibit program included 616 exhibiting organizations, occupying 1,616 booths – making the 2004 Exposition the largest in Clinical Lab Expo history.

OVERALL REGISTRATION

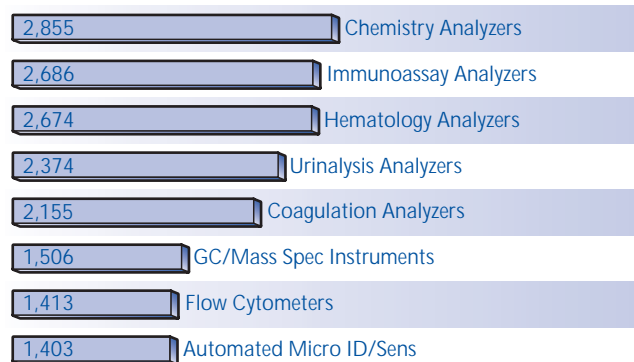
| | |
|-------------------------|--------|
| Total Registration | 19,060 |
| Scientific Registration | 11,121 |
| Exhibitor Registration | 7,939 |

INTERNATIONAL REGISTRATION

| | |
|----------------------------|-------|
| International Registration | 4,422 |
| Countries Represented | 100 |

93% of all 2004 attendees rank Exhibits as their 1st or 2nd reason for attending.

ATTENDEE SITES WITH SYSTEMS IN PLACE DRIVING REAGENT SALES



CaseBauer Survey, 2004

GEOGRAPHIC ORIGIN

- 77% work in North America
- 8% work in Western Europe
- 7% work in Asia
- 5% work in Central and South America
- 3% work in Other World Regions (OWR)

1,900 non-clinical laboratory attendees were present for the purpose of evaluating or acquiring laboratory products.

| | |
|------------------------|-----|
| IVD/Pharma | 978 |
| OEM | 88 |
| Distributors/Resellers | 177 |
| Other | 657 |

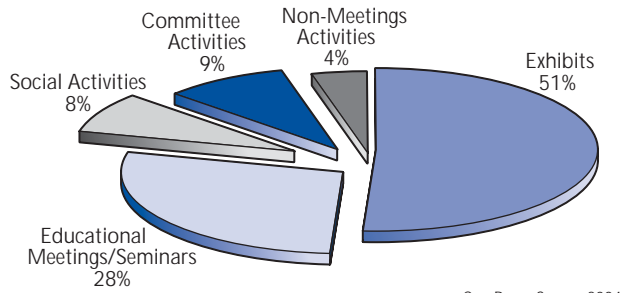
668 IVD/Pharma representatives attended the meeting primarily to explore OEM and licensing opportunities.

| | |
|------------------------|-----|
| Executives | 282 |
| Marketing & Sales | 128 |
| Research & Development | 154 |
| Operations | 104 |

577 OEM company representatives were present at the meeting.

| | |
|------------------------|-----|
| Marketing & Sales | 197 |
| Executives | 195 |
| Research & Development | 128 |
| Operations | 57 |

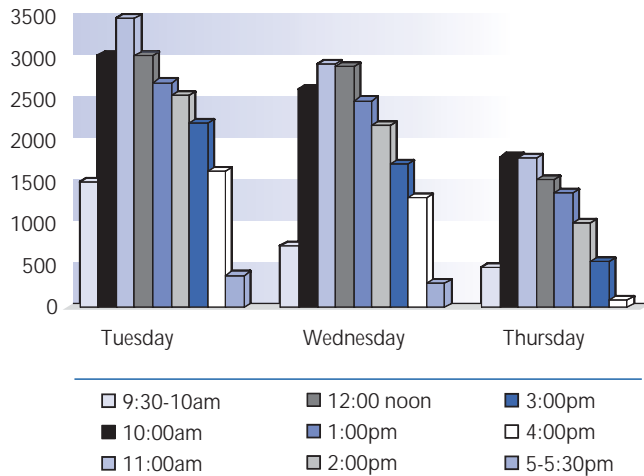
TIME ALLOCATION ON EXHIBIT DAYS Decision Makers' Average Time at the Exhibits



CaseBauer Survey, 2004

INQUIRY ACTIVITY IN THE EXHIBIT HALL

Leads Generated by Hour

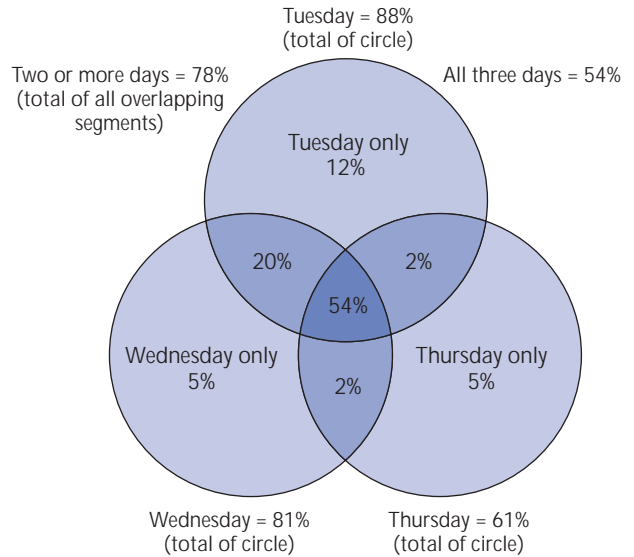


The chart above indicates the number of leads recorded hourly during the Expo for all exhibiting companies that rented lead recording equipment from the official supplier. **Several exhibitors with large booths have their own proprietary lead recording systems and their lead totals are not included above.**

The Expo opened at 9:30am each day so the 9:30am blocks represent only 30 minutes of lead gathering. The Expo closed at 5:00pm (17:00) on Tuesday and Wednesday, but a substantial number of leads were still being recorded from individuals who were in the hall completing inquiry transactions after the show was officially closed for the day. Leads were being written through the final hour of the Expo each day. There were almost 8,700 leads written on Thursday with approximately 4,600 leads written Thursday between noon and 4:00pm when the Expo closed.

Daily Attendance Analysis

Attendees spent an average of 10 hours at the Exhibits.



Each segment is mutually exclusive.





EXHIBIT MANAGEMENT

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