

Maximize your impact at your most important meeting of the year!

2005 Clinical Lab Expo AACC Sponsorship Opportunities Brochure

In 2005, the Clinical Lab Expo is proud to present our most exciting group of opportunities for sponsorship in both education and commercial support.

There's no better way to influence power buyers from around the world than reaching them with your message at our scientific sessions.

From the product locator to badge lanyards, the Clinical Lab Expo gives you the opportunity to put your name on the most visible items and programs at the meeting. We are sure there's a match for your company.

Your Scherago Account Manager will be in touch with you soon to point to some of the specific opportunities we feel are just right for your company.

If you have an idea for sponsorship that's not on the list, **we want to hear from you.** Make sure you contact us with your idea and we will investigate how it might be implemented.

Make your commitment today to get the sponsorship that helps your company have the best Clinical Lab Expo ever.

**Sponsorship
gives your
company the
edge to make
the meeting
a true success!**

Respond by December 1st and receive recognition in ALL meeting mailings

For more information, availability and deadlines, contact your Scherago representative or:

Tony Maiorino
Scherago International, Inc.
11 Penn Plaza, Suite 1003
New York, NY 10001
Phone (212) 643-1750, ext. 22
Fax (212) 643-1757/58
Email tonym@scherago.com



XIX International Congress of Clinical Chemistry
AACC • IFCC • ASCLS • NACB

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www.scherago.com

Sponsorship Makes the Difference.



2005 Clinical Lab Expo Sponsorship Opportunities

AACC recognizes sponsors in its registration brochure and program materials, as well as in the specific ways described below for each sponsorship. The deadline for 2004 sponsors to renew their commitment is January 15. Sponsors must meet the following deadlines for acknowledgement in the registration brochure and program materials:

Registration brochure (mails in January to approx. 30,000 individuals)	December 1
Program materials	April 1

In addition, other forms of sponsor recognition include:

- Sponsor names and logos are displayed on a slide prior to each plenary session (one plenary session per day, Sunday-Thursday of the meeting).
- A prominent sign listing all sponsors is placed in the meeting registration area.
- A sponsor recognition ad appears in *Clinical Laboratory News* in the September issue.
- All sponsorships contribute to priority point ranking for booth assignment in the following year.

Refer to the paragraphs describing each sponsorship opportunity for additional details and applicable deadlines. Companies sponsoring items in 2004 have right of first refusal until January 15, 2005. Contact your Scherago Account Manager or Tony Maiorino for availability.

Educational Session Sponsorship Opportunities

We know that many companies are firmly committed to supporting educational advancement in our field so the following opportunities are available.

Plenary Sessions (Sunday session is not available.)

Double points are awarded for sponsoring educational sessions.

\$9,000 each

Benefits: Signs at each event sponsored, attendance typically 1,000-1,500 registrants, acknowledgement slide during presentation if logo materials supplied by June 1.

See separate brochure for more details on each session.



Monday, July 25

Guidelines for ACS: Where Do Biochemical Markers Fit In?

Elliott Antman, MD

Professor of Medicine Harvard School of Medicine

Dr. Antman is on the faculty of Harvard Medical School where he is now a Professor of Medicine. Since 1981, he has been Director of the Samuel A. Levine Cardiac Unit in the Cardiovascular Division of Brigham and Women's Hospital. Dr. Antman has published widely on cardiovascular pharmacology and electrophysiology. He is Principal Investigator for the TIMI 9, TIMI 11, TIMI 14, and ENTIRE-TIMI 23 trials dealing with new treatments for acute coronary syndromes. In addition, Dr. Antman has published on the use of serum cardiac markers for diagnosis and prognostication of patients with unstable angina and acute MI. Dr. Antman has been an active member of several ACC/AHA Guidelines Committees, and he is the Chairman of the ACC/AHA Committee to Revise the Guideline for Management of ST Elevation Myocardial Infarction. In 2001, he was named the Vice-Chairman of the overall ACC/AHA Task Force on Practice Guidelines and became its Chairman in 2003.



Tuesday, July 26

Pharmacogenomics: Promise Delivered

Richard M. Weinshilboum, MD

Professor of Molecular Pharmacology and Experimental Therapeutics Mayo College of Medicine

Dr. Weinshilboum's research has focused on pharmacogenetics and pharmacogenomics. He has authored more than 260 scientific manuscripts which address these topics. His major area of investigation has been the pharmacogenetics of drug metabolism, with a focus on methylation and sulfation. Dr. Weinshilboum is known for elucidating the gene sequence for thiopurine methyl transferase and performing the key population studies documenting the role of this gene as the control entity for thiopurine metabolism.



Wednesday, July 27

Circulating Nucleic Acids in Plasma: Emerging Tools for Future Molecular Diagnostics

Y.M. Dennis Lo, PhD

Associate Dean (Research) and Professor of Chemical Pathology, The Chinese University of Hong Kong

Prof. Lo's research interests lie in the clinical applications of molecular biology. He is a pioneer in noninvasive prenatal diagnosis using fetal cells in maternal blood, and cell-free fetal DNA in maternal plasma/serum. Prof. Lo is also actively pursuing the application of plasma-based molecular technology to the diagnosis and monitoring of nasopharyngeal carcinoma and hepatocellular carcinoma. He has published more than 100 papers in international journals.



Thursday, July 28

Impact of Globalization on Public Health and the Healthcare System

Ana Stavljenic-Rukavina, MD

University of Zagreb, Croatia

Dr. Stavljenic-Rukavina is Head of the Clinical Institute of Laboratory Diagnosis, Zagreb University Hospital, Croatia. In addition, she holds memberships in the Croatian Academy of Medical Sciences, FESCC Board, IFCC Nomination Committee, Open Society Institute-NY Sub-board for Public Health and is President of the Croatian Society of Human Genetics.

Sponsors are recognized in Meeting and Expo publications depending on when the sponsor commits.

Full-Day Edutraks (see separate listing of Edutrak sessions)

Double points are awarded for sponsoring educational sessions.

\$6,000 each Benefits: Signs at each event sponsored, attendance typically 200-600 registrant.

Half-Day Edutraks (see separate listing of Edutrak sessions)

Double points are awarded for sponsoring educational sessions.

\$3,500 each Benefits: Signs at each event sponsored, attendance typically 200-600 registrants.

Roundtables

Double points are awarded for sponsoring educational sessions.

Attendance at Roundtable sessions is approximately 300/session, six sessions are available—morning and midday sessions on Monday-Wednesday.

New for 2005

Double points are awarded for sponsoring educational sessions.

\$2,000/session Roundtable Beverages: Single sponsor for beverages during the Roundtable sessions.
Benefits: Sign at event.

Single session, daily (two sessions) and full three-day (six sessions) sponsorships are available. Contact your Scherago Account Manager or Tony Maiorino for availability.

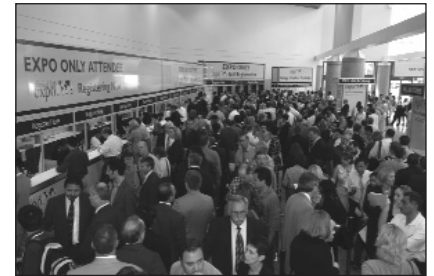
Event and Materials Sponsorship Opportunities



Attendee Portfolios

Not available

Benefits: Identification on the portfolio, distributed to all conference registrants, often used throughout the year. Sponsor provides a minimum of 4,000 finished portfolios pre-stuffed with a preset quantity of the sponsor's promotional materials.



Program and Exhibit Guides

\$35,000

Exclusive sponsorship

Benefits: Ads appear on covers 2, 3, and 4 of Guides. April 15 deadline for sponsor artwork.

Sponsor names and logos are displayed on a slide prior to each plenary session (one plenary session per day, Sunday-Thursday of the meeting).

Shuttle buses

If interested, please contact Tony Maiorino, phone 212-643-1750, ext. 22.

Cyberlink (Email stations)

\$20,000

Benefits: Screensaver for sponsor, recognition and/or logo appears at each of 10 kiosks. Sponsor may, at its own expense, provide notepads and pens for the kiosks (subject to advance approval by AACC). April 1 deadline for sponsor artwork. Partial sponsorships may be available.



Notepads and Pens

\$20,000

Benefits: Identification on both the pad and pen, distributed to all paid registrants, used throughout the year, sponsor may insert 1 page card in front pocket. Artwork deadline to be determined.

Exhibit Hall Coffee

\$17,500

All three days, Tuesday-Thursday

Benefits: Signs at all lounge areas, lounges used by all Expo participants (registrants and exhibitors), sponsor may provide logo identification and/or cups at sponsor's expense (subject to AACC approval), minimum quantity if supplied 4,000, sponsor may provide at sponsor's expense theme decoration for lounges (subject to AACC approval).

Opening Mixer

\$17,500

Benefits: Signs outside event, all paid registrants and exhibitors are invited, two tables inside the event where sponsor may distribute materials. Sponsor may, at its own expense, provide cocktail napkins for use during the event.



Lead Retrieval Cards

\$16,000

Benefits: Identification on the card, provided to all registrants and exhibitors. March 1 deadline for sponsor artwork.

A prominent sign listing all sponsors is placed in the meeting registration area.

Product Locator

\$15,000

Benefits: Identification at all product locator kiosks (5) scattered throughout the exhibit hall and convention center, company identification used on screen saver on computer displays. A sponsor can add additional terminals at the rate of \$2,000 per terminal, e.g., sponsoring 10 terminals would cost a total of \$25,000. The sponsor may also provide—at the sponsor's expense—printer paper, pens or pencils for use at the kiosks. Contact Tony Maiorino regarding approval of supplied materials. April 1 deadline for sponsor artwork.

Message Center

\$15,000

Benefits: Identification at all message center kiosks (5) scattered throughout the exhibit hall and convention center, company identification used on screen saver on computer displays. A sponsor can add additional terminals at the rate of \$2,000 per terminal, e.g., sponsoring 10 terminals would cost a total of \$25,000. The sponsor may also provide—at the sponsor's expense—printer paper, pens or pencils for use at the kiosks. Contact Tony Maiorino regarding approval of supplied materials. April 1 deadline for sponsor artwork.

Note: The Product Locator and Message Center Sponsorships can be combined into a single sponsorship. Contact your Scherago Account Manager or Tony Maiorino for details.

International Reception

\$15,000

Benefits: Signs outside event, exposure to 400+ high-level international visitors. Sponsor receives up to 5 complimentary passes. Sponsor may, at its own cost, provide cocktail napkins for use during the event.



Hotel Key Cards

\$10,000

Benefits: Access fee only, sponsor must, at its own cost, contract with keycard suppliers and hotels for actual production of keycards and use in official hotels. In keeping with the AACC exhibit rule that no literature or materials can be distributed outside the exhibitor's booth, distribution of promotional material in hotels is prohibited.

New for 2005-Exhibitor Lounge

\$10,000

All three days, Tuesday-Thursday
Benefits: Signs at Exhibitor Lounge, lounge used by all exhibitors, sponsor may provide logo identification and/or cups at sponsor's expense (subject to AACC approval), minimum quantity if supplied 4,000, sponsor may provide signage for use on interior or exterior walls of the lounge (subject to AACC approval), sponsor may provide literature inside the lounge. Sponsor cannot provide audio, video or live presentations within the lounge.

Single day sponsorship is also available. Contact your Scherago Account Manager or Tony Maiorino for availability.

Sponsor recognition appears in *Clinical Laboratory News* in the September issue.

Lanyards for Attendee Badges

\$7,500 Benefits: Access fee only, sponsors must provide at sponsor's expense 12,000 each suitable lanyard pre-approved by AACC.

ClinPack Hotel Door Drop

AACC will organize a one-time door drop program at official hotels. Details regarding number of hotels and rooms included to be announced at a later date pending hotel negotiations (minimum distribution 4,000). AACC will provide the bag with sponsor logo, and ensure delivery to rooms. No other door drops are permitted during the Clinical Lab Expo. Exhibitor participation contributes to priority status for booth assignment.

Bag sponsor (available to only one company)	\$7,500 includes 1 insert
First insert per company, up to 4 pages, 8 ½ x 11	\$3,500
Each additional insert per company (max 2)	\$3,000

Deadlines to be determined.

Advertising in Registration Brochure

Ads are accepted for the AACC Meeting Registration Brochure* distributed to approximately 30-35,000 potential attendees around the world.

Cover 2	\$6,000	Reservations due: Dec. 1
Cover 3	\$4,500	Materials due: Dec.15
Cover 4**	\$6,000	

* Contact Olga Guerra, ext. 33 for production specifications.

** Cover 4 is also the self-mailer page for the brochure and some space is reserved for postal requirements.

Coffee/Beverage Breaks during Workshop Sessions

\$3,000 Benefits: Signs at break areas, exposure to 200-600 participants per day. Sponsor may provide cups (minimum of 600/day), but must be approved in advance by AACC.

Exhibitor Lanyards

\$2,500 Benefits: Access fee only, sponsor must provide at sponsor's expense a minimum of 3,500 each of a suitable lanyard pre-approved by AACC.

All sponsorships contribute to priority point ranking for booth assignment in the following year.

2005 Clinical Lab Expo AACC Sponsorship Opportunities



Yes, pending availability, I am committing to sponsorship of the following item at the 2005 Clinical Lab Expo.

Event/Item _____

Cost _____

Signature _____

Please complete the following information so that we have accurate information on file.

Name _____

Title _____

Company _____

Address _____

Phone _____ ext. _____

Fax _____

Email _____

- I am interested, but have a Scherago representative contact me with more information.
(Be sure to complete the address information above so that we can contact you.)

Return form to: Tony Maiorino
Scherago International, Inc.
11 Penn Plaza, Suite 1003
New York, NY 10001
Phone 212/643-1750, ext. 22
Fax 212/643-1757/58
Email tonym@scherago.com

