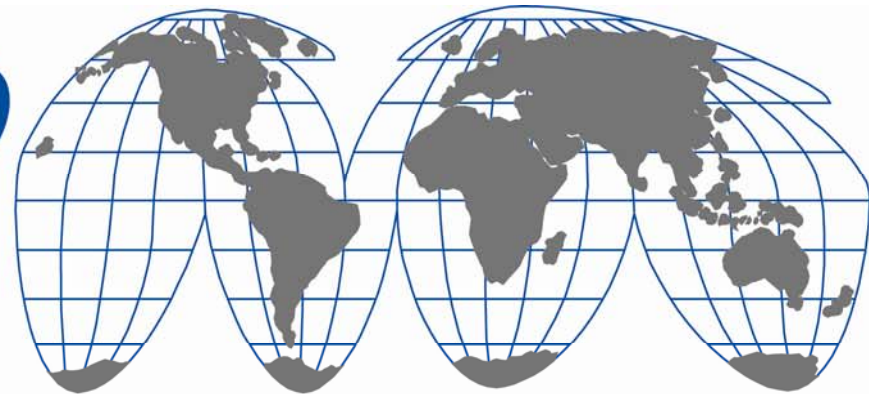


# AACC

*clinical lab*  
**expo**

July 25-27, 2006

Chicago, IL



# Content

- Overview of the AACCC and Expo
- Expo's Value to International companies
- Extra Services for Exhibitors

# What is the AACCC?

(Formerly the American Association for Clinical Chemistry)

No Longer

Only Chemistry

Only American

# AACC

## Membership and Customers

- 10,000 members
- 40,000 Customers
  - Members & Non-members:
    - Annual Meeting
    - Other Conferences, On-Line and Audioconferences
    - Website
    - Listservs
    - Books
    - Journals and Magazines

# AACC

## Member Demographics

- Region
  - 70% U.S, 30% international from 105 countries
- Employer
  - 75% clinical lab based, 25% industry based
- Work Activity
  - Clinical lab
    - Every kind of Lab Work
  - Industry
    - Product development & B2B

# AACC

## Annual Meeting

- The Conference
  - Hundreds of Educational Sessions
    - Plenaries
    - Edutraks/Symposia
    - Workshops
    - Industry-sponsored workshops
    - Roundtables
    - Poster Sessions
- Clinical Lab Expo

# clinical lab expo



July 25-27, 2006 Chicago, IL



**The World's Largest Exposition... Serving the**

**100+ Clinical Diagnostic Markets**

# 19,000+ Visitors

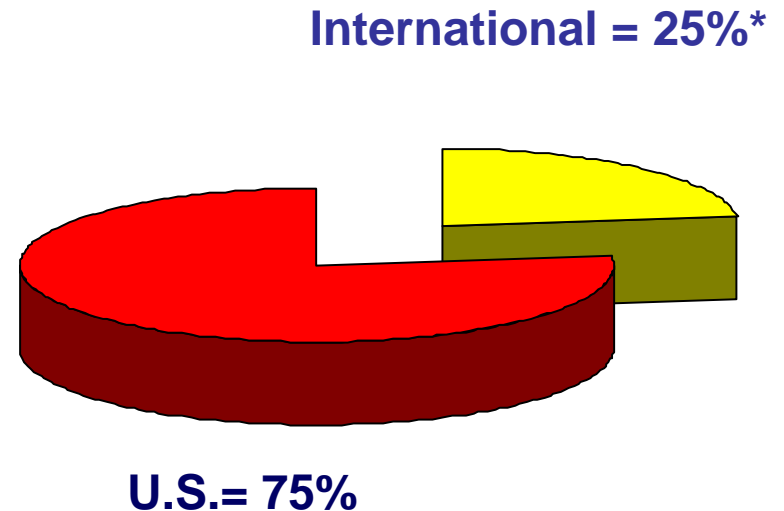
## Clinical and Business

- **Clinical**

- Clinical Laboratory Executives
- Directors, Managers
- Medical Technologists
- Clinical Researchers

- **Business**

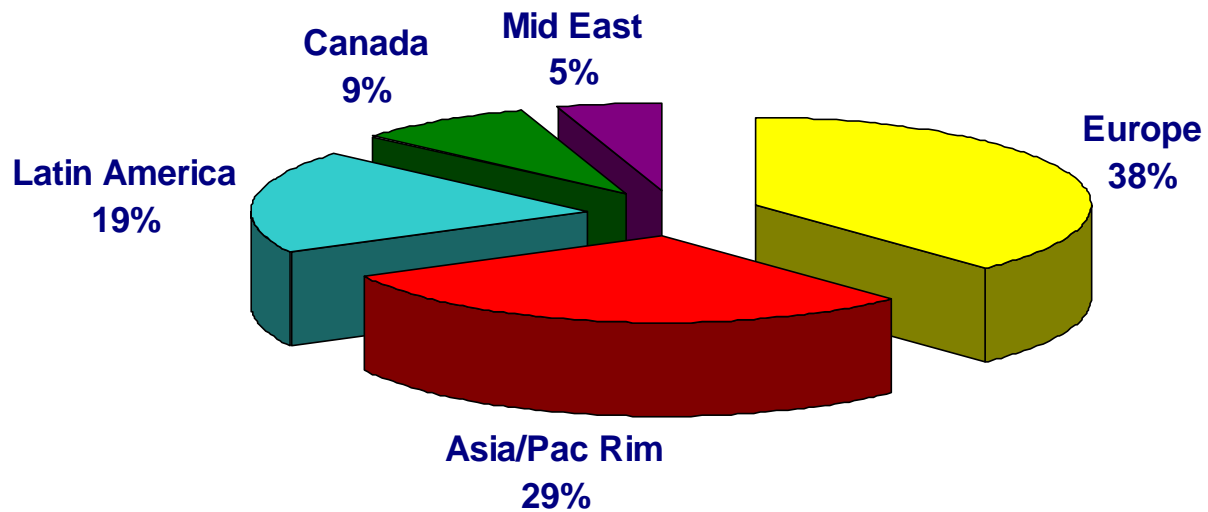
- OEM / Product Development Executives
- Distributors / Partners
- Group Buying Executives
- Exhibitors



\* 2005 Data

# 2005 International Visitors By Region

108 Countries



**TOTAL = 4,483**

# The 2006 AACCC Exhibit Floor

5 Exhibit Areas / 1700+ Booths / 650+ companies / 50,000m<sup>2</sup>\*

## International Pavilion

(Turnkey Booths for Single Companies)

## OEM / Biotech / Research

(Companies Marketing Biologics, IP and components to the IVD Industry)

# In Vitro Diagnostics (IVD) General Lab

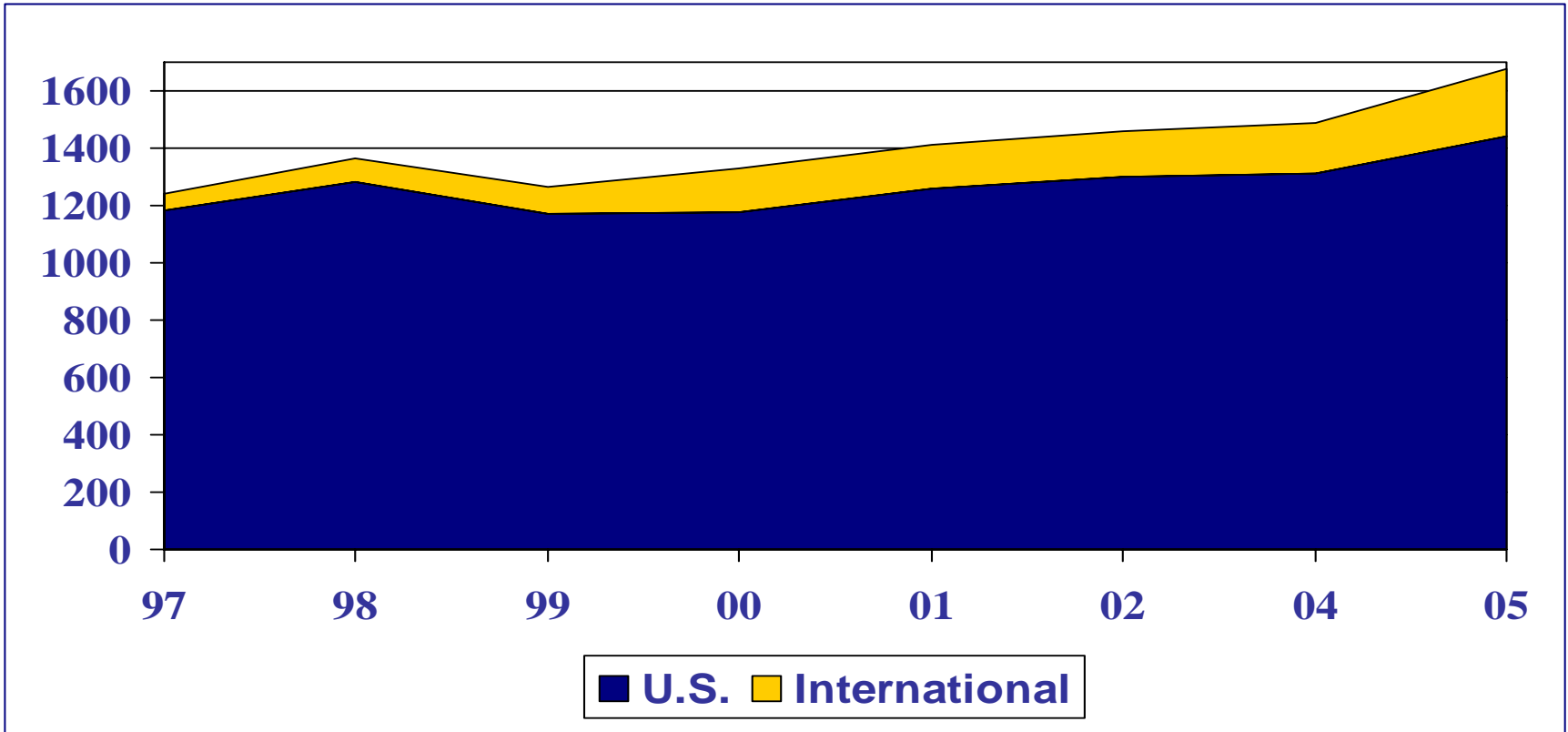
Point-of-Care  
Testing

Lab  
Automation

\* Gross Square Meters

# Booth Sales

## U.S. & International\*



\* Booths booked from international (non-US) locations

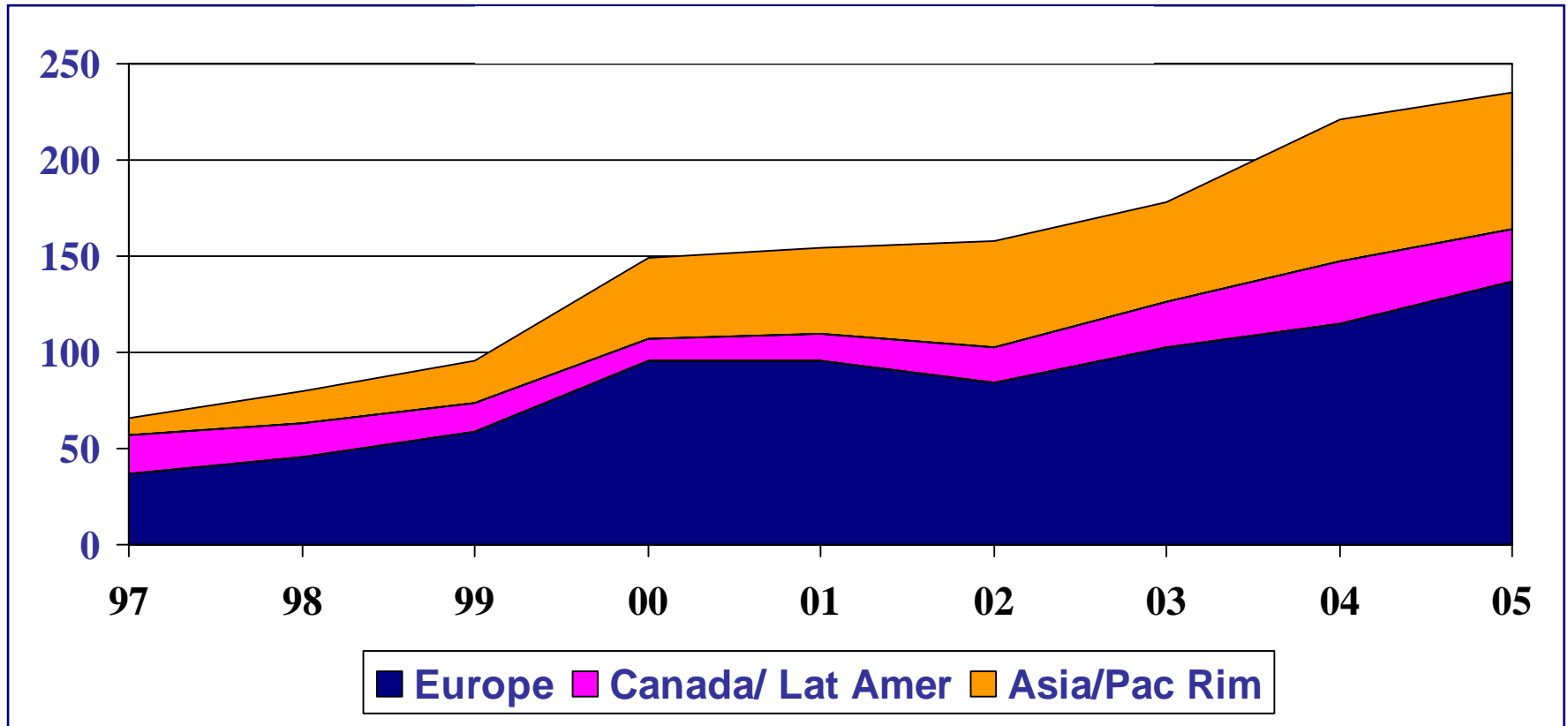
# The Value of the



to

# International Companies

# International\* Booth Sales

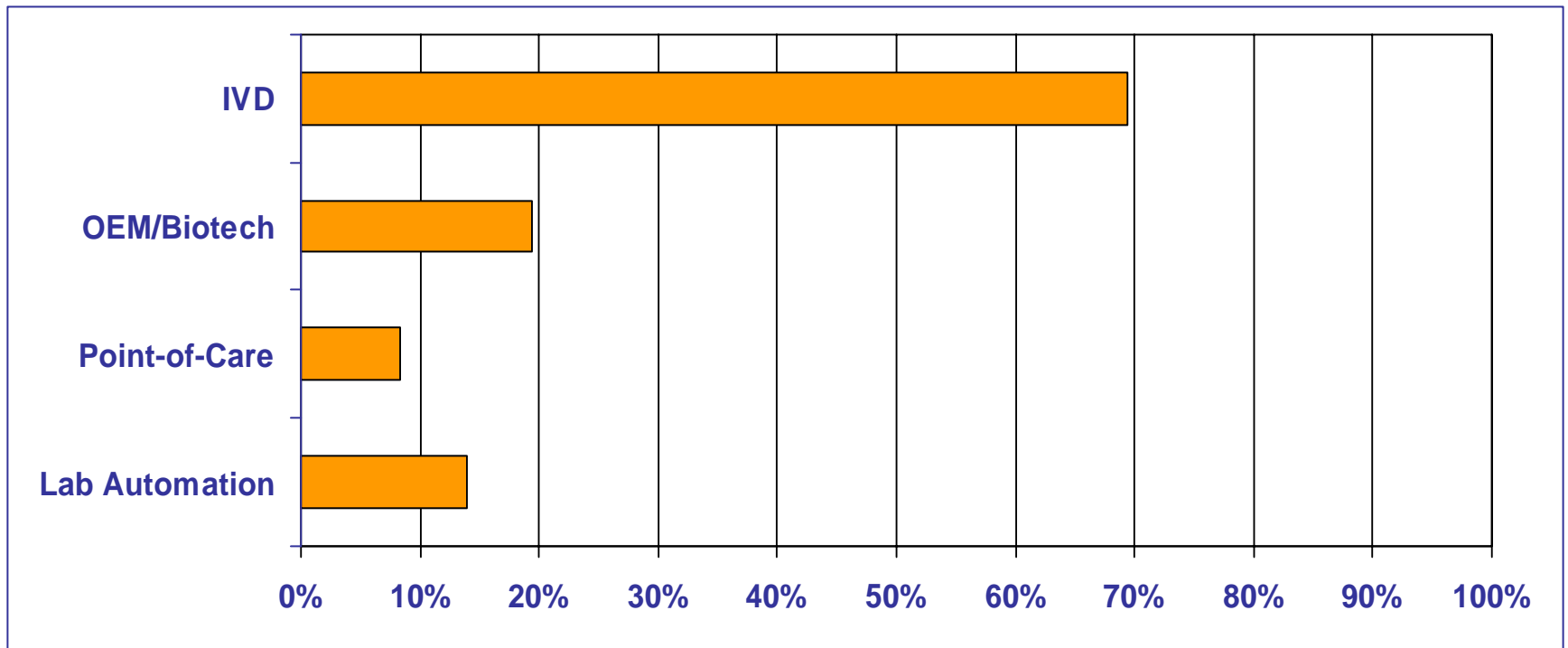


\* Booths booked from international (non-US) locations: Excludes Multinational Companies Such as Bayer, Olympus, Roche, etc.

# Types of Products Exhibited

by

International Exhibitors



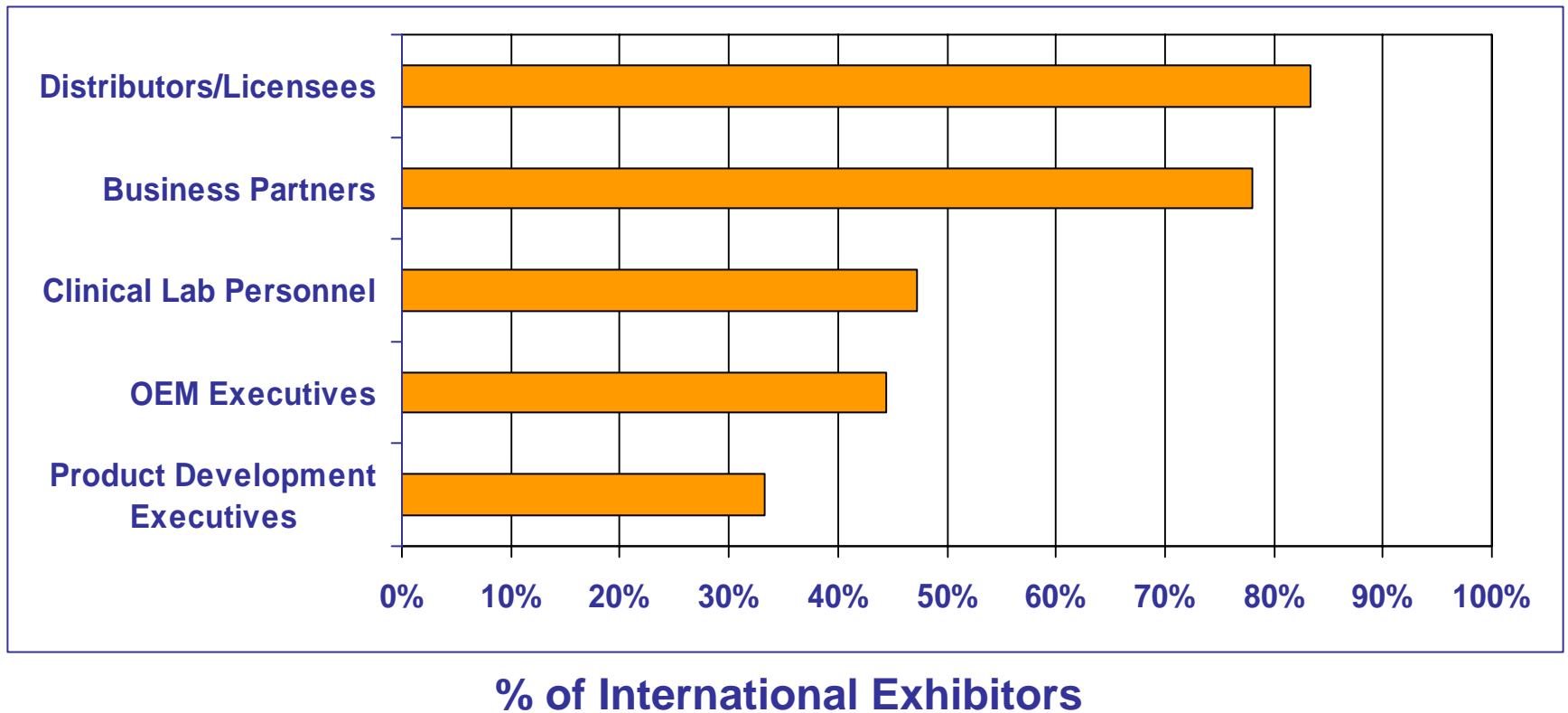
**% of International Exhibitors**

Source: Survey of 2005 International Exhibitors (Response = 26%)

# Types of Contacts Made

by

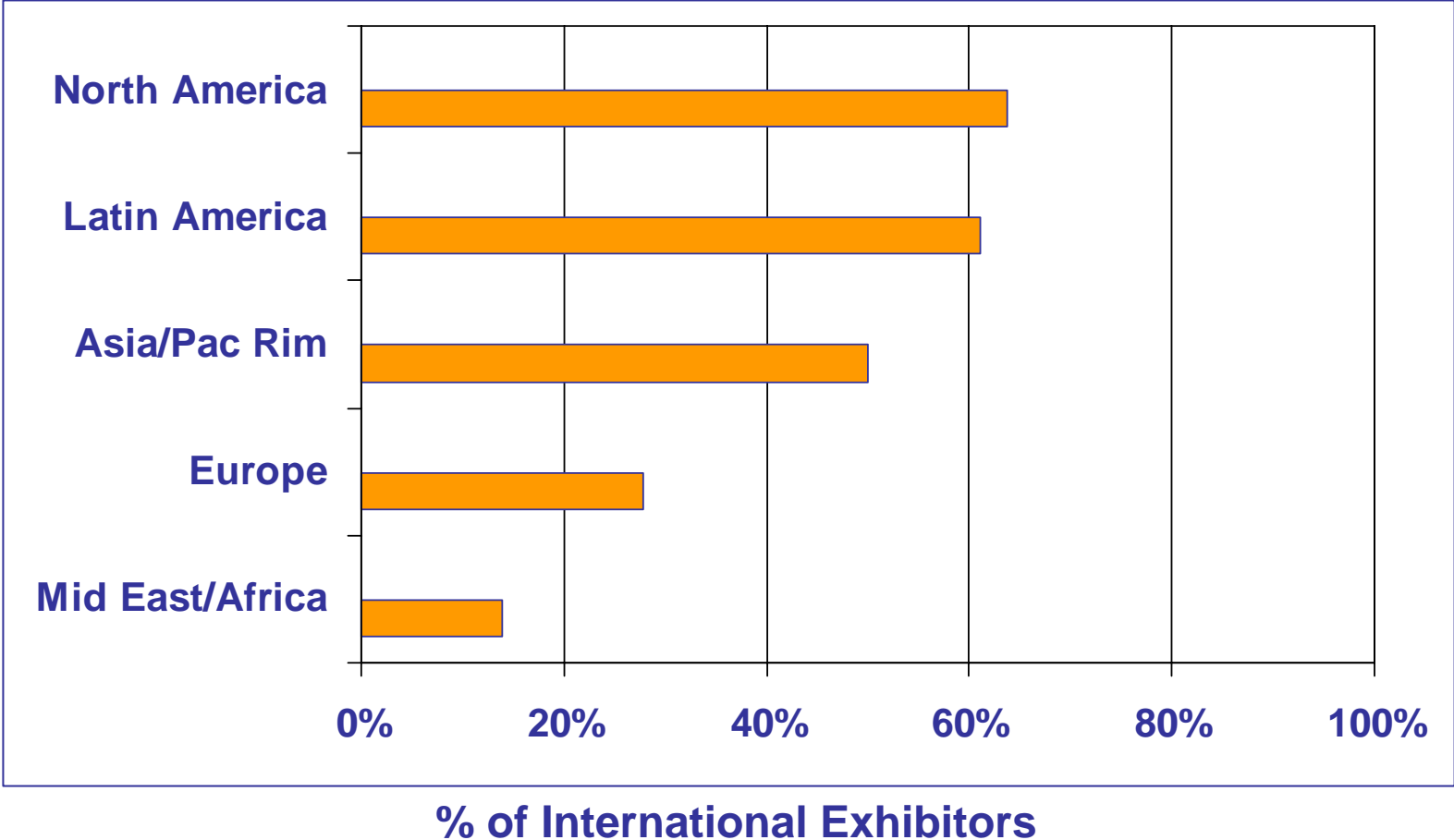
International Exhibitors



Source: Survey of 2005 International Exhibitors (Response = 26%)

# Where Business Will Develop

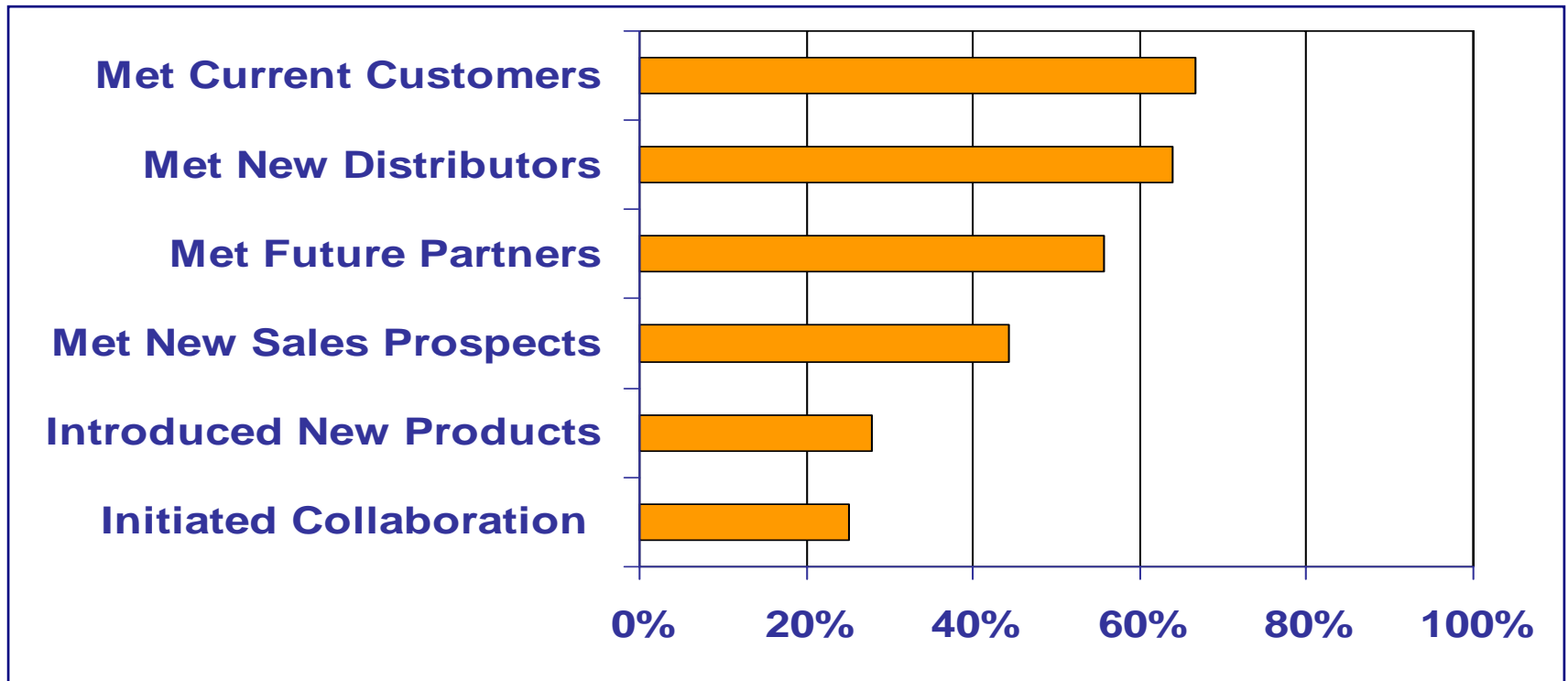
by  
Global Region



Source: Survey of 2005 International Exhibitors (Response = 26%)

# Objectives Achieved

by  
International Exhibitors



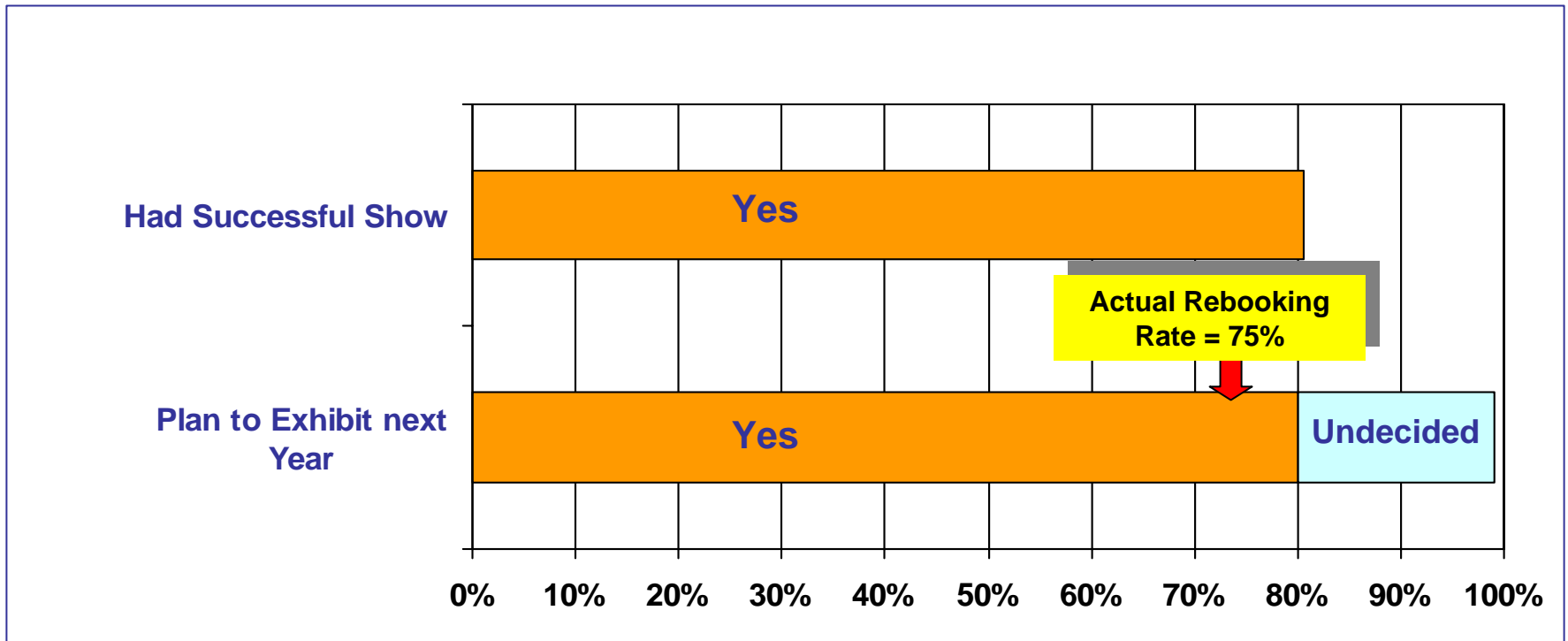
**% of International Exhibitors**

Source: Survey of 2005 International Exhibitors (Response = 26%)

# Success & Future Plans

by

International Exhibitors



\* Average year-to-year rebooking rate of international companies: 1997-2005

Source: Survey of 2005 International Exhibitors (Response = 26%)

# Extra (Value-Added) Services

for  
Exhibitors

<b>Service / Program</b>	<b>Cost</b>
Listings in Exhibit Guides	\$0.00
Link from the AACC Website to Company's Site	\$0.00
Inclusion in Product Locator System	\$0.00
Access to Most Scientific Sessions*	\$0.00
Scheduled Presentations for OEM/Biotech Companies	\$0.00
Company to Company Matchmaking Service	\$0.00
Company to Visitor Matchmaking Service	\$0.00
International Market Briefing (7/24/06) (Annual Briefing on Emerging Global Markets)	\$0.00
International Visitors Center	\$0.00
Scherago International Reception	\$0.00
Regulatory & Reimbursement Workshop (7/23/06)	\$200-\$300**

\*Excluded are Workshops & Roundtables

\*\* The Registration Fee for Exhibitors is \$200; for Non-exhibitors, \$300

# Future AACCC Clinical Lab Expos

