

Ensure Your Success at the 2006 Clinical Lab Expo!

Pick from Many Opportunities to Reach Your Customers Before, During and After the Expo

Before the Expo

Clinical Laboratory News/Clinical Chemistry Journal

Every exhibitor at the Clinical Lab Expo can save 40% off the black and white rate on one ad placement in one of our two superb publications. *

Clinical Chemistry Journal, June Supplement

The Annual Program and Abstract Supplement goes to all members and pre-registered attendees. Be in the publication that carries ALL the science.

Clinical Laboratory News, June/July issue

The Annual Pre-Meeting and Meeting issues will be in the hands of all readers just prior to the meeting. Make sure those key buyers see your message.

Advance Registration Mail List

Reach those key buyers registered to attend the Clinical Lab Expo with your own creative mailing. Each year, approximately 5,000 individuals register by June 25.

*Excludes the July issue of *CLN*, the *CLN* Convention Dailies and the June issue of *Clinical Chemistry*.

During the Expo

ClinPack

The Clinical Lab Expo provides you with the only authorized opportunity to deliver a special promotional item to rooms in the official housing block. Reach 4,000 rooms with your promotional piece. Only 30 inserts will be accepted.

Clinical Laboratory News Dailies

Three for the price of one! Your placement of one ad will get you exposure in all three issues of the *CLN Dailies*. The only way to reach out to your international customers visiting the Expo is with the *CLN Dailies*.

AACC Industry Workshops

Bring your message to attendees by presenting your newest innovations in an educational forum. An Industry Workshop is a unique opportunity to reach out to your customers with a tailored presentation at times that do not conflict with other educational sessions.

New Products Review™

Have a hot new product? Make sure attendees know about it. New Products Review will be prominently displayed in the registration area and will also be published in the July issue of *CLN* and in the *CLN Dailies*.

Sponsorship Opportunities

There are many different sponsorship opportunities available—educational sessions, the product locator and message center, badge lanyards—in many different price ranges.

After the Expo

Post Meeting Complete Mail List

The best way to follow up your Clinical Lab Expo efforts is to reach out to all meeting participants (excluding exhibitor booth staff). All registered attendees are included in this list.

CLN/CCJ

Reinforce your message after the show with an ad as you close out 2005 and move on to 2006

And don't forget these free techniques for getting more from your Clinical Lab Expo experience:

Submit your **Exhibit Product Description** and **Product Locator** forms as soon as possible (with your exhibit space contract). AACC posts all exhibitors on its web page at no additional charge. Your company name and exhibit description are then available to AACC members and friends from all over the world in a searchable format. Even individuals who cannot attend the show can access your information via the Internet and contact you for follow-up. This free service includes a direct link to your own website.

Your **Exhibit Product Description** and **Product Locator** listings are automatically included at no charge in the computer-assisted Product Locator program in kiosks scattered throughout the convention center during the Expo. Attendees can find you and your products even if they do not know your name.

AACC provides you with **customizable invitations** for your customers. A page on the website allows you to customize an *Exhibits Only* pass that you can then print and send to your prospects, inviting them directly to your booth. By the way, AACC awards ACCENT continuing education credits for attending the exhibits and poster sessions so it is a great free benefit for many of your customers.

The Clinical Lab Expo provides a unique **International Visitor Center**. International attendees are directed to the IVC where their buying interests are posted for exhibitor review. IVC staff members arrange appointments and provide a clearing house and matchmaking service for buyers and exhibitors.

Promote your products and your company outside the US—for free—with the **AACC Export Interest Directory**. The 2006 Clinical Lab Expo will again publish the *Export Interest Directory* to help you promote your business outside the US. The *Directory* and other on-site services offered at the Expo help you to identify valuable business relationships globally or to target markets outside the US. The *Directory* is distributed to US embassies, consulates and trade missions throughout the world. The program is a value-added benefit to AACC exhibitors and is provided at no charge. Only contracted exhibitors are eligible to participate and appropriate deadlines must be met; additional restrictions apply.

Clinical Lab Expo Promotional Checklist

Please check the opportunities that interest you and fax this form to us at 212-643-1758. Your account manager will follow up with you to help you develop a program that meets your needs.

- CLN* Advertising
- CCJ* Advertising
- CCJ* June Supplement, ad closing date: May 1
- CLN* July issue, ad closing date: June 1
- Advance Registration Mail List, early order deadline: June 1
- ClinPack*, closing date for order: June 25
- CLN Dailies*, ad closing date: June 11
- AACC Industry Workshops**
- New Products Review™**
- Post Meeting Mail List
- Post-Meeting *CLN* advertising, closing for August issue is July 1, closing for September issue is August 1

** Refer to the Exhibit Prospectus for complete details or go to www.scherago.com/cle

Exhibiting company: _____

Address: _____

City, State, Postal Code: _____

Phone: _____

Email address: _____

Contact person: _____

Signature: _____

**Make the most of your exhibit experience
at the 2006 Clinical Lab Expo in Chicago!**

Fax this form today to Scherago International at 212-643-1758