

2006 Clinical Lab Expo Exhibitor Survey Results

Here are the results of the US exhibitor survey conducted following the 2006 Clinical Lab Expo in Chicago. We have included results only for those questions that received an adequate number of responses to make the results statistically valid. Overall, we received 132 responses for a response rate of approximately 21%.

All Exhibitors

(IVD, Point-of-Care, Lab Automation, OEM)

*Which types of products did you exhibit at the 2006 Clinical Lab Expo?*¹

IVD	62%
OEM/Research	24%
Point-of-Care	14%
Lab Automation/Robotics/Informatics	15%
Other	11%

*Please indicate the types of contacts in which you are interested.*¹

Clinical Lab Personnel	70%
GPOs/Group Purchasing	44%
International Distributors/Licensees	44%
OEM Contacts	44%
Business Partners	34%
Hospital Administrators	32%
Researchers	30%
North American Distributors	25%
Joint Venture Partners	7%
Investment Bankers	4%
Other	8%

83% of exhibitors market their products outside the United States.

81% of respondents reported making useful international contacts during the meeting.

Please indicate the meetings in which you participate² and rate the overall results (1=Poor, 10=Excellent).

AACC/ASCLS	7.9
ASM	6.8
CLMA	6.3
MD&M West	6.6
MD&M East	5.7
MD&M Midwest	5.5

Did you have predetermined objectives for this year's meeting?

Yes 92% No 8%

*What part of these objectives were fully or partially realized?*¹

Identified immediate sales prospects	97%
Identified future sales prospects	100%
Met with current customers	98%
Introduced new products	93%
Identified future business partners or distributors	94%
Showcase company/products for Wall Street Analysts	39%

*Exhibitor sales/marketing staff also participated in these activities:*¹

Sales meetings	57%
Edustraks (Symposia)	31%
Workshops	29%
Plenary sessions	23%
Brown Bag Sessions	13%

98% of responding exhibitors reported that the 2006 Expo was an overall success.

¹ Multiple responses allowed

² Meetings receiving too few responses to be statistically valid were not tallied.

OEM Exhibitors reported having the following objectives and the percentage that achieved those objectives:

	Objective	Achieved
Service contracted to new client	41%	59%
Product development collaboration	52%	48%
Company acquired product	64%	36%
Product incorporated in an analyte	80%	20%
Product incorporated in a diagnostic system	71%	29%
Product adopted for "home brew"	82%	18%
New distribution channel in North America	81%	19%
New distribution channel in Latin America	54%	46%
New distribution channel in Asia/Pacific Regions	57%	43%
New distribution channel in Europe	67%	33%
New distribution channel in Middle East/Africa	59%	41%

Inquiry Activity in the Exhibit Hall

Approximately 43,000 leads were recorded by 441 companies that rented lead recording devices! This number is particularly impressive when you consider that most of the large island exhibitors use proprietary lead recording systems and their lead totals are not included. **There were 7,000 leads written on Thursday with more than 2,400 leads written Thursday afternoon between noon and 2:00pm when the Expo closed!**

Issues and Comments

We received quite a few questions and comments this year on a variety of topics, during the Exhibitor Meeting onsite and on survey responses. The comments listed below are representative.

Why was the exhibit hall layout so different from years past?

The Expo has grown so large that facilities for the Expo must be contracted 10+ years in advance. When the 2006 exhibit hall in Chicago was contracted, the exhibit program was much smaller. In 1996, the exhibit program comprised only 1,200 booths (instead of 1,800) and booth sizes were much smaller. A narrow, deep exhibit hall would not have been as great a problem if the exhibit program had not grown to its current size. Starting in 2007, we return to our preferred layout of a wide, shallow exhibit hall. This allows more companies to be at or near the entrances. [Please note that when we return to Chicago in 2009, we are using different exhibit halls—those in the South Building—with our preferred wide/shallow layout.]

Why does it take so long to get empty shipping boxes back?

Returning the “empties” is a complicated process. The biggest factor is the sheer number of empties that must be returned for a show this size. Few convention centers permit storage of empty containers on the premises and virtually none have enough room to store all of our empty containers on the premises. That means they must be stored offsite and brought back in trucks from the storage area. Other factors include: clearing the hall of attendees, removing aisle carpet to allow use of heavy equipment, the number of loading docks, and clutter in the aisles as exhibitors start removing materials from their booths, etc.

There were many unauthorized individuals photographing exhibits and products.

In the past, AACC tried to manage this with signage and the requirement that photographic equipment passes be acquired before photography was allowed. It was nearly impossible to enforce. Unfortunately, today's pocket-sized cameras and camera phones make it virtually impossible to control photography.

AACC encourages all exhibitors to be aware that surreptitious photography of new products is almost a certainty.

Avoid _____ city/bring the show to _____ city.

The AACC Annual Meeting and Clinical Lab Expo require the right combination of exhibit space, meeting space, and hotel rooms convenient to the convention facility to make the event a success for all. No city is perfect so we often have to make adjustments year-to-year based on each city's benefits and sometimes its disadvantages. We must also move the show around to different geographic areas to permit reasonable access by participants from different areas of the country. There are many cities to which we would like to take the meeting, but they just don't offer facilities that meet exhibitors' needs and registrants' needs. There are also some cities that do not draw as well, but have wonderful facilities or are simply available when other preferred sites are unavailable. We are constantly monitoring cities and facilities that might meet our participants' needs. Note in the list below the addition of new cities to our future schedule and our return to cities where we have had the greatest success.

2006 Chicago

2007 San Diego

2008 Washington, DC

(AACC met in DC previously, but it was many years ago and in a different facility)

2009 Chicago

2010 Anaheim

2011 Atlanta

2012 Los Angeles

2013 Houston

(AACC met in Houston previously, but it was many years ago and in a different facility)

Why are OEM and other special sections not placed at the entrance of the exhibit hall?

First, we are happy to announce that the Expo's special interest sections—OEM/Biotech/Research, Point-of-Care/Patient Self-Testing, Lab Automation/Robotics/Informatics and the International Pavilion—will be more centrally located in 2007 (refer to the 2007 floorplan that accompanied the Preliminary Prospectus). They will be on the 20' aisle that transverses the exhibit hall and near the center of the hall from left to right. The unique shape and layout of the San Diego Convention Center allows us to place our special interest sections in more prominent locations in 2007. The reason we cannot place special sections in more prominent locations in other years is that they represent important, but small segments of the overall exhibit program. For example, OEM/Biotech/Research comprises 117 booths out of a total of almost 1,800 booths on the exhibit floor. It is more appropriate to place the segment with the largest, broadest appeal—IVD/General Laboratory Products—in the most prominent location. Some facilities permit more flexibility in locating the special interest sections than other facilities and we try to find a balanced layout for all sections and participants.

It is amazing that many companies do not take advantage of all the FREE programs available to promote booth traffic. The Clinical Lab Expo has grown too large for individual exhibitors to rely on random foot traffic to bring attendees to each booth on the floor. Attendees now arrive at the Expo with a pre-selected list of companies to visit. The good news about this is that there are many programs exhibitors can use to promote their products and services in advance of the Expo and become one of attendees' pre-selected companies to visit. See the list of available programs at the end of this bulletin and add them to your marketing plan for the 2007 Clinical Lab Expo.

Why can't we serve food or beverages from our booth?

This issue comes up in the Exhibitor Meeting onsite at the Expo every year. The rationale against serving F&B from exhibitor booths is that there is too great a potential for spillage and mess in other exhibitor

booths and in the hall. Participants can purchase F&B from other outlets in the building and bring them into the exhibit hall (neither AACC nor Scherago receives those revenues). However, it is a different issue than if Exhibitor X is providing F&B that gets spilled or trashed in other exhibitors' booths. Many exhibitors are also concerned that it would lead to escalating expenses in a competition to serve the best/most. After both sides of the issue were presented during the 2006 Exhibitor Meeting, a poll was taken and, by a large majority, exhibitors voted to prohibit F&B service from exhibitor booths for 2007.

Rating Elements of Exhibit Participation

Exhibitors were asked to rank various factors of the 2003 Clinical Lab Expo experience as excellent, good, fair, or poor (“no opinion” was also available). Numerical values were assigned to the levels: excellent = 4; good = 3; fair = 2; and poor = 1. Below are the results.

Exhibit Facility

Exhibit hall layout	3.1
Traffic Tuesday	2.9
Traffic Wednesday	2.6
Traffic Thursday	2.0

Registration

Badge request/pickup	3.1
Identification on badges	3.0
Registrants' interest	2.7

Exhibitor Services

Housing bureau	2.6
Inbound freight	3.1
Outbound freight	2.9
Setup/teardown labor	2.9
Security	2.9
Lead retrieval system	2.3
Electrical service	2.9
Phone/Internet service	1.9

Exhibit Management

Clarity of prospectus	3.0
Exhibit regulations	2.9
Ease of buying space	3.0

Quotes from 2006 Exhibitors

[Printed with permission]

Excellent show.

Dick Rowland, The Binding Site

It's been a while since we were able to say that a trade show was a source of quality leads. I guess the [Clinical Lab Expo] in Chicago meant business—good location, great traffic, excellent show!

Patricia Stancati, Sartorius

We have exhibited at the Clinical Lab Expo since 1992 and [2006] was one of the best. It was an excellent opportunity to expand our services both domestically and internationally. Our application for 2007 is already in the mail.

Jeremy Linder, Block Scientific

Overall the exhibition and show were outstanding from a contact and traffic perspective.

Kim Chew, Invetech

It was a fabulous show, our first of its kind for our health system. We were impressed with the number of attendees and made many successful contacts during the three days.

Kirsten Hawes, Legacy Health System

New 2007 Exhibit Hours on Thursday

The Expo will have the same exhibit hours as always on Tuesday and Wednesday (9:30am-5:00pm), but **exhibits will be open 8:30am-3:00pm on Thursday**. Thursday exhibit hours closed at 2:00pm in 2006, but the Expo is on the West Coast in 2007—most attendees and exhibitors will not be able to catch flights home so the exhibits will stay open until 3:00pm.

FREE Ways to Promote Yourself

The Expo has grown by leaps and bounds, bringing together more of the decision-makers and buyers you want to see than any other clinical lab meeting, too many for you to rely exclusively on walk-by traffic at your booth.

There are many free programs available to help you make the most of your Clinical Lab Expo experience. That's right, FREE programs to draw attention to your company and your products.

Here's a list of some of those free programs, plus a few additional programs where you earn discounts as an exhibitor:

FREE—Company listing and exhibit product description on the AACC website

FREE—Keyword searchable Product Locator program online and onsite in San Diego so your prospects can find you by company name or product category

FREE—Participation in the OEM Lecture Series for companies selling to other companies

FREE—Admission to the International Market Briefing/Global Update where you receive “how-to” information on breaking into new international markets

FREE—Access to plenary sessions and symposia for your staff

FREE—A variety of professionally-designed, customizable online invitations and notes: You add your logo, your message, your booth number, load your own email list and the invitations are sent out at no cost to you.

FREE—Matchmaking service between US exhibitors and international attendees

FREE—Company and product listing in the Export Interest Directory Service (now distributed electronically worldwide by US embassies and consulates) provided by the US Dept. of Commerce International Buyers Program (product value must be at least 51% US)

DISCOUNTED—Take 40% off the black & white ad rate for one ad placed in *Clinical Laboratory News*, anytime during the year except in the July show issue or Convention Dailies

DISCOUNTED—Early order discounts available on the advance registration mail list and post-conference full 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.

DISCOUNTED—Get the advance registration mail list at half price if you are sponsoring an Industry Workshop

Other Ways to Ensure Your Success at the Clinical Lab Expo

Before the Expo:

Clinical Chemistry Journal, June Supplement

The Annual Program and Abstract Supplement go 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.

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:

CLN/CCJ

Reinforce your message after the show with an ad as you close out 2006 and move on to 2007.