

clinical lab  
expo



AACC

JULY 17-19, 2007 • SAN DIEGO, CA

# 2007 New Products Review™

AACC ASCLS NACB



NEW PRODUCTS REVIEW™

The New Products Review™ program provides AACC members and attendees at the Clinical Lab Expo with an effective way to identify new and innovative products at the show. It also provides you the exhibitor with a way to draw special attention to your new products or your enhancements to existing products.

**Don't miss this opportunity to help your products stand out from the thousands on display at the 2007 Expo.**

## PROGRAM DESCRIPTION

If the appropriate deadlines are met, each product submitted for the New Products Review will be promoted in the following ways:

- Product photo and description in the July issue of *Clinical Laboratory News (CLN)*
- Product photo and description in the *Clinical Laboratory News Convention Dailies*
- Listing in the Clinical Lab Expo *Exhibit Guide*
- Poster display in a high traffic area of the show site

## ANNUAL MEETING POSTER DISPLAY

A color poster display of the New Products Review will be located in the convention center where all attendees will see your product. Each framed product display (30"H x 22"W) will be standardized and will consist of a matted photograph (approx. 16" x 20"), the product name, the company name, and the booth number.

## CLINICAL LABORATORY NEWS

A special section of the July show issue of *CLN* and the *CLN Dailies* will feature the New Products Review. Each product will be published with a color product photo and description, as well as a reader service card number in the July issue of *CLN*. The July issue of *CLN* will mail before the show and will also be distributed at the Clinical Lab Expo along with the *CLN Dailies*.

## CLINICAL LAB EXPO EXHIBIT GUIDE

Products in New Products Review will be listed by company in the *Exhibit Guide* distributed at the show, if the New Products Review application meets the deadline.

## ELIGIBILITY

- The company must be an exhibitor at the 2007 Clinical Lab Expo.
- The company must be the manufacturer or exclusive distributor of the product.
- The product must be exhibited on the show floor.

Products in the following categories are accepted:

- Instruments
- Equipment
- Test kits, controls, reagents
- Software
- Educational publications (print or electronic)
- OEM products
- Services

## DEADLINES FOR SUBMISSION

**April 25, 2007** Companies will be limited to 15 completed applications (application form, fee, and photo materials) until this date. After April 25, applications will be accepted on a first-come, first-served basis.

**May 7, 2007** Completed applications (application form, fee, and photo materials) received by this date are eligible for publication in *CLN*, *CLN Convention Dailies*, the Clinical Lab Expo *Exhibit Guide*, and the on-site poster display.

Materials required for publication in *CLN* and the *CLN Convention Dailies* must arrive by May 7. These include the application form, fee, description, and lower resolution photo. Other materials can arrive later—see below.

**May 25, 2007** Completed applications received after May 7 but before May 25 will be eligible for the *Exhibit Guide* and on-site poster display only. Completed applications received after May 25, 2007 are eligible for the on-site poster display only.

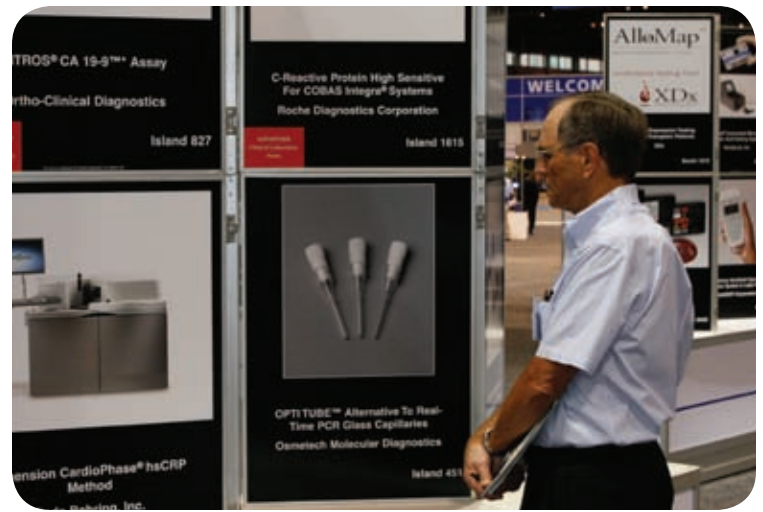


## FEE

A fee of \$1,175 per product submitted must accompany the attached application. Applications will not be processed without the fee. A full refund will be provided for products not accepted. Before **May 7, 2007**, the cancellation fee will be \$100 plus any production charges incurred prior to the cancellation. No refund will be given for products appearing in the New Products Review of *CLN* or cancelled after May 7, 2007.

## SUBMISSION INSTRUCTIONS

1. Fill in the New Product Review application form. The form is also available on the Scherago/AACC Web site or call Scherago International for a copy.
  - Use a separate form for each product submitted.
2. Write a brief description of the product in 100 words or less (see sample at end).
  - All registered and trademarked names should be indicated.
  - Do not use superlatives in describing the product.
  - Describe only the named product.
  - Submit a hard copy of the description and an electronic copy (Word document) on a diskette or on the same CD as the photo provided. Descriptions may be edited for *CLN* and will not be returned for approval.
3. Prepare electronic files of the product photo and a **color proof**.
  - See below for instructions on digital file specifications.
  - Photos must be product-oriented (product portraits) and not promotional in nature. Photos appearing in *CLN* and the *CLN Dailies* must be formatted to fit a final print size of 2" x 2.375" at 300 pixels per inch. Photos will be cropped to fit as necessary or may not be published if improperly formatted.
  - Photos that include additional text other than what appears on the product itself will not be accepted. A logo will be accepted for products where photos are not appropriate or possible, such as software products, websites, and services. Please call Tony Maiorino at 201-653-4777, ext. 22, if you have questions about this policy or need further clarification.
  - Submit a color proof from each CD and label with the product name.
  - NPR submissions with photos that do not meet the digital photo requirements below will appear in *CLN* and the *CLN Convention Dailies* as text only.
4. Send completed application, materials, and check to Scherago International by the deadline.
  - Incomplete submissions will be returned.
  - Make check payable to Scherago International.



## DIGITAL PHOTO REQUIREMENTS

**Only one product photo per CD.**

- TIFF or JPEG formats ONLY
- Files should be RGB color rather than CMYK.
- **Two CDs are required for each product photo.**
  - o One high resolution file for the poster display
  - o 50MB in RGB mode for a final print size of 16" x 20", 300 DPI
  - o One lower resolution file for *CLN*
  - o Photo must be at least 1,000 pixels wide
- Files must be named on the CD

Label the actual CD with:

- Company Name
- Product Name
- File Size
- Poster or *CLN* Image
- Photos that include additional text other than what appears on the product itself will not be accepted. A logo will be accepted for products where photos are not appropriate or possible, such as software products, websites, and services. Please call Tony Maiorino at 201-653-4777, ext. 22, if you have questions about this policy or need further clarification.

## PRODUCT DESCRIPTION REQUIREMENTS

- All product descriptions will be edited for grammar and length (100 word limit) for publication in *CLN*.
- Do not write text copy in all capitals.
- With the exception of products that are registered/trademarked (e.g., ARflow™, Anoxomat®, or SuperSignal®), limit the use of upper case to accepted grammatical practices.
- One hard copy and one electronic copy are required.
  - o Files should be saved as Word documents only.
  - o Name files using product name.
- Label each diskette with:
  - o Company Name
  - o Product Name



**APRIL 25, 2007**

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**MAY 7, 2007**

Completed applications (application form, fee, and photo materials) received by this date are eligible for publication in *CLN*, *CLN Convention Dailies*, the Clinical Lab Expo *Exhibit Guide*, and the on-site poster display.

Materials required for publication in *CLN* and the *CLN Convention Dailies* must arrive by May 7. These include the application form, fee, description, and lower resolution photo. Other materials can arrive later—see below.

**MAY 25, 2007**

Completed applications received after May 7 but before May 25 will be eligible for the *Exhibit Guide* and on-site poster display only. Completed applications received after May 25, 2007 are eligible for the on-site poster display only.

**FEE**

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**Please send application, files, proofs, hard copy, and payment to:**

Scherago International, Inc.  
Attn: Jackie Diaz  
525 Washington Blvd., Suite 3310  
Jersey City, NJ 07310  
Phone (1) 201-653-4777, ext. 21

**Sample Format**

Second Generation CK-MB Analyzer

The second generation CK-MB was developed with several new user-friendly features. The specificity and accuracy are magnitudes better than in the first generation product. The new product outperforms the first generation and maintains preferred formats. It is suitable for CCU STAT, comes with an aerosol shield, and a programmable rinse cycle.

RYBURK ANALYZER COMPANY, LTD.

**FOR INTERNAL USE ONLY**

Received \_\_\_\_\_

Payment Received \_\_\_\_\_

Booth # \_\_\_\_\_

NPR # \_\_\_\_\_

