



Participation
Makes the Difference.

2007 AACC Clinical Lab Expo

JULY 15-19, 2007 · SAN DIEGO, CA

AACC is pleased to present our most exciting group of opportunities to achieve greater recognition for your company at the 2007 Clinical Lab Expo. **Use these opportunities to build your booth traffic.**

- There are no better ways to influence the thought-leaders at AACC than by reaching them with your message at our scientific sessions. Plenaries and symposia give you the widest reach at the meeting, and interactive workshops and short courses provide a more personal touch.
- From the email stations to badge lanyards, the Clinical Lab Expo gives you the opportunity to put your name on the most visible items at the meeting, as well as educational sessions. We are sure there's a match for your company.
- Only contracted exhibitors may reserve sponsorship and support opportunities.

Respond by February 2 and receive recognition in ALL meeting promotions.

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.

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

Tony Maiorino
Scherago International, Inc.
525 Washington Blvd
Suite 3310
Jersey City, NJ 07310
Phone (201) 653-4777, ext. 22
Fax (201) 653-5705
Email tonym@scherago.com

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



2007 CLINICAL LAB EXPO RECOGNITION OPPORTUNITIES

AACC recognizes your support in the 2007 Annual Meeting registration brochure and program materials, as well as in the specific ways described below for each item. 2006 sponsors and contributors must renew their commitment by November 15, 2006, after which opportunities are opened to other companies. Sponsors must meet the following commitment deadlines for acknowledgement in the registration brochure and program materials:

Registration brochure (mailed to approx. 40,000 individuals)	February 2
Program materials	May 18

In addition, other forms of recognition include:

- Contributor names and logos are displayed on a slide prior to each plenary session (one plenary session per day, Sunday-Thursday of the meeting)
- A recognition ad appears in the *Clinical Laboratory News Convention Dailies*
- All support for the 2007 Annual Meeting contributes to priority point ranking for booth assignment for the 2008 Annual Meeting.

Refer to the paragraphs describing each opportunity for additional details and applicable deadlines. 2006 contributors have right of first refusal until November 15, 2006. Contact your Scherago Account Manager or Tony Maiorino for availability. If you have an idea that's not listed below, **we want to hear from you**. Please contact us with your idea and we will investigate how it might be implemented.

Educational Session Support Opportunities

(Double booth selection priority points are awarded for support of educational sessions.)

AACC University
Plenary Sessions
Full-Day Symposia
Half-Day Symposia
Brown Bag Sessions, Morning and Afternoon
Interactive Workshops
Short Courses

Event and Materials Recognition Opportunities

Attendee Portfolios
Program and Exhibit Guides
Shuttle Buses
Notepads and Pens
Cyberlink Email Stations
Exhibit Hall Beverage Breaks
Opening Mixer
Lead Retrieval Cards
Message Center
International Reception
Hotel Key Cards
Exhibitor Lounge
Lanyards for Attendee Badges
ClinPack Hotel Door Drop
Advertising in Registration Brochure
Exhibitor Lanyards

Educational Session Support Opportunities

We know that many companies are committed to supporting educational advancement in our field, so the following opportunities are available. See separate brochure for a list of sessions.

AACC University Courses (Sunday)

Double points are awarded for supporting educational sessions.
\$1,000/session

Benefits: Recognition on sign at the session supported, attendance typically 50-100 (extra cost option for attendees).

Plenary Sessions (Monday-Thursday)

Double points are awarded for supporting educational sessions.
\$9,000 each

Benefits: Signs at each event supported, attendance typically 1,500-2,000, acknowledgement slide during presentation if logo materials supplied by June 1.

Full-Day Symposia

Double points are awarded for supporting educational sessions.
\$6,000 each

Benefits: Signs at each event supported, attendance typically 200-600 registrants.

Half-Day Symposia

Double points are awarded for supporting educational sessions.
\$3,500 each

Benefits: Signs at each event supported, attendance typically 200-400 registrants.

Recognition appears in Meeting and Expo publications, depending on when the commitment occurs.



Brown Bag Sessions, Morning and Afternoon

Double points are awarded for supporting educational sessions. Attendance at Brown Bag sessions is approximately 300/session, six sessions are available—morning and afternoon sessions Monday-Wednesday.

\$2,000/session Beverages during the Brown Bag sessions, attendees may purchase a "brown bag" meal as an optional extra cost. Single session, daily and full three-day support programs are available. Contact your Scherago Account Manager or Tony Maiorino for availability.

Benefits: Sign at event, table tent recognition on each of 30 tables per session

Interactive Workshops

Double points are awarded for supporting educational sessions. \$1,000/session

Benefits: Recognition on sign at the session supported, attendance typically 50-100 (extra cost option for attendees).

Short Courses

Double points are awarded for supporting educational sessions. \$1,000/session

Benefits: Recognition on sign at the session supported, attendance typically 50-100 registrants (extra cost option for attendees).

Event and Materials Recognition Opportunities

Attendee Portfolios

\$45,000

Benefits: Identification on the portfolio, distributed to all conference registrants, often used throughout the year. Supporting company provides a minimum of 4,500 finished portfolios pre-stuffed with a preset quantity of its promotional materials.

Advertising in Registration Brochure

Ads are accepted for the AACC Meeting Registration Brochure* distributed to approx 40-45,000 potential attendees around the world. Ad materials are due no later than February 2.

Cover 2 \$6,000

Cover 3 \$4,500

Cover 4 ** \$6,000

Other positions available at \$3,500 per page.

* 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.

Program and Exhibit Guides

\$35,000 Exclusive support

Benefits: Ads appear on covers 2, 3, and 4 of Guides.

May 18 deadline for advertising artwork.

Shuttle Buses

If interested, please contact Tony Maiorino, phone 212-653-4777, ext. 22.

Notepads and Pens

\$21,500

Benefits: Identification on both the pad and pen, distributed to all paid registrants, used throughout the year, company may insert one 5 ½ x 8 ½ " card in front pocket. Artwork deadline to be determined. A reduced fee is possible if the sponsor provides a suitable notepad/pen at its own expense. Contact Tony Maiorino for details (201) 653-4777, ext. 22).

Cyberlink (Email stations, also includes Product Locator System)

\$20,000

Benefits: Screensaver recognition and/or logo appears at each of 10 kiosks. Supporting company may, at its own expense, provide notepads and pens for the kiosks (subject to advance approval by AACC).

May 15 deadline for screensaver artwork.

Partial support opportunity may be available.

Exhibit Hall Beverage Breaks

\$18,000 All three days, Tuesday-Thursday

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



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

Lead Retrieval Cards

\$16,000

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

Opening Mixer

\$17,500

Benefits: Signs outside event, all registrants are invited. Company may, at its own expense, provide cocktail napkins for use during the event. Partial support opportunity may be available.

International Reception

\$7,500

Benefits: Signs outside event, recognition on invitation, screensaver on matchmaking kiosk in the International Visitors Center, exposure to 400+ high-level international visitors. Contributor receives up to 5 complimentary passes. Contributor may, at its own expense, provide cocktail napkins for use during the event.
April 1 deadline for invitation and screen saver.

Hotel Key Cards

\$10,000

Benefits: Access fee only, company must, at its own expense, 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.

Exhibitor Lounge

\$5,000 All three days, Tuesday-Thursday

Benefits: Signs at Exhibitor Lounge, lounge used by all exhibitors, company may provide logo identification and/or cups at its own expense (subject to AACC approval), minimum quantity if supplied 4,000, company may provide signage for use on interior or exterior walls of the lounge (subject to AACC approval), company may provide literature inside the lounge. Company cannot provide audio, video or live presentations within the lounge. Single day support is also available. Contact your Scherago Account Manager or Tony Maiorino for availability.

Lanyards for Attendee Badges

\$7,500

Benefits: Access fee only, contributor must provide at its own expense 15,000 suitable lanyards pre-approved by AACC.

New for 2007

Sponsorship of 5K Fun Run

\$10,000

Benefits: Signage at start/finish line, sponsor name and logo on t-shirts and water bottles presented to participants. Partial contributions may be accepted.



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. Company 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 company may also provide-at the company's expense-printer paper, pens or pencils for use at the kiosks. Contact Tony Maiorino regarding approval of supplied materials. April 1 deadline for recognition artwork. Partial contributions may be accepted. Contact your Scherago Account Manager or Tony Maiorino for details.



Supporting tangible items keeps your name recognition year-round.

ClinPack Hotel Door Drop

AACC will organize a one-time door drop program at official hotels for AACC and ASCLS attendees. 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 contributor 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*

Bag sponsor logo due May 1, other deadlines to be determined.

*“Dimensional” items subject to surcharge depending on size and weight.

Exhibitor Lanyards

\$2,500

Benefits: Access fee only, exhibitor must provide at its own expense a minimum of 8,000 suitable lanyards pre-approved by AACC.



Contributor recognition appears in the *Clinical Laboratory News Convention Dailies*.

2007 AACC Annual Meeting and Clinical Lab Expo Recognition Opportunities

Yes, pending availability, I am committing to support the following item(s) at the 2007 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.
525 Washington Blvd., Suite 3310
Jersey City, NJ 07310
Phone 201/653-4777, ext. 22
Fax 201/653-5705
Email tonym@scherago.com



All support contributes to priority points for booth assignment in the following year.