



**March 7, 2008**

**To: All U.S. Exhibitors,**

**This is to advise U.S. companies that the AACC Expo *Export Interest Directory (EID)* form is now available to be completed online.**

The program is a value-added benefit to U.S. companies that are exhibitors at the 2008 Clinical Lab Expo and registered in the United States or Puerto Rico for the purpose of promoting exports of U.S. goods and services.

**Because the U. S. Commercial Service will immediately begin global promotion of the 2008 Clinical Lab Expo and companies listed in the *EID*, the sooner it is completed, the sooner you will receive its benefits.**

Please take a few moments to complete the form and submit it.

**EID Closing Date: April 30, 2008**

**The web-based form is easy to complete – the link is below**

**<http://www.buyusa.gov/ifp/ifpregrationaacc08.html>**

**Note:** Your AACC Booth # requested on the form may not be available as of this date. If this is the case with your company, the information will be completed by Scherago's admin staff when your booth assignment is confirmed.

### **More information about the *Export Interest Directory (EID)***

This service has been organized by the AACC, Scherago International, and the U.S. Commercial Service. It is an improved, web-based Export Interest Directory (EID) which has been developed by the U.S. Department of Commerce to increase your international traffic at the 2008 Clinical Lab Expo.

The benefit to your company is contact with buyers in advance of the show and to attract more international buyers and distributors to your Clinical Lab Expo booth. How? Why?

- Healthcare Commercial Specialists in over 80 U.S. embassies/consulates around the world will have the link to the AACC Expo Export Interest Directory (EID).
- Your company product information will be distributed to each embassy's database of key healthcare contacts such as local distributors and prospective buyers, instructing them to review the web based EID.
- Buyers and distributors in each country can review and select from the EID by company or product.
- Although most inquiries will come directly to your company, buyer inquiries processed through the Commercial Service will be forwarded to you by email. All inquiries will be held in strictest confidence
- A hard copy of the Export Interest Directory will be distributed to buyers at the International Visitors Center in the registration area in the Washington DC Convention Center.

Questions? Please contact Herb Burklund at [herbb@scherago.com](mailto:herbb@scherago.com)