



Washington Convention Center
Washington, DC
Exhibit Dates: July 29 – 31, 2008

PRELIMINARY EXHIBIT PROSPECTUS

The AACC Annual Meeting is returning to Washington, DC for the first time since 1991 and we are expecting record-breaking attendance. Washington is the center of the third largest biotech and healthcare region in the country, plus NIH, FDA, CMS and other government agencies that are critical to the IVD industry.

Don't miss the world's largest gathering of clinical lab professionals in 2008 and don't miss the world's largest exposition of clinical laboratory products and services.

- This is your target audience—20,000 participants are expected, including more lab directors, more managers, more administrators, more supervisors, more researchers, more GPO executives, and more product development specialists than at any other lab show anywhere!
- These attendees have purchase authority—70+% of clinical attendees play a major role in the acquisition of mainframe lab instrumentation and reagents as either final lab decision-maker or recommender.
- You will not see these individuals at other shows—almost 80% report that the Clinical Lab Expo is the only show attended each year.
- Attendees flock to the exhibits—93% rank exhibits as their 1st or 2nd reason for attending.
- Your partners and your competitors will be there—more than 650 exhibiting companies occupying approximately 1,800 booths in 2007.
- Immense international impact—5,000 attendees from outside the US, from more than 100 countries are expected.

We anticipate being completely sold out of booth space by February 2008. Don't be left out—send in your exhibit space contract and deposit today!





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GENERAL LAB AND IVD EXHIBITS

Every clinical lab discipline is represented because the attendees are the purchase decision-makers for the largest and busiest labs throughout the world.

Following is a partial list of the testing disciplines, products and services you'll find in the general IVD section:

Abused drugs
Allergy
Autoimmune disease
Automation and robotics
Blood gas/electrolytes
Bone markers and osteoporosis
Cancer diagnostics and markers
Cardiac diagnostics and markers
Clinical decision systems
Cholesterol testing
Cytology/histology
DNA/RNA testing
Endocrine testing
Flow cytometry
Genetic testing/genotyping
Genomics, proteomics
Glucose
Glycohemoglobin
Hematology
Hemostasis/coagulation
Immunoassay
Infectious diseases
Information Systems/Informatics
Microbiology
Nutrition
OEM and research products
Patient self-testing
Pharmacogenomics
Point-of-care and POL testing
TDM/toxicology
Thyroid testing
Urinalysis
Viral genotyping
...and much more.

THE WORLD'S LARGEST EXPOSITION OF CLINICAL LAB PRODUCTS AND SERVICES

POCT/PATIENT SELF-TESTING

The Clinical Lab Expo features a special section for point-of-care testing and patient self-testing systems. As more and more hospitals form integrated delivery networks, the core lab assumes responsibility for quality control standardization of POCT and data collection. AACC supports exhibitors in this section by hosting special educational programs for Point-of-Care coordinators.

LAB AUTOMATION, SAMPLE HANDLING, ROBOTICS, AND INFORMATICS

Diagnostic systems require integration into the entire lab operations spectrum and are vital to overall patient care and improved clinical outcomes. This busy section of the exhibit floor features clinical decision systems as well as products for automating pre-analytical, analytical and post-analytical sample collection, processing, analysis, and storage, for interfacing between diagnostic systems, sample identification and storage, data analysis and interpretation, and connectivity solutions.

OEM, BIOTECH AND RESEARCH EXHIBITS—YOUR SHOW WITHIN THE SHOW

In addition to clinical lab professionals, meeting participants include R&D executives, scientists, product development engineers and other experts who develop and build the products used in the clinical laboratory. They are looking for services and component systems from other manufacturers for their new products and systems. Just a few of these areas are:

- Contract manufacturing, R&D
- Biologicals such as antisera and antibodies
- Controls, calibrators and reference materials
- Packaging and labeling, bar coding systems and scanners
- Separation, filtration and purification technologies
- Substrates and membranes
- Custom design and assembly of electrical and mechanical components
- Marketing partners for manufactured systems and kits
- Computer hardware and software
- Regulatory, product design and manufacturing consultants
- Communication technology, products and services
- Liquid handling systems
- Business systems and products

GROWING INTERNATIONAL IMPACT

International participation is one of the Expo's fastest growing areas. We expect more than 5,000 participants from approximately 100 countries to join us in Washington, DC.

The Expo is marketed through publications and promotional programs that reach around the globe. Our websites provide continually updated information and searchable listings for products and exhibitors at no cost.



SINGLE BOOTH RENTAL RATES

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$3,125 each. Rental includes 8' draped back wall, 36" draped side rails, and a 7" x 44" identification sign showing the company name, city, state or country, and booth number. Contiguous single booths may be rented at this rate.

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

PREFERRED ISLAND RATES

Preferred island space is defined as any group of booths made up of four (4) or more booths with aisles on all four sides or three (3) or more contiguous booths facing three or more contiguous booths across an aisle. The aisle between these booths may be carpeted at no additional booth rental cost, but exhibit activities are confined to the actual booth space and must not be conducted in the aisle. Each 10' x 10' booth increment in preferred island space costs \$3,750.

20' x 20' (6.1m x 6.1m)	\$ 15,000
20' x 30' (6.1m x 9.2m)	\$ 22,500
20' x 40' (6.1m x 12.2m)	\$ 30,000
* 30' x 30' (6.1m x 6.1m)	\$ 33,750
20' x 50' (6.1m x 15.1m)	\$ 37,500
* 30' x 40' (9.2m x 12.2m)	\$ 45,000
30' x 50' (9.2m x 15.1m)	\$ 56,250
* 40' x 40' (12.2m x 12.2m)	\$ 60,000
40' x 50' (12.2m x 15.1m)	\$ 75,000
30' x 80' (9.2m x 24.4m)	\$ 90,000
50' x 50' (15.1m x 15.1m)	\$ 93,750
50' x 80' (15.1m x 24.4m)	\$150,000
60' x 80' (15.1m x 24.4m)	\$180,000
50' x 100' (15.1m x 30.2m)	\$187,500
70' x 80' (21m x 24.4m)	\$210,000
80' x 80' (24.4m x 24.4m)	\$240,000

Please note that the metric measurements provided are approximate and provided for convenience only. All exhibits must conform to the English measurements.

DISCOUNTS ON PREFERRED ISLAND RATES

A 20% discount applies to preferred island rates for companies buying 13 or more pages of advertising in 2008. At least one ad must be purchased in the *CLN Convention Dailies*, but no more than 6 pages in the *Dailies* can be applied to the 13 total pages. The remainder can be any combination of ad pages in *Clinical Chemistry* or *Clinical Laboratory News*.

A 30% discount applies to preferred island rates for companies buying 25 or more pages of advertising in 2008. At least one ad must be purchased in the *CLN Convention Dailies*, but no more than 6 pages in the *Dailies* can be applied to the 25 total pages. The remainder can be any combination of ad pages in *Clinical Chemistry* or *Clinical Laboratory News*.

Pages are credited in the following manner:

One standard or tabloid page in <i>CLN</i> or the <i>Convention Dailies</i>	= 1 page credit
One standard page in <i>CCJ</i>	= 1 page credit
One standard page in <i>CCJ Abroad</i>	= 0.5 page credit

Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

EXHIBIT SPACE CANCELLATION

- All exhibit space cancellations must be received in writing by Exhibit Management, Scherago International.
- Companies canceling space on or before February 1, 2008, qualify for a full refund of all monies paid in advance for booth space rental, minus a \$100 cancellation fee.
- Any company canceling its booth space between February 2, 2008 and March 31, 2008, forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company canceling on or after April 1, 2008, is responsible for the full cost of exhibit space rental.



* Special note regarding 2008 island booth sizes:

The Clinical Lab Expo locations are booked approximately 10 years in advance due to the Expo's size and other unique requirements. Unfortunately, when the 2008 facility was booked, the Expo was 60% of its current size and no one could anticipate the remarkable success and growth of the Expo over the past 10 years. As a result, the 2008 exhibit hall is smaller than the space sold in 2007. Because virtually all US exhibit halls are laid out to accommodate electrical and other utility service for back-to-back rows of 10'x10' booths, islands that are 30'x30', 30'x40' or 40'x40' use more space than their actual floor dimensions because rows of 10x10 booths must be removed to fit these islands on the exhibit floor.

To make the best use of available space in 2008 and to avoid turning away exhibitors due to lack of space, special limitations will be implemented for off-size islands.

Exhibitors requesting 30'x30', 30'x40' or 40'x40' booth spaces may not receive the full benefit of their priority point rankings because those booth sizes must be fit together in clusters to minimize lost space in the exhibit hall.

We strongly recommend that exhibitors who normally request these sizes consider other configurations that may permit more flexibility in locating them in the exhibit hall and the full benefit of earned priority points. Preferred configurations include:

OFF-SIZE ISLAND	PREFERRED ALTERNATIVE CONFIGURATIONS
30'x30' (900 sq ft)	20'x40' (800 sq ft) or 20'x50' (1,000 sq ft)
30'x40' (1,200 sq ft)	20'x60' (1,200 sq ft) or 30'x50' (1,500 sq ft)
40'x40' (1,600 sq ft)	30'x50' (1,500 sq ft) or 20'x80' (1,600 sq ft), or 40'x50' (2,000 sq ft)

We understand this may be a challenge for some exhibitors and will do our best to work with you in finding the best booth configuration and location to meet your needs. Please do not hesitate to contact Tony Maiorino, Expo Director, to discuss your particular case. Tony can be reached by phone at 201-653-4777, ext. 22, or by email at tonym@scherago.com.

INTERNATIONAL PAVILION

This area is reserved exclusively for companies booking space from international (non-US) locations. Individual companies can request booth assignment in this area, as can national organizations hosting multiple companies from one country. A different contract form is required for participation in the International Pavilion area. Contact Exhibit Management at Scherago International for more information.



The Clinical Lab Expo is the only lab show, and one of the few medical trade shows, in the US Department of Commerce International Buyers program. The DOC promotes the Expo through US embassies, consulates, and trade missions throughout the world—promoting the exhibiting companies and their products for FREE. The DOC also organizes delegations of international visitors to the meeting.

Exhibitors are invited to participate in the FREE International Export Interest Directory—directory of exhibitors indicating their product lines and where they are seeking international representation. The Directory is available online and generates thousands of inquiries from laboratory decision-makers around the world.

During the Expo, international attendees are directed to the International Visitors Center (IVC) where their buying interests are posted for exhibitor review. At no charge, IVC staff can arrange appointments and provide a FREE clearing house and matchmaking service for international buyers and exhibitors.

GPO PROGRAM

AACC encourages exhibitors to meet with GPO executives and lab committees while they are at the AACC Annual Meeting and Clinical Lab Expo. We will work with you to make sure the right GPOs visit the Expo. We will provide complimentary registrations for GPO executives and free meeting rooms for meetings of lab committees with exhibitors. We will even arrange private demo times for exhibitors that need time to demo their systems for GPO buyers.

INTERNATIONAL MARKET BRIEFING/GLOBAL UPDATE

Each year, AACC and Scherago International present a free seminar for exhibitors on marketing to geographic regions outside the United States. In the past, these seminars have covered Western Europe, Africa, the Middle East, Latin America, China, and the Pacific Rim. Registration is now approximately 400 for the half-day seminar. A panel of experts from all fields of marketing and sales, with experience selling into the topic market, present a comprehensive “how-to” course that receives rave reviews from seminar attendees.

Mark your calendar now for Monday, July 28!

To reserve your spot in advance, contact Herb Burklund at Scherago International, by phone at 201-653-4777, ext. 29, by fax at 201-653-5705, or by email at herbb@scherago.com.

ATTENDEE DEMOGRAPHICS

The following data are extracted from a survey performed at the 2006 Clinical Lab Expo by CaseBauer.

(2007 data not yet available at time of printing).

93% of attendees rank the exhibits as their first or second reason for attending.

78% report that the Clinical Lab Expo is the only show attended each year.

Only 31% attended the previous year's Expo; fewer than 11% attend every year—you need to exhibit every year to reach all of these decision-makers.

REASONS FOR ATTENDING

Learn products/methods	61%
Learn clinical implications of tests	22%
Learn lab management skills	8%
Learn basic science	7%
Learn industrial applications	2%

TIME ALLOCATION ON EXHIBIT DAYS

Exhibits	55%
Educational meetings/seminars	29%
Committee activities	3%
Non-meeting activities	4%

Attendees anticipated acquiring 18,158 workhorse analyzers in the 24 months following the 2006 Clinical Lab Expo, approximately \$1.8 billion in capital equipment.

INSTRUMENTS TO BE ACQUIRED IN THE NEXT 24 MONTHS

Chemistry Analyzers	4,925
Hematology Analyzers	2,689
Immunoassay Analyzers	3,527
Coagulation Analyzers	2,154
GC/Mass Spec Instruments	1,621
Urinalysis Analyzers	1,510
Automated Micro ID	1,116
Flow Cytometers	626

1,803 attendees have decision-making responsibility for lab information systems and services.

1,561 NON-CLINICAL LAB PROFESSIONALS ATTENDED TO EVALUATE OR ACQUIRE LAB PRODUCTS:

IVD/Pharma	898
Distributors/Resellers	130
Other	533

EXHIBIT SPACE CONTRACT

Company name as it should appear in program materials—do not use all upper case unless that is the way your company name normally appears.

Company _____

Address _____

City, state, postal code _____

Country _____

Exhibit contact person _____

Title _____

Phone _____

Fax _____

E-mail _____

Website _____

Exhibitor agrees to abide by all terms, conditions, rules, and regulations contained in the exhibit prospectuses and the exhibitor service manual.

Signature _____

Advertising manager _____

Phone and extension _____

- Please check here if you require a proforma invoice.
- Non-US exhibitors: Please check here if you need a letter of invitation for US Visa applications.

Every effort will be made to comply with your section and booth selection, but priority point space assignment policy applies to all exhibitors.

1. Please check the section on the exhibit floor in which you prefer your exhibit to be located. Your exhibit will be categorized by the area in which your booth is actually located. For example, you cannot be designated an OEM exhibitor if your booth is located outside the OEM section of the exhibit floor.

- IVD/General Laboratory Section
- Point-of-Care Testing
- OEM, Biotech and Research
- Lab Automation/Robotics/Informatics

2. Indicate location preferences by booth number in the spaces below—do not cluster all choices in the same location.

NON-ISLAND EXHIBITS

Non-island space is charged at the rate of \$3,125 per 10' x 10' (3m x 3m) booth.

Non-island space required 10' x _____

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Non-Island Booth Preferences

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

PREFERRED ISLAND EXHIBITS

Island space is charged at the rate of \$3,750 per 10' x 10' (3m x 3m) booth increment.

<input type="checkbox"/> 20' x 20' (6.1m x 6.1m)	\$ 15,000
<input type="checkbox"/> 20' x 30' (6.1m x 9.2m)	\$ 22,500
<input type="checkbox"/> 20' x 40' (6.1m x 12.2m)	\$ 30,000
<input type="checkbox"/> *30' x 30' (6.1m x 6.1m)	\$ 33,750
<input type="checkbox"/> 20' x 50' (6.1m x 15.1m)	\$ 37,500
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<input type="checkbox"/> 60' x 80' (15.1m x 24.4m)	\$180,000
<input type="checkbox"/> 50' x 100' (15.1m x 30.2m)	\$187,500
<input type="checkbox"/> 70' x 80' (21m x 24.4m)	\$210,000
<input type="checkbox"/> 80' x 80' (24.4m x 24.4m)	\$240,000

Other _____ x _____ \$ _____

* Before selecting these booth sizes, please read the Special Note inside this prospectus.

Indicate Four (4) Island Location Preferences by filling in four corners of desired booth.

1. _____ / _____ / _____ / _____ /
2. _____ / _____ / _____ / _____ /
3. _____ / _____ / _____ / _____ /
4. _____ / _____ / _____ / _____ /

Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

Less 20% island rental discount for 13 pages of advertising (if applicable) _____ \$

Less 30% island rental discount for 25 pages of advertising (if applicable) _____ \$

Advertising Manager signature required for discount

Important: No booths will be held or assigned without the required payment:

All contracts submitted before March 31, 2008 must be accompanied by a 50% deposit on the full rental price of the booths ordered. On or after April 1, 2008, full booth rental payment must accompany the contract.

Payments by credit card are not accepted. Please make checks payable to American Association for Clinical Chemistry. Payment must be drawn on a US bank in US dollars. For wire transfer information, contact Ms. Jackie Diaz by email at jackied@scherago.com.

Payments should be sent to:

American Association for Clinical Chemistry
c/o Scherago International
525 Washington Blvd, Ste. 3310
Jersey City, NJ 07310

Tel: 201-653-4777 Fax: 201-653-5705

For Scherago use only

Computer # _____ How many booths _____

Space assignment _____ Space cost _____

Deposit date _____ Deposit amount _____

Balance due _____ Balance received _____

PD _____ PL Exh. record _____

TERMS AND CONDITIONS

CONTRACT ACCEPTANCE

Association reserves the right to accept or refuse the booth application for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever the Association considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of the Association.

EXHIBIT SPACE CANCELLATION

- All exhibit space cancellations must be received in writing by Exhibit Management, Scherago International.
- Cancellations received on or before February 1, 2008, qualify for a full refund of all monies paid in advance for booth space rental, less \$100 cancellation fee.
- Any company canceling its booth space between February 2, 2008 and March 31, 2008, forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company canceling on or after April 1, 2008, is responsible for the full cost of exhibit space rental.

BOOTH RELOCATION

The Association reserves the right to relocate space in areas other than that selected by the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by Exhibit Management. Due to the large number of participating companies, we cannot guarantee that a company will not be located near a competitor.

SUBLETTING

Subletting or sharing of exhibit space is prohibited except between affiliated companies and only with Exhibit Management approval.

USE OF EXHIBIT FLOORPLAN

The exhibit floor plan and exhibitor list are the property of the Association. Use or publication for any purpose without the Association's written consent is prohibited.

COMPLETED SALES

The Association does not permit completed sales of merchandise on the exhibit floor.

FORCE MAJEURE

Notwithstanding any other provision of this Contract, neither party will be liable for delayed performance or inability to perform due to:

- (a) acts of God or the public enemy, war, riot, embargo, sabotage, flood, accident;
- (b) any circumstance of similar or different character beyond a party's reasonable control, including without limitation unavoidable fire, explosion, transportation delay, or labor trouble; or
- (c) unavoidable shortage or failure of supply of raw materials or finished merchandise.

LIABILITY

Each party will be liable for negligent or intentional acts and omissions of its own employees and other authorized representatives. Except for such acts or omissions Exhibitor will not assert liability against Association for any loss, damage, or injury to person or property, by reason of Association's failure to provide exhibit space, removal of the exhibit, or other reasons. **Children under 18 years of age are not permitted on the exhibit floor.**

INDEMNITY

Exhibitor agrees to indemnify and hold harmless the Association for all costs, losses, and damages, including reasonable attorney fees and court costs, due to claims arising from or based upon any or all of the following acts or omissions by Exhibitor, its agents, employees, invitees, persons acting on its behalf, or authorized representatives, at any time during the meeting in the exhibit hall and other locations such as hospitality suites or social functions:

- a) negligent or intentional acts or omissions;
- b) violation of any person's property rights;
- c) performing or authorizing the performing of live music;
- d) violation of any law or ordinance; and
- e) use and occupancy of the exhibition premises or any part thereof.

Each party will indemnify the other for all costs, damages and losses, including reasonable attorney fees and court costs, resulting from claims based upon negligent or intentional acts of the other party, its employees, or its authorized representative. Each party will obtain insurance to cover its indemnity agreements herein.

DISPUTES

- a) All disputes will first be addressed by the parties by good faith, face-to-face negotiations. Disputes that cannot be resolved in that manner in a reasonable time will be submitted by either party to arbitration under rules of the American Arbitration Association, except that neither party will be prevented from seeking from a court of competent jurisdiction a preliminary injunction, temporary restraining order, or similar equitable remedy to prevent irreparable harm or preserve the status quo. This Contract will remain in force, with no interruption of services or payments, during the pendency of this dispute resolution process. Any arbitration proceeding must be commenced within the statute of limitations period applicable to the underlying claim under the law of the District of Columbia.
- b) The arbitration proceeding will be held in the District of Columbia.
- c) The arbitrator(s) will not have authority to award punitive, exemplary, consequential, special, or indirect damages. The arbitrator(s) authority to award damages will be limited by any limitation contained elsewhere in this Contract.

FORUM

For any litigation allowable under this agreement, the parties agree to submit themselves to the jurisdiction of a court in the District of Columbia.

APPLICABLE LAW

This contract will be interpreted and enforced under the laws of the District of Columbia.

VIOLATIONS

Violation of any Contract provisions, Terms and Conditions or Rules and Regulations will, without limiting Association's other remedies in law or equity, affect space assignments to the violator in subsequent years.



IMPORTANT DATES AND DEADLINES

July 2007	Preliminary Exhibit Prospectus distributed
September 12	Deadline for submitting Symposia proposals* Deadline for submitting Interactive Workshop and Short Course proposals* Deadline for submitting Brown Bag Session proposals*
November 1	Full Exhibit Prospectus mailed
January 14, 2008	Deadline for submitting Poster abstracts*
February 1	Full refund of booth deposit less \$100 cancellation fee if cancelled on or before this date
February 2-March 31	Booth cancellation during this period forfeits booth deposit
February 5	Assignment of Preferred Island space begins
February 12	Assignment of non-island space begins
April 1	Cancellation deadline—100% space rental fee is owed if booth is cancelled on or after this date
Week of April 7	Confirmation of booth assignment begins
Week of April 7	Exhibitor Service Manuals shipped
	* Guidelines and application forms are available on the AACC website at www.aacc.org . Questions regarding these sessions should be directed to Gail Mutnik, Director of Meetings, AACC Meetings Dept., at 202-835-8739 or emailed to gmutnik@aacc.org .

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

(All earn priority points for booth selection)

Supporting the Clinical Lab Expo through 2007 contributes to your priority point total—and your booth assignment priority in 2008. Your support throughout the 2007 calendar year helps your point total. Here are the things that count toward points:

- Booths purchased
- Advertising
- Grants and awards
- Value of goods and services donated
- Sponsorships
- Room nights booked through the

- official housing bureau for the 2007 Expo will contribute to your priority points for the 2008 Expo
- Date the completed exhibit space contract and appropriate payment are received



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525 Washington Blvd, Ste. 3310
Jersey City, NJ 07310
Tel: 201-653-4777 Fax: 201-653-5705
Email: tonym@scherago.com