

NEW!—Sponsored Banners at the 2009 Clinical Lab Expo

For the first time ever, the Clinical Lab Expo is offering banner sponsorship. Now you can display your company or product message in highly visible locations in the exhibit hall where virtually all attendees will see your message. The four banner locations are available to all exhibitors on a first-come, first served basis. Large and small exhibitors alike can take advantage of this opportunity because the banners are in highly visible locations and not dependent on company booth size or booth location.



Four Highly Visible Locations

There are two elevated restaurant “pods” inside the exhibit hall. Each restaurant is accessible by escalators and stairs from the exhibit floor. The banners will be mounted in elevated positions on the stair landing, facing into the center of the exhibit hall (see the photo at left). Please note that the McCormick Place Convention Center is not close to hotels or restaurants. Almost all attendees and exhibitors will be eating lunch within the convention center. The four locations available will be assigned on a first-come, first served basis. Contact your Scherago Account Manager or Tony Maiorino (email tonym@scherago.com) for floorplans illustrating locations.

Banner Size and Production

As indicated in the photo, each of the four banner locations permit an overall banner size of 5' x 14' (approx 1.5m x 4.3m). Freeman will produce the banners for sponsors because the construction materials and hanging apparatus must be consistent. Banners can be full color or matched color. Freeman requires that final acceptable* art must be provided by the exhibitor no later than May 1. *Acceptable means consistent with published Freeman artwork guidelines which will be provided once a sponsorship commitment is made. Freeman will provide an electronic proof and the proof (or any subsequent proofs if revisions are required) must be approved no later than June 1.

Sponsorship Fee

Total cost per banner is \$20,000, limit one banner per exhibiting company. This fee includes production of the banner, installation and removal. There are no further costs or fees owed to AACC or Freeman. The banner will be recycled unless the sponsor makes advance arrangements with Freeman to deliver the banner to the sponsor's booth at the close of the Expo.

Cancellation Fee

Once the proof is approved by the exhibitor, production starts immediately. There are no refunds once production begins.