

clinical lab expo



JULY 21-23, 2009 CHICAGO, ILLINOIS
McCORMICK PLACE CONVENTION CENTER

In 2009 the Clinical Lab Expo is returning to Chicago where the Expo always breaks all previous attendance records. Chicago is easily accessible from all over the world and the convention center is one of the finest anywhere.

Don't miss the world's largest gathering of clinical lab professionals in 2009, 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 first or second reason for attending.
- **Your partners and your competitors will be there** – more than 650 exhibiting companies occupying almost 1,900 booths in 2008.
- **Immense international impact** – 5,000 attendees from outside the U.S., from more than 100 countries are expected.

The 2008 Clinical Lab Expo was fully booked! Don't be left out – send in your exhibit space contract and deposit today!



Exhibit Dates: July 21-23, 2009
McCormick Place Convention Center
Chicago, Illinois

DEDICATED EXHIBIT AREAS FOCUS YOUR CUSTOMERS

These exhibit areas are provided as a convenience for attendees and exhibitors – exhibitors select the area in which they are located.

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. We support 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

GPO PROGRAM

We encourage exhibitors to meet with GPO executives and lab committees while they are at the Annual Meeting and Clinical Lab Expo. We 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 who need time to demo their systems for GPO buyers.

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 Chicago in 2009. The Expo is marketed through publications and promotional programs that reach around the globe (also distributed electronically worldwide by US embassies and consulates). Our websites provide continually updated information and searchable listings for products and exhibitors at no cost.



McCormick Place Convention Center

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 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* – a 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 (product must be at least 51% US content).

AACC/SCHERAGO 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. The 2009 program will include a global update and then proceed to five additional briefings on emerging IVD markets throughout the world. Registration at the seminar has grown each year and is now 500 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. **The 2009 Briefing will be held on July 20 from 7:00am to 12 noon.**

Mark your calendar now!

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.

The following persons should attend this briefing:

- Presidents/CEOs/Managing Directors of small and medium-sized companies
- Export Managers
- International Marketing and Sales Managers
- Distributors
- Area Managers
- Market Intelligence Executives
- Finance Executives
- Business Development Managers
- Trade Specialists
- Product Managers
- International Consultants
- Anyone new to international marketing and sales

ATTENDEE DEMOGRAPHICS

Here are sample demographics from previous Expos:

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%

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

1,500+ non-clinical lab professionals attended to evaluate or acquire lab products:

IVD/Pharma	898
Distributors/Resellers	130
Other	533

FREE WAYS TO PROMOTE YOURSELF

The Expo has grown by leaps and bounds, bringing together more of the decision-makers and buyers you want to see than at any other clinical lab meeting – but there are more exhibitors too – so you must promote yourself to see all of your customers and prospects. Use these FREE programs to draw attention to your company, your products and your booth!

Free company listing and exhibit product description on the AACC website visited by up to 1.5 million visitors per month in the months leading up to the Expo
Free keyword-searchable Product Locator program online and onsite in Chicago so your prospects can find you by company name or product category
Free participation in the OEM Lecture Series for companies selling to other companies

Free admission to the International Market Briefing/Global Update where you receive “how-to” information on breaking into new international markets
Free access to plenary sessions and symposia for your staff
Free A variety of professionally-designed, customizable online invitations and notes: You add your logo, your message, your booth number, load your own email list and the invitations are sent out at no cost to you.

Free matchmaking service between US exhibitors and international attendees
Free company and product listing in the Export Interest Directory Service (now distributed electronically worldwide by US embassies and consulates) provided by the US Dept. of Commerce International Buyers Program (product value must be at least 51% US).

Discounted Take 40% off the black & white ad rate for one ad placed in *Clinical Laboratory News* or *Clinical Chemistry* journal, anytime during the year except in the June and July show issues or Convention Dailies

Discounted Early order discounts available on the advance registration mail list. Reach those key buyers registered to attend the Clinical Lab Expo with your own creative mailing. Each year, approximately 5,000 individuals register by mid-June.

Discounted Get the advance registration mail list at half price if you are sponsoring an Industry Workshop

SINGLE BOOTH RENTAL RATES

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$3,255 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 \$3,900.

20' x 20' (6.1m x 6.1m)	\$ 15,600
20' x 30' (6.1m x 9.2m)	\$ 23,400
20' x 40' (6.1m x 12.2m)	\$ 31,200
30' x 30' (6.1m x 6.1m)	\$ 35,100
20' x 50' (6.1m x 15.1m)	\$ 39,000
30' x 40' (9.2m x 12.2m)	\$ 46,800
30' x 50' (9.2m x 15.1m)	\$ 58,500
40' x 40' (12.2m x 12.2m)	\$ 62,400
40' x 50' (12.2m x 15.1m)	\$ 78,000
30' x 80' (9.2m x 24.4m)	\$ 93,600
50' x 50' (15.1m x 15.1m)	\$ 97,500
50' x 80' (15.1m x 24.4m)	\$156,000
60' x 80' (15.1m x 24.4m)	\$187,200
50' x 100' (15.1m x 30.2m)	\$195,000
70' x 80' (21m x 24.4m)	\$218,400
80' x 80' (24.4m x 24.4m)	\$249,600

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

PAYMENT FOR BOOTH SPACE AND CANCELLATION TERMS

- **No booths will be held or assigned without the required payment. Booth assignment begins February 3, 2009.**
- All contracts submitted on or before February 1, 2009, must be accompanied by at least a 50% deposit on the full rental price of the booths ordered.
- On or after March 1, 2009, 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. Contact Ms. Jackie Diaz for wire transfer information (jackied@scherago.com).



- Booth space must be paid in full according to invoice terms (net 10 days). If not paid in full by May 15, 2009, exhibitor may forfeit its booth at the Expo and still owe the full amount of booth space rental. In addition, any exhibitor contracted for space but not paid in full for 2009 booth space rental by May 15, 2009, forfeits the priority points that would have been earned for the balance owed.
- All cancellations must be received in writing by Exhibit Management, Scherago International.
- Companies cancelling space on or before February 1, 2009, qualify for a full refund of all monies paid in advance for booth space rental minus a \$100 cancellation fee per 10' x 10' booth cancelled.
- Any company cancelling its exhibit space between February 2, 2009 and April 19, 2009 forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company cancelling on or after April 20, 2009, is responsible for the full cost of exhibit space rental.

DISCOUNTS ON PREFERRED ISLAND RATES

A 20% discount applies to preferred island rates for companies buying 13 or more pages of advertising in 2009. 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*.

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.

GENERAL EXHIBIT INFORMATION

EXPOSITION DATES AND HOURS

Tuesday, July 21	9:30 am-5:00 pm
Wednesday, July 22	9:30 am-5:00 pm
Thursday, July 23	9:30 am-2:00 pm

INSTALLATION OF EXHIBITS

Thursday, July 16	8:00 am-4:30 pm
Friday, July 17	8:00 am-4:30 pm
Saturday, July 18	8:00 am-4:30 pm
Sunday, July 19	8:00 am-4:30 pm
Monday, July 20	8:00 am-3:00 pm

DISMANTLING OF EXHIBITS

Thursday, July 23	2:00 pm-6:00 pm
Friday, July 24	8:00 am-4:30 pm
Saturday, July 25	8:00 am-11:00 am

No packing or dismantling of exhibits will be permitted until 2:00 pm on Thursday, July 23. Early departure will result in priority point penalties and/or being banned from future Expos. When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6 hours for return of all empty shipping materials from storage. We strongly recommend that you advise your staff to make appropriate departure plans; i.e., plan to depart Friday instead of Thursday to allow for the delivery of shipping materials to your booth. The sheer volume of empties for a show this size makes faster delivery quite a challenge. It just takes that long to return all crates and boxes to all the booths. All exhibits must be ready for removal from the exhibit area by 11:00 am on Saturday, July 25.

EXPO FACILITY

The Clinical Lab Expo and most association educational activities will be held at the McCormick Place Convention Center. The Center address is:

McCormick Place Convention Center – Hall A
2301 South Lake Shore Drive, Chicago, Illinois 60616

Free shuttle service is available from most hotels in the official housing block.

PRIORITY POINTS FOR SPACE ASSIGNMENT

Space assignment is based on a *priority point system*, which takes into account a company's support in total dollar value during the previous calendar year, in the ways listed below. Support of AACC, NACB and ASCLS is considered in assigning priority points. Here are the criteria we use:

- Booths purchased
- Advertising
- Grants and awards
- Value of goods and services donated
- Sponsorships
- Room nights booked through the official housing bureau for the 2008 Expo will contribute to your priority points for the 2009 Expo.
- Date the completed exhibit space contract and appropriate payment are received

Priority points determine the order in which exhibitors are assigned their booth locations. More support and participation = more points. More points = higher ranking for booth assignment. If your company has not accumulated points through advertising or sponsorship, it is especially important that you return your contract **with deposit** as soon as possible. (Exhibit space contracts for the 2008 Expo began arriving in July 2007.) Priority point ties are settled by the earliest

date that Exhibit Management receives a completed contract with appropriate payment. A faxed contract is not considered a completed contract until Exhibit Management also receives the appropriate deposit (or full payment if after April 1, 2009).

BOOTH SELECTION AND ASSIGNMENT PROCESS

We expect increased demand for space because of the record-breaking success of the 2008 Expo and our 2009 Chicago location. We strongly recommend that you send in your contract and appropriate payment as soon as possible. Please contact Exhibit Management at Scherago International if you have any questions about the booth assignment process. Call 201-653-4777 and ask for Tony Maiorino, ext. 22; or contact Tony via email at tonym@scherago.com.

Island booth assignment will begin Tuesday, February 3, 2009 for those companies that have submitted both a contract *and* the required deposit. (See the section at left, "Priority Points for Space Assignment," for details on the order in which booths are assigned.) Assignment of non-island booth space will begin Tuesday, February 10, 2009 for those companies that have submitted both a contract and the required deposit. Booth assignments are made for all companies in compliance with those two deadlines and then all other space is assigned on a first-come, first-served basis and priority points are not considered. Due to the large and increasing number of companies exhibiting at the Clinical Lab Expo, the booth assignment process takes approximately 8 weeks. **Booth assignments will be announced during the week of April 6, 2009.**

To ensure fair access for island and non-island exhibitors and equitable distribution of large and small exhibits, the booth selection and assignment process will be administered as follows:

- Telephone appointments will be set up approximately one month in advance of booth assignment for the first 20 companies on the priority point list including both island and non-island booths. A limited time period will be provided for each exhibitor to make its decision. If the exhibitor is not available and has not rescheduled its appointment in advance, Exhibit Management will assign a booth based on the contract in hand and move on to the next exhibitor appointment. After the first 20 companies are assigned their exhibit spaces, Exhibit Management will assign the remaining booth space according to the priority point levels.
- **We cannot phone the remaining exhibiting companies prior to booth assignment.** Instead, we recommend that you include a cover letter with your contract indicating special requests such as marketing partners you wish to be near, competitors you wish to avoid, or any other special requirements that will help us make your booth assignment.
- **Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences.**
- Fire and Safety Administrators require mandatory aisles in certain locations within the exhibit hall. No exhibit will be permitted to block these designated emergency exit aisles.
- All available booth space will be color-coded to distinguish between space available as island booths and space reserved for non-island exhibitors.

Island exhibitors may request booths in the designated island areas, but may not encroach on designated non-island space.

If you have any questions about the procedure, call Clinical Lab Expo Exhibit Management at 201-653-4777 and ask for Tony Maiorino, ext. 22, or Jackie Diaz, ext. 21; or contact them via email at tonym@scherago.com or jackied@scherago.com.

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 name _____

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 \$3,250 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 \$3,900 per 10' x 10' (3m x 3m) booth increment.

<input type="checkbox"/> 20' x 20' (6.1m x 6.1m)	\$ 15,600
<input type="checkbox"/> 20' x 30' (6.1m x 9.2m)	\$ 23,400
<input type="checkbox"/> 20' x 40' (6.1m x 12.2m)	\$ 31,200
<input type="checkbox"/> 30' x 30' (6.1m x 6.1m)	\$ 35,150
<input type="checkbox"/> 20' x 50' (6.1m x 15.1m)	\$ 39,000
<input type="checkbox"/> 30' x 40' (9.2m x 12.2m)	\$ 46,800
<input type="checkbox"/> 30' x 50' (9.2m x 15.1m)	\$ 58,500
<input type="checkbox"/> 40' x 40' (12.2m x 12.2m)	\$ 62,400
<input type="checkbox"/> 40' x 50' (12.2m x 15.1m)	\$ 78,000
<input type="checkbox"/> 30' x 80' (9.2m x 24.4m)	\$ 93,600
<input type="checkbox"/> 50' x 50' (15.1m x 15.1m)	\$ 97,500
<input type="checkbox"/> 50' x 80' (15.1m x 24.4m)	\$156,000
<input type="checkbox"/> 60' x 80' (15.1m x 24.4m)	\$187,200
<input type="checkbox"/> 50' x 100' (15.1m x 30.2m)	\$195,000
<input type="checkbox"/> 70' x 80' (21m x 24.4m)	\$218,400
<input type="checkbox"/> 80' x 80' (24.4m x 24.4m)	\$249,600

Other _____ x _____ \$ _____

Indicate Four (4) Island Location Preferences if taking one of the standard sizes listed above.

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) _____ \$ _____

Advertising Manager signature required for discount

Important: No booths will be held or assigned without the required payment. Booth assignment begins February 3, 2009.

All contracts submitted before February 1, 2009 must be accompanied by at least a 50% deposit on the full rental price of the booths ordered. On or after March 1, 2009, 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 cancellations must be received in writing by Exhibit Management, Scherago International.
- Companies canceling space on or before February 1, 2009, qualify for a full refund of all monies paid in advance for booth space rental, minus a \$100 cancellation fee per 10' x 10' booth cancelled.
- Any company canceling its exhibit space between February 2, 2009 and April 19, 2009, forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company canceling on or after April 20, 2009 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 2008	Preliminary Exhibit Prospectus distributed
September 17	<p>Deadline for submitting Symposia proposals*</p> <p>Deadline for submitting Interactive Workshop and Short Course proposals*</p> <p>Deadline for submitting Brown Bag Session proposals*</p> <p>* 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.</p>
November 1	Full Exhibit Prospectus mailed
January 21, 2009	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 50% of total booth rental
February 3	Assignment of Preferred Island space begins
February 10	Assignment of non-island space begins
Week of April 6	Confirmation of booth assignment begins
Week of April 6	<p>Exhibitor Service Manuals available online*</p> <p>* Guidelines and application forms are available on the AACC website at www.aacc.org.</p>
April 20	Cancellation deadline—100% space rental fee is owed if booth is cancelled on or after this date

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

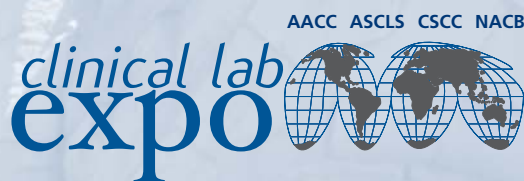
(All earn priority points for booth selection.)

Supporting the Clinical Lab Expo through 2008 contributes to your priority point total – and your booth assignment priority in 2009. Your support throughout the 2008 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 2008 Expo will contribute to your priority points for the 2009 Expo.

- Date the completed exhibit space contract and appropriate payment are received



McCormick Place Convention Center
Chicago, Illinois
Exhibit Dates: July 21-23, 2009

All correspondence should be directed to:
Scherago International
525 Washington Blvd, Ste. 3310
Jersey City, NJ 07310
Tel: 201-653-4777 Fax: 201-653-5705
Email: tonym@scherago.com