

Promotional steps to help maximize your workshop:

- A complimentary copy of the advance registration mail list will be provided to each Workshop sponsor.
- The list of accepted Industry Workshops will be on the AACC Expo website starting April 15.
- The list of accepted Industry Workshops will be collated into the registration bag given to paid conference attendees.
- The Workshop title, faculty and sponsor's name will be published in the June issue of *Clinical Chemistry* and the July *Clinical Laboratory News Show Dailies*.
- The Workshop title, faculty and sponsor's name will be published in the Program Guide distributed onsite during the Meeting and Expo.
- Signage will be provided outside the Workshop meeting room on the day of the Workshop.

INDUSTRY WORKSHOPS

We invite you to participate in the AACC Industry Workshop program. These sessions usually attract capacity attendance and are an important part of the educational program. We hope you will take advantage of this educational marketing opportunity by submitting your application now.

Benefits And Responsibilities

Once the Association has approved your workshop, AACC will, at no additional expense, provide:

- A complimentary copy of the advance registration mail list to each Workshop sponsor
- The list of accepted Industry Workshops will be on the AACC Expo website starting April 15
- The list of accepted Industry Workshops, collated into the registration bag give to paid conference attendees
- The Workshop title, faculty and sponsor's name, published in the June issue of *Clinical Chemistry* and the July *Clinical Laboratory News Show Dailies*
- The Workshop title, faculty and sponsor's name, published in the Program Guide and distributed onsite during the Meeting and Expo
- Signage outside the Workshop meeting room on the day of the Workshop
- A meeting room ranging in capacity from 50 people to 250 people. Setting is based on room choice.

Your company will be responsible for any expenses related to:

- AV equipment
- Food and beverage (No alcoholic beverages can be served prior to or during the Workshop.)
- Additional signage if desired (limited to display in your booth and outside the Workshop room).
- Speaker expenses and handouts

Subject Conflicts

AACC will review all applications to make sure that the content does not conflict with AACC educational sessions. If a conflict is identified, AACC will work with the company to develop acceptable alternative content or a different title. In addition, we will try to advise companies if other Industry Workshops on similar topics have previously been scheduled at the same time, or use the same speakers. Scheduling assignments are based on the order in which the applications are received.

Continuing Education (CE) Recognition Of Industry Workshops

AACC welcomes application from companies interested in offering ACCENT CE credit to participants. Details on the application requirements and forms are available on the AACC website at http://www.aacc.org/resourcecenters/accre_program/Accent/Pages/default.aspx. You should decide very early in the program planning stage if you are going to apply for ACCENT recognition, as the accreditation process requires that the information be presented by qualified experts in an educational format and unbiased environment. ACCENT credit is approved as continuing education for licensure requirements for clinical laboratory scientists in the states of California, Florida, Louisiana, Montana, Nevada, North Dakota, Rhode Island, and West Virginia.

The ACCENT application fees consist of an annual provider registration fee (\$240) and an activity application fee (\$115 per application). Applications must be submitted to AACC 30 days before the activity date. For additional information, contact the ACCENT Education Coordinator at education@aacc.org or 1-800-892-1400, ext. 1701.

Suggested Methods For Promoting Attendance

1. Purchase additional advertising in issues of *Clinical Chemistry* and *Clinical Laboratory News*.
2. Make mailings to potential attendees and customers including invitations with RSVP cards (AACC does not register attendees for Industry Workshops). It is essential that invitations state that attendance is limited and on a first-come, first-served basis. Exhibitors have been criticized in the past because they did not make it clear that room capacities are limited. We urge you to make this limitation clear in your marketing pieces.
3. Use your company's promotional and users' lists.
4. Have salespeople notify customers during their calls.
5. Actively promote the Workshop from your booth during the meeting.

Policy On Admission

It is AACC policy that Workshops must be open to all conference registrants as space permits. It is up to you if you wish to admit individuals with "Expo Only" or "Exhibitor" badges. Please advise your staff of this policy. Due to limited space we would like to stress the importance of making your plans early for the 2010 meeting. Conference registrants include: one-day and full conference registrants and speaker. Individuals with other badges may be admitted at your company's discretion.

Cancellations received after May 1 will not receive a refund.

Should you have any questions, please do not hesitate to contact Tony Maiorino at:

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

Workshop Location

Due to space limitations in the convention center, Industry Workshops will be located in several adjacent hotels. Shuttle transportation is provided to and from these locations from other hotels on Tuesday and Wednesday.

Cost

A \$2,500 fee per Workshop must be received before the Workshop application(s) can be considered by the AACC Program Committee. There are no exceptions. Workshops will be assigned space available on a first-come, first-served basis according to the date that the completed application and fee are received.

A proforma (advance) invoice can be prepared if required to arrange payment. The invoice contains instructions for payment by check or bank transfer. Submit a completed application and an invoice will be returned to you immediately.

Make checks payable to: **American Association for Clinical Chemistry** and mail to:

AACC
c/o Scherago International
525 Washington Blvd, Suite 3310
Jersey City, NJ 07310

Requirements

- Company must be an exhibitor at the 2010 Clinical Lab Expo.
- Until March 1, only one application per company will be accepted. (Space limitations require this restriction.) Applications will be accepted on a first-come, first-served basis. No space can be held until a completed application and payment are received.
- After March 1, any unassigned Workshop space will be opened to all companies for additional Workshop application submissions.

Deadlines for Ad Reservations

Clinical Chemistry, June issue: May 1, 2010
Meeting Program and *CLN Show Dailies*: June 1, 2010

INDUSTRY WORKSHOP APPLICATION

Workshop Title (as it is to appear in all publications)

Workshop Coordinator

COMPANY

CONTACT

MAILING ADDRESS

CITY

STATE

POSTAL CODE

PHONE

FAX

EMAIL

Objectives

A 100-word statement of educational objectives for the Workshop must be sent via email to Tony Maiorino at tonym@scherago.com, **before an application can be processed**. The objectives should clearly state what the potential attendee could expect to learn at your Workshop. This statement will be printed in the AACC Meeting Program.

Fees

Please note that all fees must be paid in full in advance.

- \$2,500 fee per Workshop (Payment must accompany application. If your Workshop is not approved, your payment will be refunded.)
- ACCENT® CE Credits: Check here if you are interested in offering continuing education credit for this Workshop (additional fees required). The AACC Education Coordinator will contact you.

Date/Time Preference

Industry Workshops will be presented in several area hotels. Shuttle transportation is provided to and from other hotels to these locations on Tuesday and Wednesday.

- Tuesday, July 27 7:00 am OR 6:00 pm
- Wednesday, July 28 7:00 am OR 6:00 pm

All morning Workshops Tuesday and Wednesday must end by 8:30am.

Workshop Format (check appropriate methods)

- Question & Answer Sessions Group Discussions Problem Solving
- Lab Assignments Work Assignments Other (specify) _____

Room Requirement Set-Up

- Classroom Theatre Estimated Attendance _____ Head Table for ____ people

Audio-Visual Requirements

AV equipment and sound charges will be the responsibility of the exhibitor. (AACC will forward contact information to AVMG Audio Visual, Inc.)

INDUSTRY WORKSHOP APPLICATION *cont.*

Educational Materials

List the educational material that will be provided to the participants.

Time Schedule

Please describe in detail what you will be doing each hour. The schedule should include time allotted for audience participation, laboratory work, lectures, demonstrations, etc., as appropriate.

Time

Activity

Note: Refreshments may be served before, during, and after the session; however, no alcoholic beverages can be served prior to or during the session.

Faculty Roster

Please list faculty and their titles exactly as you want them to appear in the program.

Faculty Member 1

Name

Title

Affiliation and Mailing Address

Phone

Faculty Member 2

Name

Title

Affiliation and Mailing Address

Phone

(Add sheets for more faculty.)