



**2010 New Products Review™**

*clinical lab*  
**expo** <sup>®</sup>  
JULY 27-29, 2010 ANAHEIM, CALIFORNIA  
ANAHEIM CONVENTION CENTER

# NEW PRODUCTS REVIEW™

The New Products Review™ program provides AACC members and attendees at the Clinical Lab Expo with an effective way to identify new and innovative products at the show. It also provides you, the exhibitor, with a way to draw special attention to your new products or enhancements to existing products.

*Don't miss this opportunity to help your products stand out from the thousands on display at the 2010 Expo.*

## Program Description

If the appropriate deadlines are met, each product submitted for the New Products Review will be promoted in the following ways:

- Product photo and description in the July issue of *Clinical Laboratory News (CLN)*
- Product photo and description in the *Clinical Laboratory News Convention Dailies*
- Listing in the Clinical Lab Expo *Exhibit Guide*
- Poster display in the registration area inside the convention center where all Expo participants will see your product photo, product name, company name and booth number
- Optional at extra cost: inclusion in electronic newsletter preview dedicated to the Annual Meeting and Expo.

## Annual Meeting Poster Display

A color poster of the New Products Review will be located in the convention center where all attendees will see your product. Each framed product display (30"H x 22"W) will be standardized and will consist of a matted photograph (approx. 16" x 20"), the product name, the company name, and the booth number.

Posters will be on display starting at noon Saturday, July 24, 2010. Onsite corrections or adjustments are possible if reported to Exhibit Management by 3:00 pm on Sunday, July 25. No charge will be made for corrections of an error if reported by 3:00 pm on Sunday, July 25. No refunds or fee adjustments are available if corrections are reported after this time. Other changes and/or replacement may require additional charges.

## Clinical Laboratory News

A special section of the *CLN* July Show issue and *CLN Convention Dailies* will feature the New Products Review. Each product

will be published with a color product photo and description. The *CLN* July issue will mail before the show and will also be distributed at the Clinical Lab Expo along with the *CLN Convention Dailies*.

## Clinical Lab Expo Exhibit Guide

Products in New Products Review will be listed by company in the *Exhibit Guide* distributed at the show, if the New Products Review application meets the deadline.

## AACC Annual Meeting Preview Newsletter

In 2010, *Clinical Laboratory News* will launch a special electronic newsletter dedicated to the Annual Meeting and Clinical Lab Expo. Featuring breaking news and highlights of the meeting, this newsletter will be sent to more than 40,000 AACC customers, making it the perfect place to showcase your new product. By selecting the newsletter option, your new product description and photo will be included in **one** of the preview newsletters—the number of requests for this option will determine the order of insertions beginning in March or April 2010.

## DEADLINE FOR SUBMISSION

### April 15, 2010

Companies will be limited to 15 completed applications (application form, fee, and photo materials) until this date. After April 15, applications will be accepted on a first-come, first-served basis.

### May 14, 2010

Completed applications (application form, fee, and photo materials) received by this date are eligible for publication in the *CLN* July issue, *CLN Convention Dailies*, the *Clinical Lab Expo Exhibit Guide*, and the on-site poster display.

Materials required for publication in the *CLN* July issue and the *CLN Convention Dailies* must arrive by May 19. These include the application form, fee, description, and lower resolution photo. Other materials can arrive later — see below.

### May 19, 2010

Completed applications received after May 14 but before May 19 will be eligible for the *Exhibit Guide* and on-site poster display only. Completed applications received after May 19, 2010, are eligible for the on-site poster display only.

# NEW PRODUCTS REVIEW™ *cont.*

## Eligibility

- The company must be an exhibitor at the 2010 Clinical Lab Expo.
- The company must be the manufacturer or exclusive distributor of the product.
- The product must be exhibited on the show floor.

## Fee

A fee of \$1,325 per product submitted must accompany the attached application. Applications will not be processed without the fee. A full refund will be provided for products not accepted. Before May 14, 2010, the cancellation fee will be \$100 plus any production charges incurred prior to the cancellation. No refund will be given for products appearing in the New Products Review of *CLN* or cancelled after May 14, 2010. An additional \$200 fee is required for inclusion in the electronic Annual Meeting Preview Newsletter.

## Submission Instructions

### 1. Fill in the New Product Review application form.

The form is also available on the Scherago/AACC website or call Scherago International for a copy.

- Use a separate form for each product submitted.

### 2. Fill in the Product Description Form (PDF file).

- All registered and trademarked names should be indicated.
- Do not use superlatives in describing the product.
- Describe only the named product.
- Do not use bullets in the description.
- Submit a hard copy of the description and an electronic copy (PDF file) on the same CD as the photo provided. Descriptions may be edited for *CLN* and will not be returned for approval.

### 3. Prepare electronic files of the product photo and a color proof.

- See below for instructions on digital file specifications.
- Photos must be product-oriented (product portraits) and not promotional in nature.
- Photos will be cropped to fit as necessary or may not be published if improperly formatted.
- Photos that include additional text other than what appears on the product itself will not be accepted. A logo will be accepted for products where photos are not appropriate or possible, such as software products or websites. Please call Tony Maiorino at 201-653-4777, ext. 22, if you have questions about this policy or need further clarification.
- Submit a color proof from each CD and label with the product name.
- NPR submissions with photos that do not meet the digital photo requirements below will appear in *CLN* and the *CLN Convention Dailies* as text only.

### 4. Send completed application, materials, and check to Scherago International by the deadline.

- Incomplete submissions will be returned.
- Make check payable to Scherago International.



## NEW PRODUCTS REVIEW™ *cont.*

### Digital Photo Requirements *CLN* Product Photo Specifications

#### Only one product photo per CD

- Size: 1,000 pixels wide
- Format: horizontal format required
- Image ratio: 2 to 3 preferred, 3 to 4 maximum
- Other: Do not put a rule around the photo; leave some bleed.
- Color: RGB required
- File format: JPEG or TIFF, flattened image
- File name: Use product name
- Files must be named on the CD

#### Display Product Photo Specification

- Resolution: High
- Size: 5MB, 300 dpi for final print size of 16" x 20"
- Color: RGB required
- File format: JPEG or TIFF
- File name: Use product name

#### Label the CD with:

- Company Name
- Product Name
- File Size
- Poster or *CLN* image
- Photos that include additional text other than what appears on the product will not be accepted. A logo will be accepted for products where photos are not appropriate or possible, such a software products and websites. Please call Tony Maiorino at 201-653-4777, ext. 22, if you have questions about this policy or need further clarification.

## PRODUCTION DESCRIPTION REQUIREMENTS

- All product descriptions will be edited for grammar and length (100 word limit) for publication in *CLN*.
- Do not write text copy in all capitals: use upper/lower case.
- With the exception of products that are registered/trademarked (e.g. ARflow™, Anoxomat®, or SuperSignal®), limit the use of upper case to accepted grammatical practices.
- One hard copy and one electronic copy are required.
  - Use the Product Description Form for the electronic copy. No other files will be accepted. Name files using product name.
- Label each CD with:
  - Company Name
  - Product Name



# NEW PRODUCTS REVIEW™ APPLICATION

## COMPANY INFORMATION

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

**Product: Name** (upper/lower case) \_\_\_\_\_

**Introduction date of product** (date must be included or application will be declined) \_\_\_\_\_

### I UNDERSTAND THE FOLLOWING:

- If this product does not meet the eligibility requirements, all fees will be returned.
- Completed application and materials must be received by May 14, 2010, for a product to appear in *Clinical Laboratory News*.
- If a product is withdrawn before May 14, 2010, the cancellation fee will be \$100 plus any production charges incurred prior to the cancellation.
- No refunds will be given for products appearing in the New Products Review of *CLN* or cancelled after May 14, 2010.
- In order for the poster display to be returned to the company, the conditions below must be met.

NAME AND TITLE OF PERSON SUBMITTING PRODUCT \_\_\_\_\_

SIGNATURE \_\_\_\_\_

## APPLICATION CHECKLIST

- Application completed and signed
- Completed New Products Review product description form (hard copy and electronic copy) on a CD
- Two CDs with properly formatted electronic image file
- Color proofs of image from each CD
- Request for return of poster(s) and other materials after meeting
  - U.S. return addresses \$49.75 per poster
  - Non-U.S. return addresses require a \$59.75 U.S. handling fee per poster plus the customer's FedEx or DHL account number (UPS not acceptable).
- Payment enclosed. (Make check payable to Scherago International, 525 Washington Blvd., Suite 3310, Jersey City, NJ 07310)

### FOR INTERNAL USE ONLY

Received \_\_\_\_\_

Payment Received \_\_\_\_\_

Booth # \_\_\_\_\_

NPR # \_\_\_\_\_

## 2010 NEW PRODUCTS REVIEW™ DESCRIPTION FORM

**Product Name** (maximum of 50 characters, including spaces)

**Product Description** (maximum of 750 characters; approximately 100 words)

**Company Name** (maximum of 50 characters, including spaces)

**Web Address** (maximum of 50 characters, including spaces)

**Booth Number(s)** (if known at time of application)

**Check if appropriate** (These notations will be placed at the end of the product description; therefore, do not include them in the text.)

- For research use only
- In development
- Pending FDA clearance

**Save this file using the product name. Submit both a hard copy and an electronic copy of this form along with other required materials.**

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**Please send application, files, proofs, hard copy, and payment to:**

**Scherago International**

**Attn: Jackie Diaz**

**525 Washington Blvd., Suite 3310**

**Jersey City, NJ 07310**

**Phone (1) 201-653-4777, ext. 21**

### Sample Format

Second Generation CK-MB Analyzer

The second generation CK-MB was developed with several new user-friendly features. The specificity and accuracy are magnitudes better than in the first generation product. The new product outperforms the first generation and maintains preferred formats. It is suitable for CCU STAT, comes with an aerosol shield, and a programmable rinse cycle.

RYBURK ANALYZER COMPANY, LTD.

[www.RYBURK.com](http://www.RYBURK.com)

Booth 123

