

2009 Attendee Demographics

The Clinical Lab Expo in Chicago attracted more lab directors, managers, administrators, supervisors, researchers, GPO executives, and product development specialists than at any other lab show in 2009. The exhibit program included 652 exhibiting organizations occupying 1,877 booths.

OVERALL REGISTRATION

Total Registration.....	17,638
Scientific Registration.....	9,774
Exhibitor Registration.....	7,864
Countries Represented	99

INTERNATIONAL REGISTRATION

International Registration.....	4,344
Countries Represented	99

94% of all 2009 attendees rank the exhibits as their first or second reason for attending.

OTHER REASONS FOR ATTENDING (NORTH AMERICAN HOSPITAL DECISION MAKERS)

Learn products/methods.....	53%
Learn clinical implications of tests	26%
Learn basic science.....	10%
Learn lab management skills.....	8%
Learn industrial applications.....	3%

GEOGRAPHIC ORIGIN

- 76%** work in North America
- 7%** work in Western Europe
- 6%** work in Asia
- 7%** work in Central and South America
- 3%** work in Eastern Europe
- 1%** work in Other World Regions (OWR)

GLOBAL REGIONS WHERE EXHIBITORS DEVELOPED BUSINESS

North America	82%
Latin America.....	59%
Europe	61%
Asia/Pacific Rim	49%
Middle East/Africa	22%
Russian Federation.....	12%

TIME ALLOCATION ON EXHIBIT DAYS

(Decision Makers' Average Time at the Exhibits)

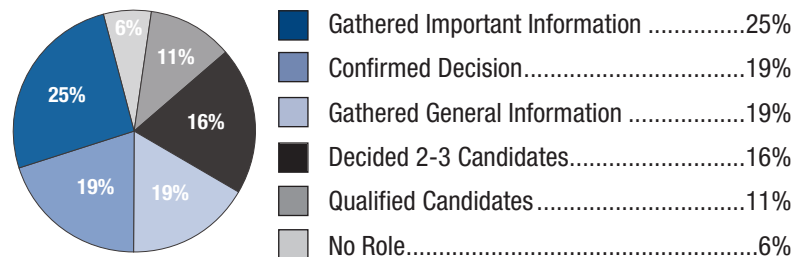


INDEPENDENT SURVEY PERFORMED ONSITE

Each year, AACC contracts with a highly respected market research company to perform a survey of attendees at the Clinical Lab Expo. This is the 29th performed since 1980. Selected results from the Scientific Registrants who identified themselves as affiliated with hospital or commercial clinical diagnostics are presented here. The 2009 survey was performed by Market Diagnostics International (Dallas, Texas).

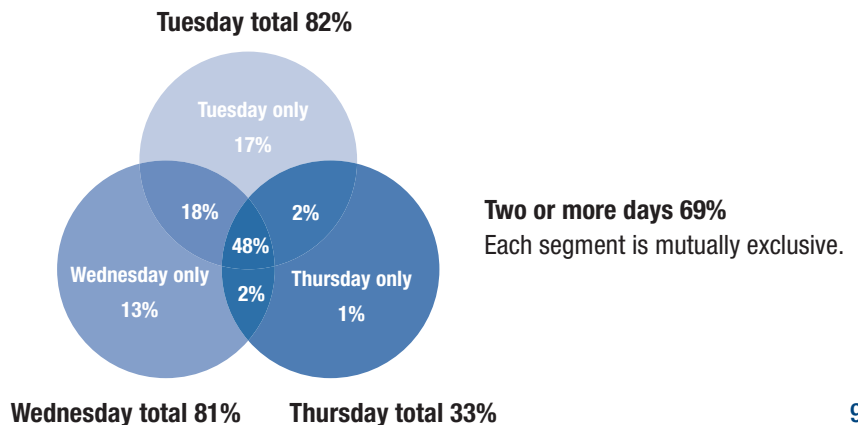
CONTRIBUTION TO THE PURCHASING PROCESS

Role of Meeting and Expo in North American Decision Maker Purchasing



DAILY ATTENDANCE ANALYSIS

(Attendees spent an average of 10 hours at the Exhibits.)

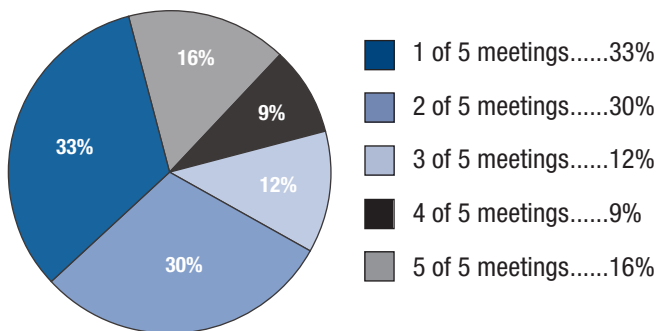


2009 Attendee Demographics *continued*

OEM Exhibitors reported having the following objectives and the percentage that achieved those objectives:

Objective	Achieved
Product incorporated in a diagnostic system.....	40.0%
Product incorporated in an analyte	42.9%
Product development collaboration.....	43.8%
Product adopted for "home brew"	25.0%
Company acquired product	30.0%
Service contracted to new client.....	25.0%
New distribution channel in North America	50.0%
New distribution channel in Latin America	46.2%
New distribution channel in Asia/Pacific Regions	40.0%
New distribution channel in Europe	50.0%
New distribution channel in Middle East/Africa	33.3%

NORTH AMERICAN ATTENDEES



FREQUENCY OF ATTENDANCE

Approximately one-third (36%) of 2009 attendees attended the 2008 Expo. Only 16% of attendees come every year. You need to exhibit every year to reach all of these decision-makers.

All Attendees

Present in 2009 and 2008	37%
Present in 2009, not in 2008, but attended two or more meetings in 5 years	28%
Present for the first time in 3 years	35%
Total	100%
"Regular attendees" (3 of 5 meetings)	37%

OEM BUSINESS-TO-BUSINESS PROFILE

Note: Does *not* include Executives with OEM interests registered as exhibitors.

Managers with OEM Deal Interests

OEM Managers.....	334
IVD/Pharma	972
Total.....	1,306

IVD/Pharma Managers w/OEM Interests

Executives.....	390
Marketing.....	54
Research & Development	148
Operations	381
Total.....	972

OEM Managers w/ OEM Interests

Executives.....	135
Marketing	6
Research & Development	45
Operations	148
Total.....	334

Distributor Profile

North American Countries	2
# Dist. Representatives.....	399
Asian Countries	14
# Dist. Representatives.....	148
Mexico/Central AM/Carib	13
# Dist. Representatives.....	76
South America.....	11
# Dist. Representatives.....	95
Western Europe	13
# Dist. Representatives.....	68
Eastern Europe.....	7
# Dist. Representatives.....	36
Africa	5
# Dist. Representatives.....	6
Middle East	6
# Dist. Representatives.....	38
Oceania	2
# Dist. Representatives.....	6
Total (Countries).....	73
Total (Representatives).....	872