

Ensure Your Success

at the 2011 Clinical Lab Expo:
Choose from many promotional opportunities
to Reach Your Customers Before, During
and After the Expo.

Before the Expo...

Clinical Laboratory News/ Clinical Chemistry Journal

Every exhibitor at the 2011 Clinical Lab Expo can save 40% off the black and white rate on one ad placement in one of our two superb publications. (excluding June CCJ, July CLN and CLN Expo Issue)

Clinical Chemistry Journal, June Supplement

The June issue goes to all members and pre-registered attendees. Be in the publication that carries ALL the science.

Clinical Laboratory News, June and July issue

The Annual Pre-Meeting and Meeting issues will be in the hands of all readers just prior to the meeting. Make sure those key buyers see your message.

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 June 24.

During the Expo...

ClinPack

The Clinical Lab Expo provides you with the only authorized opportunity to deliver a special promotional item to rooms in the official housing block. Reach 4,000 rooms with your promotional piece. Only 30 inserts will be accepted.

New for 2011! Clinical Laboratory News Expo Issue

We are consolidating the *CLN Convention Dailies* into one *CLN Expo Issue* and stepping up distribution at the convention center. Total distribution will be 10,000. 4,000 in attendee registration bags; 3,000 handed to attendees as they enter the convention center; the remaining 3,000 at the following locations: Expo-Only Registration, AACC Bookstore, AACC Booth, and bins throughout the convention center.

New Products Review™

Have a hot new product? Make sure attendees know about it. New Products Review will be prominently displayed in the registration area and will also be published in the July issue of *CLN* and in the *CLN Expo Issue*.

As an extra cost option, your NPR can be included in *Spotlight*, an electronic preview newsletter distributed to 40,000 recipients between March and July.

Additional Support and Recognition Opportunities

There are many different sponsorship opportunities available—educational sessions, the product locator and message center, badge lanyards—in many different price ranges.

AACC Industry Workshops

An Industry Workshop is a unique opportunity to reach out to your customers with a tailored presentation at times that do not conflict with other educational sessions. Bring your message to attendees by presenting your newest innovations in dedicated workshops presented on Expo mornings and/or evenings.

After the Expo...

CLN/CCJ

Reinforce your message after the show with an ad as you close out 2011 and move on to 2012. If you have not taken advantage of your 40% offer previously, you can after the meeting.

See page 2 for FREE opportunities

Free Ways to Promote Your Business

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!

Submit your **Exhibit Product Description** and **Product Locator** forms as soon as possible (with your exhibit space contract). Your description and product categories will be available on the online Interactive Floorplan. Your company name and exhibit description are then available to AACC members and friends from all over the world in a searchable format. Even individuals who cannot attend the show can access your information via the Internet and contact you for follow-up. This free service includes a direct link to your own website.

New for 2011!

In addition, there are several optional upgrades to enhance your listings to draw more attention to your company and products. There are packages to match any budget starting at just \$500.

Your **Exhibit Product Description** and listings are automatically included at no charge in the computer-assisted Product Locator program in kiosks scattered throughout the convention center during the Expo. Attendees can find you and your products even if they do not know your name.

AACC provides you with **customizable invitations** for your customers. A page on the website available in April allows you to customize an *Expo Only* pass that you can then print and send to your prospects, inviting them directly to your booth.

The Clinical Lab Expo provides a unique **International Trade Center**. International attendees are directed to the ITC where their buying interests are posted for exhibitor review. ITC staff members arrange appointments and provide a clearing house and matchmaking service for buyers and exhibitors.

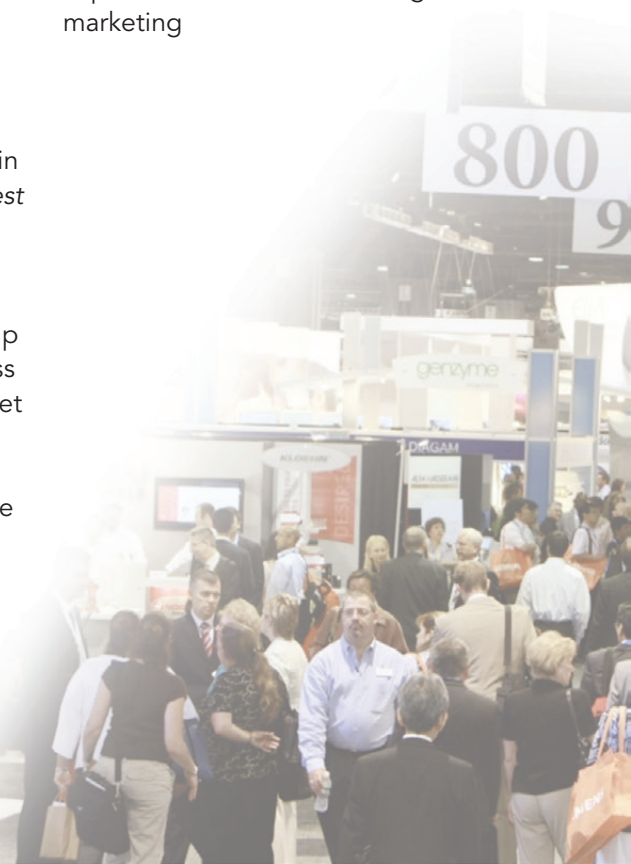
Promote your products and your company outside the US for free with the online **AACC Export Interest Directory**. The 2011 Clinical Lab Expo will again publish the online *Export Interest Directory* to help you promote your business outside the US. The *Directory* and other on-site services offered at the Expo help you to identify valuable business relationships globally or to target markets outside the US. The *Directory* is distributed by US embassies, consulates and trade missions throughout the world.

The program is a value-added benefit to AACC exhibitors and is provided **at no charge**. Only contracted exhibitors are eligible to participate and appropriate deadlines must be met; additional restrictions apply.

More ways to promote your company:

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, and can network with experts in international strategic marketing



Clinical Lab Expo Promotional Checklist

Please check the opportunities that interest you and email or fax this form to us. Your Scherago account manager will follow up with you to help you develop a program that meets your needs. **Remember: Every dollar you spend can potentially improve your booth position at the world's largest clinical lab meeting in the world.**

- CLN Advertising
- CCJ Advertising
- CLN July issue, ad closing date: June 1
- CLN Expo Issue, ad closing date: June 9
- Advance Registration Mail List, early order deadline: June 1
- Enhanced listings for your product description and category list in the Interactive Floorplan.
- ClinPack, closing date for order: June 25
- AACC Industry Workshops
- New Products Review™ and Spotlight electronic preview newsletter
- Export Interest Directory
- OEM Lecture Series
- International Market Briefing/Global Update

Additional information available at www.scherago.com/cle

Exhibiting company: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Phone: _____ Email address: _____

Contact person: _____

Signature: _____

Make the most of your exhibit experience at the 2011 Clinical Lab Expo in Atlanta!

Email this form to aacc@schergo.com or fax this form to Scherago International at 201-653-5705.



Scherago International, Inc.

Professional Marketing Services & Meeting Management

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