

NEW FOR 2011!

STAND OUT FROM YOUR COMPETITION BECAUSE

- 91% of attendees rank exhibits as their 1st or 2nd reason for attending
- 83% of clinical attendees play a major role in the acquisition of mainframe lab instrumentation and reagents as either final lab decision-maker or recommender
- 75% report that the Clinical Lab Expo is the only show attended each year

AND NOW YOU CAN DRAW THEM TO YOUR BOOTH WITH THESE **AFFORDABLE** EXHIBITOR LISTING PACKAGES.

The Clinical Lab Expo is initiating a new online, interactive floorplan system for 2011. This new system will make it easier for attendees to find you and plan their onsite itinerary to include your company in exhibit hall visits. It also provides optional ways for your company to stand out from the 650+ companies clamoring for attention on the show floor. It is your way to maximize your return on objectives and investment by getting attendee attention before, during and after the Expo. There are packages to fit any budget starting at just \$500.

AVAILABLE AS A MOBILE APP

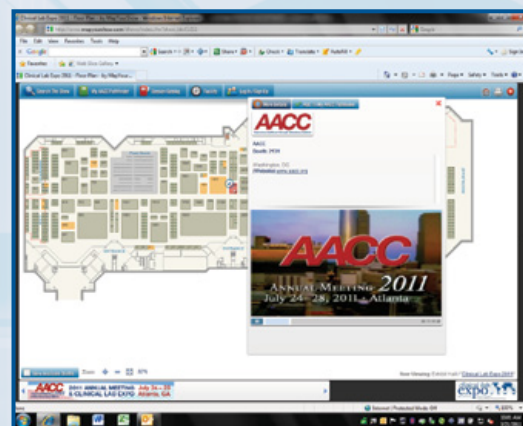
Our Interactive Floorplan and all of the features described in this brochure are available in a mobile app—making this service even more valuable to you and to Meeting and Expo attendees. Your company listing, product description, product category list, website link, and the features that are part of the package options can be available on any smartphone.

INTERACTIVE FLOORPLAN PACKAGE OPTIONS

Every exhibitor receives the Basic Listing illustrated on the right. Please note that the 2011 Basic Listing provides an opportunity to include your company logo at no extra charge. The new Interactive Floorplan features three additional enhanced package options to provide your company maximum exposure. Below is the list of features for each package.

Don't miss this chance to customize your message to attendees before, during and after the show...

For more details contact Tony Maiorino at 201-653-4777 x22 or tonym@scherago.com



Features

	Basic Listing	Silver Package	Gold Package	Platinum Sponsorship
Company Name, Booth Number, City, State/Country, and URL	*	*	*	*
Add company Description and Product Categories to online listing	*	*	*	*
Brand your booth by adding a company Logo New in the Basic Listing for 2011	*	*	*	*
Gain access to valuable Sales Leads and Statistics generated through the MyShow Agenda Planner		*	*	*
Ability to communicate with opt-in show attendees		*	*	*
Ability to upload up to 5 Press Releases		*	*	*
Highlighted on the floor plan with a “ Corner Peel ” graphic on your booth		*	*	*
(1) customizable interactive Product Display Panel , including text and image			*	*
(1) additional panel for Multimedia Flash or Video presentation			*	*
Rotating banner sponsorships get noticed by everyone, and your listing stats will reflect it! As a Platinum Sponsor , you get a 360 x 45 pixel piece of real-estate at the bottom of the Floor Plan window that ensures that everyone knows who you are. Only 10 Platinum Sponsorships available				*
	Included	\$500	\$1,100	\$1,700

Package Options

Here are the packages described in detail. Contact your Scherago Sales Manager or Tony Maiorino for a virtual tour of these packages.

Basic Listing

The Basic Listing is included with your exhibit space rental at no extra charge. Nothing has been removed from the listing package provided in the past. The Basic Listing includes your company name, city/state (or city/country for international exhibitors), website URL, booth number, and exhibit product description.¹ We also include the product locator/key word search program in the Basic Listing so website and Expo visitors can find you by name or product category.

We have added a new feature to the Basic Listing for 2011—now you can upload your company logo as illustrated in the Basic Listing window above—to reinforce your brand and so Expo visitors can recognize your booth graphics as they visit the exhibit hall.

¹Please note that we do not include phone/fax/email to help minimize contacts by unauthorized suppliers. We do not sell or distribute exhibitor contact data to anyone other than official Expo suppliers found in the Exhibitor Service Manual.



Here are screen shots to show you how easy it will be for website visitors to find you and your products.

Package Options

Silver Package Option

The Silver Package includes all the features provided in the Basic Listing, plus these additional features:

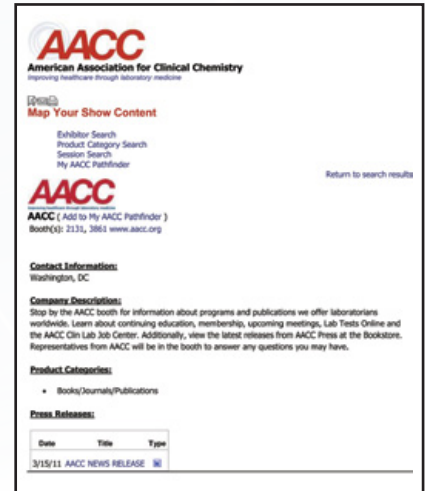
- Access to sales leads and statistics
- Ability to communicate directly to website and show visitors that have opted in
- Ability to upload up to five product releases (photo and text)
- Your booth highlighted on the floorplan with a “corner peel”

The types of sales leads and statistical information that are available to Silver Package subscribers are the number and types of visitors that have visited your listing or booth, what product categories have been searched etc., and much more.

When website visitors access the online interactive floorplan, they can elect to share their contact information with exhibitors on their “favorite exhibitor” list. Visitors can even request advance contact from you.

In your listing window, up to five product releases will be available for viewing.

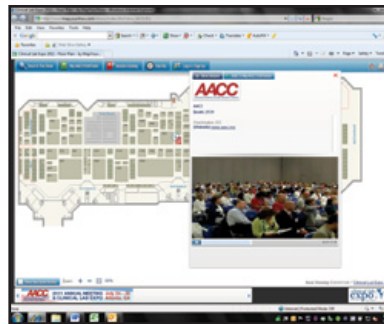
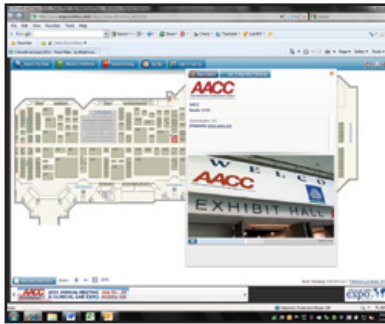
On the interactive floorplan, Silver Package exhibitors are highlighted with a “corner peel” so that visitors will know that additional product information is available.



Gold Package Option

The Gold Package includes all the features provided in the Basic Listing and the Silver Package, plus these additional features:

- A customizable interactive Product Display Panel
- An additional panel for Multimedia or Video presentations

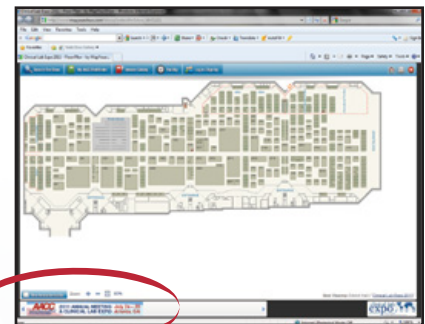


What better way to present a more complete presentation of your products and company than a professionally prepared multimedia presentation where your target audience can access it 24/7.

Platinum Sponsorship Option

The Platinum Package includes all the features provided in the Basic Listing, the Silver Package, and the Gold Package, plus a rotating banner at the bottom of the interactive floorplan window that ensures that everyone knows who you are. Banners in this prime real estate are seen by all visitors to the floorplan—thousands per day leading up to the Expo.

Only 10 Platinum Sponsorships are available so don't delay subscribing on this level.



Exhibitor Listing Packages

Please check the optional Exhibitor Listing package that interests you and email or fax this form to us. Your Scherago account manager will follow up with you to help you take advantage of these opportunities to optimize your Expo exhibit experience.

Remember: Every dollar you spend can potentially improve your booth position at the world's largest clinical lab meeting in the world.

Check the Package that interests you:

	Basic Listing	<input type="checkbox"/> Silver Package	<input type="checkbox"/> Gold Package	<input type="checkbox"/> Platinum Sponsorship
Company Name, Booth Number, City, State/Country, and URL	*	*	*	*
Add company Description and Product Categories to online listing	*	*	*	*
Brand your booth by adding a company Logo <i>New in the Basic Listing for 2011</i>	*	*	*	*
Gain access to valuable Sales Leads and Statistics generated through the MyShow Agenda Planner		*	*	*
Ability to communicate with opt-in show attendees		*	*	*
Ability to upload up to 5 Press Releases		*	*	*
Highlighted on the floor plan with a "Corner Peel" graphic on your booth		*	*	*
(1) customizable interactive Product Display Panel, including text and image			*	*
(1) additional panel for Multimedia Flash or Video presentation			*	*
Rotating banner sponsorships get noticed by everyone, and your listing stats will reflect it! As a Platinum Sponsor, you get a 360 x 45 pixel piece of real-estate at the bottom of the Floor Plan window that ensures that everyone knows who you are. Only 10 Platinum Sponsorships available			*	
	Included	\$500	\$1,100	\$1,700

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@scherago.com or fax this form to Scherago International at 201-653-5705.