

## The OEM Lecture Series

### The OEM Lecture Series Increases Your Visibility: Application Deadline February 1, 2011

AACC's OEM Lecture Series continues to grow and thrive. In 2011, we will again offer exhibitors a unique opportunity to present innovative technologies and services to interested professionals from IVD company R&D, manufacturing, product development, and other areas. AACC's Annual Meeting & Clinical Lab Expo provides the profession's most tightly focused audience for OEM exhibitors in the clinical diagnostic industry.

As a participant, your company will have a chance to create or increase awareness about your exciting, creative products, while reaching a targeted audience. A published abstract reinforced by an oral presentation can provide invaluable knowledge to key decision makers within leading IVD companies.

**Time:** Tuesday, July 26 and Wednesday, July 27, 8 am-12 noon (time approximate)

**Length:** Each presentation will be 20 minutes long: a 15-minute presentation, followed by a 5-minute Q&A period.

**Focus:** New technology and/or new products or services for IVD manufacturers. Presentations for finished products marketed directly to laboratories will not be accepted. Presentations must not be "commercials."

**Cost:** There is no fee to participate in the OEM Lecture Series. The exhibitor is responsible for all speaker costs, handouts, and related expenses.

Presenters must be affiliated with contracted exhibitors in the 2011 Clinical Lab Expo. An exhibit need not be in the OEM section for participation in the OEM Lecture Series. IVD companies with products to license are invited to participate.

Exhibitors interested in presenting during the OEM Lecture Series must submit a 150-word abstract of their presentation no later than February 1. Abstracts will be reviewed for appropriateness and technical innovation by a panel of experts. Authors will be notified by April 10.

For more information or questions:

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## 2011 Clinical Lab Expo OEM Lecture Series Application

*Submission Deadline:* February 1, 2011

**Note:** 150-word abstracts must be submitted electronically via e-mail (see below).

### Formatting Instructions:

*Title Information:* The title should be brief, clearly indicating the nature of the work. The first letter of the first word in the title should be in uppercase. All other initial characters of words in the title should be in lower case unless the word is a proper noun.

*Author Information:* List first the name of the presenting author. For each author, list the last name, a comma, and then initials separated by periods. Separate author entries with a comma and a single space before the next entry.

*Organization:* Immediately following the author information, indicate the organization name, followed by the city, state (two-letter abbreviation), and country (if outside the U.S.).

*Abstract:* Indent each paragraph with one, five-space indent. **Do not use single spaces to indent paragraphs.** Single space between all lines and paragraphs. Note that you need indicate ™ and ® only upon the first occurrence of a name requiring the designation. Please minimize the use of special characters and symbols wherever possible.

Abstract Title: \_\_\_\_\_

Presenting Author: \_\_\_\_\_

Organization: \_\_\_\_\_

City/State: \_\_\_\_\_

Phone # : \_\_\_\_\_ Fax # : \_\_\_\_\_

E-mail: \_\_\_\_\_

Abstract Text: (150 words — include statement of value to your customer)

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Complete and return to:  
OEM Abstracts,  
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