

clinical lab
expo ®
JULY 26-28, 2011 ATLANTA, GEORGIA
GEORGIA WORLD CONGRESS CENTER

2011 Clinical Lab Expo
Georgia World Congress Center
Atlanta, Georgia
Exhibit Dates July 26-28, 2011

2011 CLINICAL EXHIBIT PROSPECTUS

ATLANTA

Don't miss the world's largest gathering of clinical lab professionals in 2011 and don't miss the world's largest exposition of clinical laboratory products and services.





In 2011, the Clinical Lab Expo is returning to Atlanta which is one of the most vital and energized cities in the US, with a strong healthcare community. Atlanta is easily accessible from all over the world and the convention facilities are among the finest anywhere.

- > **This is your target audience**—20,000 participants are expected, including more lab directors, more managers, more administrators, more supervisors, more researchers, more GPO executives, and more product development specialists than at any other lab show anywhere!
- > **Attendees flock to the exhibits**—91% rank exhibits as their 1st or 2nd reason for attending.
- > **These attendees have purchase authority**—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.
- > **You will not see these individuals at other shows**—75% report that the Clinical Lab Expo is the only show attended each year.
- > **Your partners and your competitors will be there**—almost 700 exhibiting companies occupying 1,996 booths in 2010.
- > **Immense international impact**—almost 5,000 attendees from outside the US, from more than 100 countries are expected.

Island exhibitors selected their 2011 booth space during the 2010 Expo. See inside for details on island and non-island space selection.

Don't be left out—send in your exhibit space contract and deposit today!

Table of Contents

What's NEW for 2011	2	Short-Term Storage.....	18
FREE Ways to Promote Your Exhibit.....	3	Electricity, Water, etc.	18
Fast Facts	4	Badges and Lead Retrieval	19
Important Dates	5	Cleaning	19
General Lab and IVD Exhibits.....	6	Drape and Carpet Colors	19
POCT/Patient Self-Testing	6	<i>Exhibitor Service Manual</i>	19
Lab Automation.....	6	Exhibitor Badge Registration.....	19
OEM/Biotech/Research Exhibits.....	6	Waste Disposal	19
GPO Program	6	Biological Materials.....	19
Growing International Impact	7	Distribution of Promotional Materials.....	19
International Pavilion.....	7	Conducting Exhibits.....	20
Dept. of Commerce International Buyers Program.....	7	AACC Expo Policy	20
International Market Briefing/Global Update.....	7	Music Licensing	21
International Attendance 2010.....	8	Light and Sound Amplification	21
2010 Attendee Demographics	9	Private Demonstrations	21
2010 Exhibitor List.....	13	Camera/Recording Equipment.....	21
Traffic Builders.....	16	Processes and Procedures	22
Advertising.....	16	Priority Point System for Assignment	22
AACC Website Banners.....	16	Booth Assignment Process	22
Special Show Advertising Bonus for Exhibitors.....	16	Single Booth Rental Rates	22
Mailing Lists	16	Preferred Island Rates.....	22
Product Locator System	16	Payment for Booth Space	23
Support and Recognition Opportunities.....	16	Deposit Schedule Compliance	23
New Products Review™	16	Payment and Cancellation Terms.....	23
Industry Workshops.....	16	Discounts on Preferred Island Rates	24
Meeting Rooms.....	16	Modular Meeting Rooms in the Exhibit Hall	24
Rules & Regulations	17	Meeting Rooms and Exhibitor Events.....	25
Non-Island Booths.....	17	AACC Opening Mixer	25
Island Exhibits.....	17	Housing	25
Vehicles in Exhibit Booths.....	17	Submitting a Booth Products Description.....	28
Official Service Contractors	17	Exhibit Space Contract	29
Non-Official Service Contractors.....	18	Exhibiting Terms & Conditions	30
Shipping	18	Meeting Room Contract.....	31
Labor.....	18	Form for Partners/Competitors	33
Security	18	Product Locator Form.....	35

New for 2011

We are including some of the special features of the Expo on this page and will be making additional announcements throughout the year leading up to the 2011 Expo. We will send you announcements, but from time to time, check out the show website at www.scherago.com/cle.

Complimentary Exhibitor Badges per Booth

Due to misuse of the exhibitor badge policy in 2010, the number of exhibitor badges permitted per 10'x10' booth increment has been decreased to 10 badges per 10'x10' booth rented:

- > One 10'x10' booth qualifies for 10 exhibitor badges,
- > A 10'x20' space qualifies for 20 exhibitor badges,
- > A 20'x30' island space qualifies for 60 exhibitor badges,
...and so on.

There is no charge for exhibitor badges up to the 10 badge per booth limit. If you exceed the 10 badge per booth limit, your additional staff can register for Expo Only badges online by June 10 at no charge. If after June 10, additional staff members needing Expo Only badges must register onsite and pay the \$25 Expo Only badge fee.

Exhibitor Attendance in Educational Sessions

Exhibitor booth staff (up to 10 persons per 10'x10' booth rented) can attend plenary sessions and symposia—these comprise the standard conference registration. There is one plenary per day Sunday-Thursday and approx 25-30 full-day and half-day symposia scattered Monday-Thursday. Exhibitors are also encouraged to attend the opening reception on Sunday evening. All at no cost—all you need for admission is your exhibitor badge.

This privilege is extended to exhibit booth personnel ONLY. You may not invite non-booth personnel or customers to take advantage of this privilege.

There are other categories of educational sessions with limited seating and are extra cost options for paid conference registrants and exhibitors: AACC University, interactive workshops, short courses, and brown bag breakfasts and lunches. Exhibitors may attend these sessions, but must pay the individual session fee for each. Exhibitors do not have to pay the full conference registration fee, just the session fee. However, exhibitors can only register for these sessions onsite starting July 23 because attendees must have the opportunity to take these courses to meet continuing education requirements.

Customizable Customer Invitations and Coupons

Exhibitors will be provided with a customizable invitation to send to customers and prospects—simply drop in your company name and booth number—you can then email or print and distribute these invitations with your name/booth number clearly printed on them.

Exhibitors will be provided with a customizable coupon that waives the \$25 Expo Only fee—simply drop in your company name and booth number—you can then email or print and distribute these coupons with your name/booth number clearly printed on them. Your customers receive an Expo Only badge, a \$25 value, courtesy of your company and AACC.

Please note that the complimentary guest coupons can be redeemed *only at onsite registration*. A coupon must be presented at the time of registration—no coupon means the individual must pay the \$25 Expo Only fee. Coupons cannot be used to refund registration fees previously paid.

Exhibitor Only Lounge

An “exhibitor only” lounge will be provided in the exhibit hall. Beverages and snacks will be available for purchase within the lounge. As the name indicates, this is for exhibitors only—it is not a meeting place for attendees/customers.

Signs of Support

An attractive plaque will be provided to exhibitors who advertise in AACC publications in recognition of their support of AACC throughout the year.

FREE Ways to Promote Yourself

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!**

FREE—Company listing and exhibit product description on the AACC website visited by up to 1.5 million visitors per month in the months leading up to the Expo

FREE—Keyword searchable Product Locator program online and onsite in Atlanta, so your prospects can find you by company name or product category

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

FREE—Access to plenary sessions and symposia for your booth staff

FREE—Professionally-designed, customizable invitations and Expo Only coupons: You add your company name, your booth number, and distribute them to your customers and prospects

FREE—Matchmaking service between US exhibitors and international attendees

FREE—Company and product listing in the Export Interest Directory (now distributed electronically worldwide by US embassies and consulates) provided by the US Dept. of Commerce International Buyers Program (product value must be at least 51% US).

DISCOUNTED—Take 40% off the black & white ad rate for one ad placed in *Clinical Laboratory News* or *Clinical Chemistry* journal, anytime during the year except in the June and July show issues or Convention Dailies

DISCOUNTED—Early order discounts available on the advance registration mail list. Reach those key buyers registered to attend the Clinical Lab Expo with your own creative mailing. Each year, approximately 4,500 individuals register by mid-June. The list is available during the third week of June.



Fast Facts

GENERAL EXHIBIT INFORMATION

Exposition Dates and Hours

Tuesday, July 26.....	9:30am–5:00pm
Wednesday, July 27.....	9:30am–5:00pm
Thursday, July 28.....	9:30am–2:00pm

Installation of Exhibits

Thursday, July 21.....	8:00am–5:00pm
Friday, July 22.....	8:00am–5:00pm
Saturday, July 23.....	8:00am–5:00pm
Sunday, July 24.....	8:00am–5:00pm
Monday, July 25.....	8:00am–2:00pm*

* Please note that you may continue working in your booth after 2:00pm, but all crates and shipping materials must be labeled and in the aisles for removal by 2:00pm. "Empty" labels for return of shipping materials are available at the Freeman counters in the Exhibitor Service Center onsite.

Dismantling of Exhibits

Thursday, July 28.....	2:00pm–6:00pm
Friday, July 29.....	8:00am–5:00pm
Saturday, July 30.....	8:00am–10:30am

No packing or dismantling of exhibits will be permitted until 2:00pm, Thursday, July 28. Early departure will result in priority point penalties and/or being banned from future Expos. When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6–8 hours for return of all empty shipping materials from storage. We strongly recommend that you advise your staff to make appropriate departure plans, i.e., plan to depart Friday instead of Thursday to allow for the delivery of shipping materials to your booth.

The sheer volume of empties for a show this size makes faster delivery quite a challenge. It just takes that long to return all crates and boxes to all the booths. All exhibits must be ready for removal from the exhibit area by 10:30am on Saturday, July 30.

Expo Facility

The Clinical Lab Expo and most association educational activities will be held at the Georgia World Congress Center. The Center address is:

Georgia World Congress Center
285 Andrew Young International Blvd, NW
Atlanta, GA 30313-1591
Halls B2-5

Shuttle Service

Free shuttle service is available from hotels in the official housing block except those that are adjacent to the convention center.



Important Dates and Deadlines

June 2010	Preliminary Exhibit Prospectus distributed
July 25	Booth assignment for 2010 island exhibitors commences during the 2010 Expo
November 15	Full Exhibit Prospectus mailed
February 1, 2011	Refund of booth deposit if cancelled <i>on or before</i> this date (less \$100 processing fee.)
February 2	Assignment of Preferred Island space begins for island exhibitors who did not participate in booth assignment during the 2010 Expo. Assignment of non-island space begins
February 2–April 19	Booth cancellation during this period forfeits booth deposit (50% of total booth space rental)
February 28	Deadline for submitting Poster abstracts
Week of April 4	Confirmation of non-island booth assignment begins Exhibitor Service Manuals available online
April 20	Cancellation deadline—100% cancellation fee owed if booth is cancelled <i>on or after</i> this date
May 13	Late payments received on or after this date result in forfeiting the priority for booth assignment normally earned with timely payment.



clinical lab
expo [®]
JULY 26-28, 2011 ATLANTA, GEORGIA
GEORGIA WORLD CONGRESS CENTER



Dedicated Exhibit Areas Focus Your Customers

These exhibit areas are provided as a convenience for attendees and exhibitors—exhibitors select the area in which they are located.

POCT/Patient Self-Testing

The Clinical Lab Expo features a special section for point-of-care testing and patient self-testing systems. As more and more hospitals form integrated delivery networks, the core lab assumes responsibility for quality control standardization of POCT and data collection. AACC supports exhibitors in this section by hosting special educational programs for Point-of-Care coordinators.

Lab Automation, Sample Handling, Robotics, and Informatics

Diagnostic systems require integration into the entire lab operations spectrum and are vital to overall patient care and improved clinical outcomes. This busy section of the exhibit floor features clinical decision systems as well as products for automating pre-analytical, analytical and post-analytical sample collection, processing, analysis, and storage, for interfacing between diagnostic systems, sample identification and storage, data analysis and interpretation, and connectivity solutions.

OEM, Biotech and Research Exhibits—Your Show Within the Show

In addition to clinical lab professionals, meeting participants include R&D executives, scientists, product development engineers and other experts who develop and build the products used in the clinical laboratory. They are looking for services and component systems from other manufacturers for their new products and systems. Just a few of these areas are:

- > Contract manufacturing, R&D
- > Biologicals such as antisera and antibodies
- > Controls, calibrators and reference materials
- > Packaging and labeling, bar coding systems and scanners
- > Separation, filtration and purification technologies
- > Substrates and membranes
- > Custom design and assembly of electrical and mechanical components
- > Marketing partners for manufactured systems and kits
- > Computer hardware and software
- > Regulatory, product design and manufacturing consultants
- > Communication technology, products and services
- > Liquid handling systems
- > Business systems and products

GPO Program

AACC encourages exhibitors to meet with GPO executives and lab committees while they are at the AACC Annual Meeting and Clinical Lab Expo. We provide complimentary registrations for GPO executives and free meeting rooms for meetings of lab committees with exhibitors. We will even arrange private demo times for exhibitors that need time to demo their systems for GPO buyers.

General Lab and IVD Exhibits

Every clinical lab discipline is represented because the attendees are the purchase decision-makers for the largest and busiest labs throughout the world. Following is a partial list of the testing disciplines, products and services you'll find in the general IVD section:

- Abused drugs
- Allergy
- Autoimmune disease
- Automation and robotics
- Blood gas/electrolytes
- Bone markers and osteoporosis
- Cancer diagnostics and markers
- Cardiac diagnostics and markers
- Clinical decision systems
- Cholesterol testing
- Cytology/histology
- DNA/RNA testing
- Endocrine testing
- Flow cytometry
- Genetic testing/genotyping
- Genomics, proteomics
- Glucose
- Glycohemoglobin
- Hematology
- Hemostasis/coagulation
- Immunoassay
- Infectious diseases
- Information Systems/Informatics
- Microbiology
- Nutrition
- OEM and research products
- Patient self-testing
- Pharmacogenomics
- Point-of-care and POL testing
- TDM/toxicology
- Thyroid testing
- Urinalysis
- Viral genotyping

...and much more.

Growing International Impact

International participation is one of the Expo's fastest growing areas. We expect more than 5,000 participants from approximately 100 countries to join us in 2011. The Expo is marketed through publications and promotional programs that reach around the globe (also distributed electronically worldwide by US embassies and consulates). Our web sites provide continually updated information and searchable listings for products and exhibitors at no cost.

International Pavilion

This area is reserved exclusively for companies booking space from international (non-US) locations. Individual companies can request booth assignment in this area, as can national organizations hosting multiple companies from one country. A different contract form is required for participation in the International Pavilion area. Contact Exhibit Management at Scherago International for more information.



The Clinical Lab Expo is the only lab show, and one of the few medical shows, in the US Department of Commerce International Buyers program.

The DOC promotes the Expo through US embassies, consulates, and trade missions throughout the world—promoting the exhibiting companies and their products

for FREE. DOC also organizes delegations of international visitors to the meeting.

Exhibitors are invited to participate in the FREE *International Export Interest Directory*—a directory of exhibitors indicating their product lines and where they are seeking international representation (product must be at least 51% US content). Electronic and print copies are distributed to build interest in exhibitors' products from distributors and agents around the world.

During the Expo, international attendees are directed to the International Trade Center (ITC) where their buying interests are posted for exhibitor review. At no charge, ITC staff members arrange appointments and provide a FREE clearing house and matchmaking service for international buyers.

AACC/Scherago International Market Briefing and Global Update

Each year, AACC and Scherago International present a free seminar for exhibitors on marketing to geographic regions outside the United States. The 2011 program will include a global update and then proceed to five additional briefings on emerging IVD markets throughout the world. Registration at the seminar has grown each year and is now 700 for the half-day seminar. A panel of experts from all fields of marketing and sales, with experience selling into the topic market, present a comprehensive "how-to" course that receives rave reviews from seminar attendees. The 2011 Briefing will be held on July 25, 7:00 am–12:00 Noon.

Mark your calendar now! To reserve your spot in advance, contact Herb Burklund at Scherago International, fax 201-653-5705, or by email at herbb@scherago.com.

The following persons should attend this briefing:

- Presidents/CEOs/Managing Directors of small and medium sized companies
- Export Managers
- International Marketing and Sales Managers
- Distributors
- Area Managers
- Market Intelligence Executives
- Finance Executives
- Business Development Managers
- Trade Specialists
- Product Managers
- International Consultants
- Anyone new to international marketing and sales

International Attendance 2010

International Participants from these Countries in 2010

Country	Total		
Afghanistan	4	Haiti	2
Albania	1	Honduras	6
Algeria	1	Hong Kong	11
Argentina	60	Hungary	5
Armenia	2	India	64
Australia	69	Indonesia	23
Austria	17	Iran, Islamic Republic of	7
Bangladesh	7	Iraq	1
Belarus	3	Ireland	29
Belgium	69	Israel	34
Bhutan	1	Italy	200
Bolivia	10	Jamaica	3
Brazil	248	Japan	420
Cameroon	1	Jordan	6
Canada	288	Kenya	1
Chile	40	Korea, Republic of	215
China	619	Kuwait	8
Colombia	95	Lebanon	10
Comoros	1	Libyan Arab Jamahiriya	2
Costa Rica	10	Macedonia, Republic of	1
Czech Republic	29	Malaysia	11
Denmark	35	Marshall Islands	1
Dominican Republic	12	Mauritania	1
Ecuador	24	Mexico	254
Egypt	14	Moldova, Republic of	2
El Salvador	1	Mongolia	3
Eritrea	2	Myanmar	7
Estonia	1	Nepal	3
Finland	38	Netherlands	78
France	102	Netherlands Antilles	6
Germany	338	New Zealand	11
Ghana	6	Nicaragua	3
Greece	13	Nigeria	13
Guam	1	Norway	9
Guatemala	34	Oman	1
		Pakistan	14
		Panama	19
		Paraguay	7
		Peru	28
		Philippines	48
		Poland	10
		Portugal	46
		Puerto Rico	2
		Qatar	3
		Romania	7
		Russian Federation	53
		Saudi Arabia	21
		Senegal	1
		Serbia, Republic of	6
		Singapore	32
		Slovakia	3
		Slovenia	1
		South Africa	19
		Spain	209
		Sri Lanka	1
		Suriname	3
		Swaziland	1
		Sweden	30
		Switzerland	110
		Syrian Arab Republic	1
		Taiwan	23
		Thailand	69
		Trinidad & Tobago	5
		Turkey	46
		Ukraine	4
		United Arab Emirates	18
		United Kingdom	235
		Uruguay	11
		Venezuela	41
		Viet Nam	31
		Yugoslavia	2
		Zambia	1

Total international participation 4,808

2010 Attendee Demographics

The Clinical Lab Expo in Anaheim attracted more lab directors, managers, administrators, supervisors, researchers, GPO executives, and product development specialists than at any other lab show in 2010. The exhibit program included 691 exhibiting organizations occupying 1,996 booths.

OVERALL REGISTRATION

Total Registration.....	20,274
Scientific Registration.....	10,077
Exhibitor Registration.....	10,197
Countries Represented.....	106

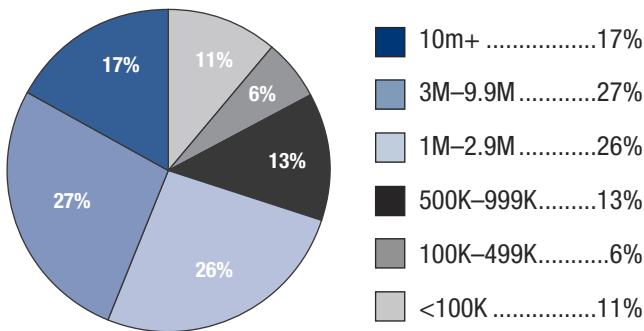
91% of all 2010 attendees rank the exhibits as their first or second reason for attending.

OTHER REASONS FOR ATTENDING (NORTH AMERICAN HOSPITAL DECISION MAKERS)

Learn products/methods.....	43%
Learn clinical implications of tests.....	31%
Learn basic science.....	11%
Learn lab management skills.....	11%
Learn industrial applications.....	4%

SIZE OF LABORATORY OPERATIONS

North American Labs, Tests per Year

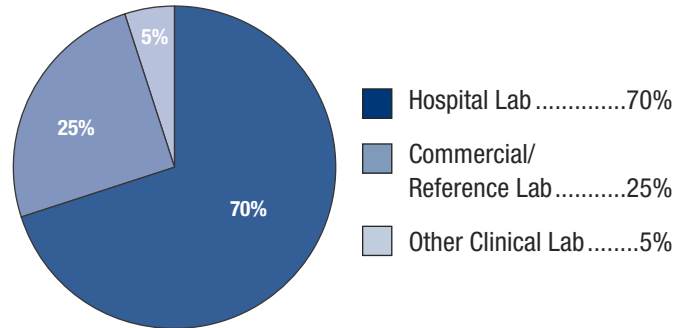


MANAGEMENT TITLE AND OVERSIGHT

75% of attendees had management or supervisory-level titles.

North American Attendees	
Vice President or Higher	2%
MD/Pathologist	3%
Director/Assist Director	19%
Manager/Chief Tech	25%
Supervisor	17%
Technologist	22%
Other	4%
Clinical Chemist	8%

MEETING ATTENDEES FACILITY OF ORIGIN

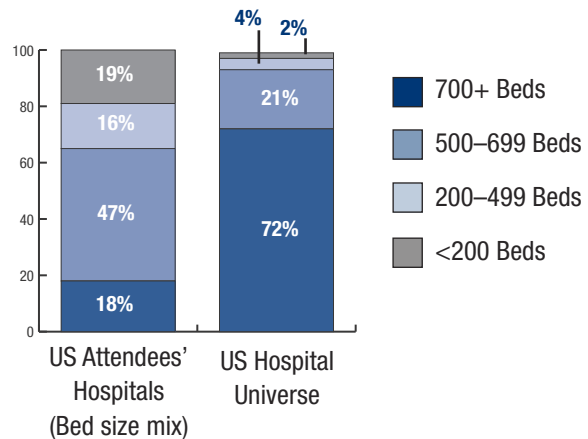


INDEPENDENT SURVEY PERFORMED ONSITE

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 30th performed since 1980. Selected results from the Scientific Registrants who identified themselves as affiliated with hospital or commercial clinical diagnostics are presented here. The 2010 survey was performed by Market Diagnostics International (Dallas, Texas).

US HOSPITAL BED SIZE

The average hospital bed size represented by attendees was 551.



2010 Attendee Demographics *continued*

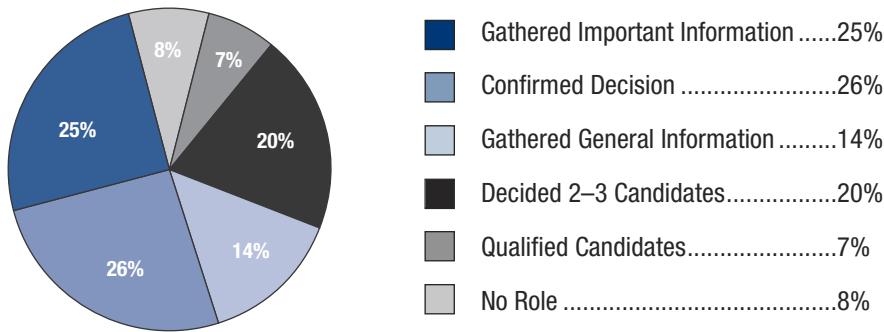
NUMBER OF ATTENDEES WITH DECISION MAKING RESPONSIBILITIES (select or recommend)

Field: All Clinical Attendees

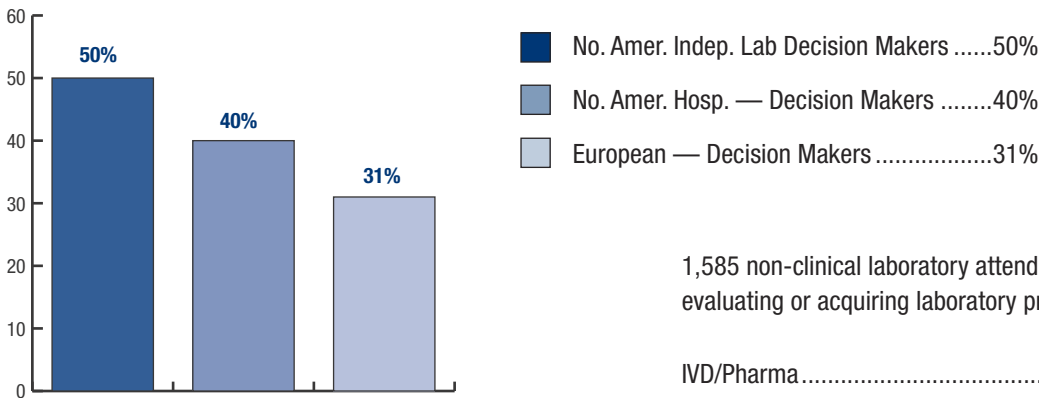
Chemistry Systems	2,320
Immunoassay Systems	1,823
Lab Automation Systems	1,599
Urinalysis Systems	1,684
Hematology Systems	1,510
HPLC	870
Coagulation Systems	1,232
Lab Information Systems	1,138
Microarray/Other Multi-Analyte Systems	849
Molecular Diagnostics	869
Automated Micro Systems	696
Flow Cytometers	763

CONTRIBUTION TO THE PURCHASING PROCESS

Role of Meeting and Expo in Decision Maker Purchasing



CONFIRMED A TENTATIVE PURCHASE OR DECIDED BETWEEN 2-3 CANDIDATES

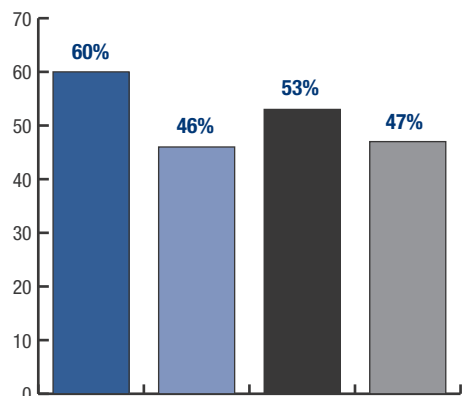


1,585 non-clinical laboratory attendees were present for the purpose of evaluating or acquiring laboratory products.

IVD/Pharma	1,131
Distributors/Resellers	166
OEM	70
Other	218

2010 Attendee Demographics *continued*

ATTENDEES WITH MULTI-SITE MANAGEMENT RESPONSIBILITY



- No. American Hospital — Decision Makers.....60%
- No. American — All46%
- W. Europe — Decision Makers53%
- W. Europe — All47%

74% of this year's attendees had management oversight of one or more functions or sites.

46% of North American attendees had responsibility for multiple sites, average 13.0 sites per manager.

53% of North American attendees had responsibility for multiple functions (e.g., chemistry, immunoassay, hematology).

- 55%** had oversight of chemistry.
- 34%** had oversight of hematology.
- 17%** had oversight of microbiology.
- 17%** had oversight of molecular diagnostics.

On average, 15.0 functional areas and/or site per North American manager.

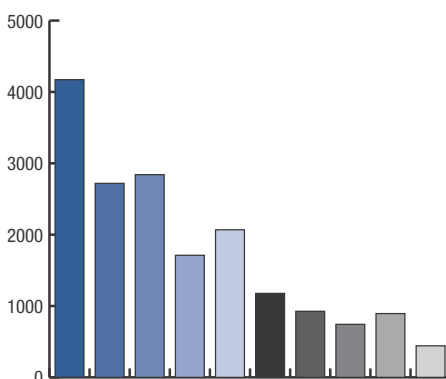
On average, 24.0 functional areas and/or sites per European manager.

GEOGRAPHIC ORIGIN

- 69%** work in North America
- 7%** work in Western Europe
- 9%** work in Asia
- 9%** work in Central and South America
- 4%** work in Eastern Europe
- 2%** work in Other World Regions (OWR)

ATTENDEES' ROLE IN INSTRUMENT PURCHASES

Instruments to be Acquired in the Next 24 Months (All Clinical Attendees)



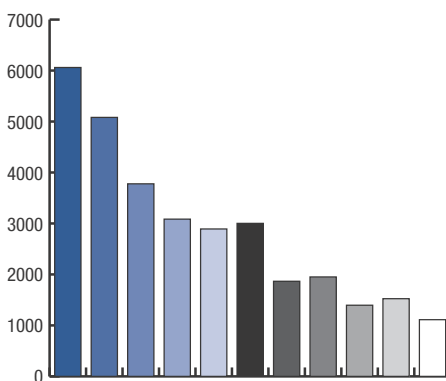
- Chemistry Analyzers4,172
- Immunoassay Analyzers2,719
- Hematology Analyzers2,841
- Urinalysis Analyzers1,711
- Coagulation Analyzers2,068
- GC/Mass Spec Instruments.....1,177
- Molecular Diagnostic Analyzer926
- Automated Micro ID/Sens743
- Microarray/Multiplex Systems894
- Flow Cytometers442

83% of clinical attendees anticipate playing a major role in the acquisition of mainframe lab instrumentation and reagents as either final lab decision-maker or recommender.

North American attendees anticipate acquiring 17,693 workhorse analyzers in the next 24 months, **approximately \$1.8 billion in capital equipment.**

North American Decision Maker
Budget=\$2.6 billion

ATTENDEE SITES WITH SYSTEMS IN PLACE DRIVING REAGENT SALES

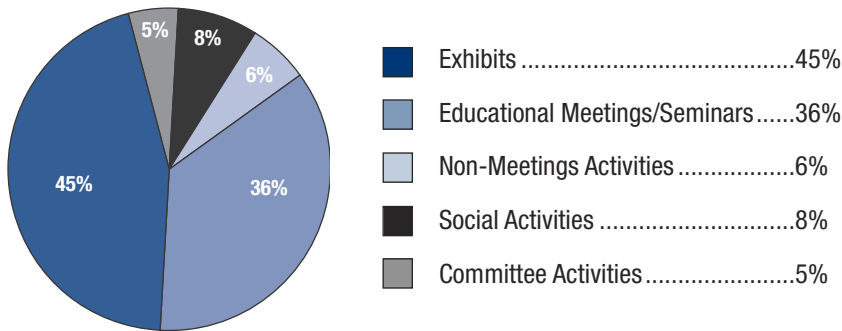


- Chemistry Analyzers6,060
- Immunoassay Analyzers5,081
- Hematology Analyzers3,778
- Coagulation Analyzers3,085
- Urinalysis Analyzers2,892
- GC/Mass Spec Instruments.....3,002
- Automated Micro/ID Sens1,866
- Flow Cytometers1,951
- Molecular Diagnostic Analyzer1,396
- Microarray/Other Multiplex Systems1,524
- Lab Automation/Robotics1,112

2010 Attendee Demographics *continued*

TIME ALLOCATION ON EXHIBIT DAYS

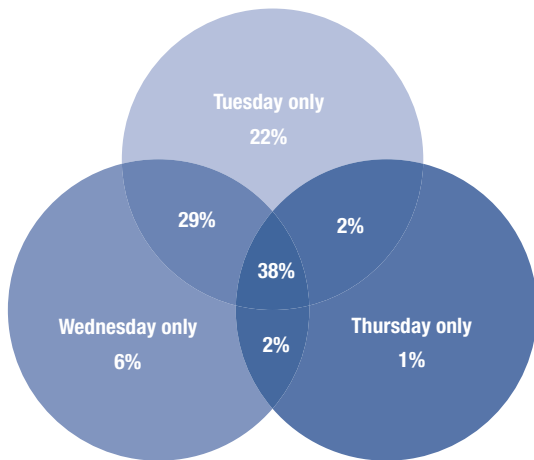
(Decision Makers' Average Time at the Exhibits)



DAILY ATTENDANCE ANALYSIS

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

Tuesday total 91%

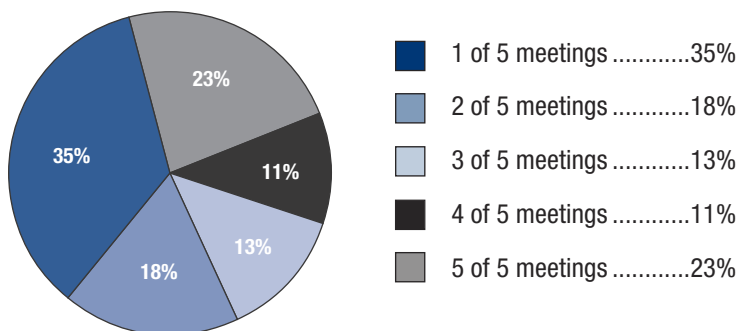


Wednesday total 75%

Thursday total 43%

Each segment is mutually exclusive.

NORTH AMERICAN ATTENDEES



You need to exhibit every year to reach all of these decision-makers.

2010 ATTENDEES WHO ALSO ATTENDED THE 2009 EXPO: 38%

Frequency of Attendance

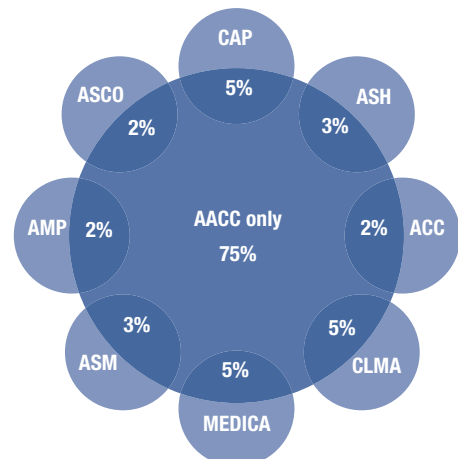
Approximately one-third (38%) of 2010 attendees attended the 2009 Expo. Only 16% of attendees come every year.

All Attendees

Present in 2010 and 2009	38%
Present in 2010, not in 2009, but attended two or more meetings in 5 years	23%
Present for the first time in 3 years	39%
Total	100%
“Regular attendees” (3 of 5 meetings)	39%

PLANNED MEETING ATTENDANCE IN 2010

Will attend:



2010 Clinical Lab Expo Exhibitor List

A

A/C Diagnostics LLC
 AAFF- PT
 Aalto Scientific, Ltd.
 AB SCIEX
 Abaxis
 Abbottec
 ABBIS bio process automation
 Abbott Diagnostics
 AbD Serotec
 Accel Biotech, Inc.
 Access Bio, Inc.
 Access Biologicals, LLC
 AccuBioTech Co., Ltd.
 Accumetrics, Inc
 Accuri Cytometers
 Acon Laboratories, Inc.
 Adaltis S.r.l.
 Adaptive Mfg. Technologies, Inc.
 ADEMTECH
 Adhesives Research, Inc.
 Adicon Clinical Laboratory Inc.
 ADS, Corp.
 Advance
 Advanced Instruments, Inc.
 Advanced Microdevices Pvt. Ltd.
 Aesku Diagnostics
 Agappe Diagnostics Switzerland GmbH
 Agilent Technologies
 Ahlstrom
 AID GmbH
 Ajinomoto Co., Inc.
 Alere – Inverness Medical
 Alfa Scientific Designs, Inc.
 ALIFAX SPA
 ALPCO Diagnostics
 Alternative Biomedical Solutions
 Amano Enzyme USA Co., Ltd.
 Amedica Biotech, Inc.
 American Diagnostica Inc.
 American Medical Technologists
 American Proficiency Institute
 American Society for Clinical Pathology
 Anaerobe Systems
 Analis
 Analyticon Biotechnologies
 Andover Healthcare Inc.
 Ani Biotech Oy/Ani Labsystems Ltd.
 Antek HealthWare, LLC
 Anthro Corporation
 Antibodies Inc.
 Applied Biocode, Inc.
 APTEC Diagnostics
 Arab Health
 Arbor Pak Co. Inc.
 Aries Filterworks
 Arista Biologicals Inc.
 ARK Diagnostics, Inc.
 ARKRAY, Inc.
 Arlington Scientific Inc.
 Artel

ARUP Laboratories
 Asahi Kasei Pharma Corporation
 ASCO Numatics
 Aspyra
 Associates of Cape Cod, Inc.
 Atlas Link, Inc.
 Audit MicroControls, Inc.
 Autobio Diagnostics Co. Ltd.
 AutoGenomics, Inc.
 Awareness Technology, Inc.
 AWEX
 AXA Diagnostics s.r.l
 Axela, Inc.
 Axis-Shield
 Axxin
 Azalea Health Innovations
 AZOG, Inc.

B

B&E Scientific Instrument Co., Ltd.
 BBInternational
 BD
 BD Lee Laboratories
 Beaufort, LLC
 Beckman Coulter
 Beijing Chemclin Biotech Co., Ltd.
 Beijing Kinghawk Pharmaceutical Co. Ltd
 Beijing Steellex Scientific Instrument
 Beijing Strong Biotechnologies, Inc.
 Berthold Detection Systems GmbH
 BERTHOLD TECHNOLOGIES GmbH
 BG Medicine
 Big C/Dino-lite Scopes
 Binding Site Inc., The
 BioAssay Works, LLC
 BioCheck, Inc.
 Bio-Chem Fluidics
 BIOCRATES Life Sciences AG
 BioDot, Inc.
 BIOHIT, Inc.
 BioKit
 Biolabo SA
 BIOLYPH, LLC
 Biomarc
 Biomat
 BioMed Resource Inc.
 BioMedica Diagnostics Inc.
 Biomedix, Inc.
 Biomerica, Inc.
 bioMerieux, Inc.
 Bioneer Corporation
 Bionostics Inc./RNA Medical
 Biophor Diagnostics, Inc.
 BioPorto Diagnostics A/S
 BioProcessing, Inc.
 Bio-Rad Laboratories
 Biosearch Technologies
 BiosPacific
 Bio-Synthesis, Inc.
 Biotage
 Biotechniques
 BioTek Instruments

BIOTRON DIAGNOSTICS USA
 BIT Analytical Instruments
 BloodCenter of Wisconsin
 Blue Ocean Biomedical
 BODITECH MED Inc.
 Bruker Daltonics
 BSD Robotics
 Burkert Fluid Control Systems

C

Cadence Science
 CalBioreagents
 Calbiotech, Inc
 Caldon Bioscience
 California MedTech
 Calzyme Laboratories, Inc.
 Cambridge Consultants
 CapitalBio Corporation
 Capp ApS
 Capralogics Inc
 Capricorn Products LLC
 Cardinal Health
 CardioMed International
 Caretium Medical Instruments Co, Ltd
 Carley Medical Lamps
 Carolina Liquid Chemistries
 Carr & Ferrell LLP
 Carville Ltd
 CBC Diagnosis
 Cedarlane Laboratories, Ltd.
 CellaVision
 Cenbimo
 Centerchem Inc.
 Centers for Disease Control & Prevention
 Centers for Medicare, Medicaid Services
 Cepheid
 Ceragem Medisys, Inc.
 Cerilliant
 CERTEST BIOTEC
 Chemagen USA
 Chemtron Biotech Inc.
 CHROMSYSTEMS
 Chuncheon Bioindustry Foundation
 CIS Biotech & Grace Laboratories, LLC
 Cisbio US Inc.
 Claremont BioSolutions
 Cleveland Clinic Laboratories
 Clinical and Laboratory Standards Inst
 Clinical Diagnostic Solutions, Inc.
 Clinical Lab Products
 CLINIQA Corporation
 CLTech Corp.
 CMEF/IVD – China Int'l Med. Equip. Fair
 COLA
 College of American Pathologists
 Comp Pro Med, Inc.
 Comtron Corp.
 Conductive Technologies Inc.
 Convergent Technologies
 Cooper – Atkins Corporation
 Copan Diagnostics, Inc.
 Corgenix

Coris Bioconcept
 CORMAY & Orphee
 Creative Laboratory Products Inc.
 CSP Technologies, Inc.
 CTK Biotech, Inc.
 Current Components Inc..
 Cylex Inc.

D

DAAN DIAGNOSTICS LTD.
 DAS Srl
 Data Innovations, Inc.
 Dawning Technologies, Inc.
 Delta Industrial Services
 Deltalab
 DENKA SEIKEN CO., LTD.
 DenLine Uniforms, Inc.
 Desert Biologicals/Omega Biologicals
 DFI Co., Ltd.
 diaDexus, Inc.
 Diagam
 Diagnostic Automation/Cortez Diagnostics
 Diagnostic Consulting Network, Inc.
 Diagnostic Systems Corporation
 Diagnostica Stago, Inc.
 DIALAB G.m.b.H
 Diamedix, Corp.
 Diamond Diagnostics Inc.
 DiaSorin
 Diasource
 DiaSys Diagnostic Systems
 Diatron MI Plc.
 Diazyme Laboratories
 DIBA Industries, Inc.
 DIESSE Diagnostica Senese S.p.A
 Digital Bio
 Dirui Industrial Co., Ltd.
 DLD Diagnostika GmbH
 DNA Genotek
 DOURO, Inc.
 Drew Scientific, Inc.
 DRG International, Inc.
 Drucker Company, The
 Drummond Scientific Co.
 D-Tek
 Dwyer Products
 DYNEX Technologies Inc.

E

EastCoast Bio, Inc.
 Egemin Automation
 Electra Medical Corporation
 Electronic Imaging Materials, Inc.
 Elekta Impac Software
 Elitech Group Company
 Elsevier
 EMD Chemicals, Inc./Estapor
 Emdeon
 Enigma Diagnostics Limited
 ENPLAS Corporation
 Entrocomponent Solutions (ECS)
 EntroGen

2010 Clinical Lab Expo Exhibitor List *continued*

Epitomics, Inc.
Epitope Diagnostics, Inc.
Epocal Inc
Eppendorf
Equal Access to Scientific Excellence
EQUITECH-BIO, Inc.
ERBA Diagnostics Mannheim GmbH
Ercon Inc
ESA Lead Care
ESE GmbH
EuroDiagnostica
Eurogentec North America, Inc.
Euroimmun US
Eurotrol, Inc.
EVERGREEN SCIENTIFIC
Excel Scientific, Inc.
Express Diagnostics Int'l, Inc.

F

Fapon Biotech Inc.
Far East Bio – Tec Co., Ltd.
Filtrona Porous Technologies
Fine Care Biosystems
Fitzgerald Industries Int'l
Flanders Investment & Trade
FlandersBio
FlexLink Systems, Inc.
Fluid Metering, Inc.
Focus Diagnostic, Inc.
Foliage
Fujirebio Diagnostics, Inc.
Fuller Laboratories
Furuno Electric Co., Ltd.

G

G&L Precision Die Cutting, Inc.
Gale Force Software Corporation
Gemmy Industrial Corp.
Gems Medical Sciences
GENEBIO (Geneva Bioinformatics)
GeneFluidics
Genisphere, LLC
GenMark Diagnostics, Inc.
GenomeWeb LLC
Genomica
GenPrime, Inc.
Gen-Probe
GenVault Corporation
GenWay Biotech, Inc.
Genzyme Diagnostics
Gerresheimer Wilden Plastics (USA), L.P.
Globe Scientific Inc.
Gold Standard Diagnostics Corp
Golden West Biologicals, Inc.
Greiner Bio-One, Inc.
GRI Pumps
Grifols Diagnostics – Diagnostic Division
Guangzhou Improve Medical Instruments

H

H & H Systems, Inc.
Hamamatsu Corporation
Hamilton Company

Hangzhou Genesis Biodetection &
Hanlab Corporation
Hardy Diagnostics
Harlan Bioproducts for Science, Inc.,
Haydon Kerk Motion Solutions, Inc.
HB Optical Technology Co., Ltd.
Healgen Scientific LLC
Health Advances, LLC
HealthPoint Solutions, LLC.
Heathrow Scientific
Helena Laboratories
HELMER
Hemagen Diagnostics, Inc.
HemoCue Inc.
Hemosure, Inc.
HEPA CORPORATION
Hoover Precision Products, LLC
HORIBA Medical
HRA Research
HTL-Strefa Inc.
Human GmbH
Huntington Hospital
Hycor Biomedical
HyTest Ltd.

I

IBL – America
IBL– International Corp.
Idaho Technology Inc.
IDEX Health & Science
IFCC – Worldlab – EuroMedlab Berlin 2011
IFCC-Intl Federation of
ILS
IMMCO Diagnostics
Immucor, Inc.
Immundiagnostik AG
Immuno Concepts
Immuno-Cell
Immunodiagnostic Systems
Immunology Consultants Laboratory, Inc.
Immunospec Corp.
Immunostics Inc.
InBios International, Inc.
Innogenetics
Innovize
INOVA Diagnostics, Inc.
Instrumentation Laboratory
InTec Products, Inc.
Integrated DNA Technologies, Inc.
Integrated Laboratory Automation
Inter Bio-Lab, Inc.
International Immuno-Diagnostics
International Immunology Corporation
Invetech
Ionics Mass Spectrometry Group
IQuum, Inc.
IRIS International Inc.
Isensix, Inc.
Isonic, LLC
IT4IP
ITC
IVD Industry Connectivity Consortium

IVD Research, Inc.
IVD Technologies
IVD Technology/Canon Communications
IVEK Corporation
Iwaki America Inc.

J

Jackson ImmunoResearch Laboratories, Inc
Jadak, LLC
JAJ International
Jant Pharmacal Corp.
Japan Association for Clinical Laboratory
Automation
JAS Diagnostics
JENOPTIK Laser, Optik, System GmbH
JEOL Ltd.
Jiangsu Zhengji Instruments Co. Ltd
Joint Commission, The
JRC – IRMM
JSR Corporation

K

K & K Consultant Group, Inc.
Kaiser Permanente
Kamiya Biomedical Company
Kem-En-Tec Diagnostics
Kinematic Automation Inc.
Kingmed Diagnostics
KMC Systems, Inc.
KNF Neuberger Inc.
KPL, Inc.
KRONUS, Inc.

L

Lab Medica
Lab21 Inc.
Labconco Corporation
LabCorp – Esoterix
LABiTec GmbH
Labnovation Technologies, Inc
Laboratory Data Systems, Inc.
Labotix Automation, Inc.
LabProducts, Inc.
Labs are Vital
Labtest
Lampire Biological Laboratories, Inc.
LasX /Precision Medical Covertng Group
Lathrop Engineering Inc.
Lattice Inc
Lee Company, The
Leica Microsystems
Life Technologies
LifeSign LLC
LipoScience
LRE Medical, an Esterline Company
Lumigen, Inc.
Luminex Corporation
LW Scientific

M

M/S. Tarsons Products PVT. Ltd.
Magellan Biosciences
MagnaBioSciences

MagneMotion
Magnisense
Magsphere Inc.
Maine Biotechnology Services
Maine Standards Co. LLC.
Man & Machine, Inc.
Market Diagnostics International
MATEST Systemtechnik GmbH
McKesson
Medica 2010/ Messe Duesseldorf
Medica Corporation
Medical Automation Systems
Medical Device Consultants, Inc.
Medical Device Safety Service GmbH
Medical Electronic Systems, LLC
Medical Laboratory Evaluation(MLE)
Medical Laboratory Observer
Medical Wire & Equipment Ltd.
Medicon GmbH
Medix Biochemica
MEDTOX Laboratories
MEGA TIP
Mercy Ships
Meridian Bioscience, Inc.
Meridian Life Science, Inc.
MGM Instruments, Inc.
Michigan Diagnostics, LLC
Micro Q
Microbix Biosystems Inc.
Microfluidic – ChipShop GmbH
Microliter Analytical Supplies, Inc.
Microscan Systems, Inc.
Microsens Biotechnologies
Midland BioProducts Corp
Millipore Corporation
Miltenyi Biotec, Inc.
Mindray
MiniFab (Aust) Pty Ltd.
MiniGrip
Minitubes
Mitsubishi Chemical Medience Corporation
Mo Bio Laboratories, Inc.
Moduline Systems, Inc.
Monobind Inc.
Moss, Inc.
Motoman Inc.
MP Biomedicals
MT Promedt Consulting GmbH
Multisorb Technologies
mut-AG

N

Nanjing Perlove Radial-Video Equipment
Nano-Ditech Corporation
Nanoq
Nanosphere, Inc.
Nath Law Group, The
National Jewish Medical & Research Ctr.
Neogen Corporation
NeuroScience, Inc.
New England Biolabs, Inc.
New England Small Tube

2010 Clinical Lab Expo Exhibitor List *continued*

NewScan Cost Bio-Pharmaceutical Co., Ltd
Next Control Systems
Nexus Dx
NICHIREI BIOSCIENCES, INC.
NIHON KOHDEN
Nikon Instruments Inc.
NIST
NOEMALIFE
NOF CORPORATION
Norgren/Kloehn
Nor-Lake Scientific
Nova Biologics, Inc.
Nova Biomedical
Novatec Immundiagnostica GmbH
NuAire Inc

O

Oak Ridge Products
Ocean Optics
Omega Diagnostics Group PLC
Omnicorp. – Product Development
OPERON
OPTI Medical
Opticon
OraSure Technologies, Inc.
Orchard Software Corp
OriGene
Ortho Clinical Diagnostics
Otsuka America Pharmaceutical, Inc.
Owen Mumford
OYC Americas, Inc.
Oyster Bay Pump Works, Inc.

P

PAA Laboratories, Inc.
Pacific iD
Pall Life Sciences
Pango Medical Devices, Inc.
Paradigm 3 Software
Parker Hannifin, Precision Fluidic Div.
PDCI Medical/Pacific Die Cut Industries
PEAK-Service USA
Peking Union Lawke Biomedical
Peripheral Resources, Inc.
PerkinElmer, Inc.
Phadia US Inc.
Pharmigene, Inc.
Phenomenex
Philosys, Ltd.
Plasti Lab S.A.R.L.
Pointe Scientific
Polymed Therapeutics, Inc.
Polymedco, Inc.
POLYMICROSPHERES
Polysciences/Bangs Labs, Inc.
Pozzetta Inc.
PrimeradX
Princeton BioMeditech Corp.
Prior Scientific, Inc.
Progeny Genetics Software
Proliant Health and Biologicals
Propper Manufacturing Co.
ProSci Incorporated

Protos Immunoresearch
PVT LabSystems, LLC

Q

Qarad
Qualigen, Inc.
Quantimetrix Corporation
QuantiScientifics LLC
Quantum Analytics
Quest Diagnostics
Quidel Corporation

R

Radim SpA
Radiometer America
Randox Laboratories
Rayto Life & Analytical Sciences Co, Ltd
R-Biopharm
Rees Scientific
ReLIA
Research Organics, Inc.
Rheonix, Inc.
RND Group, Inc., The
Roche Diagnostics
ROHM CO., Ltd.
Rotek Industries
RTEmd-Real Time Enterprises
Runlab Labware Manufacturing Co., Ltd

S

S&P Consultants, Inc.
SA Scientific LTD
SAFC
Saladax Biomedical
Sanyo North America
Sarstedt, Inc.
Sartorius Stedim Biotech
Scantibodies Laboratory Inc.
SCC Soft Computer
SCETI K.K.
Schott North America, Inc.
Schuyler House Laboratory Information
Scientific Device Laboratory
Scimedx Corporation
Scipac Ltd.
Scripps Laboratories
ScyTek Laboratories, Inc.
Sebia Electrophoresis
Seegene, Inc.
Sekisui Medical Co. Ltd.
Selective Micro Technologies LLC
Sensor Electronic Technology
SENTINEL CH SpA
Sepmag Technologies
Sequenom Center for Molecular Medicine
SeraCare Life Sciences
Sero AS
Seyonic SA
Shanghai Kehua Bioengineering Co., Ltd.
Shanghai Dishu Medical Instrument Co. Lt
Shanghai Fosun Long March Medical
Shanghai ZJ Bio-Tech Co., Ltd.
Shentex

Shenzhen Emperor Electronic Technology
Shenzhen Genius Electronics Co., Ltd.
Shenzhen Landwind Industry Co., Ltd.
Shenzhen Procan Electronics Inc.
ShinJin Medics Inc.
Sias AG
Siemens Healthcare Diagnostics
Sigris Research, Inc.
Siloam Bioscience
SimPort
Skannex
SLR Research Corporation
SMC Corporation of America
SNIBE Co, Ltd.
Solulink
Source Scientific, LLC
Southern Biotech
Span Diagnostics Ltd.
Spherotech, Inc.
Spinreact
Stanbio Laboratory
Standard Diagnostics, Inc.
STARLIMS
Statens Serum Institut
STI (Separation Technology, Inc.)
STRATEC Biomedical Systems AG
Strategic Diagnostics Inc.
Stratos Product Development
Streck, Inc.
Sud-Chemie Performance Packaging
Sunostik Medical Technology Co., Ltd.
Sunquest Information Systems
Super Brush LLC
SurModics
Swisslog
Syntron Bioresearch, Inc.
Sysmex
Systelab Technologies

T

Taigen Bioscience Corporation
Tcoag
Tecan
Technidata America Medical Software
Techno Medica Co. Ltd.
Teco Diagnostics
Tecom Science Corporation.
TELCOR
Tetracore, Inc.
Therapak Corporation
Thermo Fisher Scientific
Thermo Scientific
thinXYS Microtechnology AG
Tianjin Era Biology Engineering Co., Ltd
Tosoh Bioscience
Toyobo Co. Ltd
Trek Diagnostics Systems, Inc.
TriContinent Scientific, Inc.
TRINA BIOREACTIVES AG
Trinity Biotech
TrinLink Biotechnologies, Inc.,
Turklab A.S.

U

U.S. Export Pavilion
UCLA Health System
Ulti Med Products GmbH
Union Medical & Pharmaceutical
United Products & Instruments, Inc.
URIT Medical Electronic Co., Ltd
UTAK Laboratories, Inc.

V

ValuMax International
VEDALAB
Veracity Group, Inc.
VirLab Inc
Vircell
ViroStat, Inc.
Vital Diagnostics
ViveBio
Vonco Products

W

Wako Diagnostics
WAMA Diagnostica
Warde Medical Laboratory
Warm Point Alarm, Inc.
Waters Corporation
Web Industries, Inc.
Weidmann Plastics Technology AG
Wescor, Inc. an Elitech Group Co.
WesTgard QC, Inc.
Whatman, Part of GE Healthcare
Wheaton Industries Inc.
WHPM Bioresearch & Technology Co., Ltd
Wi
Wiener Laboratorios SAIC
Wisepac Active Packaging Components Co.,
Women & Infants Hospital of Rhode Island
Wondfo Biotech Co., Ltd.
Worthington Biochemical Corporation
WSLH Proficiency Testing

X

Xiril AG

Y

Yayatech Co, Ltd
YD Diagnostics

Z

Zentech
ZeptoMetrix Corporation
Zeta Corporation
Zhejiang Gongdong Medical Plastic
Zhejiang Huawei Scientific Instrument Co
ZheJiang U-Real Medical Technology Co.
Zhongshan Chuangyi Biochemical
Zyomyx, Inc.

Clinical Lab Expo Traffic Builders from AACC

Advertising

Clinical Chemistry Journal

Online May-July

Promote your products and exhibit on the Meeting Abstract and Poster Abstract pages of the CCJ website May-July. Your most important customers will be accessing this information prior to the event. Talk to your Scherago account manager or Tony Maiorino for details on this new opportunity to reach the decision-makers in laboratories around the world.

Clinical Laboratory News

Annual Meeting Issue

Issue: July 2011

This issue will contain highlights of the meeting as well as a listing of exhibitors, the exhibit floor plan, and the New Products Review™. As a bonus, more than 4,000 copies will be distributed at the meeting.

Ad Space Reservation Deadline: June 1, 2011

Clinical Laboratory News Expo Issue

Issue: July 2011

CLN will publish a special Expo Issue containing highlights of the meeting and the New Products Review™. For the first time, copies will be included in the conference registration packets, in multiple bins within the convention center, and will be hand-distributed in high traffic areas of the convention center.

Ad Space Reservation Deadline: June 8, 2011

AACC Website Banners

Online April-July

Banners are available on four high traffic pages of the AACC Annual Meeting Website. With over 200,000 hits per day leading up to the Clinical Lab Expo, and an average of 418,000 page views of one and one-half minutes from May through July, you'll be in the right place, at the right time. Talk to your Scherago account manager or Tony Maiorino for details.

Special Show Advertising Bonus for Exhibitors

A 40% discount will apply to the black and white rate (up to one page, color charges additional) for an ad in non-convention issues of *Clinical Chemistry* or *Clinical Laboratory News* in 2011.

Mailing Lists

Use AACC mailing lists prior to the meeting to promote booth traffic. AACC and ASCLS advance

registration lists will be available for rent, to contracted/paid exhibitors only, four weeks prior to the meeting (approximately 4,500 names in 2010). These are mail lists only—no phone numbers, fax numbers, or email addresses are included. Contact Maxine Toal in the Scherago International office in New Jersey, 201-653-4777, ext. 15, to place an order for attendee lists.

AACC membership lists, as well as non-member subscribers to both *Clinical Chemistry* and *Clinical Laboratory News* are available for rental. Also available are lists selected by areas of interest and other criteria. Contact Freddy Tellez at AACC, phone 202-835-8747, for information about AACC lists.

Product Locator System

We make it easy for your customers to find you. Our interactive floorplan system includes a searchable Product Category function—from abused drug testing to water purification and everything in between—guiding attendees right to your booth. Simply complete the form in the General Information Packet and submit it with your Exhibit Space Contract.

Support and Recognition Opportunities

During the meeting, there are numerous events and services of importance to the attendees that can be fully or partially supported by grants. Exhibitors have an excellent opportunity to obtain exposure and recognition for their companies while supporting Association activities. Support of an educational session, break, social event or other activities provides high visibility at the meeting as well as advance publicity. Confirmed supporters for events will be listed in *Clinical Chemistry*, *Clinical Laboratory News*, the Registration Brochure, and the Meeting Program, as well as in various on-site locations (as available following the date of support commitment). **All support contributes to your priority points for booth assignment the following year.** For further information, contact your Scherago sales representative or Tony Maiorino at Scherago International, phone 201-653-4777, ext. 22.

New Products Review™

Tell your potential customers (meeting attendees and AACC publication subscribers) about your new products. New Products Review™ is

a pictorial display of products introduced since the previous Clinical Lab Expo. This photo display, prominently located in the convention center, gives the attendee a ready reference to new products on the exhibit floor. In addition, these products will appear in the July issue of *Clinical Laboratory News* and be posted online on the AACC Annual Meeting website if application and materials are received by the appropriate deadlines.

The charge for participation in the New Products Review™ is \$1,375 (only 2011 exhibiting companies are eligible to apply). For an additional \$225, NPR participants can have their product(s) included in *Spotlight*, an electronic newsletter to approx 45,000 individuals in the months leading up to the Expo. Further details to be announced.

An application for the New Products Review™ will be available on our website (www.scherago.com/cle) in December, or contact:

Martina Doshkova or Tony Maiorino
Scherago International
525 Washington Blvd., Suite 3310
Jersey City, NJ 07310
Phone (201) 653-4777, ext. 33 or 22
Email to martinad@schherago.com or tonym@schherago.com

Industry Workshops

Industry Workshops are held on Tuesday and Wednesday at times that do not conflict with other parts of the educational program. The sessions are organized and presented by the exhibiting company; however, the topic must be reviewed by the AACC to avoid conflicts with the AACC program. Only contracted exhibitors are eligible to apply. Applications will be accepted on a first-come, first-served basis. Due to limited space, AACC reserves the right to limit the number of workshops per company. Seating will be limited. The charge for exhibiting company participation in this program is \$2,500 and includes the advance registration list. Apply early so we will be able to include your workshop in meeting publications. Visit our website for complete details and an application form: www.scherago.com/cle.

Meeting Rooms

AACC provides space for exhibitors to have modular meeting rooms in the exhibit hall. Complete details appear later in this prospectus.

Rules & Regulations

All exhibits must conform to the rules set by the Association. Visit our website for additional information and special requirements and safety regulations for the Georgia World Congress Center: www.scherago.com/cle.

Non-Island Booths

- > Exhibit, including products displayed and all signage, must not exceed 8' in height (2.4m).
- > In 10'x10' single booths, neither exhibit materials nor products on display may block the view of surrounding booths: No sidewalls, counters or signage may exceed 36" (0.9m) in height except in the rear 5' (1.5m) of the booth. In 10x20 or larger non-island booths, sidewalls, counters and signage may extend up to the full 8' height allowable as long as the portions over 36" are not within 5' of a neighboring booth.
- > Exhibitor must provide suitable floor covering (carpet or tile).
- > No exhibit will be permitted to span an aisle by overhead construction.
- > Exhibitors must provide space within the booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, Exhibit Management has the right to discontinue the activity.
- > No part of exhibit or signs may be pasted, nailed or otherwise affixed to convention center walls, doors, etc.
- > Exposed, unfinished sides of the exhibit booth must be draped. In the event the exhibitor is not present, the decorator, with the approval of Exhibit Management, will provide required draping at the exhibitor's expense.
- > Exhibitors must correct infractions prior to show opening on Tuesday morning.
- > **No open food or open beverages can be served from exhibit booths during exhibit hours.**

Island Exhibits

- > The height limit for islands is 16 feet (4.8m) including any signs, whether part of the booth structure or hanging from the ceiling.
- > Two-story or multi-level booths are prohibited.
- > Islands must have adequate see-through area and sufficient entrances/exits on all sides.
- > Exhibitor must provide suitable floor covering (carpet or tile).
- > Demonstration areas on the perimeters facing aisles are prohibited.
- > Exhibitors must provide space within island and other booths to accommodate spectators. If spectators interfere with normal

traffic flow in the aisles or if they overflow into adjacent exhibits, Exhibit Management has the right to discontinue the activity.

- > Exhibitors must correct infractions prior to show opening on Tuesday morning.
- > **No open food or open beverages can be served from exhibit booths during exhibit hours.**

Island exhibitors must submit blueprints, photographs, and/or perspective drawings of their island booth design for review by Exhibit Management with their booth contract. **At the very latest, these materials must be submitted before April 1, 2011.** Exhibit Management will advise the exhibitor of the acceptability of the island booth design and the exhibitor is responsible for adjusting booth design to comply with design requirements, regardless of when the booth plans are submitted. If the plans do not comply with Exhibit Design Rules or the final exhibit booth erected on-site does not comply with AACC Exhibit Design Rules, Exhibit Management will, at its sole discretion, require on-site modification of the booth at the exhibitor's expense to meet these requirements. **No exceptions will be granted if the exhibitor fails to provide plans in a timely manner or for booths that do not comply with Exhibit Design Rules once on site.**

Vehicles in Exhibit Booths

- > Any vehicle used in an exhibit booth must conform to convention center rules for vehicles. These rules generally require disconnection of the battery, limit the amount and types of fuel in the vehicle, and may require fire watch personnel. Specific rules and regulations will be posted on the Scherago exhibitor webpage.
- > **Vehicles over 5' in height cannot be placed within 10' of any aisle.** Special move-in and move-out arrangements must be made in advance. Contact Exhibit Management for details.

Official Service Contractors

The official general contractor is Freeman. Exhibit Management has also designated certain other firms as *official* service contractors and strongly encourages exhibitors to use these contractors rather than non-official suppliers. The complete list of official service contractors will be provided in the *Exhibitor Service Manual*.

Non-Official I&D Firms

If you plan to use a non-official contractor to install and dismantle your exhibit, or provide other services*, the following must be received by **June 1, 2011**:

- > A properly executed “Exhibitor Appointed Contractor” form from the *Exhibitor Service Manual* (available online April 2011).
- > Certificate of insurance naming AACC as the insured and covering the non-official contractor with scope and limits of coverage satisfactory to the Association (minimum \$1,000,000).

* Please note that certain services such as electrical supply and electrical labor, plumbing and several other utility services are provided exclusively by the convention center.

If the documentation described above is not delivered to Exhibit Management by the June 1 deadline, or is incomplete or inaccurately executed, the non-official contractor may be denied access to the exhibit hall.

Non-official contractors are not permitted to set up service desks in the exhibit hall. Non-official service contractors must remain in their client’s booths and may not enter or use other exhibitors’ booths for breaks or rest areas.

Shipping

Shipments will be accepted at the Freeman warehouse for storage up to 30 days prior to delivery to the exhibitor’s booth. Direct shipments to the Convention Center will be received during installation dates ONLY. Any shipment that arrives at the convention center prior to official installation dates will be refused.

- > Empty crates will be removed, stored, and returned after removal of aisle carpet at the close of the exhibit for shipping via outgoing carriers from the show site. **When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6-8 hours for return of all empty shipping materials from storage.** Crates will be returned as quickly as possible, but the sheer number of “empties” for a show this size makes faster delivery quite a challenge. We strongly advise you not to “tip” freight handlers in hopes of faster service because no one can guarantee faster return of your stored materials.
- > The Fire Marshal prohibits the storage of any shipping materials behind booths.
- > All exhibits must be ready for removal from the exhibit area by 10:30 am on Saturday, July 30. Do not store anything of value in crates being removed to storage.

Labor

Information regarding labor rules and rates will be published in the *Exhibitor Service Manual*, available online (only) in April 2011. Exhibitor Bulletins will also be sent out intermittently via email (please be sure to include your email address on the exhibit space contract).

Security

The Association will provide reasonable security protection for the perimeter of the exhibit hall, but Exhibitor acknowledges that, except for the Association’s negligent or intentional acts as provided elsewhere in this prospectus, the Association is not liable for any of Exhibitor’s property in its booth, for the security of the booth itself, or for the safety of its staff or visitors to its booth. Exhibitor will take reasonable precautions to protect the property in its booth. Forms for individual booth security will be in the *Exhibitor Service Manual*.

The Security Office located in the Exhibitor Service Center will supervise a 24-hour lock-up security room for small packages (tool kits, laptop computers, VCRs, etc.). This service is available to exhibitors **at no charge**.

Accessible Short-Term Storage of Booth Supplies (not for crates or shipping materials)

Many exhibitors ship quantities of booth supplies or giveaways that cannot conveniently be stored within their booths, and therefore request “accessible” storage during the show. A limited storage area will be available where exhibitors may store supplies in parked truck trailers. A fee will be charged for this service and for the labor to retrieve materials from the storage area.

Please note that if you require a forklift to deliver large crates or skids from accessible storage, you must request access on the afternoon before you need the material in your booth.

For more information, contact Freeman Customer Service in advance or visit the Freeman counters in the Exhibitor Service Center onsite.

Electricity, Water/Drain, Gas, Phones, Internet and Related Services

Forms for these services will be included in the *Exhibitor Service Manual*.

Electronic Badges and Lead Retrieval

The Clinical Lab Expo uses electronically encoded badges for lead retrieval. These badges have the registrant's name and contact information plus selected demographic information electronically encoded on the card. An electronic inquiry retrieval system must be used to access the information. Please note that the only information included on the badges is the information provided on the attendee's registration form. Details and rental rates will be included in the *Exhibitor Service Manual* or visit the Exhibitor Service Center onsite.

Cleaning

All booth areas and furnishings are provided in a clean and orderly state on the first day of set-up for your area of the exhibit hall. However, the exhibitor is responsible for any cleaning services required between initial booth materials delivery and show opening. A cleaning service form will be in the *Exhibitor Service Manual*.

Drapery and Carpet

Area	Carpet	Drape
IVD	black and gray tweed	black
OEM	grey	black
POCT	blue	black
Lab Automation	red	black
International Pavilion	black	Does not apply

Exhibitor Service Manual

The *Exhibitor Service Manual* will only be available online, starting in April 2011.

Exhibitor Badge Registration

- > Each exhibitor will be allotted 10 booth staff badges per 10' x 10' booth.
- > Badge forms will be included in the *Exhibitor Service Manual*, or you can register online at <https://reg.jspargo.com/aacc11/>.
 - > Badge requests will not be taken by phone.
 - > **US and Canadian exhibitors:** Exhibitor badges requested by June 7, 2011, will be sent to the designated contact at the exhibiting company prior to the meeting (mailings begin the week of June 30). Badges requested after June 7, 2011, will be prepared and held at the Exhibitor Registration Desk for pickup on-site.

All other exhibitors: Exhibitor badges will be prepared and held at the Exhibitor Registration Desk for pickup on-site.

- > Exhibitor registration will begin at noon on Saturday, July 23, 2011, and continue through installation and exhibit hours: Sunday–Thursday, July 24–28.
- > **Valid government photo IDs with proof of age are required to obtain a badge for admission to the exhibit hall.**
- > **No children under 16 years of age will be permitted in the exhibit hall at any time.**

Waste Disposal

No oils or combustible liquids may be poured in convention center drainage or sewer systems. Hazardous and toxic materials and chemicals, and all medical wastes, require special disposal methods. Exhibitors are required to inform Exhibit Management in advance that such materials and/or substances will be used in the facility. Proper disposal methods must be provided by the exhibitor and approved in advance. All liquids left on the exhibit floor will be considered hazardous waste and the cost for the disposal of this material and a substantial penalty will be the exhibitor's responsibility.

Biological Materials

The United States Department of Agriculture has advised the Association that some exhibiting companies have had test kits and reagents on display that contain animal products imported from outside the United States. The USDA requires that all animal-derived and cell-cultured materials must have import permits.

Distribution of Promotional Materials

AACC provides the ClinPack official door drop program to selected hotels in the official housing block. This is the only way that exhibitors may distribute materials in the hotels. **Other distribution of advertising materials in hotels is prohibited.** Examples: promotional pieces slipped under the doors in hotels are prohibited; promotional pieces stacked for pickup on registration counters are prohibited. All hotels have been advised to refuse such requests from exhibitors or their agents.

Distribution of advertising materials at the convention center is limited to distribution from within your booth. This includes outside the convention center such as near entrances or shuttle bus locations. Any such materials found will be discarded. Anyone handing out materials outside of an exhibit booth will be removed from the facility.

Conducting Exhibits

The following rules were developed with the assistance of a panel of Clinical Lab Expo exhibitors.

At the discretion of AACC and Exhibit Management, violation of these rules can result in confiscation of an exhibitor's badge and ejection from the exhibit program. Continued or numerous violations by personnel of the same exhibiting company may also result in removing the exhibiting company from the exhibit floor, not allowing the exhibiting company to return in future years, and/or other sanctions deemed appropriate by AACC and Exhibit Management.

- > Clinical Lab Expo identification badges must be worn and visible at all times during the show and within show facilities. These facilities include the exhibit hall, meeting rooms and sessions, and official social events scheduled during the Clinical Lab Expo.
- > The aisles of the exhibit hall are public space and free access is available to all qualified and badged individuals. However, access to the aisles does not include freedom to disturb or disrupt any other exhibitor's product demonstrations. As a courtesy to attendees and other exhibitors while observing product presentations, limit conversational volume and content to that which will not disturb attendees or the product demonstration.
- > Exhibitor personnel may not enter the booth of another exhibiting company without the permission of an appropriate member of the exhibiting company's staff. However, industry members of AACC must be afforded the same courtesy and access as any other show attendee. If asked to leave another exhibitor's booth, do so immediately and without dispute. When asking another exhibitor's personnel to leave your booth, do so courteously and discreetly.
- > If you are seeking to arrange a B2B conversation with another exhibitor, for example, to become a distributor for an exhibitor or to ask an exhibitor to distribute your products, do not disturb the exhibitor's interaction with other booth visitors. Instead—without disturbing the current conversation with a booth visitor—wait for an opportunity to speak with a company representative to set up a meeting at a more convenient time for the exhibitor.
- > Audio, video, or photo recording of exhibits or products displayed in the exhibit hall is not permitted without advance permission of the appropriate authorized exhibiting company personnel.
- > Exhibit booths must be staffed during exhibit hours. As a courtesy to attendees and other exhibitors, do not begin packing or removing your exhibit until the official close of the exhibit program. Companies packing or leaving the exhibit floor before the close of exhibits on the last day of the show will be sanctioned, up to and including not being permitted to exhibit at future Clinical Lab Expos.

- > The use of promotional robots, signage, and other materials is restricted to the exhibitor's own booth and must conform to line of sight and height restrictions for the booth type.
- > Professionals hired for other than normal product demonstrations require prior approval by Exhibit Management. Exhibit Management reserves the right to evict any model or mannequin used in a booth that Exhibit Management, in its sole discretion, considers to be inappropriate for the Clinical Lab Expo.
- > No combustible decorating may be used.
- > Use of volatile or flammable liquids, gases, or solids must be approved by the Fire Marshal and, if approved, must be kept in safety containers.
- > All fluids, reagents, etc. must be removed from exhibits at closing on Thursday. (See the information above regarding hazardous waste disposal and biological samples.)
- > Balloons are prohibited.
- > Contests or giveaways must be approved in advance by Exhibit Management.
- > **Food or drink in open containers may not be distributed from exhibit booths during exhibit hours.**

Report any infraction of these rules to Exhibit Management as soon as possible after the incident occurs. Record the individual's name and company so that Exhibit Management may take any required further action in a timely manner. You can report infractions to the Exhibit Management office in the Exhibit Hall or to a Scherago representative at the Exhibitor Registration counters.

AACC Expo Policy on Industrial Espionage/ Theft of Intellectual Property

Industrial espionage is a crime in the U.S. Anyone found in violation of the following rules will be reported to the appropriate authorities:

- > Company personnel may not enter an exhibitor's booth (other than your own) during non-expo hours, unless invited by that exhibitor.
- > Company personnel may not photograph—or otherwise record—equipment, components, presentations or any other activity or property without the specific permission of the exhibitor.
- > Company personnel may not remove any materials from an exhibitor's booth unless those are given to you by the exhibitor, or are clearly placed in a location and in quantities indicating that they are available for distribution.
- > An exhibitor may ask other company's personnel to leave its booth for any reason.

Rules & Regulations *continued*

Clinical Lab Expo Management reserves the right to expel anyone from the Expo that is found to have violated any of these rules. If such persons are employed by a Clinical Lab Expo exhibitor, Expo Management reserves the right to remove all products and furniture from the offending company's booth (at the company's expense) and close the booth for the remainder of the show.

Responsibilities of Exhibitors: Please notify Exhibit Management as soon as possible if you observe anyone violating these rules. Train your staff to be aware of who is looking at your equipment or listening to your presentations.

Music Licensing

AACC obtains appropriate music copyright licensing only for official AACC-sponsored activities. Any exhibitor providing live or recorded music in an exhibit booth or hospitality/social event is responsible for obtaining the appropriate music licensing for such activities.

Light, Sound and Amplification

Audio-visual presentations and other light and sound effects are permitted only with Exhibit Management's consent, and in those locations and at such intensity that, in Exhibit Management's opinion, do not interfere with the activities of neighboring exhibitors. For example, speakers or video terminals may not be placed on the corner of booths, causing disturbance in the aisles. Exhibit Management will monitor all lighting and sound-producing equipment for compliance.

Private Demonstrations

Exhibitors will be permitted to conduct off-hour private demonstrations in the exhibit hall on Tuesday and Wednesday afternoons, Wednesday and Thursday mornings **ONLY**. **No private demonstrations are permitted in the exhibit hall before the exhibits open**

at 9:30 am on Tuesday, July 26, or after exhibits close at 2:00 pm on Thursday, July 28. Private demonstrations must be arranged through Exhibit Management and special badges will be required to enter the hall during off-hours. All private demos must be cleared through Exhibit Management at least 24 hours in advance of the demonstration. Other rules apply and will be provided to companies requesting permission for private demonstrations.

Note: Cleaning crews begin vacuuming aisle carpet after the show closes on Tuesday and Wednesday evening. You may continue private demonstrations while the crews work, but the cleaning equipment may add considerable ambient noise when working in the area around your booth.

Exhibitors may not take attendees away from the convention center during exhibit hours for private demonstrations of products onsite. This is deemed inappropriate and unfair to other exhibitors who have contracted for exhibit space in expectation of access to attendees.

Camera/Recording Equipment Authorization

Recording equipment (audio, video, or photo) is prohibited in educational sessions. The following rules apply:

- > Recording of any educational session or presentation is prohibited. Sponsors of officially-sanctioned Industry Workshops may record their own workshop.
- > Audio, video, or photo recording of exhibits or products displayed in the exhibit hall is not permitted without the permission of appropriate authorized personnel of that exhibitor.

AACC or Exhibit Management will confiscate badges and remove from the exhibit area any person found in violation of these rules.

clinical lab
expo [®]
JULY 26-28, 2011 ATLANTA, GEORGIA
GEORGIA WORLD CONGRESS CENTER



Processes and Procedures

Priority Points for Space Assignment

Space assignment is based on a priority point system, which takes into account a company's support in total dollar value during the previous calendar year, in the ways listed below. Support of AACC, NACB and ASCLS is considered in assigning priority points. Here are the criteria we use:

- > Booths purchased
- > Advertising
- > Grants and awards
- > Value of goods and services donated
- > Sponsorships
- > Room nights booked through the official housing bureau for the previous year will contribute to your priority points for the Expo
- > Date the completed exhibit space contract and appropriate payment are received

Priority points determine the order in which exhibitors are assigned their booth locations. More support and participation = more points. More points = higher ranking for booth assignment. If your company has not accumulated points through advertising or sponsorship, it is especially important that you return your **contract with deposit** as soon as possible. (Exhibit space contracts for the 2011 Expo began arriving in August 2010.) Priority point ties are settled by the earliest date that Exhibit Management receives a completed contract with appropriate payment. A faxed contract is not considered a completed contract until Exhibit Management also receives the appropriate deposit (or full payment if after April 1, 2011).

Booth Selection and Assignment Process

Exhibitors who intend to take **island space** in 2011 (minimum island size is 20' x 20') were eligible to select 2011 space during the 2010 Expo.

Assignment of **non-island booth space** will begin Wednesday, February 2, 2011, for those companies that have submitted both a contract and the required deposit. Non-island booth assignments will be announced during the week of April 4, 2011.

- > **A brochure with complete details of the onsite booth selection and assignment process, including how the process affects island and non-island exhibitors is available on the Scherago website at www.scherago.com/cle. Click on the link in the panel on the left side of the webpage.**
- > **Please note that we cannot phone exhibiting companies for booth assignment.** Instead, we recommend that you include a cover letter with your contract indicating special requests such

as marketing partners you wish to be near, competitors you wish to avoid, or any other special requirements that will help us make your booth assignment.

- > **Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences.**
- > Fire and Safety Administrators require mandatory aisles in certain locations within the exhibit hall. No exhibit will be permitted to block these designated emergency exit aisles.
- > Island exhibitors may request booths in the designated island areas, but may not encroach on designated non-island space.

If you have any questions about the procedure, call Clinical Lab Expo Exhibit Management at 201-653-4777 and ask for Tony Maiorino, ext. 22, or via email at tonym@schherago.com.

Single Booth Rental Rates

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$3,450 each. Rental includes 8' draped back wall, 36" draped side rails, and a 7" x 44" identification sign showing the company name. Contiguous single booths may be rented at this rate.

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Preferred Island Rates

Preferred island space is defined as any group of booths made up of four (4) or more booths with aisles on all four sides or three (3) or more contiguous booths facing three or more contiguous booths across an aisle. The aisle between these booths may be carpeted at no additional booth rental cost, but exhibit activities are confined to the actual booth space and must not be conducted in the aisle. Each 10' x 10' booth increment in preferred island space costs \$4,140.

20' x 20' (6.1m x 6.1m)	\$16,560
20' x 30' (6.1m x 9.2m)	\$24,840
20' x 40' (6.1m x 12.2m)	\$33,120
30' x 30' (6.1m x 6.1m)	\$37,260
20' x 50' (6.1m x 15.1m)	\$41,400
30' x 40' (9.2m x 12.2m)	\$49,680
30' x 50' (9.2m x 15.1m)	\$62,100

Processes and Procedures *continued*

40' x 40' (12.2m x 12.2m)	\$66,240
40' x 50' (12.2m x 15.1m)	\$82,800
30' x 80' (9.2m x 24.4m)	\$99,360
50' x 50' (15.1m x 15.1m)	\$103,500
50' x 80' (15.1m x 24.4m)	\$165,600
60' x 80' (15.1m x 24.4m)	\$198,720
50' x 100' (15.1m x 30.2m)	\$207,000
70' x 80' (21m x 24.4m)	\$231,840
80' x 90' (24.4m x 27.4m)	\$298,080
80' x 100' (24.4m x 24.4m)	\$331,200

Please note that the metric measurements provided are approximate and provided for convenience only. All exhibits must conform to the English measurements.

Payment for Booth Space

Island Exhibitors

> Exhibiting companies participating in onsite booth selection for 2011 during the 2010 Expo: Those island exhibitors were invoiced within 10 days of the end of the Expo for the first deposit payment of 10% of the total booth space rental cost (on or about August 5). The deposit was due by September 15. Instructions for paying by check or electronic funds transfer is included on the invoice.

Island exhibitors will then be invoiced in November 2010 for the second deposit payment of 40% of the total booth space rental cost. Payment of the second deposit will be due by January 10, 2011.

Island exhibitors will then be invoiced in January for the balance of the total booth space rental cost (remaining 50%) with payment due by April 20.

> Island exhibitors not participating in onsite booth selection for 2011 during the 2010 Expo must send a 50% deposit with a completed exhibit contract. Please note that exhibitors not participating in onsite booth selection for 2011 during the 2010 Expo are forfeiting their priority points and will be assigned on a first-come, first-served basis in the order that contracts and payments are received. Booth assignment for this group will start February 2, 2011.

Non-Island Exhibitors

> If you make housing reservations onsite in 2010, your 50% booth space deposit payment will be due by December 1, 2010, or you will sacrifice your housing reservations.

> If you do not make housing reservations onsite in 2010 or if you made housing reservations, but missed the December 1 deadline for your booth space deposit (see above), your 50% booth space deposit payment will be due by February 1, 2011, to be included in the first round of booth assignment.

Deposit Schedule Compliance

Please note that exhibitors must comply with the deposit schedule as described in this brochure and in exhibit prospectus materials. Space cannot be held or assigned without a completed contract and appropriate payments. Exhibitors risk loss of booth space or relocation if payments are not received on time.

Payment Terms

- > On or after February 2, 2011, full booth rental payment must accompany the contract.
- > Payments by credit card are not accepted. Please make checks payable to **American Association for Clinical Chemistry** and mail to Scherago International. Payment must be drawn on a US bank in US dollars. Contact Ms. Martina Doshkova for a proforma invoice or wire transfer information (martinad@scherago.com).
- > Booth space must be paid in full according to invoice terms. If the full amount due for booth space rental is not paid by invoice terms or not received in full by May 13, 2011, exhibitor may forfeit its booth at the Expo and still owe the full amount of booth space rental. In addition, any exhibitor contracted for space but not paid in full for 2011 booth space rental by May 13, 2011, forfeits the priority points that would have been earned for the balance owed.

Cancellation Terms

- > All cancellations must be received in writing by Exhibit Management, Scherago International.
- > Companies canceling space on or before February 1, 2011 qualify for a full refund of all monies paid in advance for space rental, minus a \$100 cancellation fee per 10' x 10' space cancelled.
- > Any company canceling its space between February 2, 2011 and April 19, 2011, forfeits its deposit of 50% of the total cost of exhibit space rental.
- > Any company canceling on or after April 20, 2011, is responsible for the full cost of space rental.

Discounts on Preferred Island Rates

A 20% discount applies to preferred island rates for companies buying 13 or more pages of advertising in 2011. At least one ad must be purchased in the *CLN* Expo Issue. The remainder can be any combination of ad pages in *Clinical Chemistry* or *Clinical Laboratory News*.

Pages are credited in the following manner:

One standard or tabloid page in *CLN* or the *CLN* Expo Issue =1 page credit

One standard page in *CCJ* =1 page credit

One standard page in *CCJ Abroad* =0.5 page credit

Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

Advertising and Sponsorship Opportunities (All earn priority points for booth selection) Supporting the Clinical Lab Expo contributes to your priority point total—and your booth assignment priority. Your support helps your point total. Here are the things that count towards points:

- > Booths purchased
- > Advertising
- > Grants and awards
- > Value of goods and services donated
- > Sponsorships
- > Room nights booked through the official housing bureau
- > Date the completed exhibit space contract and appropriate payment are received

Enhanced Modular Meeting Rooms in the Exhibit Hall

There is no meeting space available for exhibitors in the convention center because official association activities fill all available space and overflow into nearby hotels. Special rental packages have been developed to make it easier for you to order and customize meeting space in the exhibit hall for your specific needs. You can now have a private meeting room within the exhibit hall so it is only a short walk from your booth.

Two basic packages are being offered initially—10' x 20' and 20' x 20'—but quotes on other sizes can be prepared on request. Each package includes 8' tall walls, carpet and a 22" x 28" sign. There will be at least 10' of aisle between meeting rooms.

Room Size	Discounted Rate	After June 1
-----------	-----------------	--------------

10' x 20'	\$5,065	\$5,465
-----------	---------	---------

20' x 20'	\$9,200	\$9,775
-----------	---------	---------

Additional charges may apply if ordered after July 1, 2011, or onsite.

Wall Color Options

Included in basic rental packages: light gray fabric (Velcro compatible); other colors and materials are available at extra cost.

Carpet Color Options

Included in basic rental packages: “tuxedo” carpet (black and grey blend); other colors and carpet padding available at extra cost.

Sign

Included in basic rental packages: one each 22" W x 28" H sign, black print on white sign board. Other colors and logos/graphics available at extra cost.

Not Included

The items listed below are not included in the basic rental packages and must be provided by the exhibitor or rented from official suppliers at the exhibitor’s expense:

- > Furnishings such as tables, chairs and waste baskets
- > Cleaning service within the meeting room
- > Electrical service and additional lighting
- > AV equipment
- > Security guards

The following rules and guidelines apply to these meeting rooms:

- > A company must be a contracted 2011 exhibitor to rent a meeting room.
- > Food and beverages may be served within the meeting rooms during exhibit hours. Food and beverages may **not** be served from exhibit booths during exhibit hours.
- > The Clinical Lab Expo provides perimeter security only for the exhibit hall. Modular meeting rooms are not secure (not a secure locking mechanism on the meeting room door). No valuable items should be left in the modular meeting room when unattended unless the exhibitor provides a security guard for the room.
- > The location of the meeting room will not be published in exhibitor listings unless requested in writing by the exhibitor. This is in case an exhibitor wishes to use the room “by invitation only.”
- > Reserve early because space is limited.

Processes and Procedures *continued*

- > Meeting rooms are restricted to contracted exhibitors only. Cancellation of exhibit space will result in cancellation of meeting room space.

Exception: An exception will be made in 2011 if a contract for exhibit space cannot be honored because we are sold-out. In this case, meeting room space may be made available—however, should exhibit space become available at a later date, the company is obligated to pay for and use the exhibit space.

Exhibitor-Sponsored Entertainment and Hospitality Functions

Exhibitors should conduct social events and hospitality functions in a manner consistent with the professional and educational nature of AACC and ASCLS. We encourage sponsorship of events or services that support or compliment the educational programs, thereby benefiting all participants. Exhibitors sponsoring any type of private function are required to inform AACC of the planned functions and must not schedule these functions during official programming. Non-exhibiting companies are prohibited from hosting hospitality functions, market research or focus groups during the Annual Meetings and Expo.

Scheduling Events

Activities must be conducted at times that do not conflict with the scientific program, exhibit hours, Industry Workshops, or any AACC social events. No hotel space will be released to organizations that are not exhibiting except under special circumstances and require specific approval by AACC management. Space will not be approved for a marketing research company doing interviews or focus groups unless the marketing research company is appointed in writing by an official exhibitor, or is an exhibitor itself. A request form is available on our website: www.scherago.com/cle.

Until May 2, 2011, no more than one meeting room will be assigned to any one exhibitor. Meeting rooms will be assigned for specific meeting purposes and schedules—no 24-hour hold is permitted for more than one day. After May 2, 2011, meeting space will be assigned on a first-come, first-served basis.

Any scheduled exhibitor event designed to attract meeting registrants must take place within the following time periods: Monday–Thursday, July 25–28, prior to 8:45 am, after 5:30pm.

Exceptions must be approved by AACC, and will be allowed only under very special circumstances.

AACC Social Event

Sunday, July 24: Opening Mixer 6:45pm-7:45pm in the Hyatt Regency Atlanta.

Housing

AACC has negotiated special rates from leading hotels in the convention center area and has appointed J. Spargo & Associates, Inc. as the official housing agent for the meeting and Clinical Lab Expo.

If you would like to reserve rooms please go to: www.aacc.org/2011am after December 1 and click on Exhibitor Housing. Complimentary shuttle service is provided to/from most official hotels starting on Saturday, July 23, 2011.

Certain policies and procedures apply:

- > Based on historical data (weighted heavily towards recent years), sleeping room blocks are apportioned in each hotel to allow reasonable access for both exhibitors and attendees.
- > Rooms will be reserved based on priority point order.
- > Exhibitor block requests may not exceed the exhibitor's actual pick-up in 2010 by more than 10%. A recap of your room pick-up from the 2010 meeting will be provided to you.
- > Rooming lists (occupant names) must be received by May 23, 2011.
- > Exhibitor hotel room deposits will now be in the form of credit card guarantees. All reservations must be guaranteed by a valid credit card with an expiration date greater than August 1, 2010. Hotel deposits/guarantees will be charged by the hotels on or after May 24, 2011. This eliminates the need to reconcile deposits paid to the housing company with deposits recognized by the hotels as in prior years.
- > JS&A can assist exhibitors who wish to establish hotel master accounts.
- > No company may block more than 75 rooms in the Atlanta Marriott Marquis, Embassy Suites Centennial Olympic Park, Hyatt Regency Atlanta, or Omni Hotel at CNN Center.
- > The housing bureau and AACC will work with exhibitors to accommodate special requests.
- > Exhibitors must adhere to the deposit and rooming list requirements as outlined in the exhibitor housing policies.

By phone: toll free within the US, 866-871-5084
outside the US 703-449-6418

By fax: 703-631-1167

By mail: Clinical Lab Expo Housing Services
11208 Waples Mill Rd, Suite 112
Fairfax, VA 22030

email: clinicallabexpo@jspargo.com

Processes and Procedures *continued*

The following hotels are in the program:

Hotel	*Rates Sgl/DbI	Distance To Convention Center
Atlanta Marriott Downtown	\$195/195	3 blocks
Atlanta Marriott Marquis – Headquarter Hotel	\$197/207	1.3 miles
Embassy Suites Centennial Olympic Park	\$203/203	adjacent
Glenn Hotel	\$169/169	4 blocks
Hampton Inn & Suites	\$194/214	9 blocks
Hilton Atlanta	\$199/199	2 miles
Hilton Garden Inn	\$189/189	6 blocks
Holiday Inn Downtown	\$149/159	8 blocks
Hyatt Regency Atlanta – Headquarter Hotel	\$199/199	1.2 miles
Omni Hotel at CNN Center	\$205/205	adjacent
Ritz Carlton Atlanta	\$225/225	1 mile
Sheraton Atlanta	\$186/186	1.5 miles
Westin Peachtree Plaza	\$199/199	7 blocks

*Rates are not inclusive of tax

Reserve 2012 Hotel Rooms at the 2011 Expo

You will be able to reserve 2012 Los Angeles Hotel Rooms during the 2011 Expo. The Housing Bureau will contact you to schedule an appointment during the Expo. Appointments will be held onsite July 25-28.

Booth Products Description *(will only be accepted when submitted electronically)*



We strongly recommend that you submit your booth products description at the same time you send in your contract. Descriptions will only be accepted in electronic format: via e-mail by sending it to martinad@scherago.com or on diskette in any PC format (Macintosh is not acceptable). Label the diskette with your company name. First-time exhibitors' contracts cannot be processed or accepted unless accompanied by a Booth Products Description.

Your description must be received no later than April 1, 2011 in order to be included in conference program materials.

Your Booth Products Description can then be included in the AACC meeting website and in the pre-conference promotional materials. Descriptions may be up to 50 words per 10' x 10' booth rented, up to a maximum of 200 words per exhibitor. Descriptions that are too long will be edited to meet the exhibitor's booth size word limit.

- > One 10' x 10' booth qualifies for a 50-word description.
- > Two 10' x 10' booths qualify for a 100-word description.
- > Three 10' x 10' booths qualify for a 150-word description.
- > Four or more 10' x 10' booths qualify for a 200-word description

Use standard prose format—do not use bullets or upper case except for trademarked names and terms such as ARflow™, Anoxomat®, or SuperSignal®. Limit the use of upper case to accepted grammatical practices or where indicated in the instructions below. If your description does not meet these criteria, it will be returned to you for correction (time permitting before publication deadlines), or not included in program materials.

This information will be published in the Exhibit Guide, Interactive Floorplan and Product Category System and AACC Website if received by the appropriate deadlines.

Sample Format

Please note that your description must be submitted electronically per the instructions above.

Scherago International
Jersey City, NJ
www.scherago.com

Achieve your goals with measurable results—increased revenue, worldwide growth and recognition, and stronger partnerships with industry. Scherago International is dedicated to providing management and sales services to professional associations and publishers. We have served the healthcare and scientific communities for more than 50 years, helping our association clients become the most successful and respected organizations in their fields.

Exhibit Space Contract



Company name as it should appear in program materials—do not use all upper case unless that is the way your company name normally appears.

Company _____

Address _____

City, state, postal code _____

Country _____

Exhibit contact person _____

Title _____

Phone _____

Fax _____

E-mail _____

Website _____

Exhibitor agrees to abide by all terms, conditions, rules, and regulations contained in the exhibit prospectuses and the exhibitor service manual.

Signature _____

Advertising manager name _____

Phone and extension _____

Please check here if you require a proforma invoice.

Non-US exhibitors: Please check here if you need a letter of invitation for US Visa applications.

Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences—priority point space assignment policy applies to all exhibitors.

1. Please check the section on the exhibit floor in which you prefer your exhibit to be located. Your exhibit will be categorized by the area in which your booth is actually located. For example, you cannot be designated an OEM exhibitor if your booth is located outside the OEM section of the exhibit floor.

2. Indicate location preferences by booth number in the spaces below—do not cluster all choices in the same location.

- IVD/General Laboratory Section
- Point-of-Care Testing
- OEM, Biotech and Research
- Lab Automation/Robotics/Informatics

Non-Island Exhibits

Non-island space is charged at the rate of \$3,450 per 10' x 10' (3m x 3m) booth.

Non-island space required 10' x _____

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Non-Island Booth Preferences

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Preferred Island Exhibits

Island space is charged at the rate of \$4,140 per 10' x 10' (3m x 3m) booth increment.

<input type="checkbox"/> 20' x 20' (6.1m x 6.1m)	\$16,560
<input type="checkbox"/> 20' x 30' (6.1m x 9.2m)	\$24,840
<input type="checkbox"/> 20' x 40' (6.1m x 12.2m)	\$33,120
<input type="checkbox"/> 30' x 30' (6.1m x 6.1m)	\$37,260
<input type="checkbox"/> 20' x 50' (6.1m x 15.1m)	\$41,400
<input type="checkbox"/> 30' x 40' (9.2m x 12.2m)	\$49,680
<input type="checkbox"/> 30' x 50' (9.2m x 15.1m)	\$62,100
<input type="checkbox"/> 40' x 40' (12.2m x 12.2m)	\$66,240
<input type="checkbox"/> 40' x 50' (12.2m x 15.1m)	\$82,800
<input type="checkbox"/> 30' x 80' (9.2m x 24.4m)	\$99,360
<input type="checkbox"/> 50' x 50' (15.1m x 15.1m)	\$103,500
<input type="checkbox"/> 50' x 80' (15.1m x 24.4m)	\$165,600
<input type="checkbox"/> 60' x 80' (15.1m x 24.4m)	\$198,720
<input type="checkbox"/> 50' x 100' (15.1m x 30.2m)	\$207,000
<input type="checkbox"/> 70' x 80' (21m x 24.4m)	\$231,840
<input type="checkbox"/> 80' x 90' (24.4m x 27.4m)	\$298,080
<input type="checkbox"/> 80' x 100' (24.4m x 24.4m)	\$331,200
<input type="checkbox"/> Other _____ x _____ \$ _____	

Indicate Four (4) Island Location Preferences

1. _____ 2. _____ 3. _____ 4. _____

Advertising discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

Less 20% island rental discount for 13 pages of advertising (if applicable)
_____ \$

_____ Advertising manager signature required for discount

Important: No booths will be held or assigned without the required payment.

See deposit and payment terms provided earlier in this document.

Payments by credit card are not accepted. Please make checks payable to American Association for Clinical Chemistry. Payment must be drawn on a US bank in US dollars. For wire transfer information, contact Ms. Martina Doshkova by email at martinad@schergo.com.

Payments should be sent to:

American Association for Clinical Chemistry
c/o Schergo International
525 Washington Blvd, Ste. 3310
Jersey City, NJ 07310
Tel: 201-653-4777
Fax: 201-653-5705

For Schergo use only

Computer # _____ How many booths _____

Space assignment _____ Space cost _____

Deposit date _____ Deposit amount _____

Balance due _____ Balance received _____

PD _____ PL _____ Exh. record _____

Terms & Conditions

Contract Acceptance

Association reserves the right to accept or refuse the booth application for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever the Association considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of the Association.

Exhibit Space Cancellation

- > All cancellations must be received in writing by Exhibit Management, Scherago International.
- > Companies canceling space on or before February 1, 2011 qualify for a full refund of all monies paid in advance for booth space rental, minus a \$100 cancellation fee per 10' x 10' booth cancelled.
- > Any company canceling its exhibit space between February 2, 2011 and April 19, 2011, forfeits its deposit of 50% of the total cost of exhibit space rental.
- > Any company canceling on or after April 20, 2011, is responsible for the full cost of exhibit space rental.

Booth Relocation

The Association reserves the right to relocate space in areas other than that selected by the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by Exhibit Management. Due to the large number of participating companies, we cannot guarantee that a company will not be located near a competitor.

Subletting

Subletting or sharing of exhibit space is prohibited except between affiliated companies and only with Exhibit Management approval.

Use of Exhibit Floorplan

The exhibit floor plan and exhibitor list are the property of the Association. Use or publication for any purpose without the Association's written consent is prohibited.

Completed Sales

The Association does not permit completed sales of merchandise on the exhibit floor.

Force Majeure

Notwithstanding any other provision of this Contract, neither party will be liable for delayed performance or inability to perform due to: (a) acts of God or the public enemy, war, riot, embargo, sabotage, flood, accident; (b) any circumstance of similar or different character beyond a party's reasonable control, including without limitation unavoidable fire, explosion, transportation delay, or labor trouble; or (c) unavoidable shortage or failure of supply of raw materials or finished merchandise.

Liability

Each party will be liable for negligent or intentional acts and omissions of its own employees and other authorized representatives. Except for such acts or omissions Exhibitor will not assert liability against Association for any loss, damage, or injury to person or property, by reason of Association's failure to provide exhibit space,

removal of the exhibit, or other reasons. Children under 16 years of age are not permitted on the exhibit floor.

Indemnity

Exhibitor agrees to indemnify and hold harmless the Association for all costs, losses, and damages, including reasonable attorney fees and court costs, due to claims arising from or based upon any or all of the following acts or omissions by Exhibitor, its agents, employees, invitees, persons acting on its behalf, or authorized representatives, at any time during the meeting in the exhibit hall and other locations such as hospitality suites or social functions:

- a) negligent or intentional acts or omissions;
- b) violation of any person's property rights;
- c) performing or authorizing the performing of live music;
- d) violation of any law or ordinance; and
- e) use and occupancy of the exhibition premises or any part thereof.

Each party will indemnify the other for all costs, damages and losses, including reasonable attorney fees and court costs, resulting from claims based upon negligent or intentional acts of the other party, its employees, or its authorized representative. Each party will obtain insurance to cover its indemnity agreements herein.

Disputes

- a) All disputes will first be addressed by the parties by good faith, face-to-face negotiations. Disputes that cannot be resolved in that manner in a reasonable time will be submitted by either party to arbitration under rules of the American Arbitration Association, except that neither party will be prevented from seeking from a court of competent jurisdiction a preliminary injunction, temporary restraining order, or similar equitable remedy to prevent irreparable harm or preserve the status quo. This Contract will remain in force, with no interruption of services or payments, during the pendency of this dispute resolution process. Any arbitration proceeding must be commenced within the statute of limitations period applicable to the underlying claim under the law of the District of Columbia.
- b) The arbitration proceeding will be held in the District of Columbia.
- c) The arbitrator(s) will not have authority to award punitive, exemplary, consequential, special, or indirect damages. The arbitrator(s) authority to award damages will be limited by any limitation contained elsewhere in this Contract.

Forum

For any litigation allowable under this agreement, the parties agree to submit themselves to the jurisdiction of a court in the District of Columbia.

Applicable Law

This contract will be interpreted and enforced under the laws of the District of Columbia.

Violations

Violation of any Contract provisions, Terms and Conditions or Rules and Regulations will, without limiting Association's other remedies in law or equity, affect space assignments to the violator in subsequent years.

Meeting Room Contract

Company name as it should appear in program materials—do not use all upper case unless that is the way your company name normally appears.

Company _____

Address _____

City, state, postal code _____

Country _____

Exhibit contact person _____

Title _____

Phone _____

Fax _____

E-mail _____

Website _____

Exhibitor agrees to abide by all terms, conditions, rules, and regulations contained in the exhibit prospectuses and the exhibitor service manual.

Signature _____

Please check here if you require a proforma invoice.

Enhanced Modular Meeting Rooms in the Exhibit Hall

Two basic packages are being offered initially—10'x20' and 20'x20'—but quotes on other sizes can be prepared on request. Each package includes 8' tall walls, carpet and a 22"x28" sign. There will be at least 10' of aisle between meeting rooms.

Wall Color Options

Included in basic rental packages: light gray fabric (Velcro compatible); other colors and materials are available at extra cost.

Carpet Color Options

Included in basic rental packages: "tuxedo" carpet (black and grey blend); other colors and carpet padding available at extra cost.

Sign

Included in basic rental packages: one each 22"W x28" H sign, black print on white sign board. Other colors and logos/graphics available at extra cost.

Not Included

The items listed below are not included in the basic rental packages and must be provided by the exhibitor or rented from official suppliers at the exhibitor's expense:

- > Furnishings such as tables, chairs and waste baskets
- > Cleaning service within the meeting room
- > Electrical service and special lighting
- > AV equipment
- > Security guards



The following rules and guidelines apply to these meeting rooms:

- > A company must be a contracted 2011 exhibitor to rent a meeting room. Cancellation of exhibit space will result in cancellation of meeting room space.
- > Food and beverages may be served within the meeting rooms during exhibit hours. Food and beverages may not be served from exhibit booths during exhibit hours.
- > The Clinical Lab Expo provides perimeter security only for the exhibit hall. Modular meeting rooms are not secure (not a secure locking mechanism on the meeting room door). No valuable items should be left in the modular meeting room when unattended unless the exhibitor provides a security guard for the room.
- > The location of the meeting room will not be published in exhibitor listings unless requested in writing by the exhibitor. This is in case an exhibitor wishes to use the room "by invitation only."

Room Size	Discounted Rate	After June 1
<input type="checkbox"/> 10' x 20'	\$5,065	\$5,465
<input type="checkbox"/> 20' x 20'	\$9,200	\$9,775
<input type="checkbox"/> Other x	(Cost to be determined by size)	

Additional charges may apply if ordered after July 1, 2011, or onsite.

Important: No meeting room will be held or assigned without the required payment.

Payments by credit card are not accepted. Please make checks payable to American Association for Clinical Chemistry. Payment must be drawn on a US bank in US dollars. For wire transfer information, contact Ms. Martina Doshkova by email at martinad@scherago.com.

Payments should be sent to:

American Association for Clinical Chemistry
 c/o Scherago International
 525 Washington Blvd, Ste. 3310
 Jersey City, NJ 07310
 Tel: 201-653-4777
 Fax: 201-653-5705

For Scherago use only

Computer # _____ Room Size _____
 Assignment _____ Cost _____
 Deposit date _____ Deposit amount _____
 Balance due _____ Balance received _____
 PD _____ PL _____ Exh. record _____

Partners to be Near/Competitors to Avoid

We strongly recommend that you complete this form for “Partners to be Near/Competitors to Avoid” and send it with your exhibit space contract. Indicate special requests such as marketing partners you wish to be near, competitors you wish to avoid, or any other special requirements that will help us make your booth assignment.

Please note these conditions:

- > We cannot guarantee we can meet your needs, but we have a better chance to do so if you advise us of those needs.
- > Our priority point system is still in effect. However, we may be able to accommodate your special needs within the point system.
- > Assignment near another exhibitor partner requires written confirmation from the partner.
- > We cannot honor generic requests such as “by one of the large island exhibitors.”

Partners to be Near

Competitors to Avoid

Special Requirements, such as assignment near one of the Lounges or facing the Poster Area

2011 Product Locator Information

Company Name: _____

Person Completing Form: _____

Title: _____

Phone #: _____ Fax #: _____

You must complete and return this form or you cannot be included in the Product Locator database. Check only those categories for products that will be displayed at the Expo.

- 001 Abused Drug Testing
- 002 Accreditation/Certification
- 003 Adhesive Products
- 004 Adulteration Testing
- 005 Alcohol Testing
- 006 Allergy Testing
- 007 Amplification Technologies
- 008 Analytical Instruments
- 009 Anaerobic Systems
- 010 Anemia Testing
- 011 Animal Diagnostics
- 012 Antibodies/Antibody Services
- 013 Antigens
- 014 Anti-Microbial Agents
- 015 Autoimmune Disease Testing
- 016 Automation, Robotics
- 017 B2B Marketplace
- 018 Bacteriology
- 019 Bar Coding
- 020 Biochemicals
- 021 Biochemical Markers
- 022 Biochips
- 023 Biohazard Transport
- 024 Biological Safety Cabinets
- 025 Biologicals
- 026 Bioluminescence Systems
- 027 Biosensors/Electrodes
- 028 Bioterrorism Agent Testing
- 029 Blood Banking
- 030 Blood Collection
- 031 Blood Gas Testing
- 032 Blood Products
- 033 Blood Separation
- 034 Books/Journals/Publications
- 035 Bone Metabolism Testing
- 036 Breath Testing
- 037 Buffers
- 038 Bulk Chemicals
- 039 Calibrators
- 040 Cancer Markers
- 041 Cancer Testing
- 042 Cardiac Markers
- 043 Cardiac Testing
- 044 Cell Culture
- 045 Centrifuges
- 046 Chemiluminescence Systems
- 047 Chemistry Diag/Reagents/Kits
- 048 Chemistry Systems
- 049 Cholesterol Testing
- 050 Chromogenic Substrates
- 051 CLIA Compliance
- 052 Clinical Decision Systems
- 053 Clinical Research Services
- 054 Coagulation/Hemostasis
- 055 Competency Assessment
- 056 Conjugates
- 057 Consulting Services
- 058 Consumables/Supplies
- 059 Containers, Glass/Plastic
- 060 Contract Development
- 061 Contract Manufacturing
- 062 Controls
- 063 Co-Oximetry
- 064 Critical Care Testing
- 065 Courier Transport
- 066 Culture Media, Dehydrated
- 067 Custom Development
- 068 Custom Manufacturing
- 069 Custom Software
- 070 Cuvettes
- 071 Cytokines
- 072 Cytology
- 073 Data Analysis & Management/Middleware
- 074 Data Collection
- 075 Design Services
- 076 Dessiccants/Absorbants/Adsorbents
- 077 Diabetes Testing
- 078 Disposables
- 079 Distribution, Stock Management
- 080 Distributor, Lab
- 081 DNA Extraction
- 082 DNA Probes
- 083 DNA Viral Testing
- 084 DNA/RNA Based Reagents
- 085 DNA/RNA Based Systems
- 086 Documentation
- 087 Drug Testing
- 088 eCommerce
- 089 Education
- 090 Electrolyte Testing
- 091 Electrophoresis
- 092 ELISA
- 093 Endocrinology
- 094 Environmental Controls
- 095 Environmental Monitoring, Controls
- 096 Enzyme Testing
- 097 Enzymes
- 098 Equipment, General
- 099 Esoteric Testing
- 100 Fermentation
- 101 Fertility Testing
- 102 Filtration
- 103 Financial Services
- 104 Flow Cytometry
- 105 Fluorometers
- 106 Forensic Testing
- 107 Gamma Counters
- 108 GC/Mass Spec.
- 109 Gene Expression
- 110 Genetic Screening
- 111 Genetic Testing
- 112 Genomics
- 113 Glucose Testing
- 114 Glycolated Hemoglobin Testing
- 115 Group Purchasing
- 116 Growth Factors
- 117 Hand Protection
- 118 Hematology
- 119 Hepatitis Testing
- 120 Histology
- 121 HIV Testing
- 122 Home Care Testing
- 123 Homocysteine Testing
- 124 Hormones
- 125 HPLC
- 126 Hybridoma Dev. Services
- 127 Immunoassay Diag/Reagents/Kits



- GEORGIA WORLD CONGRESS CENTER
- 128 Immunoassay Systems
 - 129 Immunofluorescence
 - 130 Immunohistochemistry
 - 131 Immunology
 - 132 Incubators
 - 133 Infectious Disease Testing
 - 134 Influenza Testing
 - 135 Infection Control Apparel
 - 136 Infectious Disease, Other
 - 137 Information Systems
 - 138 Interfacing/Interface Engines
 - 139 Internet Services
 - 140 Lab Billing Systems
 - 141 Labeling
 - 142 Laboratory Automation/Robotics
 - 143 Laboratory Furniture
 - 144 Laboratory Testing Services
 - 145 Latex Particles
 - 146 Lead Testing
 - 147 Leasing Services
 - 148 Light Sources/Lamps
 - 149 Liquid Handling, Automated
 - 150 Luminometers
 - 151 Lyophilization
 - 152 Magnetic Particles
 - 153 Manifolds
 - 154 Market Research
 - 155 Mass Spectrometry
 - 156 Material Transport
 - 157 Medical Device Testing
 - 158 Medical Transport
 - 159 Membranes
 - 160 Microarrays
 - 161 Microbiology
 - 162 Micro Particles
 - 163 Microplates/Readers/Washers, etc.
 - 164 Microscopy
 - 165 Microspheres
 - 166 Molecular Diagnostics (DNA/RNA)
 - 167 Mono/Polyclonal Antibodies
 - 168 Motion Control
 - 169 Mugs, AACC
 - 170 Multiplex Testing
 - 171 Near Patient Testing
 - 172 Neonatal and Prenatal Testing
 - 173 Nephelometry
 - 174 Nutrition/Food Testing
 - 175 OEM Components (Biological)
 - 176 OEM Components (Mech, Elec, Opt, Computing)
 - 177 OEM Products (Other)
 - 178 Online Education
 - 179 Optical Filters
 - 180 Osmometers
 - 181 Oxidative Stress
 - 182 Oxygen Removal
 - 183 Packaging Materials/Equipment
 - 184 Parasitology
 - 185 Peptides
 - 186 Personal Protection Products
 - 187 Pharmacogenomics
 - 188 Pipette Calibration
 - 189 Pipettors/Dispensers
 - 190 Plastics, Disposables
 - 191 Point of Care Testing
 - 192 Power Supplies and Protection
 - 193 Precision Molding
 - 194 Pregnancy Testing
 - 195 Proficiency Testing
 - 196 Protein Analysis
 - 197 Pumps
 - 198 Purification Products
 - 199 Quality Assurance
 - 200 Quality Control & Management
 - 201 Rapid Tests
 - 202 Reagents
 - 203 Reconditioned Equipment
 - 204 Recruitment
 - 205 Reference Laboratory Services
 - 206 Refrigerators, Freezers
 - 207 Regulatory Affairs
 - 208 Replacement Parts/Consumables
 - 209 Research Products
 - 210 Safety Products
 - 211 Sample Identification
 - 212 Safety and Comfort Products
 - 213 Sample Preparation
 - 214 Sanitation Monitoring
 - 215 Sera
 - 216 Serology
 - 217 Service Support
 - 218 Shakers
 - 219 Software Services
 - 220 Solenoid Valves
 - 221 Specimen Containers
 - 222 Specimen Transport
 - 223 Specimen Packaging
 - 224 Spectrophotometers
 - 225 Spectrometers, Light Sources
 - 226 Staffing
 - 227 Stainers, Automated
 - 228 Stains
 - 229 STD Testing
 - 230 Stroke Markers
 - 231 Sweat Testing Instruments
 - 232 Syringes
 - 233 Temperature Monitoring Equipment
 - 234 Test Strip Machinery
 - 235 Therapeutic Drug Monitoring
 - 236 Thermal Control Devices
 - 237 Thyroid Testing
 - 238 Tissue Typing
 - 239 Toxicology
 - 240 Tubing and Fittings
 - 241 Tumor Markers
 - 242 Uniforms
 - 243 Urinalysis
 - 244 Valves
 - 245 Veterinary Products
 - 246 Viral Testing
 - 247 Virology
 - 248 Water Purification

Other Suggested Categories for 2012 (cannot be included in 2011):

Please return with your contract (helps categorize your company for the website posting).
 Scherago International, 525 Washington Blvd., Suite 3310, Jersey City, NJ 07310
 Email to martinad@scherago.com or tonym@scherago.com





Additional Information Online

Refer to our website www.scherago.com/cle throughout the year for additional information. You will find bulletins on timely issues, as well as current programs. Visit the website now for information on:

- > Improving Your Booth Assignment
- > Housing and Travel
- > New Products Review™ Application Form
- > Industry Workshops and Application Form
- > Sponsorship and Recognition Opportunities
- > OEM Lecture Series and Application Form
- > Export Interest Directory and Application Form
- > Meeting Room Space Request Form
- > Mail Lists
- > 2010 Exhibitors
- > Georgia World Congress Center
- > City of Atlanta, Georgia
- > ...and more.

Exhibit Management

Scherago International
525 Washington Blvd.
Suite 3310
Jersey City, NJ 07310
Tel: 201-653-4777
Fax: 201-653-5705
www.scherago.com/cle

Contacts:

Tony Maiorino (ext. 22), Expo Director, and
Martina Doshkova (ext. 33), Exhibit Coordinator