

*clinical lab*  
**expo** 

JULY 17-19, 2012 LOS ANGELES, CALIFORNIA  
LOS ANGELES CONVENTION CENTER



SELECT YOUR 2012  
BOOTH SPACE AND  
BOOK 2012 HOUSING  
**WHILE ONSITE AT  
THE 2011 EXPO IN  
ATLANTA.**

# BOOK 2012 IN 2011



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# FAQS

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# FAQS FOR ONSITE BOOTH SELECTION

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## ***How are exhibitors ranked for booth 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 years, plus additional criteria described below. Support of AACC 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
- Number of consecutive years participating as an exhibitor
- When applicable, the date the completed exhibit space contract and appropriate payment are received (a faxed contract is not considered a completed contract until Exhibit Management also receives the appropriate payment for the space requested)

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.

## ***Who is eligible for onsite booth selection?***

Only exhibitors who intend to take island space are eligible (minimum island size is 20'x20').

## ***Why are only island exhibitors included in onsite booth selection?***

We are not including non-island exhibitors in this program because it is generally an advantage for non-island exhibitors to be assigned space *after* the island booths are assigned—here's why: island booth sizes and shapes change virtually every year. Fitting some of the new shapes and sizes into the floorplan between mandatory aisles (a fire and safety issue) often frees up additional non-island space in advantageous positions at the front of the hall or in and around high traffic exhibit hall features and island exhibitors.

**However, we are making sure our valued non-island exhibitors are protected**—as always, we have reserved dedicated non-island space in the front of the exhibit hall. Non-island exhibitors will have the same opportunity for good locations in the front and throughout the exhibit hall.

## ***When will non-island exhibitors be assigned?***

For 2012, non-island exhibitors will be assigned in February 2012. The reason for the delay is to ensure that island exhibitors meet their respective deposit obligations.

## ***What are the advantages of selecting booth space onsite, a year in advance?***

1. You are onsite with all of your staff and most of, if not all, your decision-makers present.
2. You have the opportunity to see the exhibitors ahead of you on the priority point list and what booth sizes and locations they have selected. This is not possible in an offsite process conducted by phone due to the size of the Expo. There are just too many exhibitors participating in the Expo to phone everyone in a timely manner.
3. You know exactly what your booth assignment will be much earlier so you can make your marketing and advertising plans earlier.
4. AACC will be promoting exhibitors starting in September. You will receive the benefits of earlier *free* promotion by AACC.

## ***Will I have to place a deposit onsite to hold my space?***

You can, if you want to do that, but you do not have to place a deposit onsite. If you do not place a deposit while onsite, you will be invoiced within 10 days after the current Expo closes so that you can pay according to the deposit schedule in the next FAQ.

## ***What kind of deposit is required?***

We are revising the deposit process as follows:

### **Island Exhibitors**

- You will be invoiced within 10 days of the end of the Expo for your first deposit payment of 10% of the total booth space rental cost (on or about August 5). Your deposit will be due by Sept 15. Instructions for paying by check or electronic funds transfer are included on the invoice.
- You will be invoiced in November for the second deposit payment of 40% of the total booth space rental cost. Payment is due by January 13, 2012.
- You will be invoiced for the balance of the total booth space rental cost (remaining 50%) by March 9 with payment due by April 16.

### **Non-Island Exhibitors**

- If you have placed a housing request onsite in 2011, your 50% deposit payment will be due by December 1, 2011, or you will sacrifice your housing request.
- If you have not placed a housing request onsite in 2011 or if you placed a housing request, but missed the December 1 deadline, your 50% booth space deposit payment will be due by February 1, 2012, 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 or relocation if payments are not received on time.

## ***Can I pay by credit card?***

Unfortunately, no, you cannot pay by credit card.

## ***When can I book my housing?***

**Island exhibitors:** you can request housing as soon as you make your booth selection. Simply take your stamped contract to the housing desk when you finish booth selection or any time during the Expo.

**Non-island exhibitors:** bring in your contract and deposit to be stamped and you can place your housing request onsite.

## ***What if I want to drop off my non-island contract and a deposit check onsite?***

We will accept it, date and time stamp it. That will contribute to your assignment ranking because the day/time we receive completed contracts (that means a contract *plus* payment) is part of the ranking process for assignment. You can also book hotel reservations as soon as we receive a completed contract and payment.

## ***Will I receive a “receipt” for my booth location selection and deposit?***

All exhibitors participating in onsite booth selection or dropping off a contract with payment will receive a date/time-stamped copy of their respective contract, acknowledging assignment and/or any deposit payment made.

## ***Can you tell me what my point total is?***

We cannot give out exact point counts because part of the ranking system is based on dollars spent—which we cannot divulge—plus other factors such as how many rooms are booked through the official housing bureau, years participating as an exhibitor, and the date we receive a completed contract with payment.

Knowing your exact point count is not as meaningful as your

relative ranking because many exhibitors have the same point count based on the dollars spent portion of the points, e.g., each 20'x20' island exhibitor pays the same amount for its booth space, each 10'x10' exhibitor pays the same amount for its booth space. For all but the very largest exhibitors, it is the *other criteria* that determines ranking—advertising, sponsorship, housing, consecutive years in the Expo, and contract/payment date. If you are an exhibitor whose only participation is booth rental, getting your contract/payment in early is the only way to raise your ranking.

The answer also depends on when you ask. The ranking system is based on points accumulated January through December so we may not have all the information until the following January. For example, the rankings for the 2012 Expo assignments are the points accumulated January–December of 2010. We cannot tell you what your ranking is until we have all of the necessary data, including the date/time we have received your contract with payment: usually late January or early February, excluding contract/payment date which can occur later.

## ***Are island exhibitors always at the top of the list?***

Historically, the top 10 have been island exhibitors due to the amount of financial support they provide throughout the year. However, non-island exhibitors start appearing right after those first 10 island exhibitors. We have approx. 120 island exhibitors, yet in 2010, non-island exhibitors held five positions in the top 50 and other rankings scattered among the top 150—ahead of most island exhibitors.

## ***What if I can't make the onsite appointment set for my company?***

Unfortunately, we cannot interrupt or halt the process. That would not be fair to other exhibitors that follow your company in the rankings. There are two options:

1. If you provide us with a completed contract and partner/competitor form in advance of your appointment so that we know what your basic requirements are, we will assign the best space available in keeping with the information you provide. You can then check with us later (at a time that does not interrupt other exhibitor appointments) to find out what we were able to assign. As long as it does not negatively impact other assigned exhibitors, you can make a different selection if you are unhappy with your location.
2. You can skip the process entirely and take your chances selecting booth space following the Expo, but you sacrifice your priority ranking for booth selection. [Naturally, we encourage you to take the other option.]

## ***What happens if my booth space requirements change after location assignment?***

That depends on the change and when it occurs. We will do

what we can to accommodate your revised needs as long as other exhibitors are not negatively affected. Please keep these things in mind:

- Island space reductions after September 15 may result in relocation. Exhibitors must pay for the space used. If an island space reduction results in loss of saleable space, the exhibitor must either pay in full for the original space requested or be relocated.
- If you need to increase space and depending on when you reach that decision, you may have to move to a less advantageous location. For example, you may be reassigned further from the front of the IVD section, or out of a special interest section if that was your original location with no larger space available at the time of the change.
- Complete cancellation of participation is subject to the terms and conditions of the exhibit space contract and in the exhibit prospectus materials.

### ***What if I must change my onsite appointment?***

We will try to fit you in between other later appointments or reschedule you immediately before or after regular appointment hours *after* your original appointment time. You may have to sacrifice some ranking levels depending on what we are able to do.

### ***What if I miss my onsite appointment?***

Each appointment is set for 15 minutes, even though the actual time typically needed to make a selection is usually shorter than that, so being a few minutes late is not a problem. However, we cannot delay other exhibitors' appointments or interrupt appointments in progress if you are late or miss your appointment. [We are asking all island exhibitors participating in the onsite selection program to provide an onsite mobile phone number so that we can alert you if you appear to be late.]

If you have provided us with a completed contract and partner/competitor form in advance of your appointment so that we know what your basic requirements are, we will assign the best space available in keeping with the information you provide. You can then check with us later (at a time that does not interrupt other exhibitor appointments) to find out what we were able to assign. As long as it does not negatively impact other assigned exhibitors, you can make a different selection if

you are unhappy with your location.

If you completely miss your appointment and you have not provided us with a completed contract and partner/competitor form in advance of your appointment, we will try to fit you in between other later appointments or reschedule you immediately before or after regular appointment hours *after* your original appointment time. You may have to sacrifice some ranking levels depending on what we are able to do.

### ***How many people can I bring to the selection appointment?***

Our office can comfortably accommodate 4-5 people from your company. Keep in mind, however, that bringing more people into the selection process may make reaching a decision harder or take longer than your scheduled appointment. We cannot delay other appointments if you need more time to reach a decision. You may have to come back at a later time to finalize your selection, but we will have to move on to other companies on the schedule while you are making up your mind.

### ***What if my management changes its mind about size or location while we are still onsite?***

That depends on the change and when it occurs. We will do what we can to accommodate your revised needs as long as other exhibitors are not negatively affected. Please keep these things in mind:

- If you need to reduce space, it depends on whether or not the space you are relinquishing is still saleable as island or non-island space.
- If you need to increase space and depending on when you reach that decision, you may have to move to a less advantageous location. For example, you may be reassigned further from the front of the IVD section, or out of a special interest section if that was your original location with no larger space available at the time of the change.

We will try to fit you in between other later appointments or reschedule you immediately before or after regular appointment hours *after* your original appointment time. However, we cannot relocate other exhibitors if you change your mind after your original selection.



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# 2012 CLINICAL LAB EXPO ONSITE BOOTH SELECTION

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**Based on exhibitor request, AACC will conduct ONSITE BOOTH SELECTION, for the 2012 Expo during the 2011 Expo.**

**Here are some of the advantages of onsite booth selection:**

- You are onsite with all of your staff and most of, if not all, your decision-makers are present.
- You have the opportunity to see which exhibitors are ahead of you on the priority point list and what booth sizes and locations they have selected. This is not possible in an offsite process conducted by phone due to the size of the Expo. There are just too many exhibitors participating in the Expo to phone everyone in a timely manner.
- You know exactly what your booth assignment will be earlier so you can begin your marketing and advertising plans.
- AACC will be promoting exhibitors starting in September. You will receive the benefits of earlier *free* promotion by AACC.

## **ISLAND EXHIBITORS AND EXHIBITORS INCREASING TO ISLAND STATUS ARE ELIGIBLE**

Only exhibitors who intend to take island space are eligible (minimum island size is 20'x20').

## **NON-ISLAND EXHIBITORS SPACE SELECTION**

We are not including non-island exhibitors in this program because it is generally an advantage for non-island exhibitors to be assigned space *after* the island booths are assigned—here's why: island booth sizes and shapes change virtually every year. Fitting some of the new shapes and sizes into the floorplan between mandatory aisles (a fire and safety issue) often frees up additional non-island space in advantageous positions at the front of the hall or in and around high traffic exhibit hall features and island exhibitors.

**However, we are making sure our valued non-island exhibitors are protected**—as always, we have reserved dedicated non-island space in the front of the exhibit hall. Non-island exhibitors will have the same opportunity for good locations in the front and throughout the exhibit hall.

## **NON-ISLAND EXHIBITOR RANKINGS**

We date and time stamp all contracts as soon as we receive both the *contract and deposit*. The sooner we receive your completed contract and payment, the higher your ranking for booth assignment will be. We are allowing all exhibitors to book 2012 housing during the 2011 Expo without payment as long as we have a completed contract, but keeping your housing reservations and assignment ranking *depend on when the payment is received*. See FAQs for more information.

## **ISLAND AND NON-ISLAND EXHIBITORS CAN BOOK HOUSING ONSITE**

**Island exhibitors:** As soon as we have date and time stamped your completed contract and you have selected your space, you can proceed to the Housing Office to request rooms for 2012 in Los Angeles.

**Non-island exhibitors:** The same applies to you. As soon as we have date and time stamped your completed contract, you can proceed to the Housing Office to request rooms for 2012 in Los Angeles.

Keeping the requested rooms requires that you complete a housing contract and pay for booth space according to our new deposit policy (please refer to the FAQs for more information) and comply with housing contract terms.

## **FREQUENTLY ASKED QUESTIONS (FAQS)**

We have tried to provide additional information on the following pages in FAQ form. Please let us know if you have other questions or need additional information. Contact your Scherago International account executive or:

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# EXHIBITS



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