

clinical lab
expo 

JULY 26-28, 2011

ATLANTA, GEORGIA

GEORGIA WORLD CONGRESS CENTER



International Pavilion Packages
2011 Clinical Lab Expo

The AACC Annual Meeting is returning to Atlanta and we are expecting record-breaking attendance—just as always when we visit the East Coast.

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.

- > This is your target audience—19,000+ 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!
- > These attendees have purchase authority—70+% 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—almost 80% report that the Clinical Lab Expo is the only show attended each year.
- > Attendees flock to the exhibits—93% rank exhibits as their 1st or 2nd reason for attending.
- > Your partners and your competitors will be there—more than 650 exhibiting companies occupying approximately 2,000 booths in 2010.
- > Immense international impact—5,000 attendees from outside the US, from more than 100 countries are expected.

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



Special Exhibit Packages for Companies like Yours

The AACC Clinical Lab Expo offers turnkey International Exhibit Packages that will save you time and effort. We know that it is difficult and costly for exhibiting companies from outside the US to ship products and exhibit materials to the US. To help you overcome some of these problems, you can request a special exhibit package that includes space rental, stand rental, and labor to install and dismantle the stand, plus furnishings and many of the services required for a complete turnkey experience. Save on all of these components:

Shipping and freight handling—You won't have to pay to handle your freight at the show site (weight limits apply).

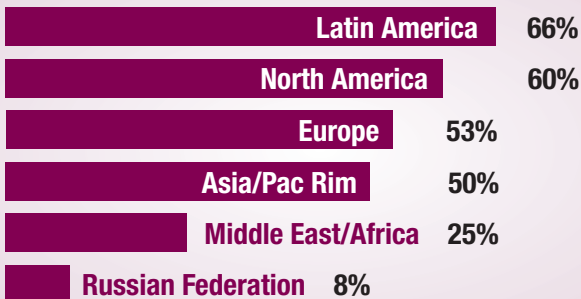
Labor—Setup and dismantling are included so you won't pay any extra for those services.

Time—Your booth is ready when you arrive and you simply pack your products and walk away when the show is over.

Travel and hotel expenses—No extra days are required for setup or dismantling your booth.

All exhibitors using the special exhibit packages are located in the International Pavilion area on the show floor.

Global Regions where Exhibitors Developed Business % of 2010 International Exhibitors





For more details about this special package or the Clinical Lab Expo, contact Tony Maiorino at Scherago International or one of our agents.

Tony Maiorino
Scherago International
 525 Washington Blvd., Suite 3310
 Jersey City, NJ 07310
 Phone: (201) 653-4777, Ext. 22
 Fax: (201) 653-5705
 Email: tonym@scherago.com

Benelux, France, Republic of Ireland, Scandinavia, Spain, UK
Agence Eychenne
 27 Chemin des Sablons de la Montagne
 78160 Marly-le-Roi
 France
 Phone: +33 (0) 1 39 58 14 01
 Fax: +33 (0) 9 71 70 52 41
 Email: carolyn@agence-eychenne.com

Austria, Eastern Europe, Germany, Israel, Italy, Middle East, South Africa, Switzerland
MedVo
 Ringstrasse 18
 35041 Marburg, Germany
 Phone: +49 (6420) 822-945
 Fax: +49 (6420) 822-943
 Email: MedVo@medvo.net

China, Hong Kong, Taiwan
Whitney Research, Inc.
 # 1511 Prime Tower
 #22 Chaowaidajie, Chaoyang District
 Beijing, China 100020
 Tel: +86-10-6588 8336
 Fax: +86-10-6588 1072
 Email: aaccEXPO@whitneyresearch.com

International Pavillion Exhibit Packages

	Package #1	Package #2	Package #3
Booth Size	10' x 10' (3.1m x 3.1m)	10' x 20' (3.1m x 6.1m)	10' x 30' (3.1m x 9.2m)
Booth space rental	Included	Included	Included
Backwall panels, 8' tall (2.4m)	Included	Included	Included
End panels, 3' tall (.9m)	Included	Included	Included
Carpeting, grey	Included	Included	Included
Company sign in black block lettering	Included	Included	Included
Wall shelving	Three, 1m each, adjustable location	None	None
Storage cabinets, white, non-locking	One unit, 1m x .5m x .9m	One unit, 2m x .5m x .9m Two wall units, 1m x .5m x .9m Two wall units, .8m x .5m x .9m	Two units, 2m x .5m x .9m Three wall units, 1m x .5m x .9m
Pedestal tables, black	One table, .9m diameter	Two tables, .9m diameter	Two tables, .9m diameter
Seating	Two arm chairs, one stool	Four arm chairs, one stool	Six arm chairs, two stools
Wastebaskets	One	Two	Four
Arm lights	Two	Four	Six
Electronic lead retrieval system	One	One	One
Electrical outlets	Two (for lights and lead retrieval system)	Two (for lights and lead retrieval system)	Two (for lights and lead retrieval system)
Vacuuuming carpet, 3 nights	Included	Included	Included
Installation, dismantling of package	Included	Included	Included
Warehouse freight handling	Up to 500 lbs. (230kg)	Up to 800 lbs. (365kg)	Up to 1,000 lbs. (450kg)
Total cost ordered by June 1, 2011	\$6,900 US	\$13,590 US	\$19,970 US
Total cost ordered June 2, 2011 or later	\$7,635 US	\$15,065 US	\$22,180 US

**No substitutions are permitted. There is no credit for materials or services not used.
 Additional electrical outlets, furniture or services must be ordered and paid for by the exhibitor.**

Contract for Exhibit Space

International Exhibit Package Contract

(Available in International Pavilion section only)

Companies contracting for any International Exhibit Package are placed in the specially designed International Pavilion section on the exhibit floor. Space is limited so reserve your space early.

Payment for Booth Space and Cancellation Terms

All contracts submitted by **February 1, 2011** must be accompanied by a 50% deposit on the full rental price of the booths ordered. On or after **February 2, 2011**, full booth rental payment must accompany the contract. No booths will be held or assigned without the required payment.

Booth space must be paid in full according to invoice terms (Net 10 days). If not paid in full by **April 1, 2011**, exhibitor will forfeit its booth at the Expo and still owe the full amount of booth space rental.

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, less a \$100 US cancellation fee per booth cancelled.

Companies canceling booth space between **February 2, 2011**, and **March 31, 2011**, forfeit their deposit of 50% of the total cost of exhibit space rental.

Companies canceling on or after **April 2, 2011**, are responsible for the full cost of exhibit space rental.

If a US visa is denied and booth is cancelled before **June 1, 2011**, a full refund will be made. If a US visa is denied on or after **June 2**, only a portion of the booth payment can be refunded.

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 _____

Phone and extension _____ Email _____

- 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.



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

All contracts submitted before **February 1, 2011** must be accompanied by a 50% deposit on the full rental price of the booths ordered. 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**. Payment must be drawn on a US bank in US dollars. For wire transfer information, contact Ms. Crystal Burton by email at crystalb@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

Packages Available

	By June 1, 2011	After June 1, 2011
<input type="checkbox"/> 10' x 10' (3.1m x 3.1m)	\$ 6,900 US	\$ 7,635 US
<input type="checkbox"/> 10' x 20' (3.1m x 6.1m)	\$13,590 US	\$15,065 US
<input type="checkbox"/> 10' x 30' (3.1m x 9.2m)	\$19,970 US	\$22,180 US

Select only one of the following color themes:

- All panels in white hardwall
- All panels in medium gray fabric
- All panels in dark blue fabric

For Scherago use only

COMPUTER # _____

PACKAGE _____

ASSIGNMENT _____

COST OF SPACE _____

TOTAL COST _____

DEPOSIT RECVD _____

DATE RECORDED _____

BALANCE DUE _____

BALANCE RECVD _____

PD _____

PL _____

EXH RECORD _____

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

Please submit your booth products description with your contract and deposit. It will then be included in the AACC meeting website and pre-conference promotional materials. Your description must be received no later than April 1, 2011 in order to be included in conference program materials. New exhibitors' contracts cannot be processed or accepted unless accompanied by their description.

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.

Package #1 qualifies for a 50-word description.

Package #2 qualifies for a 100-word description.

Package #3 qualifies for a 150-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.

Please submit the description 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.

This information will be published in the Exhibit Guide, Product Locator and AACC World Wide Web Site if received by the appropriate deadlines.

Please be sure to send with your contract!

Sample Format:

SCHERAGO INTERNATIONAL
Jersey City, NJ
(201) 653-4777
www.scherago.com

A full-service firm that meets the demands of today's tough market. Scherago International provides a full range of advertising, marketing, and meeting management services including advertising representation, publication marketing and market research. The firm's full service convention management group is one of the most experienced and highly professional organizations in the business.

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



PACKAGE #2: 10' X 20' (3.1M X 6.1M)

PACKAGE #3: 10' X 30' (3.1M X 9.2M)