



**2011 AACC ANNUAL MEETING AND CLINICAL LAB EXPO**  
**RECOGNITION OPPORTUNITIES**

*clinical lab*  
**expo**   
JULY 26-28, 2011 | ATLANTA, GEORGIA

*Participation makes  
the difference!*

# clinical lab expo

JULY 26-28, 2011 ATLANTA, GEORGIA

AACC is pleased to present our most exciting group of opportunities to achieve greater recognition for your company at the 2011 Clinical Lab Expo. **Use these opportunities to build your booth traffic.**

There are no better ways to influence the thought-leaders at AACC than by reaching them with your message at our scientific sessions. Symposia give you the widest reach at the meeting, and interactive workshops and short courses provide a more personal touch.

From the email stations to badge lanyards, the Clinical Lab Expo gives you the opportunity to put your name on the most visible items at the meeting, as well as educational sessions. We are sure there's a match for your company.

Only contracted exhibitors may reserve sponsorship and support opportunities.

Respond by February 1, 2011, and receive recognition in ALL meeting promotions.

Make your commitment today to get the recognition that helps your company have the best Clinical Lab Expo ever.

## Educational Session Support Opportunities

Double booth selection priority points are awarded for support of education sessions.

- AACC University
- Brown Bag Sessions, Morning and Afternoon
- Interactive Workshops
- Short Courses

## Event and Materials Recognition Opportunities

- Attendee Portfolios
- Aisle Signs
- Program and Exhibit Guides
- Shuttle Buses
- Cyberlink Email Stations
- Lead Retrieval Cards
- International Reception
- Hotel Key Cards
- Lanyards for Attendees Badges
- ClinPack Hotel Door Drop
- Advertising in Registration Brochure
- Exhibitor Lanyards



Your Scherago Account Manager will be in touch with you soon to point to some of the specific opportunities we feel are just right for your company.

For more information, availability and deadlines, contact your Scherago representative or:

### 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](mailto:tonym@scherago.com)

## 2011 Clinical Lab Expo Recognition Opportunities

AACC recognizes your support in the 2011 Annual Meeting registration brochure and program materials, as well as in the specific ways described below for each item. 2010 sponsors and contributors must renew their commitment by November 13, 2010, after which opportunities are opened to other companies. Sponsors must meet the following commitment deadlines for acknowledgement in the registration and program materials:

Registration brochure (mailed to approx. 40,000 individuals)

**February 1**

Program Materials

**May 13**

In addition, other forms of recognition include

- Contributor names and logos are displayed on a slide prior to each plenary session (one plenary session per day, Sunday-Thursday of the meeting)
- A recognition ad appears in the *Clinical Laboratory News Convention Dailies*.
- **All support for the Annual Meeting contributes to priority point ranking for booth assignment.**

Refer to the paragraphs describing each opportunity for additional details and applicable deadlines. Contact your Scherago Account Manager or Tony Maiorino for availability. If you have an idea that's not listed below, we want to hear from you. Please contact us with your idea and we will investigate how it might be implemented.

## Educational Session Support Opportunities

We know that many companies are committed to supporting educational advancement in our field, so the following opportunities are available. See separate brochure for a list of sessions (available December 2010).

### **AACC University Courses (Sunday)**

Double points are awarded for supporting educational sessions. \$1,000/session or \$10,000 to sponsor the entire day.

**Benefits:** Recognition on sign at the session supported, attendance typically 50-100 per session, 15 sessions (extra cost option for attendees).

### **Brown Bag Sessions, Morning and Afternoon**

Double points are awarded for supporting educational sessions. Attendance at Brown Bag sessions is approximately 300/session, six sessions are available—morning and afternoon sessions, Monday-Wednesday.

\$2,000/session

During the Brown Bag sessions attendees may purchase a "brown bag" meal as an optional extra cost. Single session, daily and full three-day support programs are available. Contact your Scherago Account Manager or Tony Maiorino for availability.

**Benefits:** Sign at event, table tent recognition on each of 30 tables per session.

### **Interactive Workshops**

Double points are awarded for supporting educational sessions. \$1,000/session

**Benefits:** Recognition on sign at the session supported, attendance typically 50-100 (extra cost option for attendees).

### **Short Courses**

Double points are awarded for supporting educational sessions.

\$1,000/session

**Benefits:** Recognition on sign at the session supported, attendance typically 50-100 registrants (extra cost option for attendees).

Recognition appears in Meeting and Expo publications, depending on when the commitment occurs.

## Aisle Sign Sponsorship

Add your name or logo, plus booth number, to the bottom of each aisle number banner in the exhibit hall. In 2011, there will be approximately 40 aisles. Aisle number banners will be hung in the 20' aisle that runs through the center of the exhibit hall. Signs are approximately 10' high by 5' wide.

The space available to the sponsor will be approximately 2' high by 5' wide at the bottom of the sign on both sides, below the Expo brand and aisle number. The name/logo can be reproduced in full color or matched colors (exhibitor must approve sign proof) per the sponsor's requirements.

The fee to sponsor all aisle number banners is \$40,000. This fee includes reproduction of identical sponsor's art on both sides of the sign. Additional charges (\$10,000) apply if different art is requested on the two sides. Freeman art guidelines must be followed for submission of art. Art must be received no later than April 1. One proof in pdf format plus one fabric proof will be provided for sponsor's approval. If required, additional proofs or sample banners require additional fees: approximately \$600 each, plus shipping and handling, if applicable.

Cancellation fees apply, depending on when cancellation occurs. Please note that if, for any reason, the sponsor cancels its support after the customized aisle signs are produced, the sponsor must pay for replacement aisle signs (approximately \$50,000-75,000).

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Contributor names and logos are displayed on a slide prior to each plenary session (one plenary session per day, Sunday through Thursday of the meeting).

### Advertising in Registration Brochure

Ads are accepted in the AACC Meeting Registration Brochure\* distributed in print to 40,000-45,000 potential attendees around the world. Advertisers will also receive a rotating "skyscraper" banner on the AACC Meeting webpage at no extra charge. The webpage is scheduled to be online in March 2011.

Registration Brochure cover 2 = \$6,000

Registration Brochure cover 3 = \$4,500

Registration Brochure cover 4\*\* = \$6,000

(please note that cover 4 is only  $\frac{3}{4}$  page due to postal requirements)

Other positions available at \$3,500 per page. B/W ads are also accepted for interior positions. Contact Tony Maiorino or your Scherago Sales Representative for details.

\* Materials are due no later than **January 30, 2011**. Contact Qien Porter, 201-653-4777, ext 16, for production specifications.

\*\* Cover 4 is also the self-mailer page for the brochure and some space is reserved for postal requirements.

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### Program and Exhibit Guides

\$25,000 Exclusive support

**Benefits:** Ads appear on covers 2, 3, and 4 of Guides. May 1 deadline for advertising artwork.

### Shuttle Buses

If interested, please contact Tony Maiorino, phone 201-653-4777, ext.22.





Supporting tangible items provides name recognition year-round.

## Event and Materials Recognition Opportunities

### Attendee Portfolios

\$45,000

**Benefits:** Identification on the portfolio, distributed to all conference registrants, often used throughout the year. Supporting company provides a minimum of 4,500 finished portfolios pre-stuffed with a preset quantity of its promotional materials.

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### Lead Retrieval Cards

\$17,000

**Benefits:** Identification on the card, provided to all registrants and exhibitors. February 16 deadline for artwork.

### Cyberlink (Email stations, also includes Product Locator System)

\$20,000

**Benefits:** Screensaver recognition and/or logo appears at each of 10 kiosks. Supporting company may, at its own expense, provide notepads and pens for the kiosks (subject to advance approval by AACC). **April 29** deadline for screensaver artwork. Partial support opportunity may be available.

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### International Reception

\$10,000

**Benefits:** Signs outside event, recognition on invitation, screen saver on matchmaking kiosk in the International Trade Center, exposure to 400+ high-level international visitors. Contributor receives up to 5 complimentary passes. Contributor may, at its own expense, provide cocktail napkins for use during the event. April 1 deadline for invitation and screen saver.

PENDING 2010 SPONSOR RENEWAL

## Hanging Banners in the Convention Center

\$8,000-\$15,000 depending on location

Now you can display your company or product message in highly visible locations in the convention center where virtually all attendees will see your message. The banner locations are available to all exhibitors on a first-come, first served basis. Large and small exhibitors alike can take advantage of this opportunity because the banners are in highly visible locations and not dependent on company booth size or booth location.

The highly visible locations include elevated positions on columns facing the concourses and escalators leading from street level to the exhibit hall. The locations available will be assigned on a first-come, first served basis according to the sponsor's budget.

Banner size is 16' high x 3' wide. Freeman will produce the banners because the construction materials and hanging apparatus must be consistent. Banners can be full color or matched color. Freeman art guidelines must be followed for submission of art. Art must be received no later than April 1. One proof in pdf format will be provided electronically for sponsor's approval. If required, additional proofs or sample banners require additional fees: approximately \$600 each, plus shipping and handling if applicable. The basic fee includes reproduction of identical sponsor's art on both sides of the sign. Additional charges (approximately \$1,000) apply if different art is requested on the two sides.

The sponsorship fee includes production of the banner, installation and removal, plus one pdf of the banner for sponsor approval. The banner will be recycled or disposed unless the sponsor makes advance arrangements with Freeman to deliver the banner to the sponsor's booth at the close of the Expo.

Contact your Scherago Account Manager or Tony Maiorino for floorplans and a website illustrating locations and rates per location.

Cancellation fees apply, depending on when cancellation occurs.

### Escalator Banners

\$12,000-20,000

Building B of the Georgia World Congress Center where the 2011 meeting and expo are conducted contains 5 levels accessed by escalators. Conference attendees, expo only participants and exhibitors must use the escalators to travel between levels for educational sessions and the exhibit hall. Escalators between the 400/300 level and 300/200 level of the convention center can be sponsored. [Contact your Scherago Account Manager or Tony Maiorino for floorplans and a website illustrating locations and rates per location.

Each bank of escalators includes three separate escalators. The two horizontal panels between the three escalators are waist high

and highly visible by all escalator riders. Maximum size of each panel is 11" by 48'. A sponsor may purchase one or both panels of the same bank of escalators. The fee for one panel is \$12,000; the fee for both panels is \$20,000.

Freeman will produce and install/remove the banners. Banners can be full color or matched color. Freeman art guidelines must be followed for submission of art. Art must be received no later than April 1. One proof in pdf format will be provided electronically for sponsor's approval. If required, additional proofs or sample banners require additional fees: approximately \$1,000, plus shipping and handling if applicable.

Cancellation fees apply, depending on when cancellation occurs.

### Hotel Key Cards

\$11,000

**Benefits:** Access fee only, company must, at its own expense, contract with keycard suppliers and hotels for actual production of keycards and use in official hotels. In keeping with the AACC exhibit rule that no literature or materials can be distributed outside the exhibitor's booth, distribution of promotional material in hotels is prohibited.

PENDING 2010 SPONSOR RENEWAL

### Lanyards for Attendee Badges

\$8,500

**Benefits:** Access fee only, contributor must provide at its own expense 15,000 suitable lanyards pre-approved by AACC.

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### ClinPack Hotel Door Drop

AACC will organize a one-time door drop program at official hotels for AACC and ASCLS attendees. Details regarding number of hotels and rooms included to be announced at a later date pending hotel negotiations (minimum distribution 4,000). AACC will provide the bag with contributor logo, and ensure delivery to rooms. No other door drops are permitted during the Clinical Lab Expo. Exhibit participation contributes to priority status for booth assignment.

### AACC Website Banners

\$2,000 per month for all four locations

Banners are now available on 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, at the right price of \$2,000 per month.

**Banners will appear on the following four pages:**

**Annual Meeting Landing Page**—Where it all begins.

**Registration Page**—Contains complete details about registration for the Annual Meeting.

**Conference Program Page**—Contains bios and details about the 5 plenary speakers and all the conference details.

**Hotel & Travel Page**—Contains full details regarding hotel and travel with links to the housing bureau.

Banner dimensions ("Skyscrapers") 380 pixels (high) x 120 pixels (wide)

Average page views 418,000 May-July

Unique visitors average 53,763 May-July

Formats: E-mail, FTP via Internet, Mac, or IBM compatible disk. Specs: Interlaced, non-transparent, GIF (file name must end in .GIF). 15K maximum (animated GIF must not loop), 5-bit color maximum. Include company's URL/home page address.

### Exhibitor Lanyards

\$3,000

**Benefits:** Access fee only, exhibitor must provide at its own expense, a minimum of 8,000 suitable lanyards pre-approved by AACC.

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### Bag Sponsor

(available to only one company)

\$8,500 Includes 1 insert

First insert per company, up to 4 pages,  
8 1/2" x 11" \$3,750\*

Each additional insert per company (max 2)  
\$3,000\*

Bag sponsor logo due April 1, other deadlines to be determined. \*\*"Dimensional" items subject to surcharge depending on size and weight.

PENDING 2010 SPONSOR RENEWAL

## 2011 AACC Annual Meeting And Clinical Lab Expo Recognition Opportunities

Yes, pending availability, I am committing to support the following item(s) at the 2011 Clinical Lab Expo.

Event/Item \_\_\_\_\_

Cost \_\_\_\_\_

Signature \_\_\_\_\_

Please complete the following information so that we have accurate information on file.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

ext. \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

I am interested, but have a Scherago representative contact me with more information. (Be sure to complete the address information above so that we can contact you.)

Return form to:

**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](mailto:tonym@scherago.com)



*All support contributes to priority points for booth assignment.*



## Exhibit Hours

Tuesday, July 27  
9:30am - 5:00pm

Wednesday, July 28  
9:30am - 5:00pm

Thursday, July 29  
9:30am - 2:00pm

# AACC

American Association for Clinical Chemistry  
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