



**International Pavilion Packages**  
Los Angeles ★ 2012 Clinical Lab Expo

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

Don't miss the world's largest gathering of clinical lab professionals in 2012 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 more than 2,000 booths in 2011.
- > 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 2011 International Exhibitors

Latin America	66%
North America	60%
Europe	53%
Asia/Pac Rim	50%
Middle East/Africa	25%
Russian Federation	8%



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

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## International Pavilion Exhibit Packages

	<b>Package #1</b>	<b>Package #2</b>	<b>Package #3</b>
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)
Vacuuming 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)
<b>Total cost ordered/paid on or before June 1, 2012</b>	<b>\$7,300 US</b>	<b>\$14,250 US</b>	<b>\$20,760 US</b>
<b>Total cost ordered/paid June 2-26, 2012</b>	<b>\$8,110 US</b>	<b>\$15,915 US</b>	<b>\$23,405 US</b>
<b>Total cost ordered/paid after June 26, 2012</b>	<b>\$8,155 US</b>	<b>\$15,985 US</b>	<b>\$23,500 US</b>

**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, 2012** must be accompanied by a 50% deposit on the full rental price of the booths ordered. On or after **February 2, 2012**, 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, 2012**, 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, 2012**, 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, 2012**, and **March 31, 2012**, forfeit their deposit of 50% of the total cost of exhibit space rental.

Companies canceling on or after **April 2, 2012**, are responsible for the full cost of exhibit space rental.

If a US visa is denied and booth is cancelled before **June 1, 2012**, 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, 2012** must be accompanied by a 50% deposit on the full rental price of the booths ordered. On or after **February 2, 2012**, 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](mailto: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, 2012	June 2-26, 2012	After June 26, 2012
<input type="checkbox"/> 10' x 10' (3.1m x 3.1m)	\$7,300 US	\$8,110 US	\$8,155 US
<input type="checkbox"/> 10' x 20' (3.1m x 6.1m)	\$14,250 US	\$15,915 US	\$15,985 US
<input type="checkbox"/> 10' x 30' (3.1m x 9.2m)	\$20,760 US	\$23,405 US	\$23,500 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, 2012 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](mailto: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!**

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### Sample Format:

SCHERAGO INTERNATIONAL  
Jersey City, NJ  
(201) 653-4777  
[www.scherago.com](http://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.

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*clinical lab*  
**expo** ®  
JULY 17–19, 2012    LOS ANGELES, CALIFORNIA  
LOS ANGELES CONVENTION CENTER

