

# 2012 AACCC Industry Workshops



AACCC Industry Workshops are a unique opportunity to reach out to your target customers with a tailored presentation—at times that do not conflict with other educational sessions or exhibit hours. These sessions usually attract capacity attendance and are an important part of the overall educational experience of the Annual Meeting and Expo.

## Dates and Times:

**Tuesday, July 17**      7:00am - 8:30am  
6:00pm - 7:30pm

**Wednesday, July 18**      7:00am - 8:30am  
6:00pm - 7:30pm

These days and times are within the overall Annual Meeting and Expo days. The Annual Meeting commences on Sunday, July 15, and the ends on Thursday, July 19, so all Annual Meeting and Expo participants will be onsite while industry workshops are being conducted.

We hope you will take advantage of the educational marketing opportunity by submitting your application today.



Workshop Dates: July 17–18, 2012 • Exhibit Dates: July 17-19, 2012

## AACC Industry Workshops

### Benefits And Responsibilities

AACC will provide at no additional expense:

- A complimentary copy of the advance registration mail list to each Workshop sponsor
- The list of accepted Industry Workshops on the AACC Expo website starting April 14.
- The list of accepted Industry Workshops, in the registration bags given to paid conference attendees
- The Workshop title, faculty and sponsor's name, published in the *Clinical Laboratory News* Expo Issue
- The Workshop title, faculty and sponsor's name, published in the Program Guide and distributed onsite during the Meeting and Expo
- Signage outside the Workshop meeting room on the day of the Workshop
- A meeting room ranging in capacity from 50 people to 250 people. Setting is based on room choice.

Your company will be responsible for any expenses related to:

- AV equipment
- Food and beverage (No alcoholic beverages can be served prior to or during the Workshop.)
- Additional signage if desired (limited to display in your booth and outside the Workshop room).
- Speaker expenses and handouts

### Conflicts with the AACC Program

AACC will review all applications to make sure that the content does not conflict with its annual meeting educational sessions. If a conflict is identified, AACC will work with the company to develop acceptable alternative content or a different title. In addition, we will try to advise companies if other Industry Workshops on similar topics have previously been scheduled at the same time, or use the same speakers. Scheduling assignments are based on the order in which the applications are received.

### Continuing Education (CE) Recognition of Industry Workshops

AACC welcomes applications from companies interested in offering ACCENT<sup>®</sup> CE credit to participants. Details on the application requirements and forms are available on the AACC website at [http://www.aacc.org/resourcecenters/accre\\_program/Accent/Pages/default.aspx](http://www.aacc.org/resourcecenters/accre_program/Accent/Pages/default.aspx). You should decide very early in the program planning stage if you are going to apply for ACCENT<sup>®</sup> recognition, as the accreditation process requires that the information be presented by qualified experts in an educational format and unbiased environment. ACCENT<sup>®</sup> credit is approved as continuing education for clinical laboratory scientists licensed in, but not limited to, the states of California, Florida, Louisiana, Montana, Nevada, North Dakota, Rhode Island, and West Virginia.

The ACCENT<sup>®</sup> application fees consist of an annual provider registration fee (\$250) and an activity application fee (\$140 per application). Applications must be submitted to AACC 30 days before the activity date. For additional information, contact the ACCENT<sup>®</sup> Education Coordinator at [education@aacc.org](mailto:education@aacc.org) or 1-800-892-1400, ext. 1701.

## Suggested Methods For Promoting Attendance

1. Purchase advertising in issues of *Clinical Chemistry* and *Clinical Laboratory News* promoting your workshop.
2. Send mailings to potential attendees and customers including invitations with RSVP cards. AACC does not register attendees for Industry Workshops. It is essential that invitations state that attendance is limited and on a first-come, first-served basis.
3. Use your company's promotional and users' lists.
4. Have salespeople notify customers during their calls.
5. Actively promote the Workshop from your booth during the meeting.
6. Insert an invitation in the official hotel door drop program (ClinPack).

## Workshop Location

Due to space limitations in the convention center, Industry Workshops will be located in the JW Marriott at LA Live and the Westin Bonaventure hotels. Shuttle transportation is provided to and from these locations from other hotels on Tuesday and Wednesday.

## Cost

A \$2,600 fee per Workshop must be received before the Workshop application(s) can be considered by the AACC Program Committee. There are no exceptions. Workshops will be assigned space available on a first-come, first-served basis according to the date that the completed application and fee are received.

A proforma (advance) invoice can be prepared if required to arrange payment. The invoice contains instructions for payment by check or bank transfer. Submit a completed application and an invoice will be returned to you immediately.



## Deadlines for Ad Reservations

### *Clinical Chemistry* • July 2012

Ad Space Reservation Deadline: June 1, 2012

### *Clinical Laboratory News Annual Meeting Issue* • July 2012

Ad Space Reservation Deadline: June 1, 2012

### *Clinical Laboratory News Expo Issue*

CLN publishes a special convention issue for the Expo. It contains highlights of the meeting and the New Products Review®. 10,000 copies are distributed to attendees and exhibitors during the meeting and expo. Ad Space Reservation Deadline: June 8, 2012

## Policy On Admission

It is AACC policy that Workshops must be open to all conference registrants as space permits. It is up to you if you wish to admit individuals with "Expo Only" or "Exhibitor" badges. Please advise your staff of this policy. Due to limited space we would like to stress the importance of making your plans early for the 2012 meeting. Conference registrants include: one-day and full conference registrants and speaker. Individuals with other badges may be admitted at your company's discretion.

Should you have any questions, please do not hesitate to contact Tony Maiorino at:

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)

Make checks payable to: American Association for Clinical Chemistry and mail to:

AACC  
c/o Scherago International  
525 Washington Blvd, Suite 3310  
Jersey City, NJ 07310

Cancellations received after May 1 will not receive a refund.

## Requirements

- Company must be an exhibitor at the 2012 Clinical Lab Expo.
- Until March 1, only one application per company will be accepted. (Space limitations require this restriction.) Applications will be accepted on a first-come, first-served basis. No space can be held until a completed application and payment are received.
- After March 1, any unassigned Workshop space will be opened to all companies.

# Industry Workshop Application

\* No space can be held or assigned until title, objective, fees, and speaker list are submitted.

Workshop Title\* (as it is to appear in all publications)

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## Workshop Coordinator

COMPANY

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CONTACT

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MAILING ADDRESS

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CITY STATE POSTAL CODE

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PHONE FAX EMAIL

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## Objectives\*

A 100-word statement of educational objectives for the Workshop must be sent via email to Tony Maiorino at [tonym@scherago.com](mailto:tonym@scherago.com), **before an application can be processed**. The objectives should clearly state what the potential attendee could expect to learn at your Workshop. This statement will be printed in the AACC Meeting Program Guide.

## Fees\*

Please note that all fees must be paid in full in advance.

- \$2,600 fee per Workshop (Payment must accompany application. If your Workshop is not approved, your payment will be refunded.)
- ACCENT® CE Credits: Check here if you are interested in offering continuing education credit for this Workshop (additional fees required). The AACC Education Coordinator will contact you.

## Date/Time Preference

Industry Workshops will be presented in the hotels. Shuttle transportation is provided to and from other hotels to these locations on Tuesday and Wednesday.

- Tuesday, July 17       7:00 am   OR    6:00 pm
- Wednesday, July 18       7:00 am   OR    6:00 pm

All morning Workshops Tuesday and Wednesday must end by 8:30am.

## Workshop Format (check appropriate methods)

- Question & Answer Sessions     Group Discussions     Problem Solving
- Lab Assignments     Work Assignments     Other (specify) \_\_\_\_\_

## Room Requirement Set-Up

- Classroom       Theatre       Estimated Attendance \_\_\_\_\_     Head Table for \_\_\_\_ people

## Audio-Visual Requirements

AV equipment and sound charges will be the responsibility of the exhibitor. (AACC will forward contact information to AVMG Audio Visual, Inc.)

## Industry Workshop Application *cont.*

\* No space can be held or assigned until title, objective, fees, and speaker list are submitted.

### Educational Materials

List the educational material that will be provided to the participants.

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### Time Schedule

Please describe in detail what you will be doing each hour. The schedule should include time allotted for audience participation, laboratory work, lectures, and demonstrations, as appropriate.

Time	Activity
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Note: Refreshments may be served before, during, and after the session; however, no alcoholic beverages can be served prior to or during the session.

### Faculty Roster\*

Please list faculty and their titles exactly as you want them to appear in the program.

#### Faculty Member 1

Name 

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Title 

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Affiliation and Mailing Address 

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Phone 

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#### Faculty Member 2

Name 

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Title 

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Affiliation and Mailing Address 

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Phone 

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(Add sheets for more faculty.)