

# AACC

Improving Healthcare Through Laboratory Medicine

*clinical lab*  
**expo**  <sup>®</sup>

**Scherago International**  
**Global Agent for the AACC Expo**  
**[www.scherago.com/cle](http://www.scherago.com/cle)**

# Content

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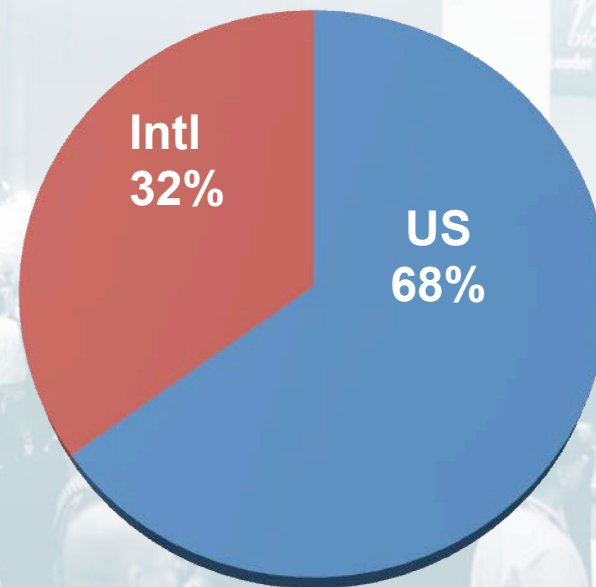
- ▶ **Overview of AACC the Expo**
- ▶ **Expo's Value to International Companies**
- ▶ **Special Services for Exhibitors**

# What is the AACCC?

The Largest Personal Membership International IVD Society in the World

- ▶ **9,000 Members**
  - ▷ **PhDs & MDs**
- ▶ **40,000 Customers**
  - ▷ **Annual Meeting**
  - ▷ **Conferences**
  - ▷ **Website**
  - ▷ **Listservs**
  - ▷ **Books**
  - ▷ **Journals**

AACC Membership



# AACC Annual Meeting

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## The Conference

- ▶ **Hundreds of Educational Sessions**
  - ▷ **Plenaries**
  - ▷ **Symposia**
  - ▷ **Interactive Workshops**
  - ▷ **Industry-sponsored Workshops**
  - ▷ **Roundtables**
  - ▷ **Poster Sessions**
- ▶ **Clinical Lab Expo**



# The World's Largest IVD Exposition

Serving the \$44.2\* Billion 2012 Global IVD Market

\*Source: Boston Biomedical Consultants, Waltham MA, U.S.A.



# Averaging 19,000 Visitors per Year

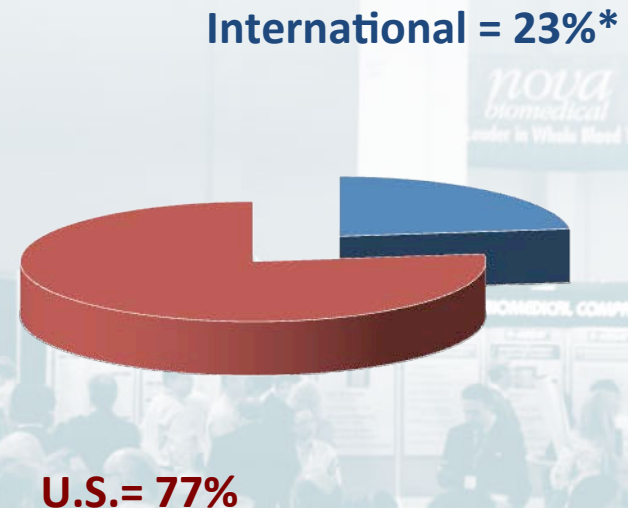
## Clinical and B2B

### ▶ Clinical (End Users)

- ▶ Clinical Laboratory Executives
- ▶ Directors, Managers
- ▶ Medical Technologists
- ▶ Clinical Researchers

### ▶ Business

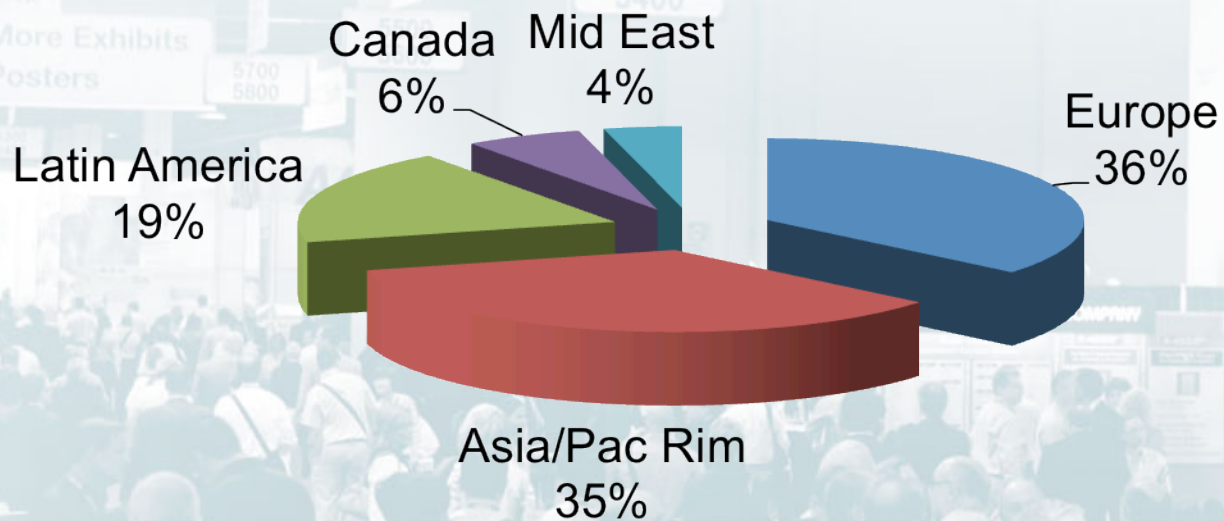
- ▶ Business Development Executives
- ▶ OEM / Product Development Executives
- ▶ Distributors / Partners
- ▶ Group Buying Executives
- ▶ Exhibitors



\* 2011 Data

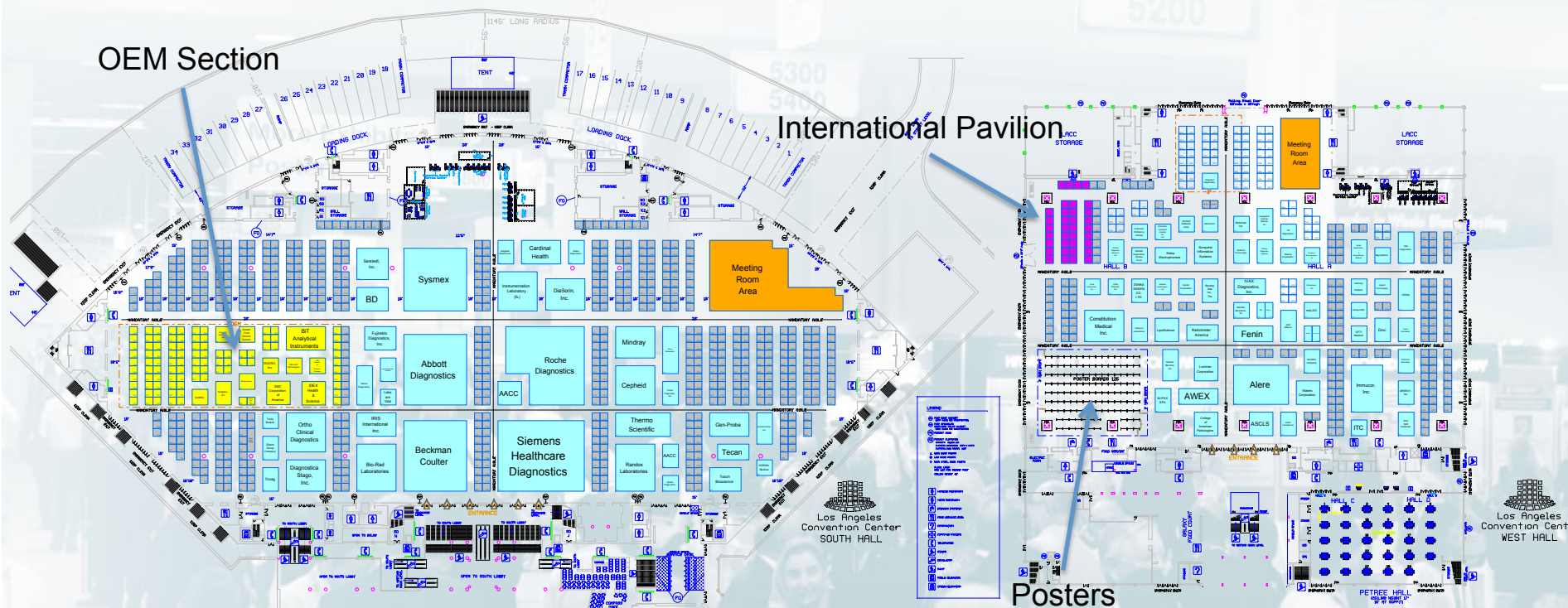
# International Visitors By Region

105 Countries in 2011



# The 2012 AACCC Exhibit Floor

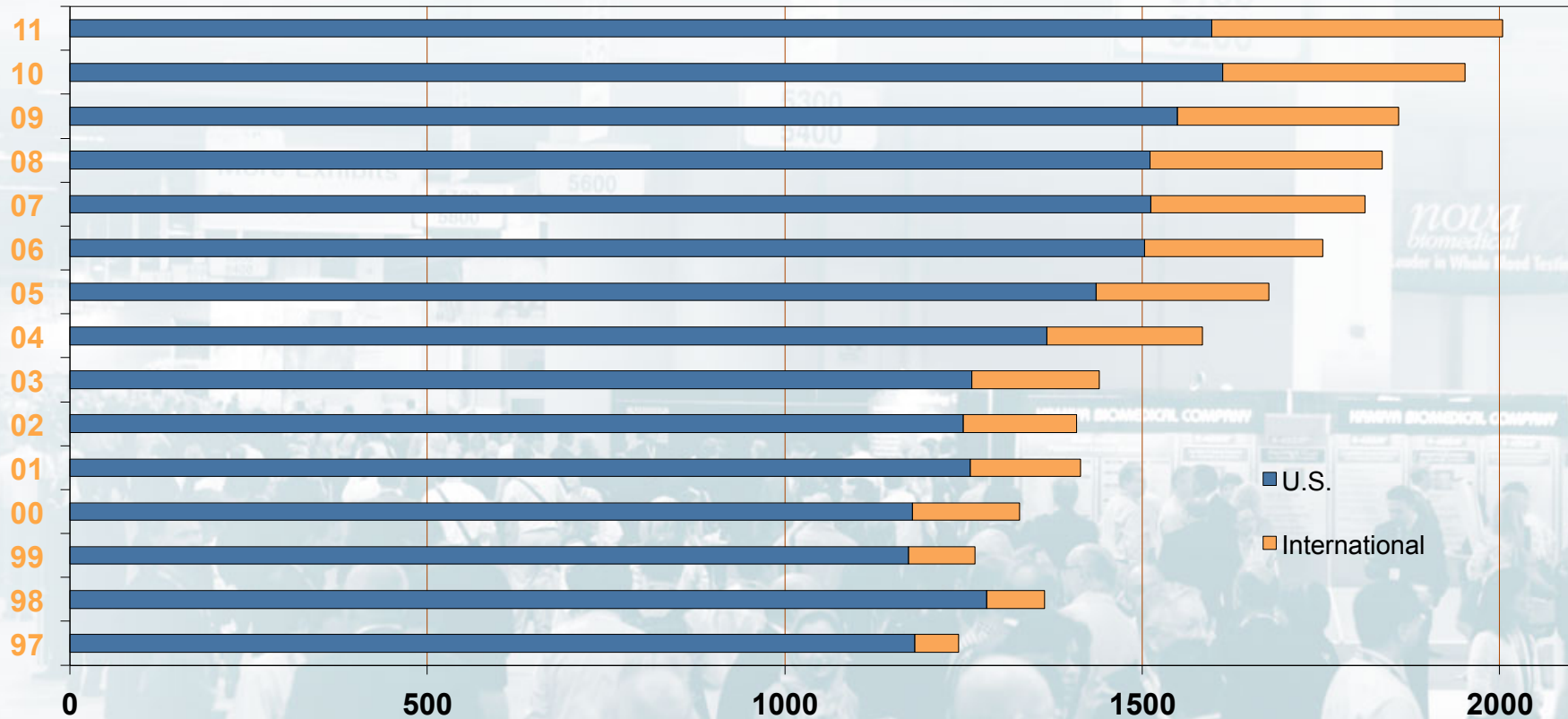
2000+ Booths / 700+ Companies / 56,000m<sup>2</sup>



All other areas are IVD

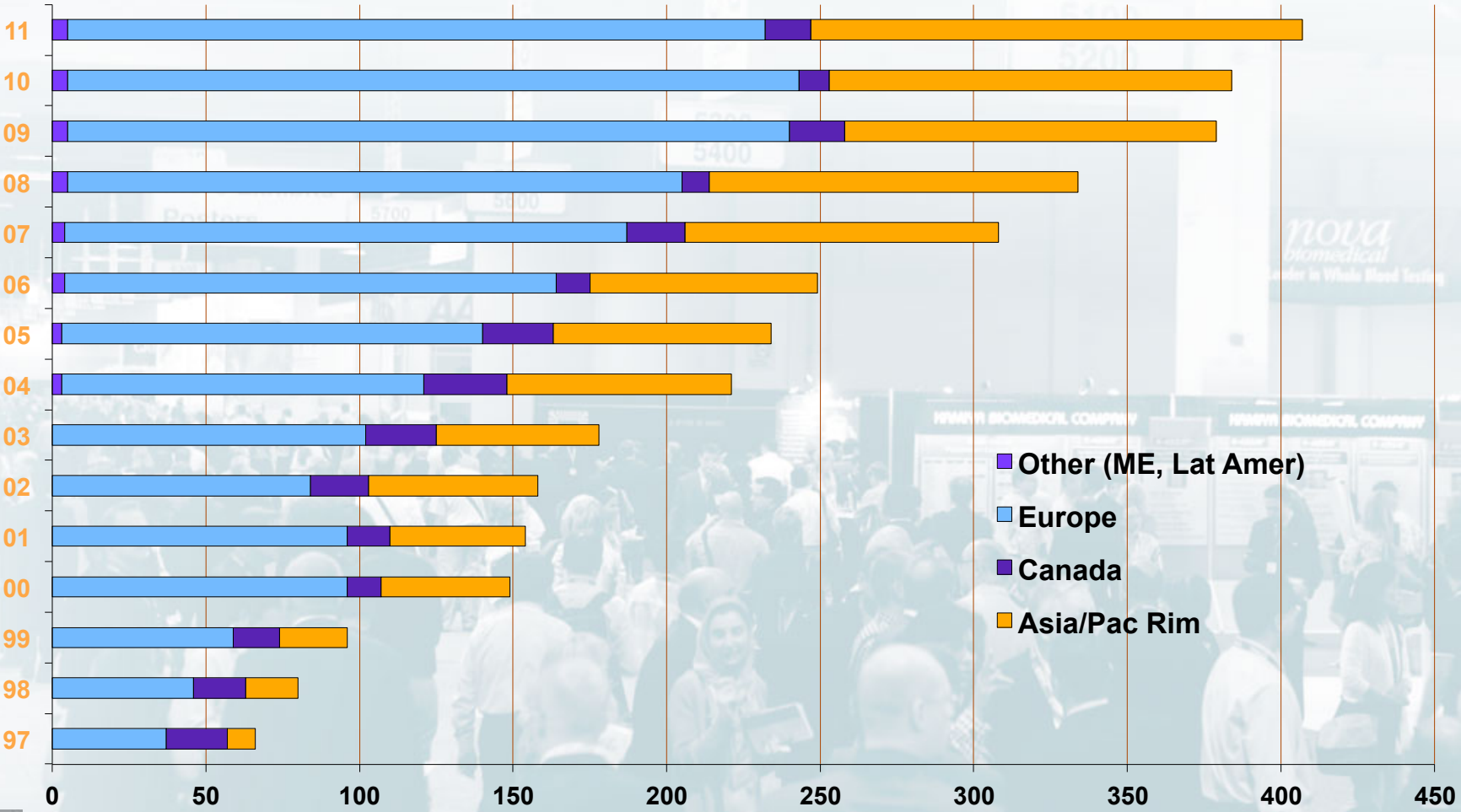


# U.S. & International Booth Sales



# International Booth Sales

(By Region)

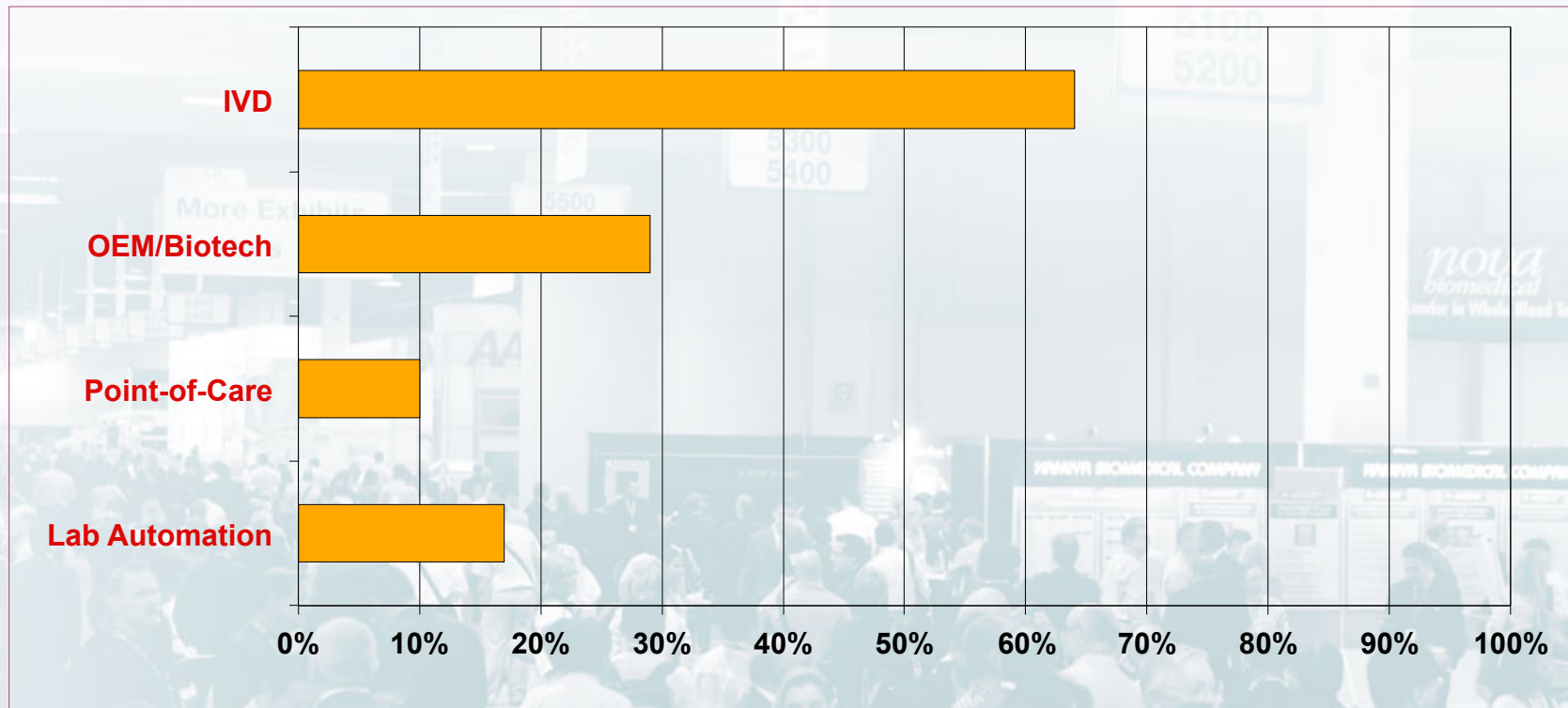




*The Importance of the*  
*clinical lab*  
**expo**  <sup>®</sup>  
*to International Companies*

# Types of Products Exhibited

by International Exhibitors



**% of International Exhibitors**

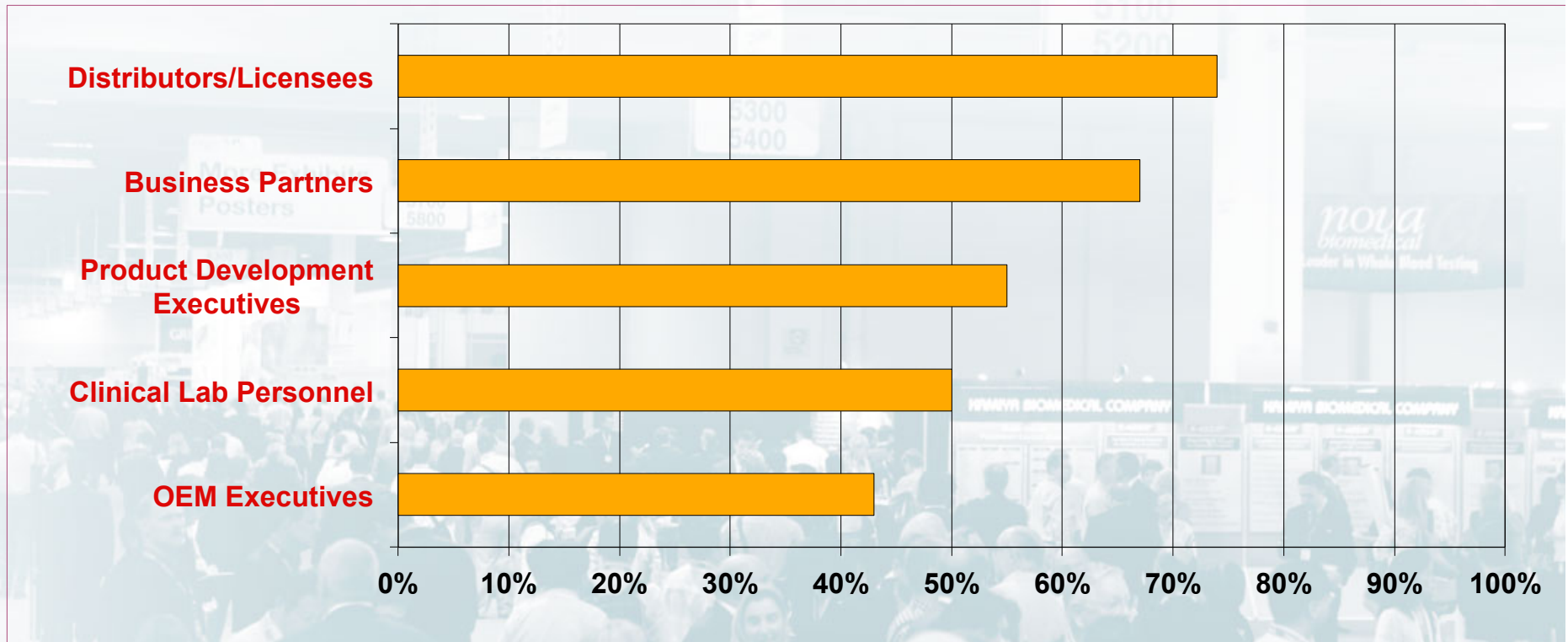


Source: Survey of 2011 International Exhibitors



# Types of Contacts Made

by International Exhibitors



**% of International Exhibitors**

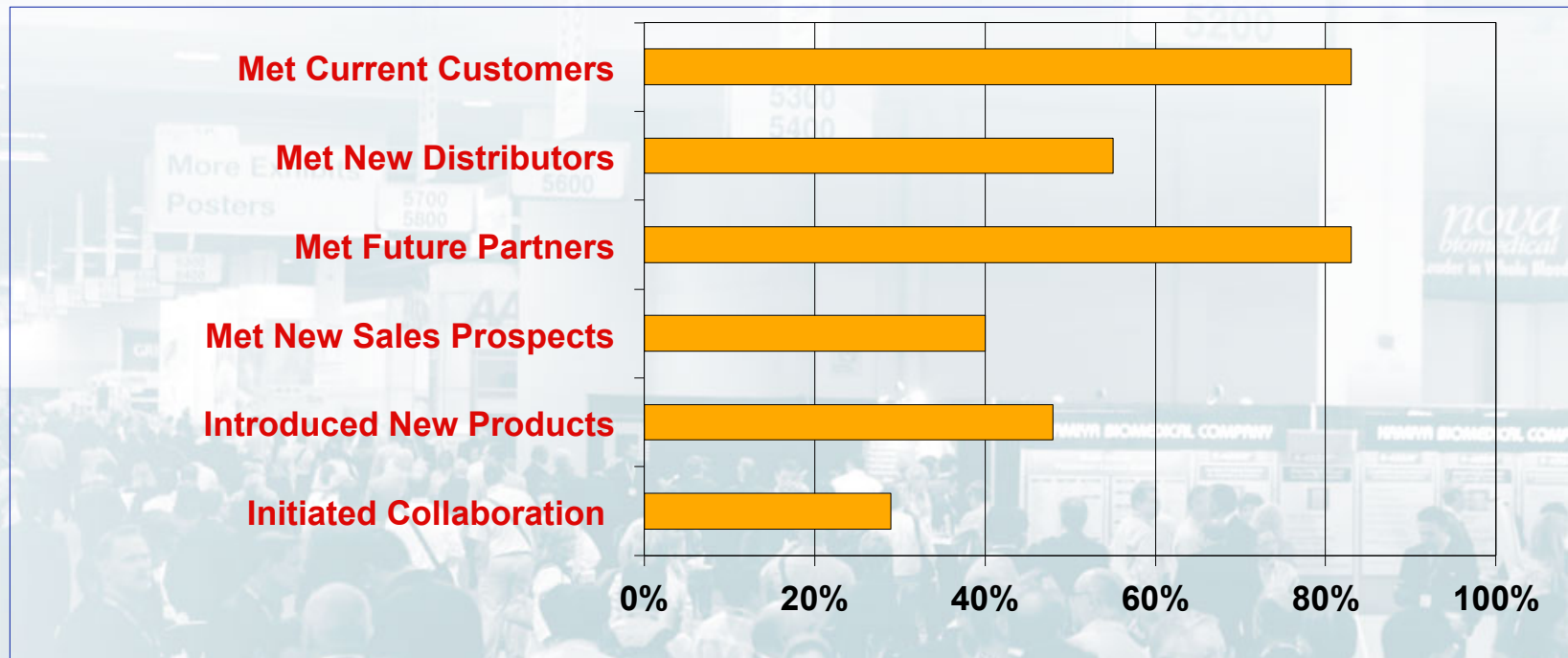


Source: Survey of 2011 International Exhibitors



# Objectives Achieved

by International Exhibitors



**% of International Exhibitors**

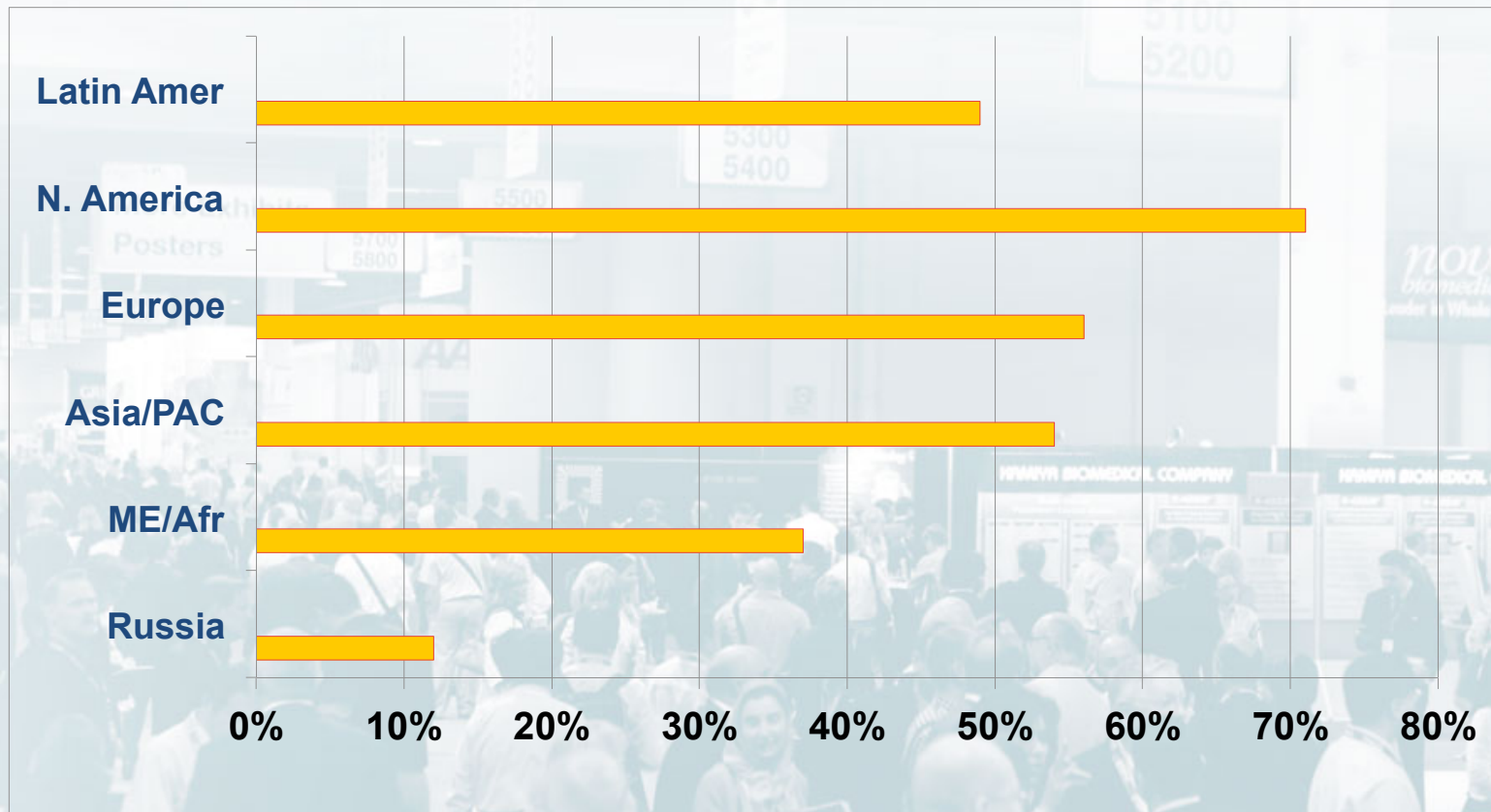


Source: Survey of 2011 International Exhibitors



# Where Business Will Develop

by Global Region



Source: Survey of 2011 International Exhibitors

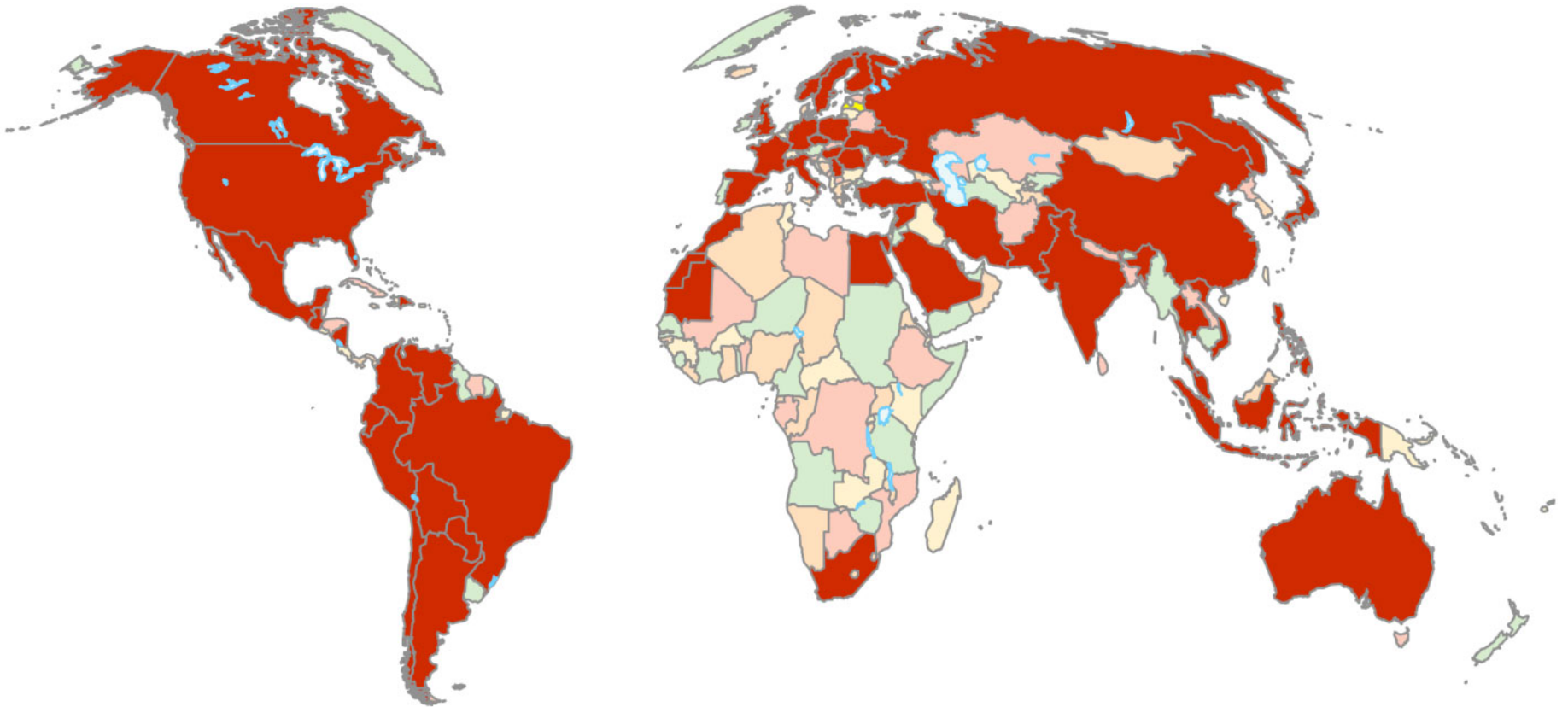




**Are Your  
Products Approved  
by the FDA?**

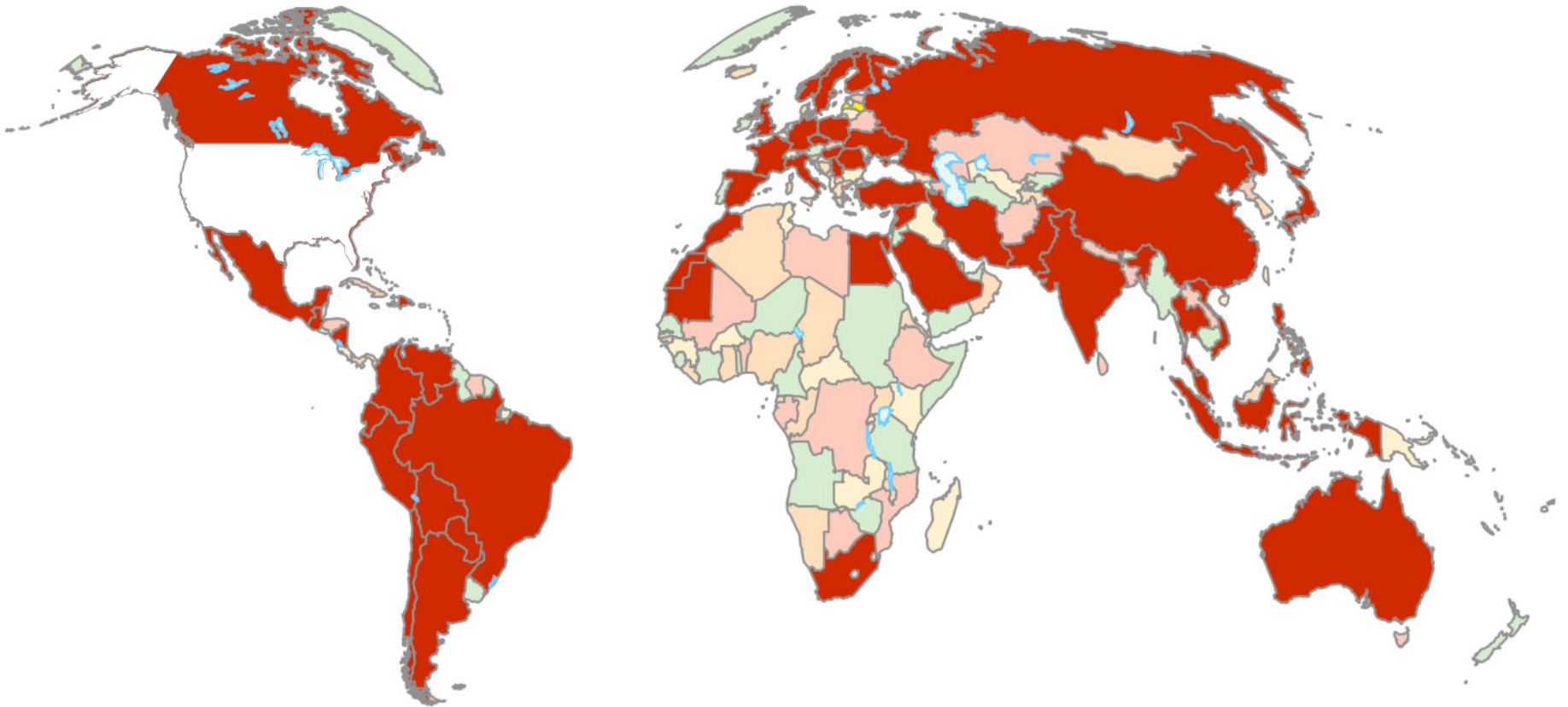
# AACC Expo Participants Were From These Countries

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# International Expo Visitors Were From These Countries

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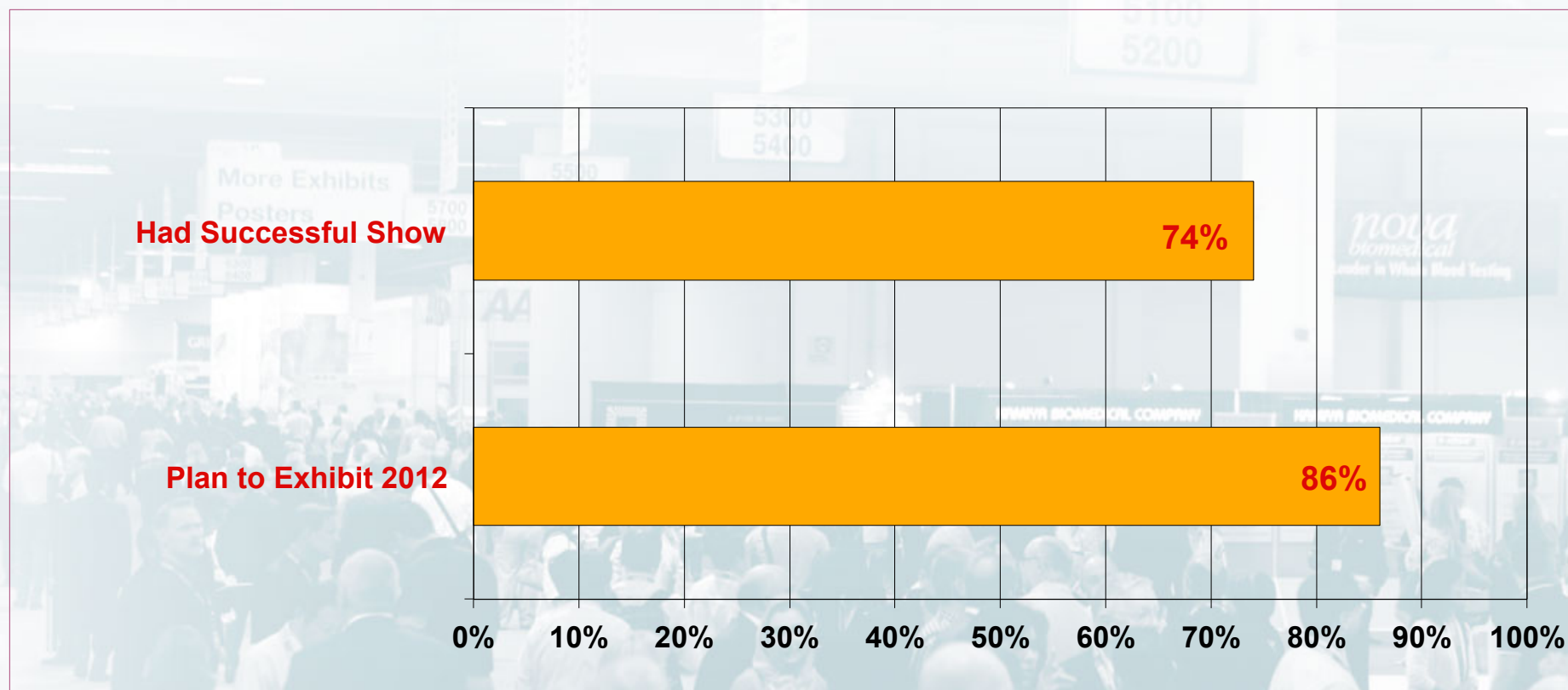
Many Companies Without FDA Approval  
Exhibit at AACCC  
Especially Latin America and China

To Reach Non-US Markets



# Success & Future Plans

by International Exhibitors



Source: Survey of 2011 International Exhibitors



# Extra (Value-Added) Services

## For Exhibitors

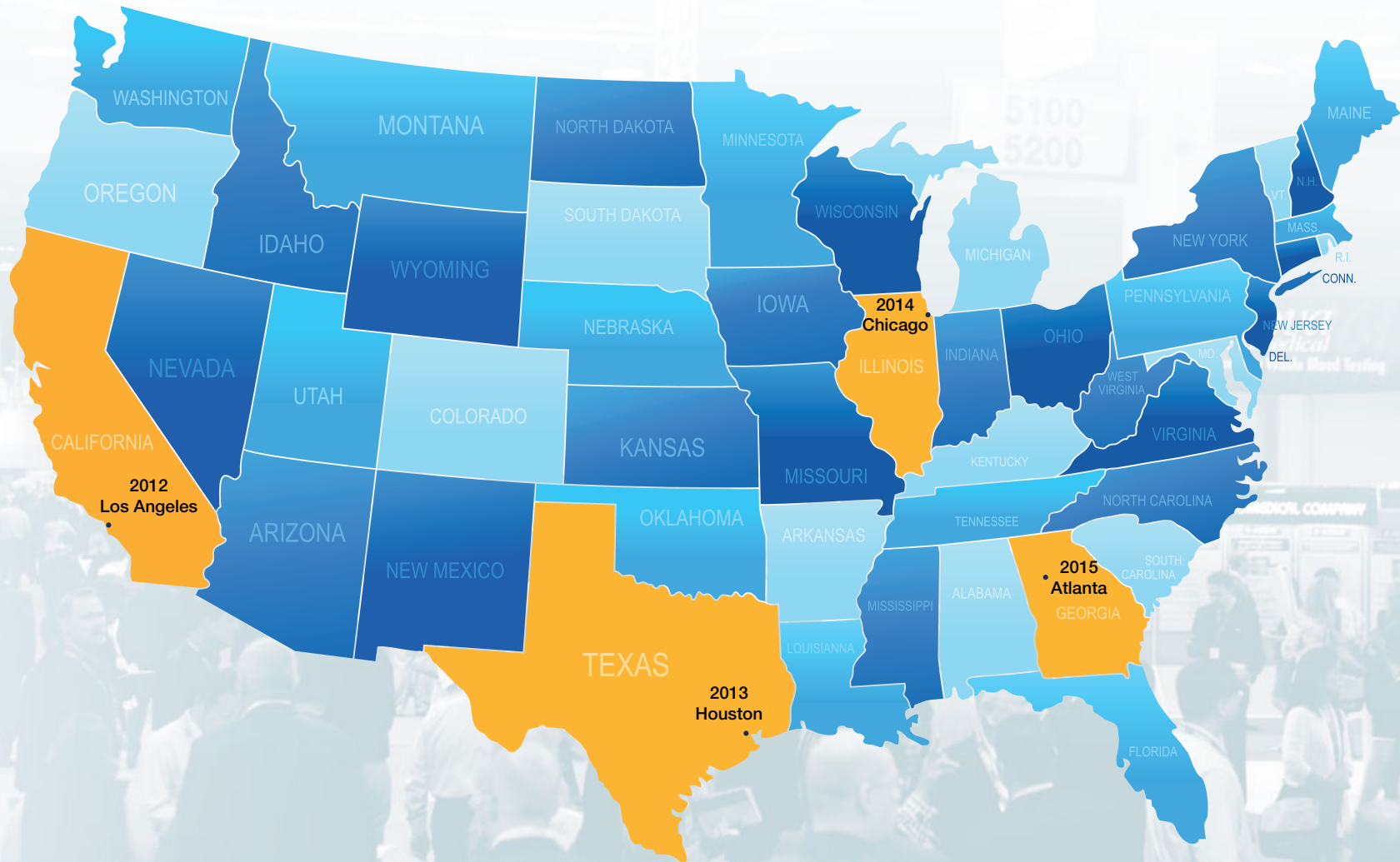
Service / Program	Cost
Basic Listing in Exhibit Guides	\$0.00
Link from the AACC Website to Company' s Site	\$0.00
Inclusion in Product Locator System	\$0.00
Access to Some Scientific Sessions*	\$0.00
Scheduled Presentations for OEM/Biotech Companies	\$0.00
Company to Company Matchmaking Service	\$0.00
Company to Visitor Matchmaking Service	\$0.00
International Market Briefing (16 July 2012) (Annual Briefing on Emerging Global Markets)	\$0.00
International Trade Center	\$0.00



\*Please refer to AACC' s policy



# AACC Clinical Lab Expo Locations



# Clinical Lab Expo/Scherago International Strategic Alliances



Germany



China



Middle East