



JULY 26-28, 2011

ATLANTA, GEORGIA
GEORGIA WORLD CONGRESS CENTER

2011 PRELIMINARY PROSPECTUS ATLANTA

In 2011, the Clinical Lab Expo is returning to Atlanta which is one of the most vital and energized cities in the US, with a strong healthcare community. Atlanta is easily accessible from all over the world and the convention facilities are among the finest anywhere.

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**—20,000 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 1,900+ 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!



The World's Largest Exposition of Clinical Lab Products and Services

Dedicated Exhibit Areas Focus Your Customers

These exhibit areas are provided as a convenience for attendees and exhibitors—exhibitors select the area in which they are located.

General Lab and IVD Exhibits

Every clinical lab discipline is represented because the attendees are the purchase decision-makers for the largest and busiest labs throughout the world. Following is a partial list of the testing disciplines, products and services you'll find in the general IVD section:

- Abused drugs
- Allergy
- Autoimmune disease
- Automation and robotics
- Blood gas/electrolytes
- Bone markers and osteoporosis
- Cancer diagnostics and markers
- Cardiac diagnostics and markers
- Clinical decision systems
- Cholesterol testing
- Cytology/histology
- DNA/RNA testing
- Endocrine testing
- Flow cytometry
- Genetic testing/genotyping
- Genomics, proteomics
- Glucose
- Glycohemoglobin
- Hematology
- Hemostasis/coagulation
- Immunoassay
- Infectious diseases
- Information Systems/Informatics
- Microbiology
- Nutrition
- OEM and research products
- Patient self-testing
- Pharmacogenomics
- Point-of-care and POL testing
- TDM/toxicology
- Thyroid testing
- Urinalysis
- Viral genotyping
- ...and much more.

POCT/Patient Self-Testing

The Clinical Lab Expo features a special section for point-of-care testing and patient self-testing systems. As more and more hospitals form integrated delivery networks, the core lab assumes responsibility for quality control standardization of POCT and data collection. AACC supports exhibitors in this section by hosting special educational programs for Point-of-Care coordinators.

Lab Automation, Sample Handling, Robotics, and Informatics

Diagnostic systems require integration into the entire lab operations spectrum and are vital to overall patient care and improved clinical outcomes. This busy section of the exhibit floor features clinical decision systems as well as products for automating pre-analytical, analytical and post-analytical sample collection, processing, analysis, and storage, for interfacing between diagnostic systems, sample identification and storage, data analysis and interpretation, and connectivity solutions.

OEM, Biotech and Research Exhibits—Your Show within the Show

In addition to clinical lab professionals, meeting participants include R&D executives, scientists, product development engineers and other experts who develop and build the products used in the clinical laboratory. They are looking for services and component systems from other manufacturers for their new products and systems. Just a few of these areas are:

- Contract manufacturing, R&D
- Biologicals such as antisera and antibodies
- Controls, calibrators and reference materials
- Packaging and labeling, bar coding systems and scanners
- Separation, filtration and purification technologies
- Substrates and membranes
- Custom design and assembly of electrical and mechanical components
- Marketing partners for manufactured systems and kits
- Computer hardware and software
- Regulatory, product design and manufacturing consultants
- Communication technology, products and services
- Liquid handling systems
- Business systems and products

GPO Program

AACC encourages exhibitors to meet with GPO executives and lab committees while they are at the AACC Annual Meeting and Clinical Lab Expo. We provide complimentary registrations for GPO executives and free meeting rooms for meetings of lab committees with exhibitors. We will even arrange private demo times for exhibitors that need time to demo their systems for GPO buyers.

Growing International Impact

International participation is one of the Expo's fastest growing areas. We expect more than 5,000 participants from approximately 100 countries to join us in 2011. The Expo is marketed through publications and promotional programs that reach around the globe (also distributed electronically worldwide by US embassies and consulates). Our web sites provide continually updated information and searchable listings for products and exhibitors at no cost.

International Pavilion



This area is reserved exclusively for companies booking space from international (non-US) locations. Individual companies can request booth assignment in this area, as can national organizations hosting multiple companies from one country. A different contract form is required for participation in the International Pavilion area. Contact Exhibit Management at Scherago International for more information.

The Clinical Lab Expo is the only lab show, and one of the few medical shows, in the US Department of Commerce International Buyers program. The DOC promotes the Expo through US embassies, consulates, and trade missions throughout the world—promoting the exhibiting companies and their products for FREE. DOC also organizes delegations of international visitors to the meeting.

Exhibitors are invited to participate in the FREE International Export Interest Directory—a directory of exhibitors indicating their product lines and where they are seeking international representation. Electronic and print copies are distributed to build interest in exhibitors' products from distributors and agents around the world.

During the Expo, international attendees are directed to the International Trade Center (ITC) where their buying interests are posted for exhibitor review. At no charge, ITC staff members arrange appointments and provide a FREE clearing house and matchmaking service for international buyers (product must be at least 51% US content).

FREE Ways to Promote Yourself

The Expo has grown by leaps and bounds, bringing together more of the decision-makers and buyers you want to see than at any other clinical lab meeting—but there are more exhibitors too—so you must promote yourself to see all of your customers and prospects. Use these FREE programs to draw attention to your company, your products and your booth!

FREE—Company listing and exhibit product description on the AACC website visited by up to 1.5 million visitors per month in the months leading up to the Expo

FREE—Keyword searchable Product Locator program online and onsite in Atlanta so your prospects can find you by company name or product category

FREE—Participation in the OEM Lecture Series for companies selling to other companies

FREE—Admission to the International Market Briefing/Global Update where you receive “how-to” information on breaking into new international markets

FREE—Access to plenary sessions and symposia for your staff

FREE—Matchmaking service between US exhibitors and international attendees

FREE—Company and product listing in the Export Interest Directory (now distributed electronically worldwide by US embassies and consulates) provided by the US Dept. of Commerce International Buyers Program (product value must be at least 51% US).

DISCOUNTED—Take 40% off the black & white ad rate for one ad placed in Clinical Laboratory News or Clinical Chemistry journal, anytime during the year except in the June and July show issues or Convention Dailies

DISCOUNTED—Early order discounts available on the advance registration mail list. Reach those key buyers registered to attend the Clinical Lab Expo with your own creative mailing. Each year, approximately 4,000 individuals register by mid-June.

Attendee Demographics

Here are sample demographics from previous Expos (2010 data were not yet available for this brochure). Attendee surveys were conducted by Market Diagnostics International, an independent market research firm.

94% of attendees rank the exhibits as their first or second reason for attending.

80% report that the Clinical Lab Expo is the only show attended each year.

Only 36% attended the previous year's Expo; fewer than 16% attend every year—you need to exhibit every year to reach all of these decision-makers.

Reasons for Attending

Learn products/methods	53%
Learn clinical implications of tests	26%
Learn basic science	10%
Learn lab management skills	8%
Learn industrial applications	3%

Time Allocation on Exhibit Days

Exhibits	51%
Educational meetings/seminars	30%
Committee activities	4%
Non-meeting activities	8%

Number of Attendees with Decision Making Responsibilities (select or recommend)

Field: All North American Clinical Attendees	
Chemistry Systems	1,745
Immunoassay Systems	1,452
Lab Automation Systems	1,341
Urinalysis Systems	1,239
Hematology Systems	1,148
HPLC	959
Coagulation System	902
Lab Information Systems	867
Molecular Diagnostics	664
Automated Micro Systems	581
Microarray/Other Multi-Analyte Systems	590
Flow Cytometers	570

OEM Exhibitors reported having the following objectives and the percentage that achieved those objectives:

Product incorporated in a diagnostic system	40.0%
Product incorporated in an analyte	42.9%
Product development collaboration	43.8%
Product adopted for “home brew”	25.0%
Company acquired product	30.0%
Service contracted to new client	25.0%
New distribution channel in North America	50.0%
New distribution channel in Latin America	46.2%
New distribution channel in Asia/Pacific Regions	40.0%
New distribution channel in Europe	50.0%
New distribution channel in Middle East/Africa	33.3%

Single Booth Rental Rates

All 10' x 10' non-island booths (3m x 3m) are rented at the rate of \$3,450 each. Rental includes 8' draped back wall, 36" draped side rails, and a 7" x 44" identification sign showing the company name. Contiguous single booths may be rented at this rate.

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Preferred Island Rates

Preferred island space is defined as any group of booths made up of four (4) or more booths with aisles on all four sides or three (3) or more contiguous booths facing three or more contiguous booths across an aisle. Each 10' x 10' booth increment in preferred island space costs \$4,140.

20' x 20' (6.1m x 6.1m)	\$16,560
20' x 30' (6.1m x 9.2m)	\$24,840
20' x 40' (6.1m x 12.2m)	\$33,120
30' x 30' (6.1m x 6.1m)	\$37,260
20' x 50' (6.1m x 15.1m)	\$41,400
30' x 40' (9.2m x 12.2m)	\$49,680
30' x 50' (9.2m x 15.1m)	\$62,100
40' x 40' (12.2m x 12.2m)	\$66,240
40' x 50' (12.2m x 15.1m)	\$82,800
30' x 80' (9.2m x 24.4m)	\$99,360
50' x 50' (15.1m x 15.1m)	\$103,500
50' x 80' (15.1m x 24.4m)	\$165,600
60' x 80' (15.1m x 24.4m)	\$198,720
50' x 100' (15.1m x 30.2m)	\$207,000
70' x 80' (21m x 24.4m)	\$231,840
80' x 90' (24.4m x 27.4m)	\$298,080
80' x 100' (24.4m x 24.4m)	\$331,200

Please note that the metric measurements provided are approximate and provided for convenience only. All exhibits must conform to the English measurements.

Payment for Booth Space

Island Exhibitors

- Exhibiting companies participating in onsite booth selection for 2011 during the 2010 Expo:

Those island exhibitors will be invoiced within 10 days of the end of the Expo for the first deposit payment of 10% of the total booth space rental cost (on or about August 5). The deposit will be due by September 15. Instructions for paying by check or electronic funds transfer will be included on the invoice.

Island exhibitors will then be invoiced in November 2010 for the second deposit payment of 40% of the total booth space rental cost. Payment of the second deposit will be due by January 10, 2011.

Island exhibitors will then be invoiced in January for the balance of the total booth space rental cost (remaining 50%) with payment due by April 20.

- Island exhibitors not participating in onsite booth selection for 2011 during the 2010 Expo must send a 50% deposit with a completed exhibit contract. Please note that exhibitors not participating in onsite booth selection for 2011 during the 2010 Expo are forfeiting their priority points and will be assigned on a first-come, first-served basis in the order that contracts and payments are received. Booth assignment for this group will start February 2, 2011.

Non-Island Exhibitors

- If you make housing reservations onsite in 2010, your 50% booth space deposit payment will be due by December 1, 2010, or you will sacrifice your housing reservations.
- If you do not make housing reservations onsite in 2010 or if you made housing reservations, but missed the December 1 deadline for your booth space deposit (see above), your 50% booth space deposit payment will be due by February 1, 2011, to be included in the first round of booth assignment.

Deposit Schedule Compliance

Exhibitors must comply with the payment terms above. Space will not be held or assigned without a completed contract accompanied by appropriate and timely payments. Exhibitors risk loss of booth space or relocation if payments are not received on time.

Payment Terms

- Exhibit space contracts submitted on or after February 2, 2011, must include full booth rental payment.
- Payments by credit card are not accepted. Please make checks payable to American Association for Clinical Chemistry and mail to Scherago International. Payment must be drawn on a US bank in US dollars. Contact Ms. Jackie Diaz for a proforma invoice or wire transfer information (jackied@schicago.com).
- Booth space must be paid in full according to invoice terms. If the full amount due for booth space rental is not paid by invoice terms or not received in full by May 15, 2011, exhibitor may forfeit its booth at the Expo and still owe the full amount of booth space rental. In addition, any exhibitor contracted for space but not paid in full for 2011 booth space rental by May 15, 2011, forfeits the priority points that would have been earned for the balance owed.

Cancellation Terms

- 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, minus a \$100 cancellation fee per 10 x 10 booth cancelled.
- Any company canceling its exhibit space between February 2, 2011 and April 19, 2011, forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company canceling on or after April 20, 2011, is responsible for the full cost of exhibit space rental.

Discounts on Preferred Island Rates

A 20% discount applies to preferred island rates for companies buying 13 or more pages of advertising in 2011. At least one ad must be purchased in the CLN Convention Dailies, but no more than 6 pages in the Dailies can be applied to the 13 total pages. The remainder can be any combination of ad pages in Clinical Chemistry or Clinical Laboratory News.

Pages are credited in the following manner:

One standard or tabloid page in CLN or the Convention Dailies =	1 page credit
One standard page in CCJ =	1 page credit
One standard page in CCJ Abroad =	0.5 page credit

Discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

Terms & Conditions

Contract Acceptance

Association reserves the right to accept or refuse the booth application for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever the Association considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of the Association.

Exhibit Space Cancellation

- 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, minus a \$100 cancellation fee per 10 x 10 booth cancelled.
- Any company canceling its exhibit space between February 2, 2011 and April 19, 2011, forfeits its deposit of 50% of the total cost of exhibit space rental.
- Any company canceling on or after April 20, 2011, is responsible for the full cost of exhibit space rental.

Booth Relocation

The Association reserves the right to relocate space in areas other than that selected by the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by Exhibit Management. Due to the large number of participating companies, we cannot guarantee that a company will not be located near a competitor.

Subletting

Subletting or sharing of exhibit space is prohibited except between affiliated companies and only with Exhibit Management approval.

Use of Exhibit Floorplan

The exhibit floor plan and exhibitor list are the property of the Association. Use or publication for any purpose without the Association's written consent is prohibited.

Completed Sales

The Association does not permit completed sales of merchandise on the exhibit floor.

Force Majeure

Notwithstanding any other provision of this Contract, neither party will be liable for delayed performance or inability to perform due to: (a) acts of God or the public enemy, war, riot, embargo, sabotage, flood, accident; (b) any circumstance of similar or different character beyond a party's reasonable control, including without limitation unavoidable fire, explosion, transportation delay, or labor trouble; or (c) unavoidable shortage or failure of supply of raw materials or finished merchandise.

Liability

Each party will be liable for negligent or intentional acts and omissions of its own employees and other authorized representatives. Except for such acts or omissions Exhibitor will not assert liability against Association for any loss, damage, or injury to person or property, by reason of Association's failure to provide exhibit space, removal of the exhibit, or other reasons. Children under 16 years of age are not permitted on the exhibit floor.

Indemnity

Exhibitor agrees to indemnify and hold harmless the Association for all costs, losses, and damages, including reasonable attorney fees and court costs, due to claims arising from or based upon any or all of the following acts or omissions by Exhibitor, its agents, employees, invitees, persons acting on its behalf, or authorized representatives, at any time during the meeting in the exhibit hall and other locations such as hospitality suites or social functions:

- a) negligent or intentional acts or omissions;
- b) violation of any person's property rights;
- c) performing or authorizing the performing of live music;
- d) violation of any law or ordinance; and
- e) use and occupancy of the exhibition premises or any part thereof.

Each party will indemnify the other for all costs, damages and losses, including reasonable attorney fees and court costs, resulting from claims based upon negligent or intentional acts of the other party, its employees, or its authorized representative. Each party will obtain insurance to cover its indemnity agreements herein.

Disputes

- a) All disputes will first be addressed by the parties by good faith, face-to-face negotiations. Disputes that cannot be resolved in that manner in a reasonable time will be submitted by either party to arbitration under rules of the American Arbitration Association, except that neither party will be prevented from seeking from a court of competent jurisdiction a preliminary injunction, temporary restraining order, or similar equitable remedy to prevent irreparable harm or preserve the status quo. This Contract will remain in force, with no interruption of services or payments, during the pendency of this dispute resolution process. Any arbitration proceeding must be commenced within the statute of limitations period applicable to the underlying claim under the law of the District of Columbia.
- b) The arbitration proceeding will be held in the District of Columbia.
- c) The arbitrator(s) will not have authority to award punitive, exemplary, consequential, special, or indirect damages. The arbitrator(s) authority to award damages will be limited by any limitation contained elsewhere in this Contract.

Forum

For any litigation allowable under this agreement, the parties agree to submit themselves to the jurisdiction of a court in the District of Columbia.

Applicable Law

This contract will be interpreted and enforced under the laws of the District of Columbia.

Violations

Violation of any Contract provisions, Terms and Conditions or Rules and Regulations will, without limiting Association's other remedies in law or equity, affect space assignments to the violator in subsequent years.

Exhibit Space Contract

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 name _____

Phone and extension _____

- 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.

Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences—priority point space assignment policy applies to all exhibitors.

1. Please check the section on the exhibit floor in which you prefer your exhibit to be located. Your exhibit will be categorized by the area in which your booth is actually located. For example, you cannot be designated an OEM exhibitor if your booth is located outside the OEM section of the exhibit floor.
2. Indicate location preferences by booth number in the spaces below—do not cluster all choices in the same location.
 - IVD/General Laboratory Section
 - Point-of-Care Testing
 - OEM, Biotech and Research
 - Lab Automation/Robotics/Informatics

Non-Island Exhibits

Non-island space is charged at the rate of \$3,450 per 10' x 10' (3m x 3m) booth.

Non-island space required 10' x _____

Peninsula booths are not permitted, i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle.

Non-Island Booth Preferences

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Preferred Island Exhibits

Island space is charged at the rate of \$4,140 per 10' x 10' (3m x 3m) booth increment.

<input type="checkbox"/> 20' x 20' (6.1m x 6.1m)	\$16,560
<input type="checkbox"/> 20' x 30' (6.1m x 9.2m)	\$24,840
<input type="checkbox"/> 20' x 40' (6.1m x 12.2m)	\$33,120
<input type="checkbox"/> 30' x 30' (6.1m x 6.1m)	\$37,260
<input type="checkbox"/> 20' x 50' (6.1m x 15.1m)	\$41,400
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<input type="checkbox"/> 50' x 50' (15.1m x 15.1m)	\$103,500
<input type="checkbox"/> 50' x 80' (15.1m x 24.4m)	\$165,600
<input type="checkbox"/> 60' x 80' (15.1m x 24.4m)	\$198,720
<input type="checkbox"/> 50' x 100' (15.1m x 30.2m)	\$207,000
<input type="checkbox"/> 70' x 80' (21m x 24.4m)	\$231,840
<input type="checkbox"/> 80' x 90' (24.4m x 27.4m)	\$298,080
<input type="checkbox"/> 80' x 100' (24.4m x 24.4m)	\$331,200
<input type="checkbox"/> Other _____ x _____ \$ _____	

Indicate Four (4) Island Location Preferences

1. _____ 2. _____ 3. _____ 4. _____

Advertising discounts must be requested on the Exhibit Space Contract. Discounts must be taken during the calendar year in which they are earned.

Less 20% island rental discount for 13 pages of advertising (if applicable)

_____ \$

Advertising manager signature required for discount

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

See deposit and payment terms provided earlier in this document.

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. Jackie Diaz by email at jackied@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

For Scherago use only

Computer # _____ How many booths _____

Space assignment _____ Space cost _____

Deposit date _____ Deposit amount _____

Balance due _____ Balance received _____

PD _____ PL _____ Exh. record _____

General Exhibit Information

Exposition Dates and Hours

Tuesday, July 26	9:30am – 5:00pm
Wednesday, July 27	9:30am – 5:00pm
Thursday, July 28	9:30am – 2:00pm

Installation of Exhibits

Thursday, July 21	8:00am – 4:30pm
Friday, July 22	8:00am – 4:30pm
Saturday, July 23	8:00am – 4:30pm
Sunday, July 24	8:00am – 4:30pm
Monday, July 25	8:00am – 2:00pm

Important: All exhibits must be fully installed by 2:00pm on Monday, July 25, 2011. Please note that you may continue working in your booth after 2:00pm, but all crates and shipping materials must be labeled and in the aisles for removal by 2:00pm. Crates, shipping materials or trash left in the aisles after 2:00pm may result in additional charges. "Empty" labels for return of shipping materials are available at the Freeman counters in the Exhibitor Service Center onsite.

Dismantling of Exhibits

Thursday, July 28	2:00pm – 6:00pm
Friday, July 29	8:00am – 4:30pm
Saturday, July 30	8:00am – 10:30am

No packing or dismantling of exhibits will be permitted until 2:00pm, Thursday, July 28. Early departure will result in priority point penalties and/or being banned from future Expos. When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6-8 hours for return of all empty shipping materials from storage. We strongly recommend that you advise your staff to make appropriate departure plans, i.e., plan to depart Friday instead of Thursday to allow for the delivery of shipping materials to your booth.

The sheer volume of empties for a show this size makes faster delivery quite a challenge. It just takes that long to return all crates and boxes to all the booths. All exhibits must be ready for removal from the exhibit area by 10:30am on Saturday, July 30.

Expo Facility

The Clinical Lab Expo and most association educational activities will be held at the Georgia World Congress Center. The Center address is:

Georgia World Congress Center

285 Andrew Young International Blvd, NW
Atlanta, GA 30313-1591
Halls B2-5

Shuttle Service

Free shuttle service is available from most hotels in the official housing block.

Priority Points for Space Assignment

Space assignment is based on a priority point system, which takes into account a company's support in total dollar value during the previous calendar year, in the ways listed below. Support of AACC, NACB and ASCLS is considered in assigning priority points. Here are the criteria we use:

- Booths purchased
- Advertising
- Grants and awards
- Value of goods and services donated
- Sponsorships
- Room nights booked through the official housing bureau for the 2010 Expo will contribute to your priority points for the 2011 Expo
- Date the completed exhibit space contract and appropriate payment are received

Priority points determine the order in which exhibitors are assigned their booth locations. More support and participation = more points. More points = higher ranking for booth assignment. If your company has not accumulated points through advertising or sponsorship, it is especially important that you return your contract with deposit as soon as possible. (Exhibit space contracts for the 2010 Expo began arriving in August 2009.) Priority point ties are settled by the earliest date that Exhibit Management receives a completed contract with appropriate payment. A faxed contract is not considered a completed contract until Exhibit Management also receives the appropriate deposit (or full payment if after February 1, 2011).

Booth Selection and Assignment Process

Exhibitors who intend to take island space in 2011 (minimum island size is 20x20) are eligible to select 2011 space during the 2010 Expo.

Assignment of non-island booth space will begin Wednesday, February 2, 2011, for those companies that have submitted both a contract and the required deposit. Non-island booth assignments will be announced during the week of April 4, 2011.

- A brochure with complete details of the onsite booth selection and assignment process, including how the process affects island and non-island exhibitors is available on the Scherago website at www.scherago.com/cle. Click on the link in the red panel on the left side of the webpage.
- **Please note that we cannot phone exhibiting companies for booth assignment.** Instead, we recommend that you include a cover letter with your contract indicating special requests such as marketing partners you wish to be near, competitors you wish to avoid, or any other special requirements that will help us make your booth assignment.
- **Every effort will be made to honor each exhibitor's booth preferences, but we cannot guarantee that an exhibitor will receive one of its preferences.**
- Fire and Safety Administrators require mandatory aisles in certain locations within the exhibit hall. No exhibit will be permitted to block these designated emergency exit aisles.
- Island exhibitors may request booths in the designated island areas, but may not encroach on designated non-island space.

If you have any questions about the procedure, call Clinical Lab Expo Exhibit Management at 201-653-4777 and ask for Tony Maiorino, ext. 22, or via email at tonym@scherago.com.

Housing

AACC has negotiated special rates from leading hotels in the convention center area and has appointed J. Spargo & Associates, Inc. as the official housing agent for the meeting and Clinical Lab Expo.

If you would like to reserve rooms please go to: www.aacc.org/2011 and click on Exhibitor Housing. Complimentary shuttle service is provided to/from most official hotels starting on Saturday, July 23, 2011. Certain policies and procedures apply:

- Based on historical data (weighted heavily towards recent years), sleeping room blocks are apportioned in each hotel to allow reasonable access for both exhibitors and attendees.
- Rooms will be reserved based on priority point order.
- Exhibitor block requests may not exceed the exhibitor's actual pick-up in 2010 by more than 10%. A recap of your room pick-up from the 2010 meeting will be provided to you.
- Rooming lists (occupant names) must be received by May 23, 2011.
- Exhibitor hotel room deposits will now be in the form of credit card guarantees. All reservations must be guaranteed by a valid credit card with an expiration date greater than August 1, 2010. Hotel deposits/

guarantees will be charged by the hotels on or after May 24, 2011. This eliminates the need to reconcile deposits paid to the housing company with deposits recognized by the hotels as in prior years.

- JS&A can assist exhibitors who wish to establish hotel master accounts.
- No company may block more than 75 rooms in the Atlanta Marriott Marquis, Embassy Suites Centennial Olympic Park, Hyatt Regency Atlanta, or Omni Hotel at CNN Center.
- The housing bureau and AACC will work with exhibitors to accommodate special requests.
- Exhibitors must adhere to the deposit and rooming list requirements as outlined in the exhibitor housing policies.

By phone:

toll free within the US 866-871-5084
outside the US 703-449-6418

By fax: 703-631-1167

By mail:

Clinical Lab Expo Housing Services
11208 Waples Mill Rd, Suite 112
Fairfax, VA 22030
email: clinicallabexpo@jspargo.com

The following hotels are in the program:

Hotel	*Rates Sgl/DbI	Distance To Convention Center
Atlanta Marriott Downtown	\$195/195	6 blocks
Atlanta Marriott Marquis — Headquarter Hotel	\$197/207	1.3 miles
Embassy Suites Centennial Olympic Park	\$203/203	1/2 mile
Hampton Inn & Suites	\$194/214	9 blocks
Hilton Atlanta	\$199/199	2 miles
Hilton Garden Inn	\$189/189	6 blocks
Holiday Inn Downtown	\$149/159	8 blocks
Hyatt Regency Atlanta — Headquarter Hotel	\$199/199	1.2 miles
Omni Hotel at CNN Center	\$205/205	adjacent
Ritz Carlton Atlanta	\$225/225	1 mile
Sheraton Atlanta	\$186/186	1.5 miles
Westin Peachtree Plaza	\$199/199	7 blocks
Wyndham Garden Hotel Atlanta	\$139/139	1/2 mile

*Rates are not inclusive of tax

Important Dates and Deadlines

June 2010	Preliminary Exhibit Prospectus distributed
July 25	Booth assignment for 2010 island exhibitors commences during the 2010 Expo
November 1	Full Exhibit Prospectus mailed
February 1, 2011	Refund of booth deposit if cancelled on or before this date (less \$100 processing fee.)
February 2	Assignment of Preferred Island space begins for island exhibitors who did not participate in booth assignment during the 2010 Expo. Assignment of non-island space begins
February 2-April 19	Booth cancellation during this period forfeits booth deposit (50% of total booth space rental)
February 28	Deadline for submitting Poster abstracts
Week of April 4	Confirmation of non-island booth assignment begins Exhibitor Service Manuals available online
April 20	Cancellation deadline—100% cancellation fee owed if booth is cancelled on or after this date
May 15	Late payments received on or after this date result in forfeiting the priority for booth assignment normally earned with timely payment.

Advertising and Sponsorship Opportunities (All earn priority points for booth selection)

Supporting the Clinical Lab Expo contributes to your priority point total—and your booth assignment priority. Your support helps your point total. Here are the things that count towards points:

- Booths purchased
- Advertising
- Grants and awards
- Value of goods and services donated
- Sponsorships
- Room nights booked through the official housing bureau
- Date the completed exhibit space contract and appropriate payment are received



All correspondence should be directed to:
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clinical lab
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JULY 26-28, 2011 ATLANTA, GEORGIA
GEORGIA WORLD CONGRESS CENTER

