

# ***ATTENTION VENDORS***

The New England Chapters of

***CLMA***

Clinical Laboratory Management Association

***CLAS***

Clinical Ligand Assay Society

***AACC***

American Association for Clinical Chemistry

Jointly Present

**24<sup>th</sup> Annual Northeast Region  
Conference and Exhibition**

**April 13th and 14th, 2010**

**Holiday Inn, Boxborough, MA**

**LAB** **nerce**  
**mmX**

## 2010: THE NORTHEAST REGION CONFERENCE & EXHIBITION VENDOR PACKET

Dear Exhibitor:

Welcome to the 2010 Northeast Region Conference and Exhibition. The New England Chapters of CLMA, AACC, and CLAS cordially invite you to participate in their 24<sup>th</sup> consecutive spring conference held in central New England! The meeting will take place at the Holiday Inn, Boxborough Woods, Boxborough, MA on Tuesday, April 13<sup>th</sup> and Wednesday, April 14<sup>th</sup>, 2010. Monday, April 12<sup>th</sup> is reserved for you to set up.

Leverage our strong position in this market to display your products/services and meet a very targeted audience of laboratory decision-makers. Each vendor will receive "EXHIBIT ONLY" passes and meeting announcements. Vendor registration includes two meal tickets each day and breaks. Booth space is on a "first come - first served" basis so please make every effort to register early. Early registration will allow for inclusion of your company name in the registration brochure. All necessary forms are enclosed (pages 5 – 8).

This conference provides your company maximum exhibit exposure, with an opportunity to meet individuals who make purchasing decisions. Publicity for this conference includes: almost 2,500 direct mailings, broadcast email to regional members, conference listings in trade journals and web sites, and block advertising in nationwide trade publications. ***We are the regional conference with a nationwide audience!***

Sponsorship and participation are key elements to help support the cost associated with running this conference. *Please help by sponsoring a speaker, session, luncheon or break.* Any vendor who sponsors an event(s) totaling \$1,000 or more will have their logo placed on the *front cover* of the brochure. The *inside cover* of the brochure has been reserved for the vendor with the highest level of sponsorship!! Any contribution is greatly appreciated and will be posted at the event!

There are also advertising opportunities in the brochure and a limited number of meeting rooms available on Tuesday evening from 6:00pm – 9:00pm.

Each year the volunteers responsible for this event meet to discuss the comments and suggestions received from vendors and attendees. We make every effort to improve and enrich the conference. We realize that it is your encouragement, aid and support that allow us to hold this superlative educational event. We thank you for your continued support!

Respectfully,

Christian Ford, Rick McNeil, Donna Richards, and Greg Stutman  
Northeast Region Conference and Exhibition Vendor Committee

## HIGHLIGHTS OF EXHIBITING AT THE NORTHEAST REGION CONFERENCE & EXHIBITION

- Twenty four consecutive years in the New England Region!
- Sponsored by local chapters of three nationally recognized professional organizations.
  - Clinical Laboratory Management Association
  - American Association for Clinical Chemistry
  - Clinical Ligand Assay Society
- Loyal attendees and exhibitors!
  - Meeting content ensures decision makers attend
  - 250 attendees over 2 days
  - Approximately 60 vendor displays
- Seminar breaks and lunch and are held on the exhibit floor to ensure high traffic to the exhibits.
  - The luncheon break is from 12:00pm – 2:00pm.
- Publicized regionally and nationally via:
  - Direct mailings (almost 2,500 announcements sent via US Mail)
  - Broadcast email sent to regional society members
  - Dedicated Web site ranking in top 10 in Yahoo and Google!
  - National advertising arranged in the following publications:
    - Advance for Medical Laboratory Professionals*
    - CAP Today, CLP, MLO*
    - Website calendar listings
- An ideal forum to showcase your products to decision makers in the medical laboratory marketplace.
- 40 educational sessions planned representing various laboratory disciplines to guarantee significant attendance.
- Representative attendee list of prior year's conference available upon request.
- Free Exhibit Hall Passes.

## Additional Opportunities

- You can purchase an **advertisement** in the conference brochure. A full-page advertisement is \$200 and a half-page advertisement is \$125. Advertisements need to be approved by the vendor committee for submission.
- Any vendor who sponsors an event(s) totaling \$2,000 or more will have their logo placed on the front cover of the brochure as *GOLD*.
- Any vendor who sponsors an event(s) totaling \$1,500 or more will have their logo placed on the front cover of the brochure as *SILVER*.
- Any vendor who sponsors an event(s) totaling \$1,000 or more will have their logo placed on the front cover of the brochure as *BRONZE*.
- In recognition of your support, advertisement space has been reserved on the inside cover of the brochure for the vendor with the highest level of **sponsorship**.
- On Tuesday, April 14<sup>th</sup> a limited number of **meeting rooms** are available (following the Wine & Cheese Reception) from 6:00pm – 9:00pm to registered vendors on a first come first served basis. This is an opportunity to host a symposium, workshop, or user group meeting. Your event can be listed in the brochure. Food must be arranged by the vendor.
  - Contact Donna Richards at [Donna.S.Richards@Lahey.org](mailto:Donna.S.Richards@Lahey.org) or call 781-774-8210 for more information and/or to reserve a meeting room.

**2010  
NORTHEAST REGIONAL CONFERENCE & EXHIBITION  
EXHIBITOR REGISTRATION FORM**

Local Sales Representative: \_\_\_\_\_  
 Email (Local Sales Rep) – Required: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Your Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/ Zip Code: \_\_\_\_\_  
 Phone: (    ) \_\_\_\_\_  
 FAX: (    ) \_\_\_\_\_  
 Email (if different than above): \_\_\_\_\_

		Total Number		Total Price
<b>Booth Details:</b>				
One booth is 10 feet wide x 8 feet deep	\$650	x		
Each booth includes two lunch tickets	\$0	x	2	\$0
Additional lunch tickets can be purchased for	\$30	x		
<b>Section Total</b>				

**Booth Selection:**  
 We will be happy to reserve booths upon request (subject to availability).  
 Reservations for which full payment has been received will be given priority over verbal requests.  
 The floor plan is available on page 9.

**First choice booth #: \_\_\_\_\_                      Second choice booth #: \_\_\_\_\_**

**Donation of Raffle Prize(s):**  
 Each registrant is given a vendor's proof of visit card.  
 Once the registrant has filled in the card with vendor representative signatures, the registrant can enter the card into the raffle. The raffle takes place each afternoon.

Please list raffle item(s): \_\_\_\_\_  
 What day you would like it raffled?                      Day One                      Day Two

**\*\*Electrical Requirements: Fill out Service Form on page 8 (PLEASE SEND TO HOTEL)**  
 Exhibit Service Form can be faxed to: (978) 266-9429 or mail to Lindsay Bickel / Executive Office, at:  
 Holiday Inn Boxboro Woods  
 242 Adams Place  
 Boxboro, MA 01719

## SPONSORSHIP INFORMATION

**GOLD Sponsor (\$2,000)**

**SILVER Sponsor (\$1,500)**

**BRONZE Sponsor (\$1,000)**

*Company logo will be displayed on the front cover of brochure for all Gold, Silver, or Bronze sponsors*

**Coffee Break (company name exhibited during break):**

Tuesday:	AM	\$225	
	PM	\$225	
Wednesday:	AM	\$225	
	PM	\$225	

**Lunch (company name exhibited during lunch):**

Tuesday:		\$400	
Wednesday:		\$400	

**Wine & Cheese Reception:**

Company Name exhibited at the Wine & Cheese Reception	\$500	
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**Speaker(s):**

Moderator will announce company names	\$300	
2 or more speakers as part of Educational Track	\$600	

**Brochure Advertisements (must be received by early December):**

Half Page	\$125	
Full Page	\$200	

**Section Total:**

<b>Total Payment:</b>		
	Booth Total	\$ <span style="border-bottom: 1px solid black; display: inline-block; width: 100px;"></span>
	Sponsor Total	\$ <span style="border-bottom: 1px solid black; display: inline-block; width: 100px;"></span>
	Advertisement	\$ <span style="border-bottom: 1px solid black; display: inline-block; width: 100px;"></span>
	<b>GRAND TOTAL</b>	<b>\$ <span style="border-bottom: 1px solid black; display: inline-block; width: 100px;"></span></b>

*Please note that sponsorship information must be received by December 31, 2009 to guarantee listing in our program (company names will still be displayed on-site even with late registration)*

**Please send advertisement/logo to either:**

Chuck Powden (Charles.Powden@vtmednet.org)  
Christian Ford (cford@bostonbiomed.com)

Tuesday night (6:00pm – 9:00pm) meeting room reservation for vendor event:  
For availability please contact Donna Richards at 781-744-8210 or [Donna.S.Richards@Lahey.org](mailto:Donna.S.Richards@Lahey.org)

## PAYMENT INFORMATION

**Make check payable to Northeast Regional Conference and Exhibition.**

**Tax ID Number: 231989606**

**CLMA, AACC, and CLAS are non-profit organizations.**

**Please ask for a signed W-9 form if required.**

**Please return this registration form with your check to:**

Northeast Regional Conference and Exhibition

C/O

PHONE: (781) 890-5060

Christian Ford

Boston Biomedical Consultants, Inc.

FAX: (781) 890-6746

1000 Winter St., Suite 1300

Waltham, MA 02451

EMAIL: [cford@bostonbiomed.com](mailto:cford@bostonbiomed.com)

OR

Northeast Regional Conference and Exhibition

C/O

PHONE: (804) 365-7008

Greg Stutman

Boston Biomedical Consultants, Inc.

FAX: (781) 890-6746

1000 Winter St., Suite 1300

Waltham, MA 02451

EMAIL: [gstutman@bostonbiomed.com](mailto:gstutman@bostonbiomed.com)

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As always, THANK YOU for your continued support of the  
Northeast Conference and Exhibition

Christian Ford, Rick McNeil, Donna Richards, and Greg Stutman  
Northeast Region Conference and Exhibition Vendor Co-Chairs

**Exhibit Services Order Form**

**Holiday Inn Boxborough Woods**  
 242 Adams Place, Boxborough, MA 01719  
 Phone: (978) 263-8701 Fax: (978) 266-9429

**Floor Order Applies to Orders Received Within 72 Hours of the Show Set Up Date.**

Please indicate below the services you require and the method of payment. Prices are a one-time fee for the length of your show (not per day), excluding high speed internet access. Fax order with credit card authorization form to (978) 266-9429 and all payments made by check must be received no later than 7 days prior to Show date. Mail all checks to the address above, attention the Executive Office, payable to Holiday Inn Boxborough.

**IF THE FORM OF PAYMENT IS CREDIT CARD, YOU MUST PROVIDE A COPY OF THE FRONT & BACK OF THE CREDIT CARD OR PROVIDE THE SECURITY CODE FOR AUTHORIZATION. THE SECURITY CODE MAY BE WRITTEN BELOW OR CALLED INTO OUR SALES OFFICE.**

**General Information**

**Show Name:** \_\_\_\_\_

**Show Date:** \_\_\_\_\_














<b>Company</b>	
<b>Contact</b>	
<b>Telephone</b>	( ) ( ) ( )
<b>Address</b>	
<b>On Site Contact</b>	<b>Booth #</b>

**Electrical Service**

Quantity	Service	Advance Order	Floor Order	Total
	Shared 120V supply (10 amp max)	\$75.00	\$110.00	
	Dedicated 120V, 20 amp supply	\$95.00	\$125.00	
	208V single phase, 20 amp (max)*	\$95.00	\$125.00	
	208V single phase, 60 amp (max)*	\$125.00	\$160.00	
	208V single phase, 100 amp (max)*	\$140.00	\$170.00	

(Other configurations available, Contact the Engineering Department at (978) 889-1740)

\*Please check the type of connector being used on the chart below. If your connector is not shown, please write the connector designation in the space provided.

<b>Connector Number</b>	 L5-15, 125 VAC	 L5-20, 125 VAC	 L5-30, 125 VAC	 L6-15, 250 VAC	 L6-20, 250 VAC	 L6-30, 250 VAC
	 L7-15, 277 VAC	 L7-20, 277 VAC	 L7-30, 277 VAC	 L14-20 125/250 VAC	 L14-30 125/250 VAC	 L15-20 250 VAC
				 L15-30 250 VAC		

**High Speed Internet Access**

	<b>Day 1 Access per Terminal</b>	\$265.00	\$295.00	
	<b>Additional Days per Terminal</b>	\$110.00	\$140.00	

**Telephone/Data Line**

# of Days	Service	Advance Order	Floor Order	Total
	Telephone Line	\$75.00	\$110.00	
	Direct Dial Line	\$110.00	\$140.00	
	Speaker Phone	\$65.00	\$140.00	

**Payment Procedures**

Credit Card Type: \_\_\_\_\_ Credit Card Authorization Form: Yes \_\_\_\_\_ No \_\_\_\_\_ Grand Total \$ \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_ Card # \_\_\_\_\_ Exp Date \_\_\_\_\_  
 CC security code \_\_\_\_\_ Check Amount \_\_\_\_\_  
 Enclosed \_\_\_\_\_

**Cost of Telephone Lines DO NOT include the cost of calls**

**Orders without pre-payment will not be processed**

**Internal Use Only**

All prices include a 19% Taxable Administrative Fee

**NORTHEAST REGION CONFERENCE EXHIBITION  
2010  
EXHIBITOR FLOOR PLAN**

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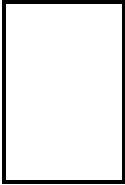


43	44	45	46	47	48	49
42	41	40	39	38	37	36

29	30	31	32	33	34	35
28	27	26	25	24	23	22

15	16	17	18	19	20	21
14	13	12	11	10	9	8

60
61



**Entrance  
Hallway**

1	2	3	4	5	6	7
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64
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## VENDOR INFORMATION

Welcome to the 2010 Northeast Region Conference & Exhibition. The following information is provided to assist you with registration and participation in the conference. Thank you for your attention and participation.

### Date and Exhibit Hours:

<u>Day</u>	<u>Date</u>	<u>Time</u>
Monday	April 12, 2010	1:00 PM - 6:00 PM (Set-up)
Tuesday	April 13, 2010	9:00 AM - 5:00 PM (Coffee served in exhibition hall during registration)
Wednesday	April 14, 2010	9:00 AM - 2:00 PM (Coffee served in exhibition hall during registration)

### Booth:

Each booth registration (\$650) comes with (1) table (2) chairs, backdrop, meeting registration packet and (4) meal tickets (two per day). The booth dimensions are ten feet wide by eight feet deep. The hotel is unable to provide water hook-ups.

### Lunch:

A buffet lunch is provided at 11:30AM each day for the vendors. Your booth registration includes two meal tickets per day. Meal tickets will be collected at the buffet line. Additional meal tickets must be purchased for (\$30 each).

### Electrical-Telephone/Data Line:

All electrical and telephone/data line requirements are to be handled directly with the HOTEL. None of the planning committee staff will be responsible for assistance with these issues during respective set-ups. An **Exhibit Services Form** is included in this packet.

**IMPORTANT: PLEASE FAX OR MAIL THE FORM DIRECTLY TO THE HOTEL!**

### Shipping:

**ALL SHIPMENTS** are to be handled directly with the hotel. Deliveries to the hotel should be scheduled after 1:00PM on Monday April 12, 2010. All deliveries to the Holiday Inn Boxborough Woods are at street level. Breakdown of booths is after 2:00PM on April 14, 2010. 6:00 PM is the deadline for all instrumentation and materials to be removed.

The hotel would like you to follow these instructions:

**Step 1:** Client must label all boxes – complete mailing address including return address.

**Step 2:** Client must call shipping company, i.e. UPS, FedEx directly for pickup.

**Step 3:** Call Front Desk to have someone paged to assist you.

**Step 4:** Shipping number must be provided on attached form.

**Note:** Storage of any materials for outgoing shipping must have manager's approval.

**The hotel will not assume responsibility.**

### Hotel Information:

Holiday Inn - Boxborough Woods	Telephone: (978) 263 8701	Contact: Special Events
242 Adams Place	Fax: (978) 266 9429	
Boxborough, MA 01719		

Arrangements for discounted hotel rooms have been made. **Contact the hotel before March 24th and mention the CLMA/AACC/CLAS Northeast Region Conference to receive the discount.**

Rates: Single/Double \$117                      Triple \$127

### Miscellaneous:

Conference brochures are available to distribute to your customers. If you wish to provide or sponsor a speaker please contact a Vendor Chair (see page 7) **as soon as possible**. Please bring any door prize donations with you and notify the registration committee. We encourage you to register early. Booth space is on a "first come first served" basis. We will make every effort to meet your location request; please contact a Vendor Chair (see page 6).

**Thank You! We look forward to seeing you at the Conference!**

# NORTHEAST REGIONAL CONFERENCE & EXHIBITION

## SAMPLE PAST EXHIBITOR LIST

2006

Abbott Laboratories, Inc.  
 ABAXIS  
 Advanced Instruments  
 Artel  
 ARUP  
 BBI Diagnostics  
 Bayer Diagnostics  
 Becton Dickinson  
 Beckman Coulter  
 Biosite  
 Cambridge Biomedical  
 CYTYC  
 Dade Behring  
 Diagnostic Products Corporation  
 Electronic Imaging Materials  
 Fisher  
 Global Focus Marketing & Dist.  
 High Technology, Inc.  
 Horiba ABX  
 Instrumentation Laboratory  
 Lifescan  
 Lighthouse Staffing  
 Mayo Medical Laboratory  
 Meditech  
 Micro Video Instrumentation  
 Millipore  
 Mindray  
 MRT Laboratories, Inc.  
 Nova Biomedical  
 Optical analysis  
 Orchard Software  
 Ortho Clinical Diagnostics  
 Psyche  
 Quest Diagnostics, Inc.  
 Radiometer  
 Rainbow Scientific  
 Response Biomedical  
 Roche Diagnostic Corp.  
 Soft Tech Health  
 Specialty Laboratories  
 Stanbio  
 Swisslog  
 Sysmex  
 Time Med Labeling Systems, Inc  
 TOSOH  
 Trinity  
 UMASS Memorial Reference Lab  
 Waters

2007

Abbott Diabetes Care  
 Abbott Diagnostics  
 Abbott POC  
 Advanced Instruments  
 Advanced Microscopy Group  
 Applied Biosystems  
 Artel  
 ARUP  
 Becton Dickinson  
 Beckman Coulter  
 Biosite  
 Centerchem  
 Central Phlebotomy Services  
 CYTYC  
 Dade Behring  
 Diagnostics Chemicals  
 Limited  
 Dynamex  
 Eastern Connection  
 Electronic Imaging Materials  
 Emdeon Business Services  
 Fisher  
 Global Focus Marketing &  
 Dist.  
 High Technology, Inc.  
 Horiba ABX  
 Instrumentation Laboratory  
 LabCorp  
 LifeScan  
 Lighthouse Staffing  
 Mayo Medical Laboratory  
 Medifleet  
 Meditech  
 Mercedes Medical  
 Micro Video Instrumentation  
 Millipore  
 Mindray  
 MRT Laboratories, Inc.  
 Nanogen  
 NeTLIMS  
 Nova Biomedical  
 Optical Analysis  
 Orchard Software  
 Ortho Clinical Diagnostics  
 Psyche  
 Quest Diagnostics, Inc.  
 Radiometer  
 Response Biomedical  
 Roche Diagnostic Corp.  
 Sarstedt  
 Siemens Medical Solutions  
 Diag.  
 Specialty Laboratories  
 STAT Medical Devices  
 Telcor  
 Time Med Labeling Systems,  
 Inc  
 TOSOH  
 UMASS Memorial Reference  
 Lab

2008

Abbott Diabetes  
 Abbott Diagnostics  
 Advanced Instruments  
 Aethon  
 ALPCO  
 ARTEL  
 ARUP Laboratories  
 Beckman Coulter  
 Becton Dickinson  
 BIOSITE  
 Cepheid  
 ConVerge Diagnostics  
 DESCO  
 Dynamex  
 Eastern Connection  
 Electronic Imaging Materials  
 ergoGenesis  
 Eurotrol  
 Genzyme  
 Global Focus Marketing & Dist.  
 High Technology Inc.  
 HOLOGIC  
 Horiba ABX  
 Instrumentation Laboratory  
 Inverness Medical  
 Iris Diagnostics Division  
 Kooltronic  
 LabCorp  
 Mayo Medical Laboratory  
 Medifleet  
 Meditech  
 MEDTOX  
 Mercedes Medical  
 Micro Video Instruments  
 Millipore  
 Mindray  
 Monarch Life Sciences  
 New England Hemophilia  
 Association  
 Nova Biomedical  
 Optical Analysis  
 Orchard Software  
 Ortho Clinical Diagnostics  
 Osmetech  
 Psyche Systems  
 Quest Diagnostics, Inc.  
 Radiometer  
 Response Biomedical  
 Roche Diagnostics Corp.  
 Roche Point of Care  
 Siemens Medical Solutions  
 STAT Medical Devices  
 TELCOR, Inc.  
 ThermoFisher  
 Time Med Labeling Systems, Inc.  
 Tosoh Bioscience  
 Trinity Biotech  
 UMASS Memorial Reference Lab

2009

Abbott Point of Care  
 Abbott Diagnostics  
 Abbott Diabetes Care  
 Advanced Instruments, Inc.  
 Agilent Technologies  
 ALPCO  
 Applied Biosystems  
 ARTEL  
 ARUP Laboratories  
 AUDIT MicroControls, Inc.  
 BD Diagnostics  
 Becton Dickinson  
 Beckman Coulter  
 BIOSITE  
 ConVerge Diagnostics  
 Dynamex  
 Eastern Connection  
 Electronic Imaging Materials  
 Fisher HealthCare  
 Fluidigm Corp.  
 Genzyme  
 Global Focus Marketing & Dist.  
 GRIFOLS Diagnostics  
 HELMER  
 Hematek  
 HEMOSURE, Inc.  
 High Technology, Inc.  
 HOLOGIC  
 Instrumentation Laboratory  
 Iris Diagnostics Division  
 Iverness Medical  
 J & S Medical Associates  
 LabCorp  
 LifeScan  
 Mayo Medical Laboratory  
 Micro Video Instrumentation  
 Millipore  
 Monarch Life Sciences  
 Nanogen  
 Nikon Instruments, Inc.  
 Nova Biomedical  
 NOW Delivery  
 Option Courier Services  
 Orchard Software  
 Ortho Clinical Diagnostics  
 Quest Diagnostics, Inc.  
 Radiometer  
 Roche Diagnostic Corp.  
 Roche Diabetes Care  
 Roche NPT  
 Siemens Healthcare Diagnostics  
 STAT Delivery Service  
 STAT Medical Devices  
 StatSpin  
 Sysmex  
 TELCOR  
 The Binding Site  
 ThermoFisher Scientific  
 TOSOH  
 UMASS Memorial Reference Lab  
 US LABS