

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

**26th Annual Northeast Region
Conference and Exhibition**

April 10th, 2012

Holiday Inn, Boxborough, MA

NERCE

26th year

A new Beginning

2012: THE NORTHEAST REGION CONFERENCE & EXHIBITION VENDOR PACKET

Dear Exhibitor:

Welcome to the 2012 Northeast Region Conference and Exhibition. The New England Chapters of CLMA, AACC, and CLAS cordially invite you to participate in their 26th consecutive spring conference held in central New England! The meeting will take place at the Holiday Inn, Boxborough Woods, Boxborough, MA on Tuesday, April 10th, 2012. Monday, April 9th 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 (*please distribute to increase attendee traffic to your booth*). Vendor registration includes two meal tickets. Booth space is on a "first come - first served" basis so please make every effort to register early. All registered companies will have their name and link placed on the conference website once exhibitor fees are received in full. 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: more than 1,500 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 contribution is greatly appreciated and will be posted at the event!*

There are also advertising opportunities on the conference website and in the conference notice flyer (hard copy poster to be mailed in early 2012); in addition, a limited number of meeting rooms are available on Monday evening (day before) from 6:00pm – 9:00pm, as well as all day Tuesday during the conference. We will list in the conference flyer concurrent educational workshops on Monday or Tuesday for any exhibiting companies.

For additional information, please see our website at www.nerce.org.

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 six 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
 - Average of 150-250 attendees during the conference
 - Approximately 60 vendor displays
- Seminar breaks and lunch and are held on the exhibit floor to ensure high traffic to the exhibits.
 - Two separate lunch breaks allow two waves of attendees to roam the exhibit hall floor
 - Morning and afternoon coffee breaks allow uncontested conference registrant attention
 - A wine and cheese reception in the hotel atrium provides a more informal opportunity to meet conference attendees
- Publicized regionally and nationally via:
 - Direct mailings (almost 2,000 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:
 - CAP Today
 - CLP
 - MLO
 - Website calendar listings
- An ideal forum to showcase your products to decision makers in the medical laboratory marketplace.
- Many educational sessions planned representing various laboratory disciplines to guarantee significant attendance.
- Free Exhibit Hall Passes for you to distribute prior to the conference.

Additional Opportunities

- You can purchase a **banner advertisement** to be placed on the conference website (www.nerce.org) for \$175 which will include a link to your corporate web site and page of your choosing. The NERCE web site ranks in the TOP 5 for Google searches for hospital medical laboratory conferences, trade show and conventions! NOTE: The website advertisements will remain active all year until September 2012. You can also purchase the placement of your **logo on the conference announcement sponsors section** for \$100. Both options can be reserved for \$250. Advertisements (dimensions and resolution/file sizes) need to be approved by the vendor committee for use. Please contact Christian Ford for more details.
- Any vendor who sponsors an event(s) totaling \$2,000 or more will be noted as a *GOLD* level sponsor – will be prominently noted on the website and announced at the conference.
- Any vendor who sponsors an event(s) totaling \$1,500 or more will be noted as a *SILVER* level sponsor – will be prominently noted on the website and announced at the conference.
- Any vendor who sponsors an event(s) totaling \$1,000 or more will be noted as a *BRONZE* level sponsor – will be prominently noted on the website and announced at the conference.

**2012
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
Booth Details:			
One booth is 10 feet wide x 8 feet deep	\$400	x	
Each booth includes two lunch tickets	\$0	x	2
Additional lunch tickets can be purchased for	\$20	x	
Section Total			_____

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): _____



****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	

Lunch (company name exhibited during lunch): **\$400**

Wine & Cheese Reception:

Company Name exhibited at the Wine & Cheese Reception \$500

Speaker(s):

Moderator will announce company names \$300

2 or more speakers as part of Educational Track \$600

Advertisements (must be received by early December):

Website Banner and Link (due early February) \$175

Logo in Conference Flyer (due early December) \$100

Both (discount of \$25) \$250

Section Total:

Total Payment:	Booth Total	\$
	Sponsor Total	\$
	Advertisement	\$
	GRAND TOTAL	\$

Please note that sponsorship information must be received by December 31, 2011 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)

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

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

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: _____













Company	
Contact	
Telephone	()
Address	
On Site Contact	Booth #

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.

Connector Number	 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

High Speed Internet Access

Day 1 Access per Terminal	\$265.00	\$295.00	
Additional Days per Terminal	\$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

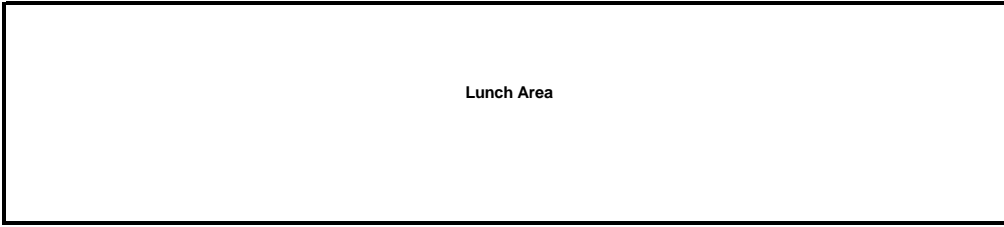
Orders without pre-payment will not be processed

Internal Use Only

All prices include a 19% Taxable Administrative Fee

**NORTHEAST REGION CONFERENCE EXHIBITION
2012
EXHIBITOR FLOOR PLAN**

54
55
56
57
58
59



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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69
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VENDOR INFORMATION

Welcome to the 2012 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 9, 2012	1:00 PM – 6:00 PM (Set-up)
Tuesday	April 10, 2012	9:00 AM – 4:30 PM – Exhibits, breakfast, coffee breaks, lunch 4:30 PM – 6:00 PM – Wine and Cheese 6:00 PM – 8:00 PM – AACC Dinner Speaker (additional cost)

Booth:

Each booth registration (\$400) comes with one table, two chairs, backdrop, meeting registration packet and two meal tickets. The booth dimensions are ten feet wide by eight feet deep. The hotel is unable to provide water hook-ups. **Note: all tear-down must occur Tuesday evening, although booths can be stored at the hotel until pickup (arrangements must be made directly with the hotel).**

Lunch:

A buffet lunch is provided at 11:30AM for the vendors. Your booth registration includes two meal tickets. Meal tickets will be collected at the buffet line. Additional meal tickets must be purchased for (\$20 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 12:00PM on Monday April 9, 2012. All deliveries to the Holiday Inn Boxborough Woods are at street level. Breakdown of booths is after the hall closes on April 10, 2012. 5:00 AM on April 11, 2012 is the deadline for all instrumentation and materials to be removed, although we recommend scheduling equipment pickups during the evening of April 10, 2012.

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 (see website for more details):

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 16th and mention the CLMA/AACC/CLAS Northeast Region Conference to receive the discount.**

Miscellaneous:

Conference flyers 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.

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

See more information at: www.nerce.org

NORTHEAST REGIONAL CONFERENCE & EXHIBITION

SAMPLE PAST EXHIBITOR LIST

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
 Inverness Medical
 J & S Medical Associates
 LabCorp
 LifeScan
 Mayo Medical Laboratory
 Micro Video Instrumentation
 Millipore
 Monarch Life Sciences
 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

2010

4medica
 Abbott Point of Care
 Abbott Diagnostics
 Abbott Diabetes Care
 Advanced Instruments, Inc.
 AETHON
 ALPCO
 Antek Healthcare
 ARTEL
 ARUP Laboratories
 Becton Dickinson Diagnostics
 Beckman Coulter
 Bio-Rad Laboratories
 ConVerge Diagnostics
 Cooper Atkins
 Diagnostic Systems, Inc.
 Diasorin
 Diazyme
 Dynamex
 Eastern Connection
 Fisher HealthCare
 Genzyme
 Global Focus Marketing & Dist.
 GRIFOLS Diagnostics
 HEMOSURE, Inc.
 High Technology, Inc.
 HOLOGIC
 Iatric Systems
 IMMCO Diagnostics
 Instrumentation Laboratory
 Iris Diagnostics Division
 Inverness Medical
 J & S Medical Associates
 LabCorp
 Mayo Medical Laboratory
 Med-Tech Gases
 Meditech
 Micro Video Instrumentation
 Millipore
 Nova Biomedical
 Option Courier Services
 Ortho Clinical Diagnostics
 Quest Diagnostics, Inc.
 Radiometer
 Roche Diagnostic Corp.
 Roche Diabetes Care
 Roche NPT
 Siemens Healthcare Diagnostics
 StatSpin
 Streck
 TELCOR
 The Binding Site
 ThermoFisher Scientific
 Tobin & Sons Moving & Storage
 Tosoh Bioscience
 UMASS Memorial Reference Lab
 Women & Infants Hospital

2011

Abbott Diabetes Care
 Abbott Diagnostics
 Abbott Point-of-Care
 Advanced Instruments
 AETHON
 Agilent
 Alere
 ALPCO
 Ameripath
 Artel
 ARUP
 BD
 Beckman Coulter
 bioMerieux
 Bio-Rad
 CAP
 Cepheid
 Diasorin
 Dynamex
 Eastern Connection
 EMD Millipore
 Fisher Scientific
 Global Focus Marketing
 Helmer
 High Technology
 Iatric Systems
 IDS
 Instrumentation Laboratory
 LabCorp
 Mayo Medical Laboratories
 Medifleet
 Meditech
 Medtox
 Meridian Bioscience
 Micro Video Instruments
 m-u-t
 Nova Biomedical
 Option Courier
 Orchard Software
 Ortho-Clinical Diagnostics
 Pevco
 Quest
 Radiometer
 Roche Centralized Diagnostics
 Roche Point of Care
 Sdix
 Sekisui Diagnostics
 Siemens
 Sysmex
 Telcor
 Tempsys
 The Binding Site
 Tosoh
 Trinity Biotech
 UMass Memorial Laboratories