

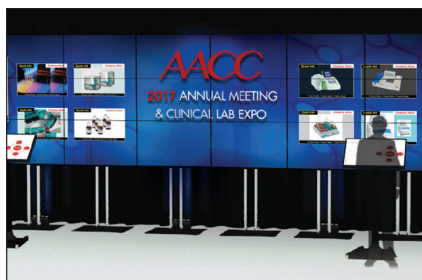
Stand Out in the Crowd by Participating in the Product Showcase

ALL
PRODUCTS
ELIGIBLE!

Great news! The New Product Showcase is now the Product Showcase and all products are eligible.

Attendees are always on the lookout for what's exciting in the industry. The Product Showcase is a **highly-visible, electronic billboard** that gives you the opportunity to promote your offerings while simultaneously maximizing sales interest in your product.

Individual kiosks will be placed in front of the billboard to enable attendees to search and to learn about products on the show floor.



This is an excellent opportunity to generate booth traffic!

Participation in the Product Showcase also includes:

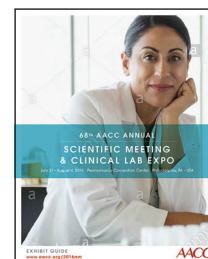
Online Product Showcase Directory

A searchable Product Showcase directory will be featured on the meeting website and accessible to attendees before, during, and after the show.



69th AACC Annual Scientific Meeting & Clinical Lab Expo Exhibit Guide

Products will be listed in the *Exhibit Guide* including company name, product name, and booth number. *Deadline May 23, 2017.*



Bonus! Onsite *Clinical Laboratory News Daily*

The Product Showcase will appear in three (3) print issues of the *Clinical Laboratory News Daily* including product photo, product name, company name, booth number, and product description. *Deadline June 13, 2017.*



Participation Fee: \$1,900 per product

Early Bird Incentive: Take advantage of the early bird incentive and **purchase onsite** through August 4, to receive **15% off** published rates. Deposit must be received by October 26, 2016 to be eligible for the discount.

To reserve your spot in the Product Showcase, visit www.aaccclinlicallabexpo.org, call 703-631-6200, or email aaccexhibits@spargoinc.com.

Gain Even More Exposure! Ask us about upgrading your listing.