



AACC ANNUAL MEETING & CLINICAL LAB EXPO

EXHIBITOR DEADLINES, GUIDELINES AND TIPS.

MARCH 18, 2014

About AACC Annual Meeting & Clinical Lab Expo Exhibitor University:

- Free resource for you and your exhibiting staff
- Focused on expanding exhibiting know-how and providing sales and marketing tips
- Improve your company's exhibiting performance and ROI.

Delivered:

- E-newsletters
- Social media posts
- Live and re-playable exhibitor webinars

Today we will cover

- What you can do with your display/booth
- Cost saving ideas
- Electrical
- Advantages of meeting freight target deadlines
- Advantages of understanding transportation
- Overview of the ERC and Exhibitor Service Manual

Presenters



Ed Gitelson

*Vice President, National Sales
Exposition Services
Freeman*

Mike Benson

*Director of Show Site Production
Freeman*

Kevin Felton

*Director of Electrical Services
Freeman*

Steve Marshall

*Exposition Operations Manager
J. Spargo & Associates, Inc.*

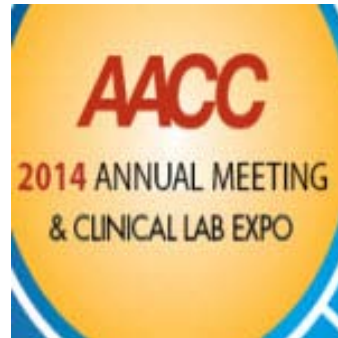


Exhibit Hall Dates and Times

Tuesday, July 29:	9:30 a.m. – 5:00 p.m.
Wednesday, July 30:	9:30 a.m. – 5:00 p.m.
Thursday, July 31:	9:30 a.m. – 2:00 p.m.

Installation and Dismantling

Installation Dates and Times

All exhibits must be set up by Monday, July 28th at 2:00 p.m.

Thursday, July 24	8:00 a.m. to 4:30 p.m.
Friday, July 25	8:00 a.m. to 4:30 p.m.
Saturday, July 26	8:00 a.m. to 4:30 p.m.
Sunday, July 27	8:00 a.m. to 4:30 p.m.
Monday, July 28	8:00 a.m. to 2:00 p.m.

Dismantle Dates and Times

No booth dismantling may begin before 2:00 p.m. on Thursday, July 31, 2014.

Thursday, July 31	2:00 p.m. to 6:00 p.m.
Friday, August 1	8:00 a.m. to 4:30 p.m.
Saturday, August 2	8:00 a.m. to 12:30 p.m.

Shipping

Advanced Shipping

Please label each piece as follows:

AACC 2014 Annual Meeting & Clinical Lab Expo

Exhibiting Company Name

Booth # _____

C/O Freeman

2500 West 35th St.

Chicago, IL 60632

Freeman will accept crated, boxed or skidded materials beginning **Friday, June 20, 2014**.

The deadline for receipt of advance shipments is on Wednesday, July 16, 2014. Any material arriving after this date will incur an additional after deadline charge.

Direct to Show

Please label each piece as follows:

AACC 2014 Annual Meeting & Clinical Lab Expo

Exhibiting Company Name

Booth # _____

C/O Freeman

McCormick Place - South Building

2301 S. Lake Shore Drive

Chicago, Illinois 60616

Direct shipments will be accepted beginning at 8:00a.m. on **Thursday, July 24, 2014**, by assigned target move-in date.

Exhibitor Bill of Rights

McCormick Place

EXHIBITOR BILL OF RIGHTS



An Exhibitor Employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, power tools and other tools designated by McCormick Place/SMG.

“Exhibitor Employee” is defined as any person who has been employed by exhibitor as a full-time employee for a minimum of 6 months before the show’s opening date.

EXHIBITOR BILL OF RIGHTS Continued...

In addition to the work currently performed, exhibitors may also perform the following work within their booth:

Setting-up and dismantling exhibits

Assembling and disassembling materials, machinery or equipment

Installing all signs, graphics, props, other decorative items and drapery, including the skirting of tables

Delivering, setting-up, plugging-in, interconnecting and operating electrical equipment, computers, audio-visual devices and other equipment

Skidding, positioning and re-skidding all exhibitor materials, machinery and equipment using their own non-motorized hand trucks and dollies

EXHIBITOR BILL OF RIGHTS Continued...

Exhibitors can load/unload materials from automobiles and small utility vehicles (ASUV) at designated McCormick Place docks using their own non-motorized, non-hydraulic hand trucks and dollies. For more information on the ASUV program, and to register, visit the Exhibitor section of the McCormick Place website:

www.mccormickplace.com.

Please call **312-791-7299**, if you have any questions or need clarification regarding the Exhibitor Bill of Rights. Leave a detailed message including Your Name, Company Name, Telephone Number, Date and Time of the call. Your call will be promptly returned between the hours of 7:00 a.m.—6:30 p.m.

DISPLAY LABOR COST SAVING IDEAS

If you choose to hire union labor follow these steps to save money:

- Eliminating or Minimizing Overtime Expense
- AACC secures the hall to provide ample straight time opportunities
- Place your order prior to Wednesday, July 2nd to take advantage of the Discount fee.

DISPLAY LABOR COST SAVING IDEAS

Continued...

Please be aware of the following when ordering labor:

- Price is per person/per hour.
- Start time guaranteed only at start of working day.
- Half hour minimum per person
- Supervisor must check-in at Service Desk to pick-up labor
- Labor must be canceled in writing, 24 hours in advance to avoid a 1 hour cancellation fee per worker.
- When scheduling dismantle labor, be sure to allow sufficient time for empty containers to be returned to your booth

ELECTRICAL

The Electrical Services are provided by Freeman Electric.

Keys to save money:

- Try to get your orders in on-time to take advantage of the Discount fee. The deadline date is July 2nd
- Have as much detail as possible on placement for all of your Electrical needs. This will be a big help for you to save as much time and money as possible.

ADVANTAGES OF MEETING FREIGHT TARGET DATES

- Advanced ordered: Electrical, plumbing, carpet installed prior to freight arrival
- Able to plan set-up labor and minimize overtime
- Enables you to plan travel and related expenses
- Advance warehouse shipments are guaranteed in your booth prior to target date

TAKE ADVANTAGE OF UNDERSTANDING FREIGHT TRANSPORTATION

- Advance work and planning saves big money
- Establish internal deadlines with all departments
- Utilize ground service whenever possible
- Use pallets for merchandise and small boxes to avoid lost items
- Always have carrier information and tracking numbers on-site
- Label all individual pieces even if on a pallet

Exhibitor Resource Center

- Go to Exhibitor Resource Center and click on Log In sub tab

AACC
2014 ANNUAL MEETING & CLINICAL LAB EXPO

JULY 27-31
2014
CHICAGO, IL · USA

MAKE CONNECTIONS THAT MATTER

SHARE | Email | Print | Bookmark

General Info | Expo Highlights | Exhibitor & Product Search | Why You Should Exhibit | **Exhibitor Resource Center** | Sponsorship Opportunities

The World's Largest Global Laboratory Medicine

20,000 Laboratory Medicine Professionals • Hundreds of New Products

700 Exhibitors

- Laboratory Medicine
- Companion Diagnostics
- Molecular Diagnostics
- Mass Spectrometry
- Translational Medicine
- Lab Management
- All areas of Breaking

AACC News
AACC announces Keynote speakers

What Exhibitors are

"AACC is the industry standard in the U.S. If you are not at this show then the industry wonders what happened"

Reserve a Booth
Purchase Sponsorship
Chinese Version
中文版 中国参展商

ELITechGroup

Export Interest Directory

AACC

Exhibitor Resource Center

- Type in your company password

The screenshot displays the AACC Exhibitor Resource Center website. The header features the event dates "JULY 27-31 2014 CHICAGO, IL · USA" and the slogan "MAKE CONNECTIONS THAT MATTER". The navigation menu includes "General Info", "Expo Highlights", "Exhibitor & Product Search", "Why You Should Exhibit", "Exhibitor Resource Center", and "Sponsorship Opportunities". The main content area is titled "Exhibitor Resource Center > Exhibitor Login >". It contains a password login form with a "Password:" field, a "Sign me in automatically" checkbox, and a "Login" button. A note states: "Please enter your Password. NOTE: Passwords are a combination of CAPITAL letters and numbers." Below the form, there is a link for users having trouble logging in and a section for users who have forgotten their passwords, with an "E-mail My Login Info" button. A sidebar on the left lists various resources such as "Dates & Deadlines", "Exhibitor Manual", "Rules/Regs/Terms & Conditions", "Exhibitor Move-in/Move-out", "Floor Plan", "Exhibitor Registration", "Exhibitor Housing", "Exhibitor Login", "Priority Points System", "Invite Your Customers to Attend", "Exhibitor Webinars", "Exhibitor University", "Exhibitor Marketing Toolkit", "Training Tools", "Newsletters", "International Market Briefing", "International Buyers Program", "USDoC Export Interest Directory", "Press Program", and "Visa Letters". On the right, there are social media icons, buttons for "Reserve a Booth", "Purchase Sponsorship", and "Chinese Version 中文版 中国参展商", a "Featured Exhibitors" section with the "HYCOR" logo, and an "Export Interest Directory" section with a globe icon. The AACC logo is visible in the bottom right corner.





Exhibitor Resource Center

□ Company Profile Page

General Info | Expo Highlights | Exhibitor & Product Search | Why You Should Exhibit | Exhibitor Resource Center | Sponsorship Opportunities

AACC Annual Meeting & Clinical Lab Expo
EXHIBITOR UNIVERSITY

A value added benefit for exhibitor's AACC Annual Meeting & Clinical Lab Expo with newsletters, webinars and social media posts to enhance your ROI. [Click here to access webpage.](#)

[Reserve a Booth](#)


[Purchase Sponsorship](#)

[Chinese Version](#)
中文版 中国参展商

Featured Exhibitors


HAMILTON


Export Interest Directory





Booths


EXHIBITOR NAME	BOOTH	PREVIEW
AACC	1531	PREVIEW


 **Edit Booth Info**
Manage the information that appears on your eBooth so attendees know to visit you on the show floor.


 **Registration**
Register the individuals who will be working in your booth onsite. (opening soon)


 **Manage Products**
Upload pictures and enter a description of the products you will be showcasing on the exhibit floor.

 **Manage Press Releases**
Enter newsworthy information about your company, products and your presence at the show.

 **Manage Videos**
Show the attendees what your products can do.

 **Freeman Online Ordering**
Access Freeman Online to take advantage of applicable discounts. Place your order by

 **Required Exhibitor Forms**
Submit various forms for your booth, such as Giveaways, Rendering (required for booths 400sqft or more), Onsite Contact Form and more.



Required Exhibitor Forms

Includes:

- Onsite Contact
- Rigging
- Rendering
- Notification of Intent to Use EAC

Exhibitor Manual – Essential Information

Essential Information includes:

- Welcome
- Exposition Schedule
- Key Contacts
- Important Deadlines
- AACCC Exhibitor Rules and Regulations
- McCormick Place Convention Center Exhibitor Policies
- McCormick Place Exhibitor Bill of Rights
- Exhibiting Tips
- Security Tips
- Special Access Authorization

Exhibitor Manual – Housing, Registration and Ancillary Meetings

Includes:

- Exhibitor Registration
- Exhibitor Housing
- Hotel Map for AACCC Annual Meeting & Clinical Lab Expo
- Guidelines for Ancillary Meetings
- AACCC Ancillary Event Function Space Request Form

Exhibitor Manual – Marketing Opportunities

- Clinpack Insert Form
- Door Drop Reservations
- Pre-registration Mailing List Order Form

Exhibitor Manual – Service Order Forms

General contractor forms include (Freeman):

- Online Freeman ordering
- Order Freeman Service by Fax
- Shipping Information and Labels
- Target Freight Move Schedule

Exhibitor Manual – Service Order Forms

McCormick Place Forms and Information:

- Electrical
- Internet
- Telephone
- Utility Location Form
- Payment Authorization Form
- Exhibitor Policies

Exhibitor Manual – Service Order Forms

Other forms:

- Audio Visual Equipment and Computer Rentals
- Floral Service
- Corporate Transportation Services
- Lead Retrieval Services
- Photography
- Security

Exhibitor Manual – Approved Vendors

- Freeman (General Service Contractor)
- Convention Plant Designs, Inc. (Floral)
- Presenting America (Corporate Transportation)
- Convention Data Services (Registration and Lead Retrieval)
- Oscar Einzig Photography (Photography)
- RA Consulting (Security)

Take advance of Discounts

Online Fee

Discount Fee

Standard Fee

We are here to help!

EXHIBIT SALES

J. Spargo & Associates, Inc.

Attn: June LaMountain (Companies A-L)

Dennis Tharp, CEM (Companies M-Z)

Phone: 703-631-6200

E-Mail: june.lamountain@jspargo.com, dennis.tharp@jspargo.com

EXPOSITION MANAGEMENT

J. Spargo & Associates, Inc.

Attn: Steve Marshall

Phone: 703-631-6200

E-Mail: steve.marshall@jspargo.com

SPONSORSHIP

J. Spargo & Associates, Inc.

Attn: June LaMountain (Companies A-L)

Dennis Tharp, CEM (Companies M-Z)

Phone: 703-631-6200

E-Mail: june.lamountain@jspargo.com, dennis.tharp@jspargo.com

MARKETING/EXHIBITOR UNIVERSITY

J. Spargo & Associates, Inc.

Attn: Theresa Ronk

Phone: 703-631-6200

E-Mail: theresa.ronk@jspargo.com



Creating Your Sales & Marketing Strategic Approach