



Brilliant Minds
ARE MEETING
In Miami

Hyatt Regency Miami
May 30 - June 2, 2018
MIAMI, FL

Symposium for Clinical Laboratories
Exhibitor Prospectus



COLA Resources, Inc
Leading Excellence in Laboratory Medicine

Dear Symposium Exhibitor,

COLA Resources, Inc. (CRI), the premier medical laboratory education and consultation organization, would like to extend an invitation for you and your company to exhibit at our upcoming Symposium for Clinical Laboratories to be held May 30 - June 2, 2018 at Hyatt Regency Miami.

The agenda for this educational program, designed for all levels of medical laboratory professionals, gives participants the opportunity for scheduled interactive time with participating exhibitors, to view product portfolios, speak with various representatives from your organization, and walk away with a clearer understanding of the value your organization and products bring to their laboratory.

One of the key incentives for laboratory decision makers to attend is the carefully planned educational sessions that focus on innovative ideas, regulatory and technological updates, and the latest healthcare trends. CRI's Symposium attracts physician laboratory directors, directors of medical laboratory services, performance improvement managers, laboratory testing personnel, laboratory technical consultants, and office/practice managers. Additionally, the Symposium offers CME credit for physicians and P.A.C.E® credit for non-physicians.

Our website will be updated and registration will be open on Tuesday, November 7, 2017 at 1:00PM ET. All exhibit space will be available on a first-come/first-served basis, while respecting competitive markets. Don't miss out on the Chemistry and LIS Technology Workshops that are available for applicable companies to gain valuable face time with motivated laboratory professionals. Space is limited to six companies in each workshop. All details including pricing, schedule, and links to registration will be available on our website: <http://labuniversity.org/symposium-2018-miami-florida/exhibitors/>.

If there are any questions please feel free to contact us directly.

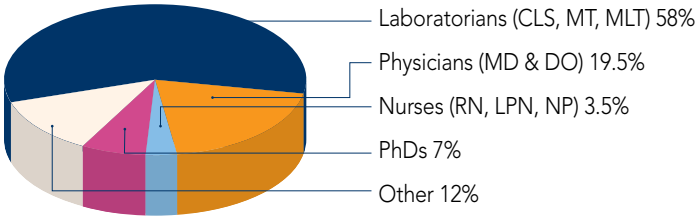
We look forward to seeing you at the Symposium for Clinical Laboratories in Miami, FL.

Thank you,

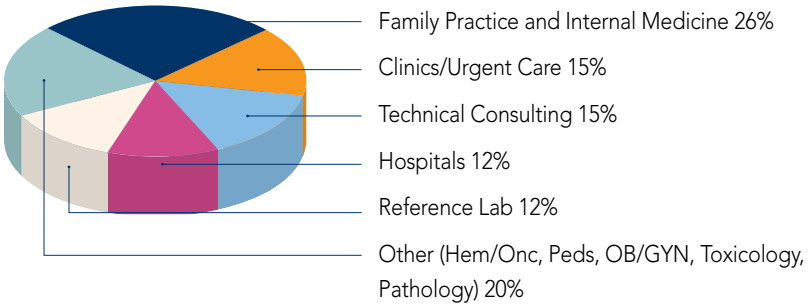
COLA Resources, Inc. (CRI)
info@criedu.org
800-981-9883

Expecting to Attend

Professions



Specialities



(Based on the top 5 specialties that were identified)
Results were collected from registration data of Symposia held 2014 - 2017.



Exhibitor Fact Sheet

Symposium for Clinical Laboratories • Miami, FL

Symposium Dates: May 30 - June 2, 2018

Exhibitor Dates: May 30 - June 1, 2018

Location:

Hyatt Regency Miami
400 South East Second Avenue
Miami, FL, USA, 33131
Phone: +1-305-358-1234
Web: miami.regency.hyatt.com

Symposium Contact:

Rebecca Adam
radam@criedu.org
800-981-9883 ext. 3758

Booth Sizes:

- 8' x 10' spaces available for popup booths and larger pieces of equipment
- 6' spaces for tabletops and smaller displays

Exhibitor Registration Fees:

- \$2200 for a 6' single exhibit space
- \$2900 for an 8'x10' exhibit space

Exhibit Services Include:

- Draped and skirted 6' table with 2 side chairs, a wastebasket, and a booth I.D. sign
 - Symposium syllabus (on flash drive)
 - Entrance to all educational general sessions and breakout sessions
 - Participant list
 - Evening reception, continental breakfasts, and meeting breaks
- > NOTE: Exhibitors may enjoy lunch with the participants for an additional fee.
- Up to 5 representatives from each company are included in your registration fee

Booth Location:

Locations will be reserved on a first-come/first-served basis while respecting competitive markets. Requests for specific locations will be accommodated, if possible.

Technology Workshops:

For companies exhibiting Laboratory Information Systems or small/bench-top Chemistry analyzers, the Technology Workshops are an additional time to educate the participants with a round-robin style demonstration. There is a \$675 fee per workshop. You must be a paid exhibitor to participate in a workshop. Space is limited to 6 companies to ensure you have at least 15 minutes for your presentation.

Exhibits Setup:

Wednesday, May 30 | 10:00am – 6:00pm

Exhibits Inspection:

Wednesday, May 30 | 6:00pm

Exhibits Open:

Thursday, May 31 | 8:00am

Exhibits Breakdown:

Friday, June 1 | 3:30pm – 6:30pm

Drayage and Electricity Services:

LAS VEGAS EXPO (Customer Service: 702-248-6200) is contracted as the official drayage company for your booth furnishing, shipping, and storage needs. A complete service package including electric order forms will be emailed to your company in early December.

Pick-Up and Removal of Equipment:

All equipment must be removed from the hotel by 6:30pm Friday, June 1. Please have firm arrangements for pick-up. The Hyatt Regency Miami and CRI® will not be held responsible for any equipment left after the conclusion of the exhibit breakdown time.

Registration:

Registration will be available on Tuesday, November 7, 2017 at 1pm ET at:
<http://labuniversity.org/symposium-2018-miami-florida/exhibitors/>

Exhibitor Schedule

Miami, FL

Symposium Exhibitor Dates: May 30 - June 2, 2018

Wednesday, May 30

10:00am – 6:00pm Exhibitor set up in the Exhibit Hall

6:00pm Exhibit inspection

NOTE: Exhibits are not open to the public on Wednesday.

Thursday, May 31

8:00am – 8:45am Exhibits open with Continental Breakfast served in the Exhibit Hall

10:00am – 10:30am Exhibits open with Break served in the Exhibit Hall

12:30pm – 1:30pm Exhibits open with Dessert served in the Exhibit Hall

1:30pm – 3:00pm EXHIBIT HALL CLOSED. Open for educational session only.
Technology Workshop: Chemistry
(for participating exhibitors that signed up and pre-paid)

3:00pm - 3:30pm Exhibits open with Coffee Break served in the Exhibit Hall

3:30pm – 5:00pm EXHIBIT HALL CLOSED. Open for educational session only.
Technology Workshop: LIS
(for participating exhibitors that signed up and pre-paid)

5:30pm – 7:30pm Join us for the Symposium Reception

Friday, June 1

8:00am – 8:45am Exhibits open with Continental Breakfast served in the Exhibit Hall

9:00am – 10:00am Exhibitor "Thank You Breakfast"

10:00am – 10:30am Exhibits open with Break served in the Exhibit Hall

2:30pm – 3:30pm Exhibits open with Ice Cream Social (and prize drawings) in the Exhibit Hall

3:31pm – 6:30pm Exhibits tear-down

Past Symposium Exhibitors

AAFP-Laboratory Proficiency Testing
Abbott Point of Care
Action Bag Company
Advanced Medical Laboratories
Alfa Wassermann Diagnostic Technologies
AmericanBio
American Soft Solutions
AMS Diagnostics
AP Visions, LLC
Apex Healthware
AUDIT MicroControls, Inc
Beckman Coulter, Inc
Biomerieux
Bio-Rad Laboratories
Byline Financial
Cardinal Health
Carolina Liquid Chemistries
Center for Phlebotomy Education
Centers for Disease Control and Prevention (CDC)
Centers for Medicare & Medicaid Services (CMS)
Clarity Diagnostics
Cleveland Clinic Laboratories
Clinical Diagnostic Solutions, Inc.
Clinical & Laboratory Standards Institute (CLSI)
Cliniqa Corporation
CompuGroup Medical
Data Innovations
Dedric K Meyers & Associates, LLC
Diatron US
Diazyme Laboratories
DoctorsManagement
Drucker Diagnostics
eLab Solutions
Elekta, Inc.
ERBA Diagnostics
Energy Beam Sciences
Enterix, Inc. A Quest Diagnostics Company
Exalenz Bioscience
Genial Genetics/ Rainbow Scientific, Inc.
GFMD Ltd. The Centrifuge
Global Analytical Development, LLC
Grifols USA, LLC
Healgen Scientific, LLC
Hemagen Diagnostics
Hemosure, Inc
Henry Schein Medical
Hitachi Chemical Diagnostics, Inc.
Horiba Medical
Immunodiagnosics Systems, Inc.
J & S Medical Associates
Jant Pharmacal Corp.
Laboratory Management Consultants
Laboratory Supply Company (LABSCO)
Lifepoint Informatics
Maine Standards Company
McKesson Laboratory Services
Medica Corporation
Medical Laboratory Evaluation
Medical Systems Group
Medicus Middleware
MedTest
Mercedes Medical
Merge Healthcare
Mindray North America
NextLOGiK
OIC Advance
OPTI Medical Systems, Inc.
Orchard Software
Ortho Clinical Diagnostics
POLESTAR Labs, Inc.
QBC Diagnostics.
Rainbow Scientific
Randox Laboratories, US, Ltd.
Roche Diagnostics Corporation
RPL Laboratory Solutions
Sarstedt, Inc.
Schuyler House
Sebia ,Inc.
Sekisui Diagnostics
Select Laboratory Partners
Siemens Healthcare Diagnostics
Softactics
Source One
Stanbio Laboratory
Streck, Inc.
Sysmex America, Inc
TechNeal, Inc.
The Binding Site
Tosoh Bioscience, Inc
Trinity Biotech
WSLH PT

Sponsorship Opportunities

Vendors and exhibitors such as yourself are significant to the success of the Symposium. To enable your company to stand apart from other exhibitors and to capitalize on the enthusiasm around the Symposium for Clinical Laboratories, we offer additional ways to increase your exposure at the event.

A contribution to the Symposium in the form of financial support is an effective way to gain exposure for your company within the clinical laboratory market. If your company is unable to attend the Symposium, you can still use this as an opportunity to increase your market awareness. Take advantage of this opportunity to:

- Promote your company's name and/or product line
- Enhance your company's recognition
- Strengthen relationships
- Generate new business

ATTENDEE TOTE BAGS **\$6500**

The participants love their tote bags! Your company's logo will be the one that sticks in their mind well after the symposium is over! Bags are provided to all participants and speakers.

SYLLABUS FLASH DRIVE **\$2500**

Show your support for education! Sponsor the Flash Drive, a frequently used resource containing all Symposium handouts. Your company's name and logo will be featured on one side of the device.

SYMPOSIUM WELCOME RECEPTION **\$3500**

This unique opportunity to host CRI's welcome reception will provide additional exposure and networking time with attendees. Cocktail napkins and other signage will show attendees that the drinks are on you!

ICE CREAM SOCIAL **\$3000**

I scream! You scream! We all scream
"THANK YOU" to your company for scooping out a Symposium favorite. Sponsor Friday's ice cream break!

REGISTRATION BAG INSERT **\$500, each insert**

What better way to get your message out to all registrants? This sponsorship opportunity allows you to market directly to the attendee and make a statement before, during and after the Symposium!

(Proof must be reviewed by CRI by April 1, 2018. Correct number of copies and/or items to be provided by Sponsor. CRI must receive all printed copies by May 1, 2018).

NAME BADGE LANYARDS **\$2500**

Make a statement without having to say a word. All Symposium attendees will wear your company's logo and name around their necks, and thank you for saving their shirts!

MOBILE APP **\$3400**

Sponsor the mobile app to create more brand awareness for your company! Session descriptions, maps of the venue and other meeting details will help our attendees find their way around the Symposium!

CHARGING STATIONS (4) **\$250.00 for each station**

Take our advice, our attendees will need to recharge their device! Sponsor one or all four!

EXHIBIT HALL DESSERT BREAK **\$2000**

No one can pass up a dessert! Especially when it is provided by your company. Sponsor the Dessert Break served right after lunch in the Exhibit Hall on Thursday, May 31.

PEN & NOTEPAD PROVIDER **\$2100**

Use your company's existing supply of pens or paper and we will distribute them to the participants in their welcome package so that they will see your company's name each time they write a note.

THE FOLLOWING IS INCLUDED IN EACH SPONSORSHIP:

- Company logo listed on the Symposium conference website
- Opportunity to place marketing material in the attendee bag (restrictions apply)
- On-site signage acknowledging sponsoring companies
- Sponsorship acknowledgement during the Opening General Session

Contact:
Rebecca Adam
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