EXHIBITOR PROSPECTUS

JOIN US AT CRI’S 2020 SYMPOSIUM FOR CLINICAL LABORATORIES | MAY 27-29, 2020

CRI MISSION
Provide educational and consultative services aimed at improving laboratory medicine and patient care.
Dear Exhibitor,

Don’t miss this opportunity to join this one of a kind event! CRI’s 2020 Symposium for Clinical Laboratories will be held May 27 – 29, in Orlando, Florida!

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.

**WHY SHOULD YOU ATTEND?**

- Build Brand Awareness
- Strengthen New and Existing Relationships
- Present new products and services
- Generate New Business
- One-on-one networking opportunities

Registration will open on **Wednesday, December 4, 2019, 1:00PM ET.**
All exhibit space will be available on a first-come/first-served basis

**THE CHEMISTRY AND LIS TECHNOLOGY WORKSHOPS ARE A HIGHLIGHT FOR PARTICIPANTS.**

Exhibitors that participate gain valuable face time with motivated laboratory professionals in this small group setting on the tradeshow floor. Space is limited to six companies in each workshop!

All details including pricing, schedule, and links to registration will be available on our website: [www.labuniversity.org](http://www.labuniversity.org) in early December.

**We look forward to seeing you in Orlando!**

Best regards!

**Rebecca Adam**
CRI Events Manager

**E:** radam@criedu.org
**P:** 877-234-8193 Extension 3758

www.LabUniversity.org
EXHIBITOR FACT SHEET

EXHIBITS OPEN: THURSDAY AND FRIDAY, MAY 28 & 29, 2020

LOCATION:
Hilton Orlando Buena Vista Palace
Disney Springs Area
1900 E Buena Vista Drive
Lake Buena Vista, FL 32830

BOOTH SIZES:
8’ x 10’ spaces available for popup booths and larger pieces of equipment
6’ spaces available for tabletops and smaller displays

EXHIBITOR REGISTRATION FEES:
$2,200 for a 6’ single exhibit space
$2,900 for an 8’x10’ exhibit space
Up to 5 representatives from each company are included in your registration fee

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.

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, for a small fee)
✓ 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 of $50.00 each. Sponsors will receive two complimentary lunch tickets per day.

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.
PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

To enable your company to stand apart from other exhibitors and to capitalize on the enthusiasm around the Symposium for Clinical Laboratories, a contribution in the form of sponsorships 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 product and/or service to decision makers
- Enhance your company’s recognition
- Generate new business
- Strengthen relationships with numerous networking opportunities
- Dedicated exhibit hours without competing educational sessions

ATTENDEE TOTE BAGS $5,000
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.

SYMPOSIUM SYLLABUS FLASH DRIVE $4,000
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 $3,500
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! Reception is Thursday, May 28, 2020.

NAME BADGE LANYARDS $3,000
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 SPONSOR $3,000
Sponsor the mobile app to create more brand awareness for your company! Session descriptions, detailed schedules and maps of the venue will enhance our attendee’s experience.

Have a banner ad rotate and link to your company’s website and be recognized as the mobile app sponsor in conference materials prior to and during Symposium.

*Banner ad subject to approval by CRI.*

EXHIBIT HALL DESSERT BREAK $2,000
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 28, 2020.

ICE CREAM SOCIAL $2,000
I scream! You scream! We all scream “THANK YOU” to your company for scooping out a Symposium favorite. Sponsor Friday’s ice cream break!

THE FOLLOWING IS INCLUDED IN EACH SPONSORSHIP:

- Complimentary lunch tickets for Thursday and Friday - (two tickets per vendor per day)
- 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,
Events Manager
E: radam@criedu.org

www.LabUniversity.org
**2020 SYMPOSIUM EXHIBITOR DATES:**
**MAY 27 – 29, 2020**

### HILTON ORLANDO BUENA VISTA PALACE - DISNEY SPRINGS AREA

**WEDNESDAY, MAY 27**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00am - 6:00pm</td>
<td>Exhibitor set up in the Exhibit Hall</td>
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<tr>
<td>6:00 pm</td>
<td>Exhibit inspection</td>
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**THURSDAY, MAY 28**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45am - 8:45am</td>
<td>Exhibits open with Continental Breakfast served in the Exhibit Hall</td>
</tr>
<tr>
<td>10:00am - 10:30am</td>
<td>Exhibits open with Networking Break served in the Exhibit Hall</td>
</tr>
<tr>
<td>12:00pm - 1:00pm</td>
<td>Optional Lunch with attendees <em>(lunch is a separate cost)</em></td>
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<tr>
<td>12:30pm - 1:30pm</td>
<td>Exhibits open with Dessert served in the Exhibit Hall</td>
</tr>
<tr>
<td>1:30pm - 3:00pm</td>
<td><strong>EXHIBIT HALL CLOSED. Open for educational session only.</strong></td>
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<tr>
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<td>Technology Workshop: <em>Chemistry</em> <em>(for participating exhibitors that signed up and pre-paid)</em></td>
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<tr>
<td>3:00pm - 3:30pm</td>
<td>Exhibits open with Networking Break served in the Exhibit Hall</td>
</tr>
<tr>
<td>3:30pm - 5:00pm</td>
<td><strong>EXHIBIT HALL CLOSED. Open for educational session only.</strong></td>
</tr>
<tr>
<td></td>
<td>Technology Workshop: <em>LIS</em> <em>(for participating exhibitors that signed up and pre-paid)</em></td>
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<tr>
<td>5:30pm - 6:30pm</td>
<td>Join us for the Symposium Welcome Reception!</td>
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**FRIDAY, MAY 29**

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:45am - 8:45am</td>
<td>Exhibits open with Continental Breakfast served in the Exhibit Hall</td>
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<tr>
<td>10:00am - 10:30am</td>
<td>Exhibits open with Networking Break served in the Exhibit Hall</td>
</tr>
<tr>
<td>12:00pm - 1:00pm</td>
<td>Optional Lunch with attendees <em>(lunch is a separate cost)</em></td>
</tr>
<tr>
<td>2:30pm - 3:30pm</td>
<td>Exhibits open with Ice Cream Social and Prize Drawings in the Exhibit Hall</td>
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<tr>
<td>3:30pm - 6:30pm</td>
<td>Exhibits breakdown <em>(please do not break-down until 3:30pm)</em></td>
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*Our official drayage company will email a complete service package to you in January/February 2020.*
PAST SYMPOSIUM EXHIBITORS

AAFP-PT
Abbott Point of Care
Alfa Wassermann Diagnostic Technologies
American Proficiency Institute
AMS Diagnostics
AP Visions
AUDIT MicroControls, Inc.
Bio-Rad Laboratories
Byline Financial Group
Carolina Liquid Chemistries
Center for Disease Control and Prevention
Cepheid
CGM LABDAQ
Cleveland Clinic Laboratories
Clinical Diagnostic Solutions
COLA, Inc.
Fujirebio U.S.
Global Analytical Development
Henry Schein Clinical Lab Division
HORIBA Medical
Jant Pharmaceutical Corporation
Laboratory Management Consultants
LGC Maine Standards
MedLab Consulting
Orchard Software
Qualtrax, Inc.
Quantimetrix Corporation
Rainbow Scientific, Inc./Genial Compliance
Roche Diagnostics Corporation
RURO Incorporated
Schuyler House
Sekisui Diagnostics
Select Laboratory Partners
Siemens Healthineers
Sysmex America
Tosoh Bioscience, Inc.
Westox, LLC
WSLH Proficiency Testing
Ziolo Consulting
HOTEL INFORMATION

We have secured a special nightly rate of $179, PLUS TAXES AND FEES, for all Symposium attendees.

PLEASE USE THE FOLLOWING LINK TO MAKE YOUR HOTEL RESERVATION

If you prefer to book your reservation over the phone, please contact central reservations at:

(855) - 757 - 4984

Please reference the program name CRI Symposium for Clinical Laboratories or give the group code SCL and the dates of Symposium, May 27 – 29, 2020.

OPTIONAL RESORT FEES

Upon check-in, Symposium attendees will be given the option to purchase the Daily Resort Service Charge of $35.00 plus 12.5% tax per room, per night, in addition to the room rate and includes:

- Disney Bus Transportation to All Disney Theme Parks and Disney Springs
- One (1) 2 oz. Daily Sun-Care Product
- $5.00 off One Attraction Ticket
- 10% off Food & Beverage, excludes Citrus 28 and Room Service
- DVDNow Rentals
- Float Lagoon access
- Local, Toll-Free, and Domestic Long-Distance Calls
- Guestroom High Speed Internet Access

(*All Symposium attendees will have complimentary Wi-Fi in their room for the duration of their stay)

Please note: There is free parking for all Symposium attendees!

The cut-off date to make your room reservation is Monday, May 4, 2020.
The Hilton Orlando Buena Vista Palace is located on 27 lush acres, across the street from Disney Springs™ in Lake Buena Vista, Florida. As an Official Walt Disney World® Hotel, they provide their guests with a wide range of exceptional benefits, including a complimentary shuttle service to Disney Theme Parks, exclusive discount booklet on dining and entertainment, preferential tee time booking at four Walt Disney World® Golf championship courses, and much more.

Guests of the Hilton Orlando Buena Vista Palace will have access to Walt Disney World Theme Park Extra Magic Hours benefit and Disney FastPass+ service! Theme park admission and special voucher received at check-in will be required. Valid for stays through December 31, 2020.

Walking distance to Disney Springs® via Pedestrian Skybridge!
It's just a short walk to Disney Springs™, a themed retail, dining and entertainment center inspired by Florida's charming waterfront towns, historic architecture and natural beauty. The sprawling promenade features 4 distinct neighborhoods—The Landing, Marketplace, West Side and Town Center—built around bubbling springs. This eclectic mix of unique boutiques, one-of-a-kind eateries and jaw-dropping entertainment will have you amazed!

There is something special to experience for everyone!

**Dining**
- Bongos Cuban Café
- Disney Food Trucks
- The Edison
- Erin Mckenna’s Bakery NYC
- House of Blues
- Jaleo by Jose Andres
- Joffrey’s Handcrafted Coffee, Tea & Smoothies
- Morimoto Asia
- Paradiso 37, Taste of the Americas
- Pepe by Jose Andres
- STK Orlando
- Sprinkles Bakery
- Terralina Crafted Italian
- Wolfgang Puck Bar & Grill

**Entertainment and Activities**
- NBA Experience
- The Void - a virtual reality experience
- Aerophile - The World Leader in Balloon Flight
- House of Blues
- Paradiso 37 Entertainment Exposition Park

**Shopping**
From intimate boutiques to stunning flagship locations, Disney Springs is home to over 150 offerings ranging from Disney-themed shops to noteworthy brands. While you're here, be sure you visit the expanded World of Disney store, which is the largest Disney character store in the world. Stores are brimming with merchandise ranging from fashion apparel and jewelry to collectibles and artwork.

Learn more about what's happening at Disney Springs on their website, www.disneysprings.com or the Disney Parks Blog.