

SYMPOSIUM

FOR CLINICAL LABORATORIES

EDUCATION FOR LABORATORY

EXCELLENCE



TROPICANA
LAS VEGAS
APRIL 3 - 6, 2019

EXHIBITOR PROSPECTUS



Dear Exhibitor,

Don't miss your opportunity to join this one of a kind event!

The 2019 CRI Symposium for Clinical Laboratories will be held in **Las Vegas, Nevada, April 3-6 2019!**

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



**Generate
New
Business**



One-on-one
networking
opportunities



Present new
products and
services

Registration will open on **Wednesday, September 5, 2018** at 1:00PM ET.
All exhibit space will be available on a first-come/first-served basis.

All details, including schedule and links to registration will be available
on our website: www.labuniversity.org.

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!

We look forward to seeing you in Vegas!

Best regards,

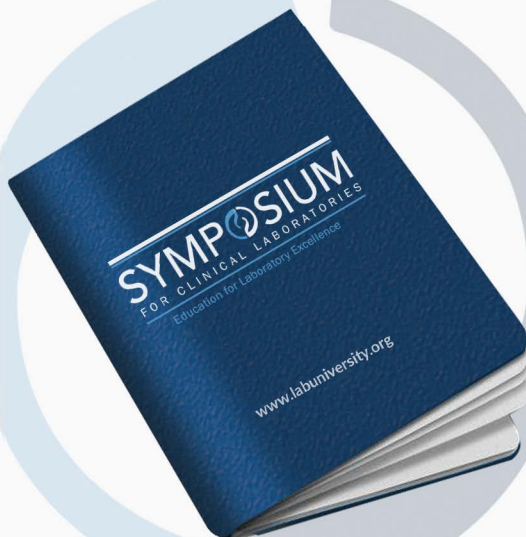
Rebecca Adam

CRI Events Manager

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

THE CRI PASSPORT PROGRAM

Based on the great feedback we received for the passport program from CRI's 2018 Symposium, we decided that it will make its return to the tradeshow floor! The passport program is designed to increase foot traffic to your booth and help you gain new leads.



WHAT YOUR FELLOW EXHIBITORS THINK!



Great idea - prompted engagement throughout the show.



I liked the idea quite a bit, it was a fun way to seed interaction.



*As a vendor/exhibitor, it was a great way of meeting all those at the symposium and have them in turn, learn more about our company. **Win, win!***



***LOVED!!!** It really helped to get people to come by our booth.*

EXPECTING TO ATTEND

PROFESSIONS



Laboratorians
(CLS, MT, MLT) **61%**



Physicians
(MD & DO) **18%**



Nurses (RN,
LPN, NP) **3%**



PhDs **3%**



Other **15%**

SPECIALITIES



Family Practice and
Internal Medicine **21%**



Clinics/Urgent
Care **12%**



Technical
Consulting **12%**



Hospitals **9%**



Reference Lab **11%**



Other (Hem/Onc, Peds,
OB/GYN, Toxicology,
Pathology) **35%**

*(Based on the top 5 specialties that were identified)
Results were collected from registration data of Symposia
held 2017- 2018.*

EXHIBITOR FACT SHEET

Symposium for Clinical Laboratories, April 3 – 6, 2019

Exhibit Dates:

**Thursday and Friday,
April 4 & 5**

Location:

**Tropicana Las Vegas
3801 S Las Vegas Blvd. Las Vegas, NV 89109**

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:

\$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

Exhibit Services Include:

- Draped and skirted 6' table with 2 side chairs, a wastebasket, and a booth I.D. sign
- Entrance to all educational general sessions and breakout sessions
- Participant list
- Evening reception, continental breakfasts, and meeting breaks

PLEASE NOTE:

- Exhibitors may enjoy lunch with the participants for an additional fee. Sponsors receive two complimentary lunch tickets per day.
- Symposium syllabus will be provided on a flash drive, for an additional 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. Registration opens at 1pm, ET, on September 5, 2018.

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.

Symposium Contact: Rebecca Adam  radam@criedu.org

SYMPOSIUM EXHIBITOR SCHEDULE

April 3 - 5, 2019 • Tropicana Las Vegas

Wednesday, April 3

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, April 4

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

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

12:00pm – 1:00pm Optional Lunch with attendees (lunch is a separate cost)

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 Networking 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 Welcome Reception! Poolside!

Friday, April 5

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

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

12:00pm – 1:00pm Optional Lunch with attendees (lunch is a separate cost)

2:30pm – 3:30pm Exhibits open with Ice Cream Social and Prize Drawings in the **Exhibit Hall**

3:30pm – 6:30pm Exhibits breakdown

Las Vegas Expo 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 December.

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



Strengthen relationships with numerous networking opportunities



Generate new business



Experience 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! The Welcome Reception is Thursday, April 4, 2019.

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.*

WIRELESS INTERNET AT THE TROPICANA \$2,500

Symposium attendees love to be connected at all times, and your company can make this happen for them! This sponsorship opportunity includes your company logo on signage, as well as your company logo and hyperlink on the wireless launch page for attendees.

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, April 4, 2019!

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

Contact: Rebecca Adam, Events Manager ✉ radam@criedu.org

PAST SYMPOSIUM EXHIBITORS

Thank you to the following organizations that exhibited at the Symposium for Clinical Laboratories in 2017 and/or 2018.

- AAFP-PT
- Abbott Point of Care
- ACP – Medical Laboratory Evaluation
- 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
- Fujirebio U.S.
- Global Analytical Development
- Henry Schein Clinical Lab Division
- HORIBA Medical
- Jant Pharmacal Corporation
- Laboratory Management Consultants
- LGC Maine Standards
- MedLab Consulting
- My Inspection
- 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

HOUSING INFORMATION

ABOUT THE TROPICANA

Set on the famed Four Corners with commanding views of the Las Vegas Strip, Tropicana Las Vegas — a DoubleTree by Hilton — is a Penn National Gaming destination and boasts stylish rooms, suites and luxury villas, complete with acclaimed restaurants, premier entertainment options and a 50,000-square-foot casino.

The resort redefines the expectations of today's global travelers by providing a casually elegant experience on The Strip, all with a South Beach rhythm and vibe. The property also features Glow® a Mandara Spa and fitness center, Laugh Factory Comedy Club and restaurants such as Robert Irvine's Public House, Bacio Italian Cuisine, Oakville Steakhouse, Barista Café, Fresh Mix, South Beach Food Court, and the newly opened Savor the Buffet. There is free parking available!

MAKE YOUR HOTEL RESERVATION USING THIS LINK:

book.passkey.com/go/db3c0df0

Scam Alert! Only use the Hotel Reservations link on this page. Do not respond to emails or phone calls that claim to be from the Tropicana or housing management affiliated with our group, they are not legitimate.

Reservations must be made by **March 6, 2019**, to receive the discounted nightly hotel rate of **\$99**. A daily resort fee of \$20 will be charged, plus the current Clark County room tax of 13.38%. Rates are valid, Sunday, April 1, through Sunday, April 7, 2019. You must identify yourself as a CRI® Symposium participant when making reservations.

THE DAILY RESORT FEE INCLUDES:

- High-speed wireless internet in your guest room
- 2 for 1 show tickets to Laugh Factory (Sunday through Thursday)
- 2 for 1 cocktails at Oakville Steakhouse from 5:00 pm – 8:00 pm
- Two bottles of water
- Unlimited fitness center access
- Free Parking

EXPERIENCE LAS VEGAS

Whether you're a high roller or a low-key lounge, Las Vegas has something to offer everyone! Sample fare from top chefs and abundant buffets, try your luck at one of the world's premier casinos, or take in a fabulous show.

According to Trip Advisor, these are just a few of the top rated **FUN** things to do in Vegas!

- The High Roller
- Stratosphere Tower
- The Strip
- Fremont Street Experience
- Walking Food Tours

Shows that will be available during April 2019 – **Get your tickets now!**

- **KA – MGM Grand** – Martial arts & acrobatic adventure
- **The Beatles "LOVE"** – The Mirage – Musical legacy of The Beatles – **TOP RATED**
- **Michael Jackson One** – Mandalay Bay – Acrobats, music and dance – **TOP RATED**
- **Mystere** – Treasure Island – The original Cirque show
- **"O" – Bellagio** – Aquatic tapestry

A few other **top** highlights:

- Top Golf
- Hop on/hop off Big Bus city tours
- Hiking Tours of Valley of Fire & Red Rock Canyon
- Helicopter tours of Las Vegas, Sunset & Twilight
- ATV off-road Colorado River or Mojave Desert Tours
- Golden Knights Hockey

Most **popular** tours:

- West Rim Grand Canyon
- Grand Canyon Bus Tour
- Hoover Dam Tours