

COLA FALL 2010

Symposium for Clinical Laboratories

SEPTEMBER 29-
OCTOBER 2, 2010

Talking Stick Resort
Scottsdale, AZ

DEAR SYMPOSIUM EXHIBITOR,

COLA is the premier medical laboratory education, consultation, and accreditation organization. COLA guides laboratories of all sizes by providing practical education that result in a positive impact on patient care.

COLA would like to invite your company to exhibit at our Symposium for Clinical Laboratories. The dates are September 29-October 2, 2010 at the newly opened Talking Stick Resort in beautiful Scottsdale, AZ.

This educational program is designed for the medical laboratory professional. The agenda allows the participants to have scheduled time to network with exhibitors and view your laboratory instruments and supplies while they gain theoretical knowledge.

Educational topics will be targeted to laboratory directors of POLs, directors of medical laboratory services, performance improvement managers, laboratory testing personnel, laboratory consultants, and office managers.

COLA's website will be updated and **registration will be open on Friday, June 11th at 1:00pm EST**. All exhibit spaces will be available on a first-come/first-served basis while respecting competitive markets. All details including pricing, schedule, and links to registration will be available on COLA's website <http://www.cola.org/exhibitopp.html> on **Friday, June 11th** at 1:00pm EST.

We look forward to seeing you in Scottsdale at the Symposium for Clinical Laboratories.

THANK YOU,

Tricia Hudson, CMP
Symposium Operations Director



I am always thrilled with the opportunities and new contacts McKesson makes at the COLA Symposiums. We always leave knowing it was a positive financial investment for our Teams across the country.

Roland Sigler
Laboratory Solutions Specialist
McKesson

Symposium for CLINICAL LABORATORIES

Scottsdale, AZ

Symposium Dates: Sept 29-Oct 2, 2010

Exhibitor Dates: Sept 29-Oct 1, 2010

Exhibitor Fact Sheet

- ★ **Location:** Talking Stick Resort
9800 E. Indian Bend Rd, Scottsdale, AZ 85256
Phone: 480-850-7777
www.talkingstickresort.com
 - ★ **Hotel Contact:** Alyssa Rose Heil, Event Manager
Phone: 480-850-7791, alyssa.heil@talkingstickresort.com
 - ★ **Symposium Contact:** Tricia Hudson, CMP, Symposium Operations Director
Phone: 800-981-9883 x427
Fax: 410-381-8611
thudson@cola.org
 - ★ **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:**
Fees range from \$1,500 for a 6' tabletop to \$1,800 per 8' x 10' single 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 CD-ROM
 - 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 and Hematology Analyzers, the Technology Workshops are an additional time to educate the participants with a round-robin style demonstration. There is a \$400 fee per workshop. You must be a paid exhibitor to participate in a workshop. Space is limited to 4 companies to ensure you have 20 minutes for your presentation.
- ★ **Educational Grants:** Educational grants are welcome in the form of financial sponsorship. Contributions provide more exposure for your company and allow COLA to keep costs down for the participants. For more information, log on to <http://www.cola.org/sponsor.html> Contact Tricia Hudson, CMP, to sign up for sponsorship.

From a vendor's perspective there is not a better organization to work with for a trade show or symposium than the folks at COLA. They completely understand how to integrate the needs of their participants with the needs of the vendors. It is by far one of the best organizations we work with. I would highly recommend this show to vendors needing to meet decision makers in POL market.

Curt Johnson
VP Sales and Marketing
Orchard Software Corporation



★ ★ ★
Exhibits Setup: Wednesday, Sept 29 | 10am – 6pm
Exhibits Inspection: Wednesday, Sept 29 | 6pm
Exhibits Open: Thursday, Sept 30 | 7am
Exhibits Breakdown: Friday, Oct 1 | 3:30pm – 6:30pm

Of all of the meetings we attend, there's no question that the COLA symposia are some of the most valuable to Beckman Coulter. The quality of the education programs attract laboratory professionals who have powerful influence on laboratory decisions and are truly interested in the solutions being presented on the exhibit floor. The interaction is excellent! I'm not sure how many years Beckman Coulter has been exhibiting at COLA symposia, but we plan to continue for many more years!
Thank you, COLA!

Brenda Highley, PCD Manager, Beckman Coulter

- ★ **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 late July.
- ★ **Pick-Up and Removal of Equipment:** All equipment must be removed from the hotel by 6:30 p.m. Friday, Oct 1st. Please have firm arrangements for pick-up. The Talking Stick Resort and COLA will not be held responsible for any equipment left after the conclusion of the exhibit breakdown time.

★ **Registration:** Registration will be available Friday, June 11th at 1:00pm EST at <http://www.cola.org/exhibitopp.html>.

PRELIMINARY EXHIBITOR SCHEDULE

Scottsdale, AZ

Symposium Exhibitor Dates:

September 29-October 1, 2010

★ Wednesday, Sept 29

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

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

★ Thursday, Sept 30

7:00am – 8:00am Exhibits open with Continental Breakfast served in the Exhibit Ballroom
10:00am – 10:30am Break served in the Exhibit Ballroom
10:30am – 12:00pm EXHIBIT HALL CLOSED/CLASS TO BE HELD IN THE BALLROOM
Technology Workshop: Hematology
(for participating exhibitors that signed up and pre-paid)
1:00pm – 2:00pm Exhibits open dessert served from lunch
2:00pm – 3:30pm EXHIBIT HALL CLOSED/CLASS TO BE HELD IN THE BALLROOM
Technology Workshop: Chemistry
(for participating exhibitors that signed up and pre-paid)
6:00pm – 8:00pm Reception! Exhibitors are welcome to join the participants and faculty for a relaxing evening.

★ Friday, Oct 1

7:00am – 8:00am Exhibits open with Continental Breakfast served in the Exhibit Ballroom
8:30am – 9:30am Exhibitor “Thank You” Breakfast
9:30am – 10:30am Exhibits open
10:30am – 2:00pm EXHIBIT HALL CLOSED/CLASS TO BE HELD IN THE BALLROOM
Technology Workshop: LIS
(for participating exhibitors that signed up and pre-paid)
2:30pm – 3:30pm Exhibits open (Ice Cream Social and Prize Drawings)
3:30pm – 6:30pm Exhibitor tear-down

2009 – 2010 SYMPOSIUM EXHIBITORS

AAFP-Laboratory Proficiency Testing
Alfa Wassermann Diagnostic Technologies
AMS Diagnostics
Antek HealthWare, LLC
AUDIT MicroControls, Inc
Axis-Shield, USA
Baytree Leasing
Beckman Coulter, Inc
Biomerieux
Cardinal Health
Carolina Liquid Chemistries
Center for Phlebotomy Education
Centers for Medicare & Medicaid Services (CMS)
Chempaq
Clinical Diagnostic Solutions, Inc.
Diatron Group
DoctorsManagement
Drew Scientific, Inc.
Elsevier Publishing
Energy Beam Sciences
Fletcher-Flora Health Care Systems
Grifols USA, LLC
Hemosure, Inc
Henry Schein Laboratory Services
Hitech, Inc.
HORIBA Medical
Impac Software
Infolab Inc.
J & S Medical Associates
JAS Diagnostics
Laboratory Supply Company (LABSCO)
Maine Standards Company
McKesson Medical-Surgical
Medica Corporation
Medical Systems Group, Inc.
MedSol, Inc.
Mercedes Medical
Mindray Medical USA Corp
Modern Laboratory Services
NFB, Inc.
Orchard Software Corporation
Physician Sales & Services (PSS)
ProLabs
QBC Diagnostics
Rainbow Scientific, Inc.
Randox Laboratories
Roche Diagnostics
Rolane Diagnostics
Sarstedt, Inc.
Schuyler House
Siemens Healthcare, Inc.
Stanbio Laboratory
Synermed Select Partners, Inc.
Sysmex America, Inc
Technal, Inc.
Tosoh Bioscience, Inc



SCHOLARSHIPS

(Not open to Physicians who claim CME credit)



COLA recognizes the importance of education and the fact that not every lab can afford to pay the cost of the Symposium registration. We would like to encourage your company to sponsor attendees in the form of a “scholarship” paid for by your organization. COLA will offer your company up to four scholarships at a 50% discount off the regular registration fee of \$550. You can grant these scholarships to individuals of your choosing, allowing lab personnel that would otherwise be unable to attend to benefit from this event. Each scholarship of \$275 must be paid in full before the start of the symposium. For more information contact Tricia Hudson, CMP, Symposium Operations Director at 800-981-9883 x427.

Maine Standards Company, based in Windham, Maine, has been manufacturing and selling calibration verification/linearity material since 2001. We are passionate that quality and continuing education are crucial to delivering products and services to meet customer's needs. The semi-annual COLA Symposia parallels this ideology. Attending the show has increased our exposure to a highly targeted customer base and helps us meet our goals.

John Wallace, Sales Manager
Maine Standards

