

a celebration of
EDUCATION
COLA Spring 2010 Symposium

April 21-24, 2010

DURING LAB WEEK

The Hilton, Baltimore, MD





Dear Symposium Exhibitor,

COLA is the premiere medical laboratory education, consultation, and accreditation organization. COLA guides laboratories of all sizes by providing practical education that results 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 April 21-24, 2010 at the Hilton Baltimore situated in the Inner Harbor, adjacent to Oriole Park at Camden Yards.

This spring, our Symposium's theme is a "Celebration of Education" to capitalize on the fact that the dates of the conference coincide with National Medical Laboratory Professionals Week.

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 Monday, December 7th 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 December 7th at 1:00pm EST.

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

Thank you,

Tricia Hudson, CMP
Symposium Operations Director

Year in and year out we have a positive ROI based on closed business that was generated by attending the COLA Symposium.

Scott Lavine
Marketing Director | Antek HealthWare, LLC

Symposium for Clinical Laboratories Baltimore, MD

Symposium Dates: April 21-24, 2010

Exhibitor Dates: April 21-23, 2010

Exhibitor Fact Sheet

Location: Hilton Baltimore
401 West Pratt Street, Baltimore, MD 21201
Phone: 443-573-8700
www.baltimore.hilton.com

Hotel Contact: Marcie Zelenski, Senior Events Manager
Phone: 443-573-8732, marcie.zelenski@hilton.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.

Invitation Only Industry Expo: For companies whose products do not lend themselves to the Technology Workshops, you may wish to consider participating in the Industry Expo on Wednesday evening. There is a \$400 fee to participate. You must be a paid exhibitor to participate in the Industry Expo. Contact Tricia Hudson, CMP, for more details.

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.

COLA often includes scheduled exhibitor workshops, which are conducted at our booths as part of the overall conference agenda. Attendees typically are given a choice of attending one of three workshops, and as part of the criteria for selection, are asked whether they are planning to make an equipment purchase in the near future. That makes these workshops extremely valuable to us. We always get high quality leads, and we get sales as a result.

Jim Ausdenmoore
Director-Distributor Primary Care | Sysmex



Exhibits Setup: Wednesday, April 21 | 10am-6pm

Exhibits Inspection: Wednesday, April 21 | 6pm

Industry Expo: Wednesday, April 21 | 6:30pm

Exhibits Open: Thursday, April 22 | 7am

Exhibits Breakdown: Friday, April 23 | 3:30pm – 6:30pm

COLA does a nice job of blending exhibit time with the educational program – there's never a scheduling conflict between the two. There also are plenty of opportunities for social interaction with the attendees.

Cheryl Murray
Proficiency Testing Manager | American Academy
of Family Physicians (AAFP)

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 January.

Pick-Up and Removal of Equipment:

All equipment must be removed from the hotel by 6:30 p.m. Friday, April 23rd. Please have firm arrangements for pick-up. The Hilton Baltimore and COLA will not be held responsible for any equipment left after the conclusion of the exhibit breakdown time.

Registration: Registration will be available Monday, December 7th at 1:00pm EST at <http://www.cola.org/exhibitopp.html>.



Preliminary Exhibitor Schedule Baltimore, MD

Symposium Exhibitor Dates: April 21-23, 2010

Wednesday, April 21

- 10:00am – 6:00pm Exhibitor set up in the Exhibit Ballroom
6:00pm Exhibitor inspection
6:30pm – 8:30pm Invitation only Industry Expo
(For participating exhibitors and their invited guests that signed up and pre-paid)

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

Thursday, April 22

- 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
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)
3:30pm – 4:00pm Break served in the Exhibit Ballroom
6:00pm – 8:00pm Reception! Exhibitors are welcome to join the participants and faculty for a relaxing evening.

Friday, April 23

- 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 – 12:00pm 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 Symposium Exhibitors

- AAFP-Laboratory Proficiency Testing
Abbott Diagnostics
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.
COLA
Drew Scientific, Inc.
Elsevier Publishing
Fletcher Flora Health Care Systems
Grifols USA, LLC
Hemosure, Inc
HORIBA Medical
Impac Software
J & S Medical Associates
JAS Diagnostics
Laboratory Supply Company (LABSCO)
Maine Standards Company
McKesson Medical-Surgical
MedSol, Inc.
Mercedes Medical
Mindray Medical USA Corp
Modern Laboratory Services
NFB, Inc.
Olympus America, Inc.
Orchard Software Corporation
Physician Sales & Services (PSS)
Rainbow Scientific, Inc.
Randox Laboratories
Roche Diagnostics
Rolane Diagnostics
Schuyler House
Siemens Healthcare, Inc.
Stanbio Laboratory
Synermed Select Partners, Inc.
Sysmex America, Inc
Tosoh Bioscience, Inc

It's a great place to develop high-quality leads. I've definitely closed business from the leads I get at COLA shows. The people who attend COLA are in a position to go back to their laboratories and start the sales process. About 25-30% of the attendees we see are doctors and/or others who are empowered to make buying decisions for their laboratories. You also can interface with consultants who are in a position to recommend your equipment.

Peg Eckenwiler
POL Manager, West Central Region | Siemens Healthcare, 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.

COLA is not a huge show, and that's one reason why we like it. The atmosphere is laid back, low key and presents a non-threatening environment where laboratory professionals can feel free to ask questions. It's a good size and a good pace. Because it's smaller scale, you get to know people and their interests. The attendees are great. I now actually recognize some of them from earlier shows – it's almost like seeing old friends.

Christina Dixon

Product Manager – Lab Diagnostics PSS
(Physician Sales and Service)

