



# XXIII International Symposium on Technological Innovations in Laboratory Hematology

May 10 - 12, 2010 • The Brighton Centre • Brighton, UK

## Key Dates

**Abstract Deadline: February 3, 2010**

**Registration Deadline: April 1 2010**

**Hotel Registration: May 1 2010**

Visit [www.islh.org](http://www.islh.org)

## Exhibition Opportunities

**ISLH 2010** the 23<sup>rd</sup> International Symposium on Technological Innovations in Laboratory Hematology will take place on May 10 – May 12 2009 at the Brighton Centre, Brighton UK.

This symposium will provide exhibitors a unique tradeshow opportunity to interact with researchers, laboratory professionals, physicians, medical laboratory scientists and technologists, business colleagues and other suppliers all working or interested in laboratory hematology. Most of the attendees are key decision makers eager to not only learn about new technologies and innovations in Laboratory Hematology but also to evaluate suppliers' products.

Following is a package outlining the exhibition opportunities available in conjunction with **ISLH 2010**. Please review the package and contact either Mr. Terry Fawcett Email: [terryf@islh.org](mailto:terryf@islh.org) or Mr Adam Kohm [adamk@spltrak.com](mailto:adamk@spltrak.com) at the ISLH Meeting Management Office with your questions or requests.

**Symposium History.** The International Society for Laboratory Hematology (ISLH), was founded in 1992 in order to chart new directions for laboratory hematology . We are a non-profit organization that provides a unique forum for its members to exchange new ideas and information on the subject of Laboratory Hematology. The ISLH symposium has been held since 1986 and is widely acclaimed as the world's leading Laboratory Hematology meeting for education, innovation announcements and information flow. The ISLH meeting alternates between North America, Europe and Asia with the most recent meetings (Miami 2007 and Sydney 2008) attracting close to 700 participants, 26 exhibitors and over 200 excellent quality posters. We expect similar numbers for the Brighton meeting with the majority key decision makers at hematology laboratory director & laboratory manager level.

The meeting is now recognised as the key laboratory hematology meeting globally for all hematology disciplines:

- ✓ Cellular Analysis
- ✓ Flow Cytometry
- ✓ Hemostasis and Thrombosis
- ✓ Platelets
- ✓ Point of Care
- ✓ Hematology Laboratory Informatics
- ✓ Molecular Diagnostics
- ✓ Hematology Quality & Standards
- ✓ Hemoglobinopathies

## ISLH 2010 Symposium Organization Team

Mr. Terry Fawcett ([terryf@islh.org](mailto:terryf@islh.org))

Professor Sam Machin ([samuel.machin@ucl.ac.uk](mailto:samuel.machin@ucl.ac.uk))

Dr Kandice Marchant ([marchak@ccf.org](mailto:marchak@ccf.org))

Adam Kohm ([adamk@spltrak.com](mailto:adamk@spltrak.com))

## **LISTS OF EXHIBITORS AND SPONSORS**

<b>ISLH 2009 LAS VEGAS</b>	<b>ISLH 2007 MIAMI</b>
<p><i>Partner Exhibitors</i></p> <ul style="list-style-type: none"> <li>• <i>Abbott</i></li> <li>• <i>BD Biosciences</i></li> <li>• <i>Beckman Coulter</i></li> <li>• <i>CellaVision AB</i></li> <li>• <i>Sysmex</i></li> </ul> <p><i>Contributing Exhibitors</i></p> <ul style="list-style-type: none"> <li>• <i>BIO/DATA Corporation</i></li> <li>• <i>Cleveland Clinic Reference Lab</i></li> <li>• <i>Data Innovations, Inc</i></li> <li>• <i>DiaPharma Group, Inc.</i></li> <li>• <i>ECAT Foundation/NASCOLA</i></li> <li>• <i>Nihon Kohden</i></li> </ul> <p><i>Exhibitors</i></p> <ul style="list-style-type: none"> <li>• <i>Centerchem</i></li> <li>• <i>Clinical and Laboratory Standards Institute</i></li> <li>• <i>Horbia ABX</i></li> <li>• <i>r<sup>2</sup> Diagnostics</i></li> <li>• <i>Sebia Electrophoresis</i></li> <li>• <i>Siemens Healthcare Diagnostics</i></li> <li>• <i>Trillium Diagnostics</i></li> <li>• <i>Wiley-Blackwell</i></li> </ul>	<p><i>Major Meeting Partner</i></p> <ul style="list-style-type: none"> <li>• <i>Beckman Coulter</i></li> </ul> <p><i>Premier Partners</i></p> <ul style="list-style-type: none"> <li>• <i>Abbott Diagnostics</i></li> <li>• <i>Bayer Diagnostics Division</i></li> <li>• <i>BD Biosciences</i></li> <li>• <i>Horiba ABX Diagnostics</i></li> <li>• <i>Sysmex USA</i></li> </ul> <p><i>Contributing Partners</i></p> <ul style="list-style-type: none"> <li>• <i>Centerchem, Inc.</i></li> <li>• <i>Cepheid</i></li> <li>• <i>Nihon Kohden Corporation</i></li> <li>• <i>Precision Biologic</i></li> <li>• <i>IQ Products</i></li> <li>• <i>Sebia</i></li> <li>• <i>Trillium Diagnostics</i></li> </ul> <p><i>Exhibitors</i></p> <ul style="list-style-type: none"> <li>• <i>Blackwell Scientific</i></li> <li>• <i>CellaVisionCleveland Clinic Foundation</i></li> <li>• <i>Clinical and Laboratory Standards Institute</i></li> <li>• <i>Corgenix</i></li> <li>• <i>Dade Behring</i></li> <li>• <i>Daiichi Pure Chemicals</i></li> <li>• <i>Diapharma</i></li> <li>• <i>Helena Laboratories</i></li> <li>• <i>Chrono-log Corporation</i></li> <li>• <i>r<sup>2</sup> Diagnostics</i></li> <li>• <i>George King Biomedical</i></li> <li>• <i>Aperio</i></li> <li>• <i>ITC</i></li> </ul>

## ***Reasons for Attending***

### ***Attendee Demographics (650 attendees)***

*Why your company should consider sponsoring and exhibiting at ISLH 2010*

- You can target influential laboratory hematology decision makers and thought leaders
- Interact face-to-face with laboratory hematology professionals from all over the world
- Build visibility for your company in an increasingly competitive marketplace
- Expand your prospect base and strengthen existing customer relationships
- Introduce new products and services
- Generate new sales leads
- Conduct focused luncheon workshops and product demonstrations
- Conduct market research

## **ISLH 2010 EXHIBITION LEVELS**

*The ultimate way to demonstrate your support for ISLH and receive maximum exposure.*

### ***Premier Exhibitor***

***\$12,000***

- Recognition on the Society's Website as a Premier Exhibitor
- A link to your corporate site from the ISLH website (with corporate logo link and company brief)
- Access to the member's only portion of the website (including the online membership directory)
- Six ISLH Memberships
- Four free registrations to the ISLH Annual Symposium
- Membership on the ISLH Corporate Advisory Council (With website Access to CAC section documents)
- Recognition in each issue of the new ISLH e-newsletter
- Two Complimentary Booths at the ISLH Annual Symposium
- Complete attendee list at completion of meeting
- Advance attendee lists at regular intervals prior to meeting for targeted marketing

## *Corporate Exhibitor*

\$

8,000

- Recognition on the Society's Website as a Corporate Exhibitor
  - A link to your corporate site from the ISLH website (with corporate logo link and company brief)
  - Access to the member's only portion of the website (including the online membership directory)
  - Four ISLH Memberships
  - Three free registrations to the ISLH Annual Symposium
  - Membership on the ISLH Corporate Advisory Council (With website Access to CAC section documents)
  - Recognition in each issue of the ISLH e-newsletter
  - **One** Complimentary Booth at ISLH Annual Symposium
  - Complete attendee list at completion of meeting
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## *Contributing Exhibitor*

*\$4,000*

- Recognition on the Society's Website as Contributing Exhibitor
- A link to your corporate site from the ISLH website (with corporate logo link and company brief)
- Access to the member's only portion of the website (including the online membership directory)
- Two ISLH Memberships
- Two free registrations to the ISLH Annual Symposium
- Membership on the ISLH Corporate Advisory Council (With website Access to CAC section documents)
- Recognition in each issue of the ISLH e-newsletter
- One Exhibit Booth (value \$2,500)
- Complete attendee list at completion of meeting

## *Exhibitor Only*

*\$2,500*

- One exhibit booth and one free registration to the ISLH Annual Symposium
- One ISLH Membership
- Recognition on the Society's Website as an Exhibitor
- Complete attendee list at completion of meeting

## *Corporate Supporter (Non Exhibitor)*

*\$2,000*

- Recognition on the Society's Website as Corporate Supporter
- A link to your corporate site from the ISLH website (with corporate logo link and company brief)
- Access to the member's only portion of the website (including the online membership directory)
- Two subscriptions to Laboratory Hematology
- Membership on the ISLH Corporate Advisory Council
- Recognition in each issue of the ISLH e-newsletter (HemeNews)
- Note – this category is for organizations that want to be involved with ISLH but cannot attend the annual symposium

# ISLH 2010 – OTHER SPONSORSHIP OPPORTUNITIES

The following marketing and sponsorship opportunities allow sponsors and exhibitors to showcase corporate support through valuable and punctual benefits to symposium attendees. These exclusive opportunities will be fully recognized in the Symposium Syllabus, signage throughout the symposium, on the ISLH website and any other recognition provided by the opportunity.

**Conference Banquet. ....**  
**\$20,000**

The Conference Banquet is a substantial marketing opportunity offered during the meeting. Held in the evening on Tuesday May 11, it promises to be an evening to remember if it is like any of the other recent ISLH meeting finales. The sponsor of this event receives recognition on all the ISLH 2010 meeting promotional material including website, tabletops and signage used during this social occasion.

**Opening Reception and Exhibit Opening - .....**  
**.....\$15,000**

**Poster Session – Wine and Cheese reception .....**  
**.....\$15,000**

The Poster Session is another extensive networking opportunity offered during the symposium and will be held in the exhibit/poster hall .

The supporter of this event is recognized with all signage noting your sponsorship .

**Symposium Tote Bags ..... \$5,000**

**Luncheon Workshops ..... \$4,000**

Due to the unprecedented response to previous symposium luncheons we are offering companies the opportunity to run these workshops again at the ISLH 2009 Symposium. Once approved, satellite workshops will be assigned a specific date and time slot. ISLH will make available the attendee list for targeted marketing for your workshop. The following dates and time slots are available: **Monday May 10, Tuesday, May 11 or Wednesday May 12** from 12pm to 1:30 pm. *Does not include food or speaker costs.*

**Symposium Syllabus Back Page Advertising..... \$4,000**

In excess of 3,000 copies of the syllabus are printed – over 700 at the Symposium and the remainder are sent to subscribers and libraries. This is a great way to prominently advertise your products and services.

**Internet Café ..... \$3,000**

This is a unique opportunity to provide attendees with internet access for the entire meeting on or adjacent to your booth. Allows attendees to get an even closer look at your products and be influenced by your marketing. Hire of PC's and internet connections is additional.

**Symposium Note-Pad .....\$3,000**

Your corporate logo will be prominent on the official meeting notepad which will be included in each satchel. Again this is an excellent opportunity to elevate your company and brand awareness

**Meeting at a Glance Flier .....\$3,000**

What better way to gain constant exposure than through exclusive sponsorship of the Meeting at a Glance flier. Every participant refers to this ready program reckoner many times during the meeting.

**Coffee Breaks .....\$3,000**

Your corporate logo will be prominently displayed on the posters at the respective coffee breaks you sponsor. These breaks allow attendees to enjoy a morning or afternoon break and interact with colleagues. There are several sponsorship opportunities available on each of the Symposium days.

**Satchel Inserts .....\$1,000**

Since every attendee will receive the convenient tote bag throughout the symposium, it is an excellent opportunity for targeted marketing to the Symposium attendees.