

Northwest Medical Laboratory Symposium



Lynnwood Conference Center
Lynnwood, WA
October 18, 19, and 20, 2017

Dear Industry Partner:

You are invited to attend our **33rd annual Northwest Medical Laboratory Symposium** in Lynnwood, WA, October 18 - 21, 2017 (October 18 - 20 for the Exhibits) at the Lynnwood Convention Center. This meeting has the largest clinical laboratory product show in the Northwest in conjunction with multiple days of continuing education. Our exhibit hall in Lynnwood is expected to have an attendance of about 125 visitors per day. Because of the proximity to the metropolitan areas, we tend to attract walk-ins who visit the exhibits but are not registered for the scientific sessions. And the **good news is that we have not increased the base price of the booth! There is a demo van fee for those vendors who have a Full or Half booth. For Exhibitors with an Island or Mini-Island, there is no extra demo van fee.** Because of the size of the instrumentation in today's laboratories, the Exhibit Hall is becoming a popular means of exposure to the individuals with purchase power. We encourage all Exhibitors to also schedule off hours special demonstrations by appointment.

In addition, we will be offering P.A.C.E.® credit for attendees answering a set of questions about products and information found only in the booths on the Exhibit floor. This encourages attendance at the Exhibits and allows attendees an opportunity to obtain P.A.C.E.® credit at no additional cost.

We are also planning a daily raffle, where folks need to go to your booth to talk with you to get a chance to win.

Reserving your space before **June 1, 2017**, ensures your company's name in the programs mailed to over 3000 potential registrants throughout the Northwest. Booth location is determined by the received date of your registration. Your payment must be received by **September 15, 2017** to retain your space on the exhibit floor.

On the website (www.asclswa.org/Exhibitor.html) is the 2017 Exhibit Booth Registration Form link to an online form as well as a Word form. As available, additional information about the NWMLS is added to the [NWMLS site](#). To participate in the NWMLS Exhibits, please complete the online form selecting either the credit card, invoice later, or mail in check option. If you prefer a paper option, there is a form on the website. Credit card transactions can be accepted for fees up to \$1500.

The booth configurations are shown on the website at www.asclswa.org/Exhibitor.html. They are the same as in previous years.

If you plan to bring an equipment demonstration van to exhibit your products, we will contact you for information about your vehicle size as we get closer to the meeting.

Please specify the company name you want on the booth sign and the contact person who will handle the local details. Include information on products you wish to promote as "Featured Products." We will include a link to your company's website on the Symposium website. Your company may also support our meeting by sponsoring speakers, coffee breaks, or other NWMLS functions. Please indicate your interest by checking the box on the Exhibit Booth Registration Form. Sponsors are acknowledged in the printed program, posted on our websites, and displayed on signs at the meeting.

With your help, we have gained a reputation for hosting a professional and scientifically outstanding meeting. There are hours exclusively for the exhibits scheduled over three days. We are confident that you will find exhibiting at the **Northwest Medical Laboratory Symposium** to be a rewarding experience for you, your customers, and your potential customers. We thank you for your on-going support of the clinical laboratory profession.

If you have any questions, please contact me via email. We look forward to seeing you at the Lynnwood Convention Center!

Regards,
Brenda Kochis
NWMLS Exhibits Chair

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