



29TH ANNUAL

# Lab Institute 2011

OCTOBER 19-21, 2011 · MARRIOTT CRYSTAL GATEWAY · ARLINGTON, VA

## Join us in Arlington...



### Exhibit, sponsor and network with a highly qualified audience!

- Laboratory CEO, COO, CFO and GM's
- Medical & Administrative Directors
- Pathologists & Practice Directors
- Senior Administrative, Financial & Marketing Executives
- Key Laboratory Department Managers
- Heads of Reimbursement, Coding & Billing Operations
- Blood Bank Executive Personnel
- Physician Executives Responsible for Diagnostic Testing Services
- Lab & Pathology General Counsels
- Compliance Officers
- Diagnostic Vendor Services Executives
- Financial Business & Legal Consultants

## Lab Institute 2011

*Expected Attendance: 350*

With over 500 thought leaders and hundreds of critical topics dissected over the past 28 years, Lab Institute remains one of the longest-running healthcare conferences in the nation's capital.

From effectively navigating legislative changes and planning for the future to growing profitability to leveraging emerging technologies — Lab Institute promises balanced intelligence and insights on major policy and business issues affecting the lab and pathology sectors.

### Sponsorship Benefits

- Your company's brand presented in over 300,000 communications, prominently featuring your logo to high-influence lab executives
- Event updates, articles and targeted promotional inserts placed in G2 Intelligence publications
- Your firm's logo included in e-mail advertisements and alerts to our extensive lab executive database
- Your firm's logo with active link on the conference website at [www.LabInstitute.com](http://www.LabInstitute.com)

### Previous Sponsors and Exhibitors Include:

4Medica	Elekta	Psyche Systems
Airclic	Emdeon	Quadax
Arista Laboratories (AlliedPath)	Halfpenny	SCC Soft Computer
ARUP Laboratories	Kellison	Seacoast
Atlas Development Corp	Lifepoint	Siemens
Bioview	McKesson	Slone
Blue Iris (Mitem Corporation)	Novovision	Telcor
Bostech	Orchard Software	The ArX Group
Care Evolve	Ortho Diagnostics (a Johnson & Johnson Company)	Xifin
Cleveland Clinic	PSA	

Presented by:



For Sponsorship opportunities, call Brian Cuthbert at 212.563.6256, fax 646.304.1031 or email [bcuthbert@g2intelligence.com](mailto:bcuthbert@g2intelligence.com). Visit [www.G2Intelligence.com](http://www.G2Intelligence.com).



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**Maximize your exposure to this exclusive audience!**

**Sponsorships are available to meet any budget!**

## 2011 Exhibit Hours

- 10/19 – 8:00-9:00 PM  
Opening Reception
- 10/20 – 7:00-8:00 AM  
Breakfast
- 10/20 – 30 Minutes  
Break (Exact Time TBD)
- 10/20 – 1.5 Hours  
Lunch (Exact Time TBD)
- 10/20 – 5:30-7:00 PM  
Cocktail Reception
- 10/21 – 7:00-8:00 AM  
Breakfast
- 10/21 – 30 Minutes  
Break

## Platinum Level Sponsor \$16,500

Create an unmistakable impression at the *Lab Institute* conference with an exclusive Platinum event sponsorship. As the sole Platinum sponsor, you'll receive a variety of benefits:

- Your logo and firm description exclusively displayed as Platinum sponsor on thousands of pieces of direct mail, inserts, and e-mail blasts
- Your logo on all event signage indicating exclusive Platinum sponsorship
- 10 x10 exhibit space in exhibit area from cocktail reception Wednesday evening through Friday morning
- Full-page ads promoting the conference inserted into relevant G2 Intelligence publications, prominently featuring your Platinum sponsorship
- Sponsor of "Opening Reception" on 10/19
- Your logo and firm profile linked on the Lab Institute Web site, [www.LabInstitute.com](http://www.LabInstitute.com)
- One-time post-conference use of the confidential listing of conference delegates
- 7 guest passes

## Gold Level Sponsor \$10,000

### **Upgrade Your Booth Presence to a 10x10 – \$2,000**

- Predominant primary placement of your logo and firm description in all direct mail, and e-mail advertisements
- Exhibit space, plus signage at the event indicating your Gold sponsorship
- Your logo, company profile and active link on the Lab Institute Web site, [www.LabInstitute.com](http://www.LabInstitute.com)
- One-time post-event use of the confidential listing of conference delegates
- Literature placement in conference bags (\$1,000 extra)
- 3 exhibitor passes



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## Silver Level Sponsor

**\$8,500**

**Upgrade Your Booth Presence to a 10x10 - \$2,000**

- High-exposure secondary placement of your logo and firm description in all direct mail, and e-mail advertisements, prominently featuring your logo and firm description
- Exhibit space, plus signage at the event indicating your Silver sponsorship
- Your logo, company profile and active link on the Lab Institute Web site, [www.LabInstitute.com](http://www.LabInstitute.com)
- One-time post-event use of the confidential listing of conference delegates
- Literature placement in conference bags (\$1,500 extra)
- 2 exhibitor passes

## Exhibitor

**\$5,500 - Tabletop Display**

**\$7,500 - 10x10 Booth**

- Tabletop display at event exposition area
- One time post-event use of the confidential listing of conference delegates
- Mention as "Exhibitor" on all signage listing exhibitors
- Literature placement in conference bags (\$2,000 extra)
- Two full passes to attend the conference
- One-time post event use of confidential listing of conference delegates
- Mention as "Exhibitor" on all signage listing exhibitors



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## Additional Sponsorship Opportunities Include:

*Please note these sponsorships are independent of the sponsorship/exhibit costs previously outlined*



### Internet Lounge Sponsor \$6,500

Available for attendees during the entire event in the exhibit area, this sponsorship includes:

- 2 Internet kiosks placed in the exhibit area, with sponsor logo attached
- Each kiosk will have 4 laptops, with Internet connections
- Full conference admission for 2 attendees



### Keynote Sponsor \$6,500

- Exclusive sponsorship of brand-name keynote presenter at *Lab Institute 2011*:
  - The 2009 keynote was Newt Gingrich
  - The 2010 Keynote was former Senator Bill Frist
- Signage at the event designating your company as “Keynote Sponsor”
- Logo on all e-mail and direct mail marketing and signage as “Keynote” sponsor
- Moderator will thank sponsor as part of introduction
- *Additional Cost to Add one Tabletop in Exhibit Area for Full Conference - \$2,500*
- *Additional Cost to Add one 10x10 Booth in Exhibit Area for Full Conference - \$3,500*





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## LUNCHEON

Sponsored by

Your Logo  
Here

## COCKTAIL RECEPTION

Sponsored by

Your Logo  
Here



## Luncheon Sponsor on 10/20 \$6,500

- Recognition of your sponsorship by luncheon moderator
- Signage identifying your company as exclusive lunch sponsor
- Full conference admission for 2 attendees
- Your logo projected on screen during lunch service
- One table reserved for your company and your guests
- Three-minute speaking opportunity during lunch service

## Cocktail Reception Sponsor \$6,500

- Recognition of your sponsorship by reception moderator
- Signage identifying your company as exclusive cocktail reception sponsor
- Full conference admission for 2 attendees
- Cocktail napkins with your company logo
- Multiple tent cards, featuring your logo, in serving area for hors d'oeuvres and cocktails

## Conference Bag Sponsor \$5,000

- Host will provide quality bags co-branded with your logo and conference logo
- Bags will contain conference binder and any other materials presented at registration
- Full conference admission for 1 additional attendee

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## Lanyard/Badge Holder Sponsor \$5,000

- Sponsor will provide lanyards with sponsors name (and logo if possible) silk screened, to all attendees
- One attendee receives a 50% discount



## Break Sponsor \$4,500 (3 Breaks)

Held in the exhibit area, between sessions, this sponsorship includes:

- Recognition of your sponsorship by moderator
- Signage identifying you as exclusive break sponsor
- Full conference admission for 1 attendee



## Breakfast Sponsor \$3,750 (Both Days)

Held in the exhibit area, before sessions, this sponsorship includes:

- Recognition of your sponsorship during opening remarks
- Signage identifying you as exclusive breakfast sponsor
- Napkins with your company logo
- Multiple tent cards, featuring your logo, in breakfast serving area
- Full conference admission for 1 attendee

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## About G2 Intelligence

Advancing the Business of Diagnostic Medicine

G2 Intelligence provides timely, accurate and trusted analysis of industry and market trends, legal and regulatory developments, and technology and innovation that directly affect the operations, financial performance and competitive position of diagnostic testing laboratories and related medical services providers.

Formerly known as “Washington G-2 Reports”, the company has covered and reported on the diagnostic industry for over 30 years. G2 Intelligence delivers topical and analytical periodicals, proprietary research studies, and custom advisory services, and through live and virtual events, facilitates industry meetings and information exchanges.

Our mission is to deliver relevant, meaningful and actionable findings on diagnostic industry markets related regulatory changes and lab operations. The organization strives to exceed client expectations and develop mutually beneficial relationships with industry leaders and influencers.

G2 Intelligence is a division of BNA Subsidiaries, LLC, a leading provider of professional markets analysis.

Information on other G2 Intelligence products and services can be found at [www.G2Intelligence.com](http://www.G2Intelligence.com).



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