

2008 Editorial/Advertising Planning Calendar

Featured Editorial	Spotlights	Value-Added Marketing Services	Bonus Distribution
January/February:	MD&M West Show Issue		Issue Deadline: November 28, 2007
<ul style="list-style-type: none"> ■ Instrumentation Development ■ Outsourcing for Diagnostic Manufacturers 	<ul style="list-style-type: none"> ■ Electronic and Mechanical Components and Software 	<ul style="list-style-type: none"> ■ Literature Showcase ■ E-Response Ad Blast ■ Market Segment Report: Assembly 	<ul style="list-style-type: none"> ■ MD&M West/Automation Technology Expo West ■ AdvaMed Annual Meeting ■ MEDTEC Stuttgart ■ Automation Technology Expo South ■ Lab Automation Expo
March:	Web Site Profile Issue		Issue Deadline: January 25, 2008
<ul style="list-style-type: none"> ■ Assay Development ■ Emerging IVD Companies 	<ul style="list-style-type: none"> ■ Manufacturing Equipment and Supplies ■ Assay System Components 	<ul style="list-style-type: none"> ■ Web Site Profiles ■ Digital Product Showcase ■ Market Segment Report: Packaging 	<ul style="list-style-type: none"> ■ E-Response Ad Blast ■ AACC Oak Ridge Conference ■ AACC San Diego Conference ■ AMDM Annual Meeting
April:	New: Emerging Technologies Issue		Issue Deadline: February 22, 2008
<ul style="list-style-type: none"> ■ Diagnostics for Personalized Medicine ■ Beyond Clinical Diagnostics 	<ul style="list-style-type: none"> ■ Filters, Membranes, and Bioseparation Equipment ■ Packaging for Diagnostics 	<ul style="list-style-type: none"> ■ E-Response Ad Blast ■ Market Segment Report: Die-Cutting 	<ul style="list-style-type: none"> ■ Clinical Ligand Assay Society Meeting ■ SouthPack/Automation Technology Expo South ■ NEPCON/Assembly New England/OEM New England
May:	MD&M East Show Issue		Issue Deadline: March 24, 2008
<ul style="list-style-type: none"> ■ Detection Technologies ■ Medical Design Excellence Awards 	<ul style="list-style-type: none"> ■ Contract Manufacturing ■ Biochemical and Chemical Reagents 	<ul style="list-style-type: none"> ■ Digital Product Showcase ■ Corporate Profiles ■ Market Segment Report: Software 	<ul style="list-style-type: none"> ■ E-Response Ad Blast ■ MD&M East/Automation Technology Expo East
June:	AACC Preview Issue		Issue Deadline: May 20, 2008
<ul style="list-style-type: none"> ■ Manufacturing and Processing Technologies 	<ul style="list-style-type: none"> ■ AACC Exhibitor Showcase ■ Digital AACC E-vite to Subscribers 	<ul style="list-style-type: none"> ■ Bonus Press Release for Non-Exhibitors ■ E-Response Ad Blast ■ Market Segment Report: Assembly 	<ul style="list-style-type: none"> ■ AACC/Clinical Laboratory Exposition
July/August:	AACC Issue		Issue Deadline: June 23, 2008
<ul style="list-style-type: none"> ■ Laboratory Automation, Robotics and Informatics ■ Point-of-Care Technologies 	<ul style="list-style-type: none"> ■ AACC Exhibitor Marketing Package ■ Exhibitor Booth Profiles 	<ul style="list-style-type: none"> ■ E-Response Ad Blast ■ WebPak for Non-Exhibitors ■ Market Segment Report: Pumps & Valves 	<ul style="list-style-type: none"> ■ AACC/Clinical Laboratory Exposition ■ MEDTEC China
September:	Automation & Instrumentation Supplement Issue		Issue Deadline: July 25, 2008
<ul style="list-style-type: none"> ■ Diagnostic Executive Profiles ■ Global Diagnostics Market 	<ul style="list-style-type: none"> ■ Consulting Services 	<ul style="list-style-type: none"> ■ Automation and Instrumentation for Diagnostics Supplement ■ Digital Product Showcase ■ E-Response Ad Blast ■ Market Segment Report: Electronic Components 	<ul style="list-style-type: none"> ■ MD&M Minneapolis ■ MEDTEC Ireland ■ MD&M Midwest ■ BIOMEDevice
October:	Annual Buyers Guide Issue		Issue Deadline: August 22, 2008
<ul style="list-style-type: none"> ■ IVD Technology 2008-2009 Buyers Guide ■ The Year in IVDs 	<ul style="list-style-type: none"> ■ Advertiser Marketing Package: Enhanced Printed Listing and Free Online Listing 	<ul style="list-style-type: none"> ■ E-Response Ad Blast 	<ul style="list-style-type: none"> ■ All 2009 Trade Shows, Conferences, and Annual Meetings Attended by IVD Technology including all CANON MD&M Shows
November/December:	MEDICA Show Issue		Issue Deadline: October 7, 2008
<ul style="list-style-type: none"> ■ Molecular Diagnostics 	<ul style="list-style-type: none"> ■ Tools for Molecular Diagnostics 	<ul style="list-style-type: none"> ■ MEDICA Exhibitor Marketing Package ■ MEDICA Exhibitor Showcase ■ Digital MEDICA E-vite to Subscribers ■ E-Response Ad Blast ■ Market Segment Report: Die-Cutting 	<ul style="list-style-type: none"> ■ MEDICA/ComPaMED ■ MEDTEC UK