

It's not a tradeshow...  
*not even close*



# TWO DAYS OF SIT-DOWN FACE-TO-FACE MEETINGS

with PRE-SCREENED LAB DIRECTORS



## NOVEMBER 1-3, 2021

*There are no booths, no hassles—and best of all—no hoping that a decision-maker walks down the aisle to stop by. The Lab Directors Summit is a unique experience where you'll spend two days meeting with Lab Directors you want to meet and who are interested in meeting with you.*

Contact  
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In Partnership with:



**LabDirectorsSummit.com**



## The perfect prospect match starts here!

The Lab Directors Summit is your proven way to engage with decision-makers.

It is a unique event where you will share two days of private meetings and social activities with interested executives in the Laboratory community

### HOW IT WORKS

We screen and interview all Lab Director applicants to understand what they need, what they want, and then provide a grant for them to attend. It's a qualification process you won't find at any other industry event.

- ✓ You and your prospects will be matched with a custom agenda of meetings
- ✓ You will receive profiles of each prospect including their acquisition plans for the next 6 to 18 months
- ✓ Prospects will receive a description of the capabilities you provide

### OUR PROPRIETARY MATCHING SYSTEM WILL GENERATE YOUR PERSONALIZED AGENDA

#### WHAT TO EXPECT

Small group presentations

One-to-one meetings

Matched meals and memorable social activities with the prospects you want to meet, and who want to meet you

Contact information of all prospects

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#### SUPPLIER PARTICIPATION SPOTS ARE LIMITED

To ensure that the directors are seeing the range of products they've come to source within the 48-hour time frame, we limit the number of suppliers and product categories at our event.

- ✓ Your competition is also limited
- ✓ Take this opportunity to condense six months of sales meetings into two days of highly-focused meetings with the right decision-makers
- ✓ Don't miss out – reserve your space today

# It's not a tradeshow...*not even close*

The Lab Directors Summit model is your proven way to engage senior-level decision-makers from a hospital or hospital system lab with 100 beds or more. It's not a trade show, reverse expo or traditional conference . . . not even close. There are no booths, no hassles and best of all —no hoping that a decision-maker walks down the aisle and stops by. The Lab Directors Summit is a unique experience where you'll share two days of private meetings and social activities with directors you're interested in meeting, and who are interested in meeting with you.

## **DIRECTORS COME OPEN-MINDED, EXCITED TO BE THERE AND READY TO ENGAGE!**

### **AN END-TO-END SOLUTION THAT'S ALL INCLUSIVE**

The Summit takes the hassle out of participating in events. We take care of just about everything so you can focus on meeting prospects — not meeting planning. Your resort rooms, airport transportation, all meals, a/v, small group meetings, one-to-one meetings, special events, and yes, even the bar tab —are all included.

Here are some of the highlights mentioned about our previous Summits:

*"It was one of the most valuable meetings that I have ever attended in my 40+years in the laboratory."*

*"It was so refreshing to get to discuss the real issues in Laboratory today and hear how others are handling situations similar to what we are experiencing. The extremely interactive environment allowed organic discussion of so many important issues."*

### **Some of the incredible labs that have attended:**

Allina Health Laboratory, (Minneapolis, MN)  
Avera Health, (Sioux Falls, SD)  
Baptist Memorial Health Care Corporation, (Memphis, TN)  
Garnet Health, (Middletown, NY)  
Wyoming Medical Center, (Casper, WY)  
Children's National Hospital, (Washington, DC)  
Georgian Bay General Hospital, (Midland, ON)  
McAlester Regional Health Center, (McAlester, OK)  
Allina Health System, (Minneapolis, MN)  
Tulane Medical Center, (New Orleans, LA)  
Maury Regional Medical Center, (Columbia, TN)  
Baptist Health, (Corbin, KY)  
Saskatchewan Health Authority, (North Battleford, Saskatchewan, CA)  
Cancer Treatment Centers of America, (Zion, IL)  
Georgian Bay General Hospital, (Midland, ON)  
DRH Health, (Duncan, OK)  
Arkansas Children's Hospital, (Little Rock, AR)  
Northwell Health - Lenox Hill Hospital, (New York, NY)  
CentraState Medical Center, (Freehold, NJ)  
HonorHealth, (Phoenix, AZ)  
Nashville General Hospital, (Nashville, TN)  
Helena Regional Medical Center, (Helena, AR)  
East Tennessee Children's Hospital, (Knoxville, TN)  
InterHospital Laboratory Partnership (IHLP), (Stratford, ON, CA)  
Cheyenne Regional Medical Center, (Cheyenne, WY)  
Baptist Health Lexington, (Lexington, KY)  
Northwest Texas Healthcare System, (Amarillo, TX)  
Mountain View Hospital, (Las Vegas, NV)  
Marion General Hospital, (Marion, IN)  
Kaiser Permanente, (Fontana, CA)

*"The format allowed interested parties to meet and interact in a friendly environment. The way vendors and customers have the ability to respond to surveys and then get matched up to have real conversations of substance was the most impressive part."*







## A Custom Agenda of Guaranteed Meetings

You'll walk into the Lab Directors Summit with a custom agenda of meetings. You'll have seen a complete profile of every director including their acquisition plans for the next 6 to 18 months. They'll have seen a description of the capabilities that you provide. Our proprietary matching system generates a personalized agenda that includes small group presentations, one-to-one meetings, matched meals and memorable social activities with the prospects you want to meet, and who want to meet you. Below is the agenda that'll make you say your time at the Summit was **"Time Well Spent!"**

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### SAMPLE AGENDA

#### Monday

12:00 - 5:00 p.m.	Summit Check-In & Welcome
5:30 - 6:00 p.m.	Summit Orientation
6:00 - 9:00 p.m.	Welcome Reception and Dinner followed by Nightcap

#### Tuesday

7:30- 8:30 a.m.	Directors' Roundtable Breakfast
7:30- 8:30 a.m.	Supplier Breakfast
8:40- 10:20 a.m.	Small Group Presentations
10:20 - 10:40 a.m.	Coffee & Refreshment Break
10:40 - 11:55 a.m.	Small Group Presentations
12:00 - 12:55 p.m.	Networking Luncheon
1:00 - 1:50 p.m.	Interactive Roundtable Discussions
1:55 - 3:30 p.m.	Small Group Presentations
3:30 - 3:50 p.m.	Afternoon Refreshment Break
3:50 - 5:00 p.m.	Small Group Presentations
6:00 - 9:00 p.m.	Cocktails and Product Display followed by Special Evening Dinner

#### Wednesday

7:30- 8:30 a.m.	Directors' Peer-to-Peer Breakfast
7:30- 8:30 a.m.	Supplier Breakfast
8:40 - 11:40 p.m.	One-to-One Meetings
12:00 p.m.	Airport Departures Begin

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