

## Special Exhibit Areas

Pittcon® 2012 has three special areas on the exhibit floor:  
In order to be located in one of these areas, you must indicate  
the area on line 1C of the Booth Space Agreement.

- **New Exhibitor Area** – As the name suggests, this area is for exhibitors who have never exhibited at Pittcon. Your company will benefit from being located in an easily accessible and well-marked area of the exposition floor. Conferees visit the New Exhibitor Area to look for new products and suppliers that will help them save time and money. A booth location in this area will allow you to efficiently reach these conferees and realize the full potential of attending Pittcon®.
- **Life Sciences** – This area of the exposition floor is reserved for those companies featuring products for the life sciences. A booth location in this area will deliver a higher percentage of attendees interested in products for life science research than anywhere else on the exposition floor.
- **Laboratory Informatics** - If laboratory informatics is part of your product line or service, we urge you to be included in the Laboratory Informatics Area.

Exhibitors in this area have found that a much higher percentage of pre-qualified conferees who visit their booths are specifically interested in the LIMS, laboratory data systems, and other informatics products and services they sell. Several of our exhibitors have included a booth in this area and elsewhere on the floor.

If you have any questions or require additional information on exhibiting in these special areas, please contact Tammy Yallum at [expo@pittcon.org](mailto:expo@pittcon.org), or at (412) 825-3220.

**REMEMBER:** If your booth(s) will be located in one of these special areas, please include that fact in all pre-conference advertising and promotions. Also, you can have a booth(s) in one of these special areas, and still have a booth(s) in the general exhibit area.