

**For Immediate Release:**

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**Contact Information:**

Anne O'Day, Director of Marketing & Communications

Telephone: +1.630.305.0003

E-mail: aoday@slas.org

**SLAS2013 Offers Innovation AveNEW Platform  
for Start-Ups and Entrepreneurs to Showcase Laboratory Science  
and Technology Products or Services**

***Inclusion is Limited: Application Deadline is Tuesday, October 15, 2012***

**CHICAGO—August 23, 2012—**The Society for Laboratory Automation and Screening (SLAS) is pleased to offer Innovation AveNEW, a venue where only a select few entrepreneurs and start-up companies can experience exposure for their product and/or service concept at SLAS2013.

Innovation AveNEW is located in a specially designated area on the exhibit floor with increased exposure to SLAS2013 participants. Those chosen to showcase their products and/or concepts will receive complimentary exhibit space and financial support for their travel arrangements.

Candidates interested in participating in Innovation AveNEW must align with the field of laboratory science and technology. Applications are reviewed by an Innovation AveNEW Review Panel, which evaluates each one for technical merit and commercial feasibility as well as other criteria.

Companies selected to participate in Innovation AveNEW receive the following items at no cost:

- Exhibit space on the floor of the SLAS2013 Exhibition Hall
  - Counter space for computer and literature, with back wall
  - Promotional ID signage
  - Internet connection, power
  - Carpeting, waste basket
- Travel for one (1) company representative coordinated through SLAS Travel Service Desk
  - Inclusive of coach class air fare or equitable travel needs
- Lodging for one (1) company representative coordinated through SLAS Travel Service Desk

**SLAS Global Headquarters** 100 Illinois Street Suite 242 St. Charles, IL 60174 USA  
P: +1.630.256.7527 U.S. toll-free: +1.877.990.SLAS (7527) F: +1.630.741.SLAS (7527) E: slas@slas.org [slas.org](http://slas.org)

**SLAS Asia Office** Wise Logic International Ctr. 66 North Shan Xi Road Suite 2301-2304 Shanghai 200041 China  
P: +011.86.21.51081513 F: +011.86.21.51160260 E: asia@slas.org [asia-slas.org](http://asia-slas.org)

- Inclusive of four (4) nights lodging
- Opportunity to participate in Late Night with LRIG: Rapid-Fire Innovation Session

Companies selected to participate in Innovation AveNEW are required to submit a refundable \$500 deposit to ensure participation in the program. Refunds are distributed as received by Friday, February 1, 2013, minus \$200 dues for one SLAS membership (\$300).

For more information please visit <http://www.slas2013.org/exhibitors/innovationave.cfm> or contact SLAS Global Headquarters at +1.877.990.SLAS (5727) or e-mail [info@slas.org](mailto:info@slas.org).

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***The Society for Laboratory Automation and Screening (SLAS)** is an international community of more than 15,000 individual scientists, engineers, researchers, technologists and others from academic, government and commercial laboratories. The SLAS mission is to be the preeminent global organization providing forums for education and information exchange and to encourage the study of, and improve the practice of laboratory science and technology. For more information, visit [www.SLAS.org](http://www.SLAS.org).*