71ST AACC ANNUAL
SCIENTIFIC MEETING
& CLINICAL LAB EXPO
AUGUST 4–8, 2019
ANAHEIM, CA USA
www.aacc.org/2019am

BE A PART OF THE
WORLD’S LARGEST
GLOBAL GATHERING
FOR THE IVD INDUSTRY
19,000 + Laboratory Medicine Professionals from more than 100 Countries
800+ Exhibiting Companies

RESERVE YOUR EXHIBIT SPACE TODAY!
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AACC offers a great venue for us to introduce our capabilities to the IVD and Biotech communities. As a custom plastics molder, we appreciate the opportunity to be in front of a focused audience. Looking forward to Anaheim in 2019.

ELIZABETH ROBERTS
Sales & Marketing Manager,
Currier Plastics, Inc.

CONNECT WITH OVER 19,000 SCIENTISTS, MANUFACTURERS AND DISTRIBUTORS AT THE WORLD’S LARGEST LABORATORY MEDICINE EXPOSITION SHOWCASING OVER 800 EXHIBITORS.

RESERVE YOUR EXHIBIT SPACE TODAY!
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The 71st AACC Annual Scientific Meeting & Clinical Lab Expo is the place to make connections with your current and prospective customers, gain valuable industry knowledge, and increase your visibility to remain competitive in the marketplace.

- 69% of the attendees surveyed spent 4-8 hours or more in the exhibit hall.
- 60% of attendees surveyed indicate their primary business interest in attending the AACC Annual Scientific Meeting & Clinical Lab Expo is to evaluate/acquire lab products or services including those featured in the Product Showcase.
- 82% of the attendees surveyed play a role in purchasing decisions for their organizations.
- Access to both the U.S. Department of Commerce International Buyers Program and the International Market Briefing and Financial Analyst Meeting featuring a half day workshop of briefings on global trends in emerging IVD markets.

AACC’s Clinical Lab Expo is a bustling center of activity during the conference where laboratory medicine decision makers from around the world shop for products and services.

**BE THE EXPERT!**

- **Lecture Series:** Exhibitors have a unique opportunity to present innovative technologies and services from R&D, manufacturing, product development, and other areas during these 20-minute lectures in a theater on the exhibit hall floor.
- **Industry Workshop Theater:** Take advantage of this opportunity to present your message and educate attendees during a 60-minute industry workshop session scheduled in the theater that is conveniently located in the exhibit hall.
- **Hotel Industry Workshops:** You can also educate prospective customers and end users about solutions in select hotels prior to and after the official conference programming.

- **Showcase Your Products:** Attendees will be able to learn about your products online before the show, and onsite in the Exhibits Guide, in Clinical Laboratory News Dailies, on searchable kiosks, and on a large prominently placed electronic billboard.

“**The AACC conference is an exceptional opportunity to meet industry leaders and decision makers across a wide range of facilities. MES, LLC has exhibited 10 years straight and will continue.**

PHILIP NOONE
CEO, Aalto Bio
WHO ATTENDS

69%
of attendees surveyed spent 4-8 or more hours in the Exhibit Hall.

31%
31% plan to make a purchase within 1 year.

58%
of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.

Show Summary
Exhibit Floor
Space ............ 257,000 sq. ft.
Exhibiting Companies .... 817
Attendees ............ 8,837
Exhibitors .............. 10,246
Total Attendees ....... 19,083

Education Level
Bachelor’s Degree ........ 35%
(MA/MS/MBA)
Master’s Degree .......... 27%
(PhD)
Doctoral Degree .......... 19%
(MD)
Medical Degree .......... 8%
(MD)
MD and PhD .............. 3%
Associates Degree ...... 3%
Other .................... 3%
MBA and JD .............. 2%

Purchase Roles
Multiple Responses Allowed
Recommend Products 61%
Evaluate Options for Purchase 49%
Final Selection in Lab 35%

Organization’s Primary Function
Hospital/Health System/Health Clinic 29%
Laboratory/Laboratory System 25%
Diagnostic Company 20%
Medical Devices/Pharma/LIS/Biotech 12%
Other 5%
Education Institution 5%
Government Agency 2%
Consulting Company 2%

All data based on 2018 Attendee Registration Report and 2018 Attendee Survey responses.
Global Business Opportunities

With thousands of attendees representing more than 100 countries, this is your time to make an impact internationally.

International Buyers Program

The AACC Scientific Meeting & Clinical Lab Expo is one of the only major U.S. medical meetings that has qualified for the U.S. Department of Commerce International Buyers Program. The International Buyers Program is a joint government-industry effort that brings international buying delegations to the United States for business-to-business matchmaking with U.S. firms exhibiting at industry trade shows.

Your chances of finding the right international business partners greatly increases when you exhibit at a trade show that’s part of the International Buyers Program. You’ll not only meet more pre-screened buyers, representatives, and distributors, but your products and services can also be listed in the online Export Interest Directory and the printed guide distributed to all international visitors that stop by the International Business Center at the Anaheim Convention Center.

You’ll also benefit from:

- Access to current international trade leads from the IVD industry.
- Hands-on export counseling, market analysis, and matchmaking services by country and industry experts.
- Use of an onsite International Business Center, where your company can meet privately with prospective international buyers, prospective sales representatives, and business partners and obtain assistance from our experienced staff.

International Market Briefing and Financial Analyst Meeting

As an exhibitor you also have a unique opportunity to attend the International Market Briefing and Financial Analyst Meeting—an intensive half-day workshop of briefings on the latest developments in overseas markets with a focus on emerging markets. Sessions highlight opportunities for small and medium-sized manufacturers outside of the U.S.

Reserve your exhibit space today!

aaccexhibits@jspargo.com or 1-800-564-4220/703-679-3951
Your competitor’s will be there! Make sure you are too!

Included With Your Exhibit Space:
• Seven (7) exhibit hall staff badges per 10’x10’ space.
• Listing online, in print and on the mobile app including company name, booth number, mailing address, company URL, product and service categories, ability to upload up to 5 press releases, links to social media platforms, and a 500-character company description.

Exhibit Space Rates:
• Inline Space
  $4,265 per 10’ x 10’ (3m x 3m)
• Island Space
  $5,000 per 10’ x 10’ increments

Deposit and Payment Schedule
• 50% due with applications submitted prior to March 29, 2019
• 100% due March 29, 2019

Expo Hours:
• Tuesday, August 6, 2019
  9:30 am – 5:00 pm
• Wednesday, August 7, 2019
  9:30 am – 5:00 pm
• Thursday, August 8, 2019
  9:30 am – 1:00 pm

For more information on becoming an exhibitor, contact:
Michele LaFrance
Phone: 1-800-564-4220 or 703-679-3951
Email: aaccexhibits@jspargo.com

www.aaccclinicalabexpo.org

We look forward to you joining us in Anaheim!

ACCESS TO FREE PROGRAMS EXCLUSIVELY FOR EXHIBITORS

Take Advantage of Press Coverage at AACC
AACC’s free press program provides exhibiting companies with opportunities to engage the media during the meeting. As part of this program, all exhibitors can hold a press conference at the convention center, post news releases in AACC’s digital press room, and use the AACC registered media list to contact reporters attending the meeting directly.

Highlights of media coverage at the 70th AACC Annual Scientific Meeting & Clinical Lab Expo include:
• 60 reporters attended the meeting
• 78 press releases posted by exhibitors in AACC’s digital press room received a total of 111,447 views from various news outlets
• 9 press releases issued by AACC during the annual scientific meeting were picked up by a total of 31,122 online news outlets
• Multiple news conferences were held, with high profile companies such as Roche, Siemens Healthineers, and Biomerieux participating
• 10 original articles were published about the AACC Annual Scientific Meeting by various news outlets

For more information about holding a free press conference, contact Camille Walker, AACC Manager, Business Publications and Development, at cwalker@aacc.org or 202-835-8725.

Exhibitor University/Scientific Sessions
Exhibitor University is a value-added benefit for exhibitors designed to help improve exhibiting performance and ROI. The program features a series of e-newsletters, and live and re-playable exhibitor webinars. At the meeting, exhibitors are invited to attend the scientific sessions free of charge. Another opportunity for networking with the attendees and education.

Invite Your Customers
The 71st AACC Annual Scientific Meeting & Clinical Lab Expo is covering the costs for all exhibitors to access the Exhibitor Invites program. Take advantage of this free email marketing tool to reach out to your customers and prospects, letting them know you’ll be at the show, and keeping them informed about your latest products and services.
DID YOU KNOW? According to The Center for Exhibition Industry Research (CEIR), booth efficiency increases by a whopping 104% when a sponsorship or marketing opportunity is included in the exhibit strategy!

Whether your goal is branding, lead generation, market visibility or all three, the key to success is maximum exposure to attendees. Once you’ve made the commitment to exhibit, get the most out of your investment and stand out in the crowd by enhancing your visibility to drive traffic to your booth. AACC offers a wide variety of marketing and sponsorship opportunities that are sure to help meet your objectives.

“STAND OUT FROM THE CROWD”

AACC is the industry standard in the U.S. If you are not at this show then the industry wonders what happened to you. It is the one show in the U.S. that is a must attend.

MARK A. KOWAL, President/CEO, IBL-America

“STAND OUT FROM THE CROWD”

JEFFREY AIDT, Hitachi Chemical Diagnostics, Inc.

CLICK HERE TO VIEW FULL LIST OF MARKETING AND SPONSORSHIP OPPORTUNITIES
WHO EXHIBITS?

Industry suppliers like you! Attendees visit the exhibit hall looking to gain insight on new and innovative products and services.

Products of interest to attendees

- Abused Drug Testing
- Accreditation/Certification
- Adhesive Products
- Adulteration Testing
- Alcohol Testing
- Allergy Testing
- Amplification Technologies
- Anaerobic Systems
- Analytical Instruments
- Anemia Testing
- Animal Diagnostics
- Antibodies/Antibody Services
- Antigens
- Anti-Microbial Agents
- Association
- Autoimmune Disease Testing
- Automation, Robotics
- B2B Marketplace
- Bacteriology
- Bar Coding
- Biochemical Markers
- Biochemicals
- Biochips
- Biohazard Transport
- Biological Safety Cabinets
- Biologicals
- Bioluminescence Systems
- Biosensors/Electrodes
- Biotechnology Agent Testing
- Blood Banking
- Blood Collection
- Blood Gas Testing
- Blood Products
- Blood Separation
- Bone Metabolism Testing
- Books/Journals/Publications
- Breath Testing
- Buffers
- Bulk Chemicals
- Calibration Verification
- Calibrators
- Cancer Markers
- Cancer Testing
- Capillary Electrophoresis
- Cardiac Markers
- Cardiac Testing
- Cell Culture
- Cell Separation
- Centrifuges
- Chemiluminescence Systems
- Chemistry Diag/Reagents/Kits
- Chemistry Systems
- Cholesterol Testing
- Chromogenic Substrates
- CLIA Compliance
- Clinical Decision Systems
- Clinical Research Services
- Coagulation/Hemostasis
- Competency Assessment
- Conjugates
- Consulting Services
- Consumables/Supplies
- Containers, Glass/Plastic
- Contract Development
- Contract Manufacturing
- Controls
- Co-Oximetry
- Courier Transport
- Critical Care Testing
- Culture Media, Dehydrated
- Custom Development
- Custom DNA/RNA Synthesis/CGmp
- Custom Manufacturing
- Custom Software
- Cuvettes
- Cytokines
- Cytology
- Data Analysis & Management/Middleware
- Data Collection
- Design Services
- Desiccants/Absorbents/Adsorbents
- Diabetes Markers
- Diabetes Testing
- Digital Pathology
- Disposables
- Distribution, Stock Management
- Distributor, Lab
- DNA Extraction
- DNA Probes
- DNA Viral Testing
- DNA/RNA Based Reagents
- DNA/RNA Based Systems
- Document Control
- Documentation
- Drug Testing
- eCommerce
- Education
- Electrolyte Testing
- Electrophoresis
- ELISA
- Endocrinology
- Engineering Services
- Environmental Controls
- Environmental Monitoring,
- Controls
- Enzyme Testing
- Enzymes
- Equipment, General
- Esoteric Testing
- Fermentation
- Fertility Testing
- Filtration
- Financial Services
- Flow Cytometry
- Fluorometers
- Food Control
- Forensic Testing
- GC/Mass Spectrometry
- Gene Expression
- Genetic Screening
- Genetic Testing
- Genomics
- Glucose Testing
- Glycolated Hemoglobin Testing
- Group Purchasing
- Growth Factors
- Hand Protection
- HbA1c Testing
- Hematology
- Hemoglobinopathy Testing
- Hepatitis Testing
- Histology
- HIV Testing
- Home Care Testing
- Homocysteine Testing
- Hormones
- HPLC
- HPV Testing
- Hybridoma Dev. Services
- Immunoassay Diag/Reagents/Kits
- Immunoassay Systems
- Immunofluorescence
- Immunohistochemistry
- Immunology
- Incubators
- Infection Control Apparel
- Infectious Disease Testing
- Infectious Disease, Other
- Influenza Testing
- Information Systems
- Interfacing/Interface Engines
- Internet Services
- Lab Billing Systems
- Labeling
- Laboratory Automation/Robotics
- Laboratory Furniture
- Laboratory Information System
- Laboratory Testing Services
- Latex Particles
- Lead Testing
- Leasing Services
- Light Sources/Lamps
- Linearity
- Liquid Handling, Automated
- Luminometers
- Lyophilization
- Magnetic Particles
- Manifolds
- Market Research
- Mass Spectrometry
- Material Transport
- Medical Device Testing
- Medical Transport
- Membranes
- Metabolomics
- Micro Particles
- Microarrays
- Microbiology
- Microfluidics
- Microplates/Readers/Washers, etc.
- Microscopy
- Microspheres
- Molecular Diagnostics (DNA/RNA)
- Mono/Polyclonal Antibodies
- Motion Control
- Multiplex Testing
- Near Patient Testing
- Neonatal and Prenatal Testing
- Nephelometry
- Nucleic Acids
- Nutrition/Food Testing
- OEM Components (Biological)
- OEM Components (Mech, Elec, Opt, Computing)
- OEM Products (Other)
- Online Education
- Optical Filters
- Osmometers
- Oxidative Stress
- Oxygen Removal
- Packaging Materials/Equipment
- Parasitology
- Peptides
- Personal Protection Products
- Pharmacogenomics
- Pipette Calibration
- Pipetters/Dispensers
- Plastics, Disposables
- Platelets
- Point of Care Testing
- Powe Supplies and Protection
- Precision Molding
- Pregnancy Testing
- Product Development/Services
- Proficiency Testing
- Protein Analysis
- Pumps
- Purification Products
- Quality Assurance
- Quality Control & Management
- Rapid Tests
- Reagents
- Reconditioned Equipment
- Recruitment
- Reference Laboratory Services
- Refrigerators, Freezers
- Refurbished Equipment
- Regulatory Affairs
- Replacement Parts/Consumables
- Research Products
- RNA Extraction
- Safety and Comfort Products
- Safety Products
- Sample Identification
- Sample Preparation
- Sanitation Monitoring
- Semen Analysis
- Sera
- Serology
- Service Support
- Shakers
- Software Services
- Solenoid Valves
- Specimen Containers
- Specimen Packaging
- Specimen Transport
- Spectrometers, Light Sources
- Spectrophotometers
- Stabilization Reagents
- Staffing
- Stainers, Automated
- Stains
- Stat Labs
- STD Testing
- Stroke Markers
- Substrates
- Sweat Control
- Sweat Testing Instruments
- Syringes
- Temperature Monitoring Equipment
- Test Strip Machinery
- Thalassemia Testing
- Therapeutic Drug Monitoring
- Thermal Control Devices
- Thyroid Testing
- Tissue Typing
- Toxicology
- Tubing and Fittings
- Tumor Markers
- Uniforms
- Urinalysis
- Valves
- Veterinary Products
- Viral Testing
- Virology
- Water Purification

Build on existing relationships and make new ones with laboratory professionals, distributors and manufacturers that matter to your business. Reserve your exhibit space today!

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