



Better health through  
laboratory medicine.

71ST AACC ANNUAL

# SCIENTIFIC MEETING

& CLINICAL LAB EXPO



**AUGUST 4–8, 2019**

ANAHEIM, CA USA

[www.aacc.org/2019am](http://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

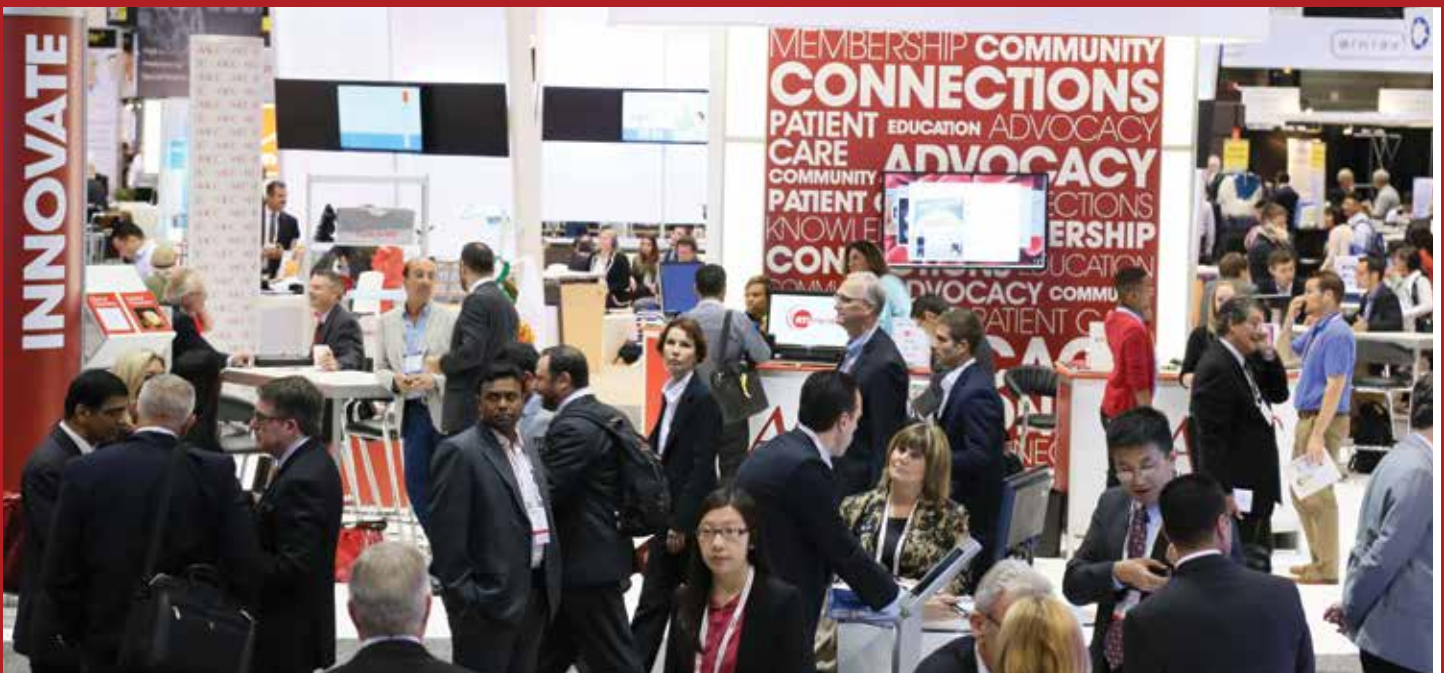
**RESERVE YOUR EXHIBIT SPACE TODAY!**

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# SCIENTIFIC MEETING

& CLINICAL LAB EXPO



“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  
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## WHY EXHIBIT

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.

## HIGHLIGHTS

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.

[LEARN MORE](#)

“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.

### 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%
<i>(BA/BS/BSMT)</i>	
Master's Degree . . . . .	27%
<i>(MA/MS/MBA)</i>	
Doctoral Degree . . . . .	19%
<i>(PhD)</i>	
Medical Degree . . . . .	8%
<i>(MD)</i>	
MD and PhD . . . . .	3%
Associates Degree . . . . .	3%
Other . . . . .	3%
MBA and JD . . . . .	2%

### Purchasing Roles

Multiple Responses Allowed

Recommend Products	61%
Evaluate Options for Purchase	49%
Final Selection in Lab	35%

# 31%

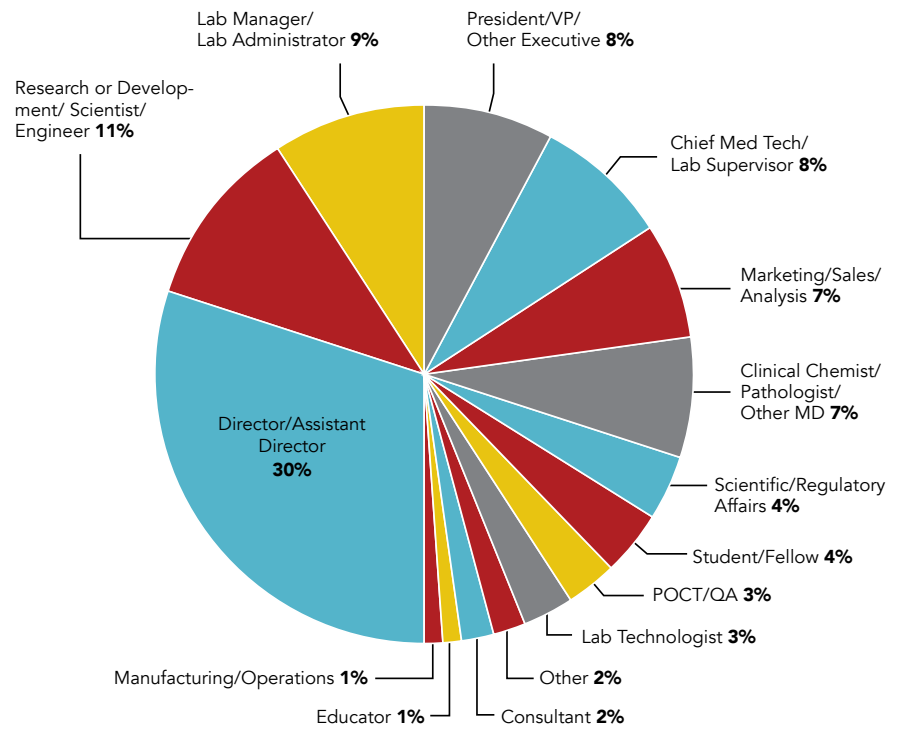
31% plan to make a purchase within 1 year.

# 58%

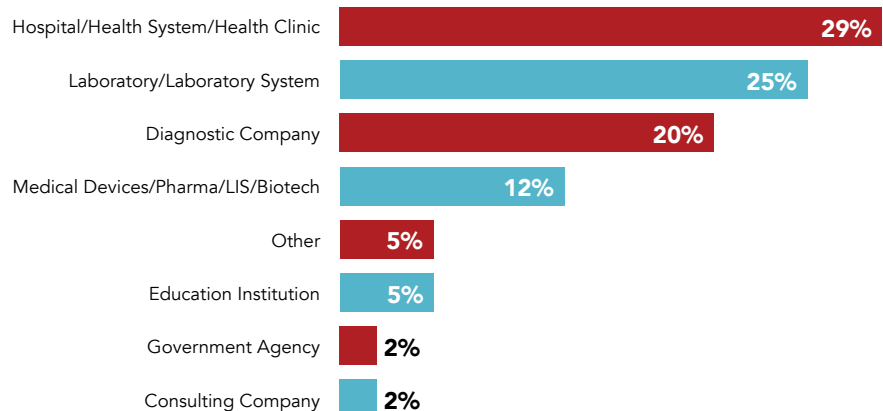
of attendees surveyed plan to purchase a product within 2 years based on interactions with AACC exhibitors.

## ATTENDEE DEMOGRAPHICS

### Position and Titles



### Organization's Primary Function







## FACE-TO-FACE WITH YOUR GLOBAL COLLEAGUES

### Global Business Opportunities

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



**Reserve your exhibit space today!**

[aaccexhibits@jspargo.com](mailto:aaccexhibits@jspargo.com) or  
1-800-564-4220/703-679-3951

### 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.

# BECOME AN EXHIBITOR TODAY!

**Your competitor's will be there! Make sure you are too!**

## CHECK OUT THE FLOORPLAN

### 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: [aacsexhibits@jspargo.com](mailto:aacsexhibits@jspargo.com)

[www.aacclinicalabexpo.org](http://www.aacclinicalabexpo.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](mailto:cwalker@aacc.org) or 202-835-8725.

For more information about AACC's digital press room or the registered media list, contact Christine DeLong, AACC Senior Manager, Communications and PR, at [cdelong@aacc.org](mailto:cdelong@aacc.org) or 202-835-8722.

### 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.





“AACC is a great opportunity to meet customers and partners face-to-face in one location.”

**JEFFREY AIDT**, Hitachi Chemical Diagnostics, Inc.



## STAND OUT FROM THE CROWD

**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.



“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

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