

MARKETING & SPONSORSHIP OPPORTUNITIES

AACC

Better health through
laboratory medicine.

71ST AACC ANNUAL

SCIENTIFIC MEETING

& CLINICAL LAB EXPO



AUGUST 4–8, 2019

ANAHEIM, CA USA

www.aacc.org/2019am

MAXIMIZE YOUR INVESTMENT

703-631-6200 | 800-564-4220 | aaccexhibits@spargo.com | www.aacc.org/2019am

71ST AACC ANNUAL

SCIENTIFIC MEETING

& CLINICAL LAB EXPO



AUGUST 4-8, 2019

ANAHEIM, CA USA

We are excited that you will be joining us as an exhibitor at the 71st AACC Annual Scientific Meeting & Clinical Lab Expo in Anaheim, CA. Now that you have made the important commitment to exhibit, take steps to maximize the investment, enhance your company's visibility, stand out from the competition, and drive traffic to your booth. Review the following marketing and sponsorship opportunities; then select the offering(s) that best meet your objectives.

SEE YOU IN ANAHEIM!

ENHANCE YOUR PRESENCE

703-679-3951 | 800-564-4220

aaccexhibits@spargoinc.com | www.aacc.org/2019am

MARKETING OPPORTUNITIES

Images shown for sample purposes.

PRODUCT SHOWCASE

\$2,000 Per Product



This is an excellent opportunity to generate interest and booth traffic. Attendees are always on the lookout for what's exciting in the industry. Feature your products on this electronic billboard with searchable kiosks located in a high traffic area outside the Exhibit Hall.

HOUSING CONFIRMATIONS

\$15,500 Exclusive Opportunity



Reach thousands of attendees prior to their arrival in Anaheim! Your ad will appear on the housing confirmation page at the end of each online housing reservation and on every confirmation communication delivered via email. The ad is hyperlinked to your website. Approximately 10,000 impressions.

ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show **\$1,050** One-Time Use
Post-Show **\$1,250** One-Time Use



Send registration a pre-show promotion or invitation to visit your booth. Reinforce your on-site presence with a follow up communication to initiate post meeting business opportunities. *No email addresses provided.*

PRE-SHOW EMAIL BLAST TO REGISTRANT LIST

One Week Out **\$3,750** 5 Available
Week of Meeting **\$4,750** 2 Available



Take advantage of this limited opportunity to reach out to registrants in the days leading up to the meeting and during the show. One exclusive email will be sent out each day. You will work with our vendor to create a customized html email.

EXHIBITOR PROFILE LISTING PACKAGES

\$750 Extended
\$1,750 Premium



Stand out in the printed program, online, and in the mobile app by enhancing your exhibitor profile listing.

Extended includes company listing description with up to 1,000 characters, logo in printed program, and company highlighted on the online floor plan with an enhanced listing icon.

Premium includes items in basic and extended packages plus rotating banner on home and exhibit listing pages of exposition website, plus a video upload.

CLN DAILY DISTRIBUTION

\$20,000 Exclusive Opportunity

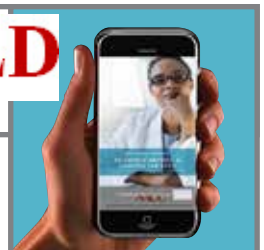
SOLD



Get in the hands of thousands of attendees first thing every morning of the meeting with a bottom banner ad on the front cover of every issue of *CLN Daily* distributed all four days of the meeting (~7,000 each day). Sponsorship also includes company branding on t-shirts of all CLN distribution staff strategically placed at shuttle bus pick up locations at the top hotels and in key areas within the Convention Center and branding on the distribution bins located in prominent areas.

AACC MOBILE APP **SOLD**

\$30,500 Exclusive Opportunity



Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the Mobile App for information regarding the AACC Annual Scientific Meeting educational program and the Clinical Lab Expo. Meeting participants will see your company branding on the App home page each and every time they launch the App.

First right of refusal to incumbent sponsors through December 5, 2018

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$6,500 for 10 Tables

High Boy tables will be placed throughout the main 20' cross aisle that spans the exhibit hall from left to right. Place your branding on one set or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the hall.



CHARGING LOUNGE

\$12,500 Lobby or Exhibit Hall

Located in key areas, each lounge contains branded seating and charging locker.



SHUTTLE BUS CLINGS

\$25,000 8 Buses **SOLD**

Shuttle bus branding puts you in front of thousands of meeting attendees as well as local Anaheim professionals during their daily commute around the city. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the Convention Center at the end of the day.



ESCALATOR CLINGS

\$22,500 2 Available

Opportunity for placement on escalators of company branded clings in prominent areas within the Anaheim Convention Center. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runners, installation, and removal.



SHUTTLE BUS HEADRESTS

\$10,000 8 Buses

Fabric covers, personalized with your logo, will be placed at each seat. This sponsorship opportunity is an excellent means of capturing the attention of thousands of meeting participants as they travel to and from the Anaheim Convention Center. Sponsor is responsible for the costs of producing the covers.



WINDOW AND DOOR CLINGS

\$4,000 WINDOW CLINGS

3'x3' Single-Sided
2 Clings Per Purchase

\$6,000 DOOR CLINGS

2'x2' Single-Sided
4 Clings Per Purchase

Present your company branding to meeting attendees as they navigate throughout the Convention Center. This can't miss branding opportunity is a sure way to capture the attention of individuals at the meeting.



TWITTER WALL

\$12,000 2 Available

Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Twitter wall where attendees and exhibitors tweets will be displayed throughout the duration of the meeting within a high traffic area.



HANGING BANNERS

\$15,000 7'Hx20'W

Horizontal, Single-Sided

\$17,500 10'Hx15'W

Horizontal, Single-Sided

Reach attendees with your message by securing a company banner within the Anaheim Convention Center. Sponsorship includes production of the banner, installation, and removal.



Offerings and pricing are subject to change.

STAIR LANDING CLINGS

NEW!

Double-Sided 5 Levels Lobby C

\$15,000 Long side - 19'11"x4'11"

\$12,500 Shorter side - 11'x4'4"



Ensure that attendees are aware of your presence at the meeting by securing one of these prime locations in the main lobby. Sponsorship includes production of the clings, installation, and removal.

COLUMN WRAPS

\$13,000 Lobby B & C
5 Available

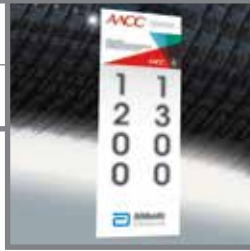


Located in public areas outside of the Exhibit Hall, you are sure to make a lasting impression by securing a place on these columns.

AISLE SIGNS

SOLD

\$47,000 Exclusive Opportunity



Your logo on all aisle signs (approximately 50 aisles) within the Exhibit Hall will ensure that attendees see your logo as they navigate from one aisle to the next.

WIFI

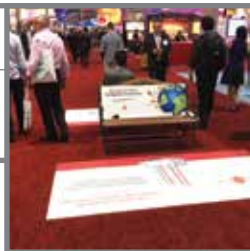
\$33,500 Exclusive Opportunity



Your support allows attendees to enjoy free wireless internet throughout Anaheim Convention Center outside of the Exhibit Hall. Your corporate name and logo will appear on the onsite signage as well as the login page recognizing your support of this much valued service.

PARK BENCHES

\$16,000 Total 6 Benches.
3 Back-to-Back in One Location



Stand out in the Exhibit Hall with your company branding on park benches placed down the main cross aisle. Each set of six benches will include signage on each bench and an accompanying large floor decal with your branding placed on the aisle carpet in each location to each side.

BADGE LOGO

SOLD

\$8,500 Exclusive Opportunity



Have your company logo printed on the back of every meeting badge. Thousands of attendees will see your logo every time they reach into their badge for business cards, tickets, etc. Distributed at registration, you'll reach attendees early as they check in for the meeting.

BADGE LANYARDS

NEW!

\$10,500 Exclusive Opportunity



Meeting participants will help generate visibility for your company as they travel throughout the Convention Center and host hotels wearing the lanyards with your company name on them.

MEETING ROOMS

Three convenient options where you can meet face-to-face with attendees in a private setting.

\$8,000 (10'x20')

\$18,000 (20'x20')

Modular Meeting Rooms

Modular meeting rooms built out in Hall E. These meeting rooms are available during Exhibit Hall hours. Exhibitor is responsible for furnishings through Freeman.

\$16,000 Anaheim Convention Center Meeting Rooms - Full Meeting

The Anaheim Convention Center meeting rooms offer a private, more spacious option for you to conduct business and schedule internal meetings. These rooms are available for use throughout the entire meeting. Rooms are furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

\$8,000 Half Day Meeting Room This Anaheim Convention Center meeting room is available for rental in 1/2 day increments. Meeting room is furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

4-SIDED ROTATING CUBE

NEW!

\$2,500 Per Side. Lobby B & C
4 sides of cube Available



These eye-catching, backlit, rotating structures are placed in prominent areas in the lobby area. Your messaging is sure to be noticed with four sides reserved for corporate or product advertising.

First right of refusal to incumbent sponsors through December 5, 2018

EDUCATIONAL AND SPECIAL EVENT OPPORTUNITIES

LECTURE SERIES THEATER PRESENTATION

\$4,000

Present your innovative products and services to key decision makers in a 20-minute presentation in this convenient setting in the Exhibit Hall Theater.

INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

\$14,500

This is your opportunity to educate prospective customers and end users about solutions that they need to practice more effectively and efficiently. This convenient on floor theater location has been built to allow for attendees to access education while remaining close to the action in the Exhibit Hall.

INDUSTRY WORKSHOP IN HOTEL MEETING ROOM

\$3,500

These presentations are scheduled in select hotels prior to and after the official conference programming. All logistics including catering, room setup, and audiovisual is the responsibility of the sponsor.

VIDEO HOSTING OF INDUSTRY HOTEL WORKSHOP

\$5,000

Extend the life of your Hotel Industry Workshop by video recording the event. AACC will host it on our website for nine months post-meeting, and will promote the video via a dedicated broadcast email to AACC's entire database (60,000+). **The sponsor is responsible for all additional A/V costs related to videotaping and editing.**

CME/EDUCATIONAL EVENTS

\$25,000-\$30,000

AACC's education team will work with expert speakers to develop a high-quality CME or Educational Event within a topic area of your choice. Companies also have the opportunity to extend the life of the live program through a video recording. **Contact Teresa Favero for more information at tfavero@aacc.org.**



ANNUAL MEETING EDUCATIONAL SESSIONS

\$2,500-\$5,000

Enhance your visibility at the meeting by supporting a specific AACC educational symposia or short course. Company recognition is provided in several places throughout the meeting, and in promotional materials prior to the meeting. **Contact Teresa Favero for more information at tfavero@aacc.org.**



INTERNATIONAL MARKET/ FINANCIAL ANALYST BRIEFING

\$3,000 Director
\$7,500 Counselor
\$10,000 Ambassador

This is your opportunity to get in front of an audience of approximately 600 high level company executives (primarily officers, managers, and international marketing executives) with co-sponsor benefits including recognition on pre-show promotional materials and in the IMB handout.



PRESS CONFERENCE AT AACC

FREE

Don't miss your chance to hold a press conference at the world's largest gathering for laboratory medicine. Organizations can reserve one 45-minute slot. **For more information and to reserve your conference room, contact Christine DeLong at cdejong@aacc.org.**

AACC OPENING MIXER AND DIVISION NETWORKING EVENT

\$20,000 SOLD

Help us welcome attendees to Anaheim on Sunday evening. This opportunity will give your company exposure to an estimated 800-1,000 attendees that are ready to socialize and enjoy an evening full of food, drinks, and music. Your sponsorship includes a table with your company information, signage, one pre-show mailing list (no emails), and guest VIP badges. Sole sponsorship will also include a posting on the Artery—a very exclusive opportunity, as it is an AACC members-only community.



Offerings and pricing are subject to change.

HOTEL OPPORTUNITIES

HOTEL KEY CARDS **SOLD**

\$14,500 Exclusive Opportunity

Make a first impression as attendees arrive in Anaheim! Customized key cards with your personalized design will be distributed to meeting attendees upon check in at the official hotels. **The sponsor is responsible for hotel distribution charges and the costs of producing the key cards.**



HOTEL DOOR HANGERS

\$8,250 Exclusive Opportunity

Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying.

The sponsor is responsible for hotel distribution charges and the cost of producing the door hangers.



To secure your sponsorship opportunity contact: AACC Exposition Management at 800-564-4220 | 703-679-3951 aaccexhibits@spargoinc.com

CLINPACK HOTEL DOOR DROP

\$4,500 First Insert Up to 4 Pages

\$3,000 Each Additional Insert (Max 2)

\$9,750 Exclusive Bag Opportunity **SOLD**



ClinPack Bag Insert

This is a one-time door drop at the official hotels for AACC on Tuesday morning (minimum distribution of 4,000). Include your promotional flyer in this bag delivered to the rooms of meeting participants and reach them prior to their arrival at the opening of the Clinical Lab Expo.

Note: No other door drops are permitted during the 71st Annual Scientific Meeting & Clinical Lab Expo.

ClinPack Bag Sponsorship

This is an exclusive opportunity for you to get your name in front of thousands of meeting participants as they head out the door on Tuesday morning. Only one bag sponsorship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one insert in the bags.

TABLE TENTS

\$7,500 Exclusive Opportunity

Communicate your message with a company customized table tent delivered and placed in the rooms of meeting participants at the official hotels. **The sponsor is responsible for hotel distribution charges and the costs of producing the table tents.**



ADVERTISING OPPORTUNITIES

AACC offers multiple targeted advertising opportunities before and during the 71st AACC Annual Scientific Meeting & Clinical Lab Expo through our print publications, web, and digital channels.

CLN DAILY

The ONLY official daily print publication of the AACC Annual Scientific Meeting & Clinical Lab Expo distributed to Annual Scientific Meeting & Clinical Lab Expo attendees, *CLN Daily* is available on the shuttle buses, displayed on racks, and handed out at hotels and the meeting and lab expo conference site. For additional audience exposure, cover tips, bound-in inserts, and belly band advertising opportunities are available.



CLN Daily Alerts will be emailed to 61,000 recipients every day of the Annual Scientific Meeting & Clinical Lab Expo and will feature meeting highlights and content from the *CLN Daily*.

Available Dates

- Monday, August 5, 2019
- Tuesday, August 6, 2019
- Wednesday, August 7, 2019
- Thursday, August 8, 2019

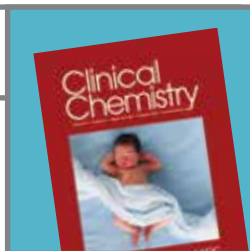
CLINICAL LABORATORY NEWS (CLN)

In addition to being mailed to 39,000 laboratory professionals prior to the meeting, the July issue of CLN will offer bonus distribution inside the Anaheim Convention Center.



CLINICAL CHEMISTRY JOURNAL

Clinical Chemistry is the premier journal in clinical laboratory science and the number 1 cited publication in the field. The July issue will offer bonus reach/distribution in the Exhibit Hall at the 71st AACC Annual Scientific Meeting & Clinical Lab Expo.



CLN STAT ANNUAL MEETING SPECIAL EDITION

An electronic publication dedicated to the 71st AACC Annual Scientific Meeting & Clinical Lab Expo, the premier event in the laboratory medicine field. These special editions of *CLN Stat* will be distributed 4 times prior to the meeting to 60,000+ AACC members and non-members. Seven banner advertising positions will be available in each issue.



Available Dates

- Monday, July 9, 2019
- Tuesday, July 16, 2019
- Wednesday, July 23, 2019
- Thursday, July 30, 2019

AACC.ORG

AACC's website serves as a valuable tool to all laboratory medicine stakeholders, providing information on up-to-date science in laboratory medicine, educational opportunities in the field, meetings, news about laboratory medicine, and policy initiatives. AACC.org is a great opportunity for additional exposure before and during the Annual Scientific Meeting & Clinical Lab Expo. We offer run-of-network advertising.



For more information on these or any other advertising opportunities available through AACC, please contact:

THE TOWNSEND GROUP

Kevin McDonnell, National Sales Manager
202.367.1259 | kmcdonnell@townsend-group.com

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202.367.2497 | TGerald@townsend-group.com

View the AACC 2019 Integrated Advertising Portfolio for more information about CLN Daily, CLN July Issue, Clinical Chemistry Journal and CLN Stat Special Annual Scientific Meeting Editions.



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