



20
20

AACC ANNUAL
SCIENTIFIC
MEETING
& CLINICAL LAB EXPO

DECEMBER 13-17 • CHICAGO, IL USA

MARKETING & SPONSORSHIP OPPORTUNITIES

AACC

MAXIMIZE YOUR INVESTMENT

703-631-6200 | 800-564-4220 | aaccexhibits@spargoinc.com | www.2020aacc.org



20 20

AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO

DECEMBER 13-17 • CHICAGO, IL USA

SEE YOU IN
CHICAGO!

We are excited that you will be joining us as an exhibitor at the 2020 AACC Annual Scientific Meeting & Clinical Lab Expo in Chicago, IL.

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.

ENHANCE YOUR PRESENCE

703-679-3951 | 800-564-4220

aaccexhibits@spargoinc.com | www.2020aacc.org

AACC



MARKETING OPPORTUNITIES

PRODUCT SHOWCASE

\$2,050 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

\$12,500 Exclusive Opportunity

Reach thousands of attendees prior to their arrival in Chicago! 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 AACC registered attendees 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 **\$3,975**

Week of Meeting **\$4,950**

Take advantage of this limited opportunity to reach registrants in the week before the meeting and during the exclusive email blast sent out each day. You will work with our vendor to create a customized html email.



EXHIBITOR PROFILE LISTING PACKAGES

\$775 Extended

\$1,850 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

\$20,500 Exclusive Opportunity

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. 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. Contact the Townsend Group, Kevin McDonnell, National Sales Manager at 202.367.1259 or kmcdonnell@townsend-group.com



AACC MOBILE APP

\$31,500 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.



EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$3,500 for 5 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.



SHUTTLE BUS SIDE BANNER

\$25,750

Shuttle bus branding puts you in front of thousands of meeting attendees as well as local Chicago 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.



SHUTTLE BUS HEADRESTS

\$11,500

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 McCormick Place Convention Center. Sponsor is responsible for the costs of producing the covers.



TWITTER WALL

\$15,000

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.



ESCALATOR CLINGS

\$16,750 - GRAND CONCOURSE

\$35,000 - FOOD TOWER IN EXHIBIT HALL A2 (SET OF TWO)

\$20,000 - FOOD TOWER IN EXHIBIT HALL A1

\$10,000 - FOOD TOWER IN EXHIBIT HALL A1 (OBSTRUCTED)

Opportunity for placement on escalators of company branded clings in prominent areas within the McCormick Place 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.



WINDOW AND DOOR CLINGS

\$6,500 (2) WINDOW CLINGS

91.5"x86.5" Single-Sided
2 Clings Per Purchase

\$3,250 (2) 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.



HANGING BANNERS

\$18,500 10'x15' ALONG STAIRS

Horizontal, Single-Sided

\$16,000 7'x20' BUMP OUT IN GRAND CONCOURSE

Horizontal, Single-Sided

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



CHARGING STATION

\$10,000 Lobby or Exhibit Hall

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



EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

STAIRCASE DECALS

\$17,500

Ensure that attendees are aware of your presence by advertising by securing your company's location in the Exhibit Hall. Sponsorship includes production of the clings, installation, and removal.

SOLD



COLUMN WRAPS

\$14,000 (conference area)

\$13,250 (taxi pick up area)

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

\$48,500 Exclusive Opportunity

Your logo on all aisle signs within the Exhibit Hall will ensure attendees see your company name from one aisle to the next.

SOLD



WIFI

\$32,500 Exclusive Opportunity

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

SOLD

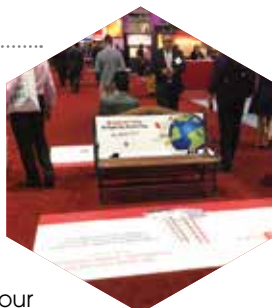


PARK BENCHES

\$5,000 Total 2 Benches.

1 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 two benches will include signage on each bench and an accompanying large floor decal with your branding placed on the carpet in front of each bench.



MEETING ROOMS

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

\$8,400 (10'x20')

\$16,800 (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 arranging furnishings through Freeman.

\$16,000 MCCORMICK PLACE CONVENTION CENTER MEETING ROOMS - FULL MEETING

The McCormick Place 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 The McCormick Place Convention Center meeting room is available for rental in ½ day increments. Meeting room is furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

FOUR-SIDED ROTATING CUBE

\$2,575 Per Side, 2 cubes 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.



PROFESSIONAL HEADSHOTS

\$27,500 Exclusive Opportunity

The Exhibit Hall photo booth will be open for attendees to have their professional headshot taken. This sponsorship includes a customized email template with logo for attendees to email their photo.



HOTEL OPPORTUNITIES

KEY CARDS

\$15,000 Exclusive Opportunity

Make a first impression as attendees arrive in Chicago with a customized key card. The key card is a personalized design that attendees receive upon check in at the official hotels. **The sponsor is responsible for hotel distribution charges and the costs of producing the key cards.**



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.**



CLINPACK HOTEL DOOR DROP

\$4,635 First Insert

\$4,000 Each Additional Insert (Max 2)

\$10,250 Exclusive Bag Opportunity

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 2020 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.



To secure your sponsorship opportunity contact: AACC Exposition Management at

800-564-4220 | 703-679-3951
aaccexhibits@spargoinc.com

TABLE TENTS

\$7,725 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.**



EDUCATIONAL AND SPECIAL EVENT OPPORTUNITIES

LECTURE SERIES THEATER PRESENTATION

\$5,000

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

\$15,500

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

\$5,000

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 (65,000+). **The sponsor is responsible for all additional A/V costs related to videotaping and editing.**

EDUCATIONAL EVENTS

\$25,000-\$30,000

AACC's education team will work with expert speakers to develop a high-quality 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.**



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 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 cdelong@aacc.org.**

AACC OPENING MIXER

\$20,500

Help us welcome attendees to Chicago on Sunday evening. This opportunity will give your company exposure to an estimated 1,000 attendees who will socialize and enjoy food and drinks. Your partnership includes a table with your company information, signage, one pre-show mailing list (no emails), and guest VIP badges.



SOLD

ADVERTISING OPPORTUNITIES

AACC offers multiple targeted advertising opportunities before and during the 2020 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, December 14, 2020
- Tuesday, December 15, 2020
- Wednesday, December 16, 2020
- Thursday, December 17, 2020

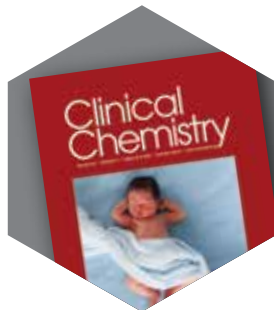
CLINICAL LABORATORY NEWS (CLN)

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 McCormick Place 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 2020 AACC Annual Scientific Meeting & Clinical Lab Expo.



CLN STAT ANNUAL MEETING SPECIAL EDITION

An electronic publication dedicated to the 2020 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.



Available Dates

- Tuesday, November 10, 2020
- Tuesday, November 17, 2020
- Tuesday, December 1, 2020
- Tuesday, December 8, 2020

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

View the AACC 2020 Integrated Advertising Portfolio for more information about CLN Daily, CLN July Issue, Clinical Chemistry Journal and CLN Stat Special Annual Scientific Meeting Editions.



AACC Exposition Management, c/o SPARGO, Inc.
703-679-3951 / 800-564-4220
aaccexhibits@spargoinc.com