RESERVE YOUR EXHIBIT SPACE TODAY!
aaccexhibits@spargoinc.com | 1-800-564-4220
703-679-3951 | www.aaccclinicallabexpo.org
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.

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

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WHY EXHIBIT

The 2020 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.

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 Exhibit Guide, in the Clinical Laboratory News Daily, on searchable kiosks, and on a large prominently placed electronic billboard.

“\nWe understand the value of this meeting for our industry and always enjoy the opportunity to introduce ourselves to new customers, connect with current customers and educate prospects in the diagnostics field. It’s a expo with an amazing crowd.

ASLIHAN BUNER
Symbient"
WHO ATTENDS

55% of attendees surveyed spent 4-8 or more hours in the Exhibit Hall.

SHOW SUMMARY
Exhibit Floor
Space ........... 252,600 sq. ft.
Exhibiting Companies ....... 836
Attendees ............ 10,080
Exhibitors ............ 10,267
Total Attendees ...... 20,347

EDUCATION LEVEL
Bachelor’s Degree .......... 39%
(BA/BS/BSMT)
Master’s Degree .......... 26%
(MA/MS/MBA)
MD and/or PhD .......... 28%
Associates Degree ...... 3%
Other .................. 2%
MBA and JD ............ 2%

PURCHASING ROLES
Recommend Products .... 18%
Evaluate Options
for Purchase .......... 45%
Final Selection and Assess
Products After Purchase .. 30%


34% 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.

POSITION AND TITLES

EDUCATION INSTITUTION 2%
MANUFACTURING/OPERATIONS 5%
OTHER 1%
POCT/QA 3%
CONSULTANT 5%
LAB TECHNOLGIST 4%
STUDENT/FELLOW 2%
SCIENTIFIC/REGULATORY AFFAIRS 2%
CLINICAL CHEMIST/PATHOLOGIST/OTHER MD 4%
MARKETING/SALES/ANALYSIS 18%
CHIEF MED TECH/LAB SUPERVISOR 7%
PRESIDENT/VP/OTHER EXECUTIVE 16%
LAB MANAGER/LAB ADMINISTRATOR 8%
RESEARCH OR DEVELOPMENT/SCIENTIST/ENGINEER 9%
DIRECTOR/ASSISTANT DIRECTOR 16%
MANUFACTURING/OPERATIONS 5%
OTHER 1%

ORGANIZATION’S PRIMARY FUNCTION

MEDICAL DEVICES/PHARMA/LIS/BIOTECH 20%
CONSULTING COMPANY/INVESTMENT COMPANY/INDUSTRY ANALYST 6%
HOSPITAL/HEALTH SYSTEM/HEALTH CLINIC 17%
GOVERNMENT AGENCY 1%
OTHER 5%
LABORATORY/LABORATORY SYSTEM 19%
DIAGNOSTIC COMPANY 19%
OEM COMPANY 2%
EDUCATION INSTITUTION 2%
DISTRIBUTOR 9%

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

With thousands of attendees, 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 international visitors that stop by the International Business Center at the McCormick 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!

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, December 15, 2020
  - 9:30 am – 5:00 pm
- Wednesday, December 16, 2020
  - 9:30 am – 5:00 pm
- Thursday, December 17, 2020
  - 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
aaccexhibits@spargoinc.com

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 71st AACC Annual Scientific Meeting & Clinical Lab Expo include:

- 63 original articles were published about the AACC Annual Scientific meeting by 35 different news outlets
- 53 reporters attended the meeting
- 146 press releases posted by exhibitors in AACC’s digital press room received a total of more than 266,000 views from various news outlets
- 9 press releases issued by AACC during the annual scientific meeting received a total of more than 61,600 views from news outlets
- Multiple news conferences were held, with high profile companies such as Roche, Siemens Healthineers, and Beckman Coulter

For more information about holding a free press conference, contact Ana Zelada, AACC Business Communications, at azelada@aacc.org, 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 2020 AACC Annual Scientific Meeting & Clinical Lab Expo is covering the costs for all exhibitors to access the VIP Guest Invites program. Take advantage of these free digital marketing tools 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.

WE LOOK FORWARD TO YOU JOINING US IN CHICAGO!
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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Products and Services</th>
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