

A man with dark hair and a beard, wearing a dark suit, white shirt, and dark shoes, stands with his hands in his pockets. To his left is a large, colorful geometric graphic composed of many triangles in shades of orange, yellow, green, blue, and purple. In the background, there are faint, wavy lines made of dots.

20  
20

**AACC ANNUAL  
SCIENTIFIC  
MEETING**  
& CLINICAL LAB EXPO

DECEMBER 13-17 • CHICAGO, IL USA

## EXHIBITOR PROSPECTUS

**AACC**

**RESERVE YOUR EXHIBIT SPACE TODAY!**

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703-679-3951 | [www.aaccclinlabexpo.org](http://www.aaccclinlabexpo.org)

# 2020

## AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO

DECEMBER 13-17 • CHICAGO, IL USA



*“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.

CONNECT WITH  
SCIENTISTS,  
MANUFACTURERS  
AND DISTRIBUTORS  
AT THE WORLD'S  
PREMIERE  
LABORATORY  
MEDICINE  
EXPOSITION.

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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.

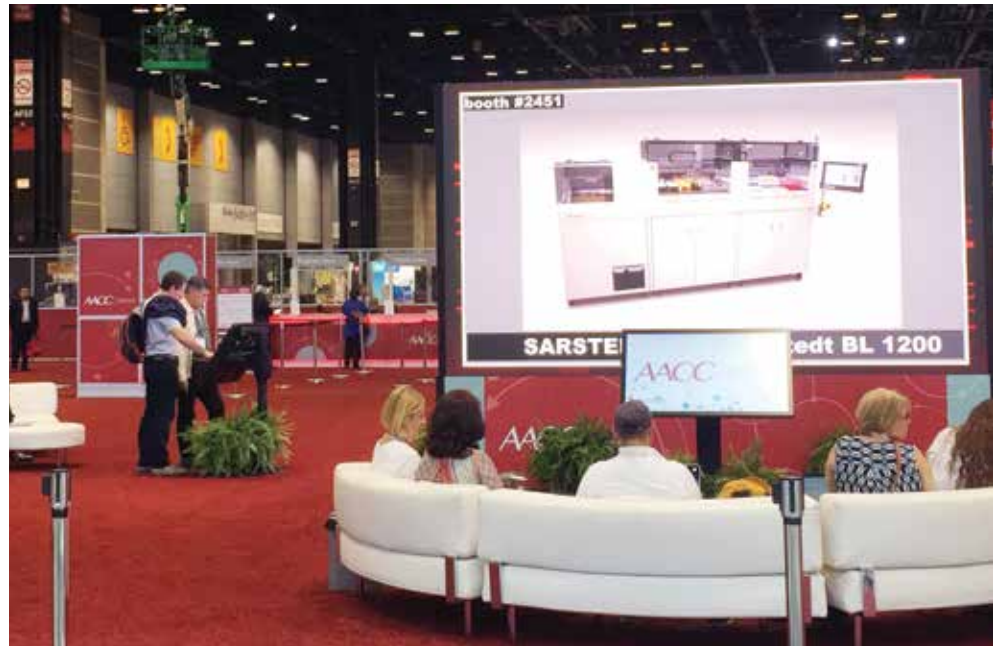
- 55% of the attendees surveyed spent 4-8 hours or more in the exhibit hall.
- 41% of attendees surveyed indicate their primary business interest in attending the AACC Annual Scientific Meeting & Clinical Lab Expo is to evaluate/acquire lab products or services including those featured in the Product Showcase.
- 93% 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 Exhibit Guide, in the *Clinical Laboratory News Daily*, on searchable kiosks, and on a large prominently placed electronic billboard.

[LEARN MORE](#)

“We 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

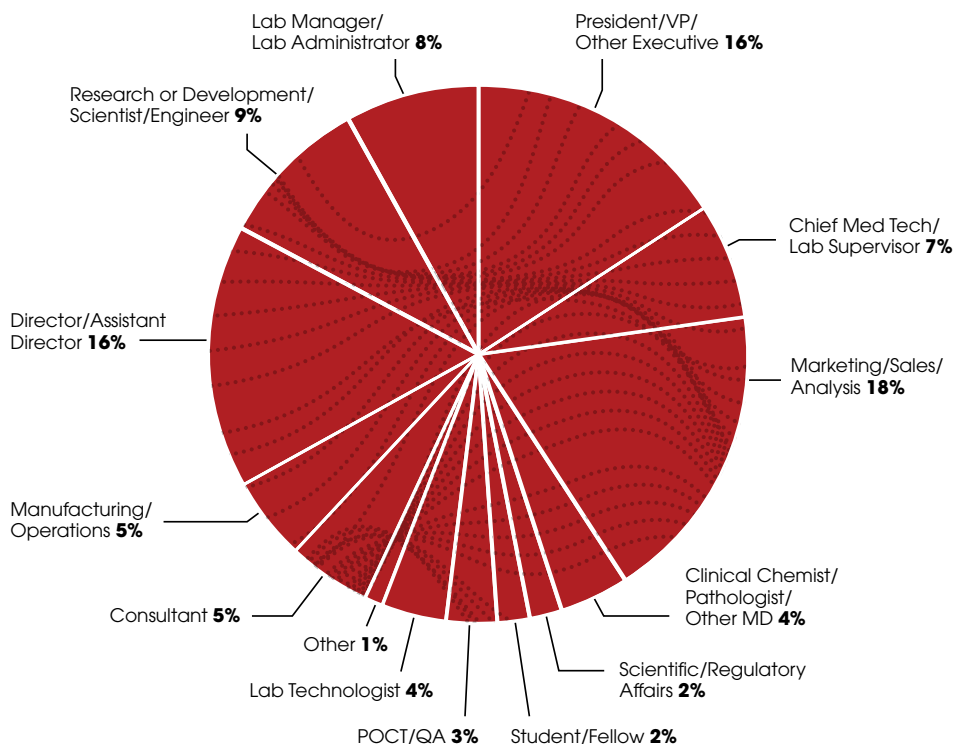
Bachelor's Degree . . . . . 39%  
(BA/BS/BSMT)  
Master's Degree . . . . . 26%  
(MA/MS/MBA)  
MD and/or PhD . . . . . 28%  
Associates Degree . . . . . 3%  
Other . . . . . 2%  
MBA and JD . . . . . 2%

## PURCHASING ROLES

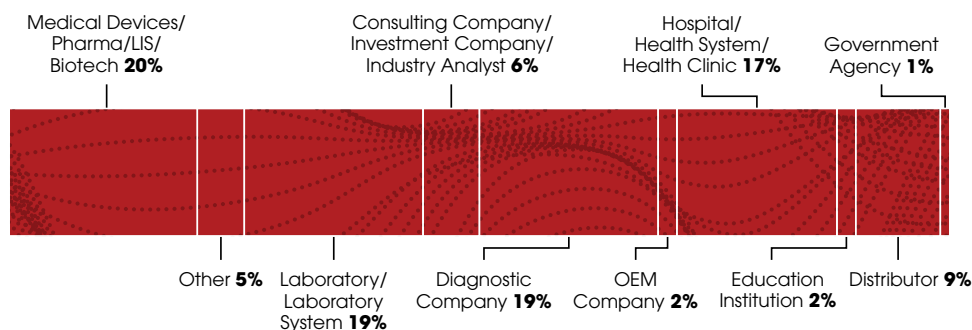
Recommend Products . . . . . 18%  
Evaluate Options  
for Purchase . . . . . 45%  
Final Selection and Assess  
Products After Purchase . . . . . 30%

All data based on 2019 Attendee  
Registration Report and 2019 Attendee  
Survey responses.

## POSITION AND TITLES



## ORGANIZATION'S PRIMARY FUNCTION



## 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.





## FACE-TO-FACE WITH YOUR GLOBAL COLLEAGUES

### GLOBAL BUSINESS OPPORTUNITIES

With thousands of attendees, this is your time to make an impact internationally.



### RESERVE YOUR EXHIBIT SPACE TODAY!

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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 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!**

## 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, 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

[www.aaccclinicalabexpo.org](http://www.aaccclinicalabexpo.org)

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

## 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 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](mailto:azelada@aacc.org), 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 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.

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