

THE LAB +BEYOND

2021 AACC
ANNUAL
SCIENTIFIC
MEETING +
CLINICAL
LAB EXPO

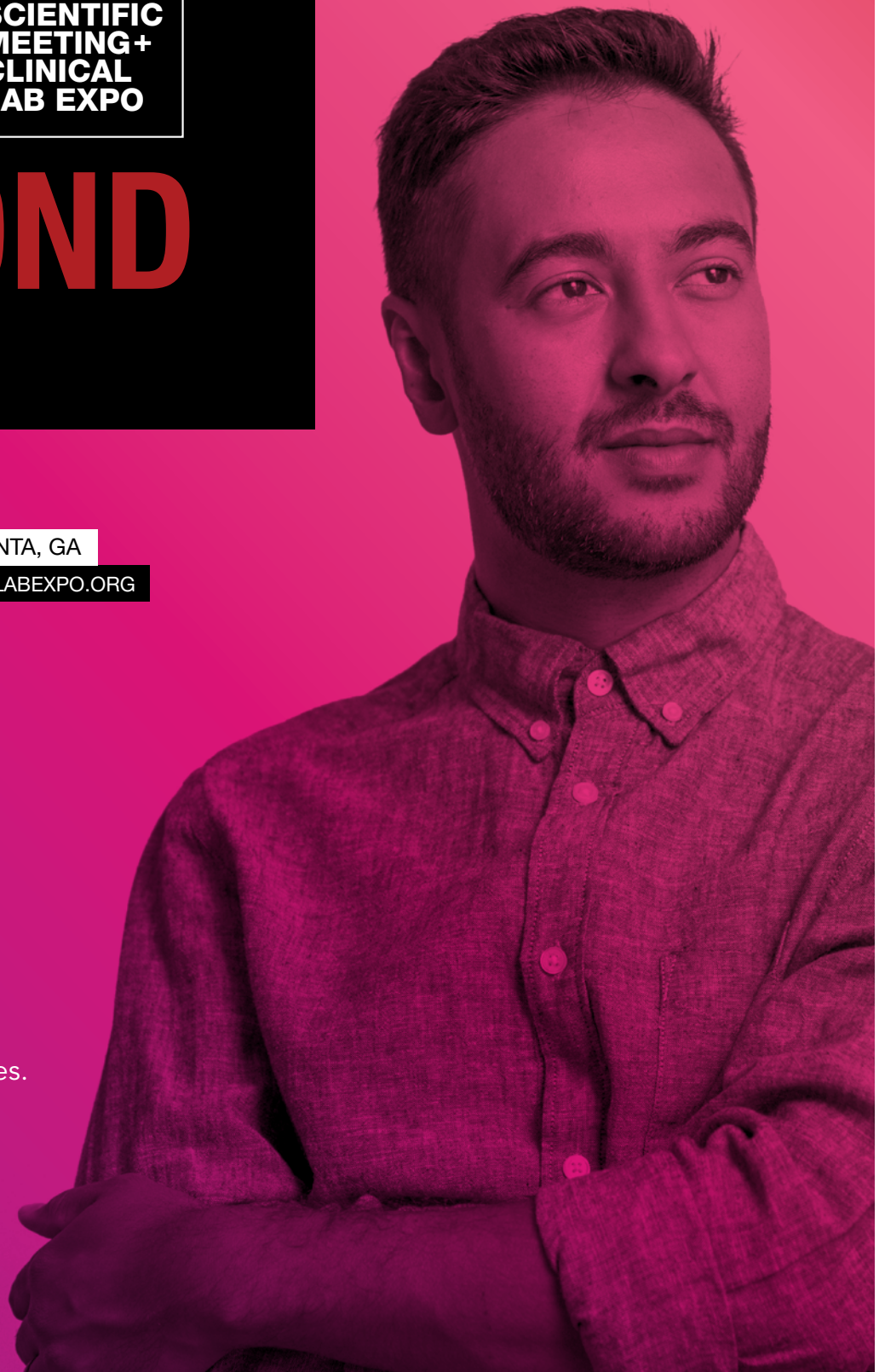
SEPTEMBER 26-30 • ATLANTA, GA

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EXHIBITOR
PROSPECTUS

BE A PART OF
THE LARGEST
GLOBAL SCIENTIFIC
CONFERENCE AND
EXPO IN THE FIELD
OF LABORATORY
MEDICINE.

475+ exhibiting companies.



AACC

RESERVE YOUR EXHIBIT SPACE TODAY!

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**2021 AACC
ANNUAL
SCIENTIFIC
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CLINICAL
LAB EXPO**

SEPTEMBER
26 - 30
ATLANTA
GA USA

**THE
LAB
+BEYOND**


RECONNECT WITH THOUSANDS OF SCIENTISTS, MANUFACTURERS AND DISTRIBUTORS AT THE WORLD'S LARGEST LABORATORY MEDICINE EXPOSITION SHOWCASING OVER 475 EXHIBITORS.

Prime booth space is selling fast, and chances are your competitors have already reserved their space. With the eagerness to return to live events, and so many industry advancements in the past year — you don't want to miss this year.

**RESERVE YOUR EXHIBIT
SPACE TODAY!**

703-679-3951 | 800-564-4220
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AACC



“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.

WHY EXHIBIT

The 2021 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 the International Market Briefing and 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 a 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.

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.

2019 SHOW SUMMARY

Exhibit Floor
Space252,600 sq. ft.
Exhibiting Companies 836
Attendees10,080
Exhibitors10,267
Total Attendees20,347

EDUCATION LEVEL

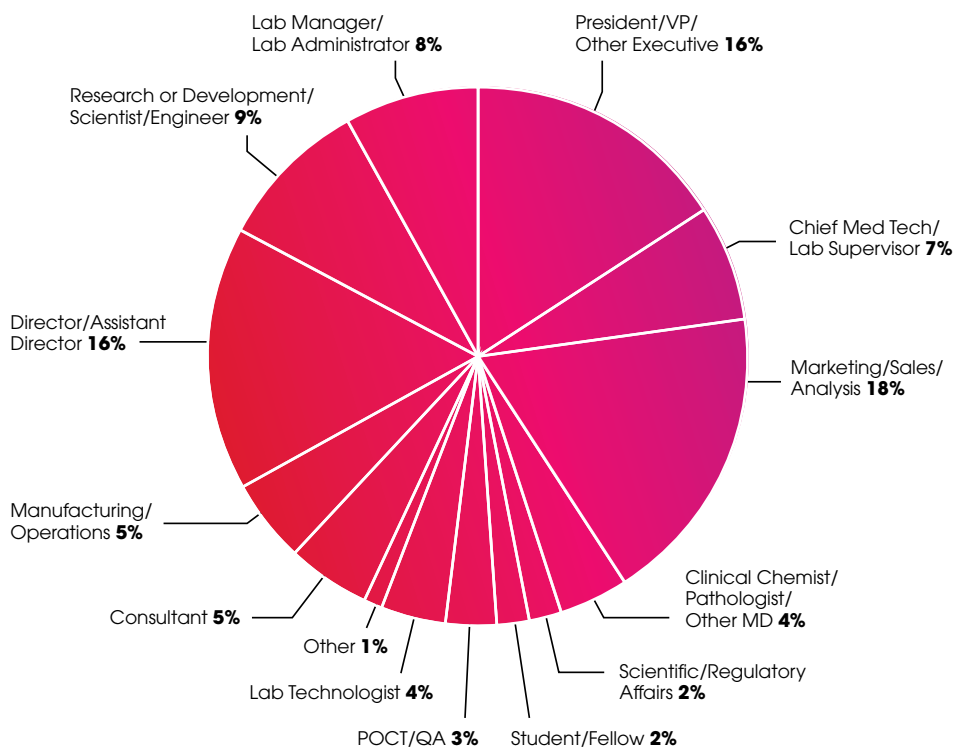
Bachelor's Degree39%
(BA/BS/BSMT)
Master's Degree26%
(MA/MS/MBA)
MD and/or PhD28%
Associates Degree3%
Other2%
MBA and JD2%

PURCHASING ROLES

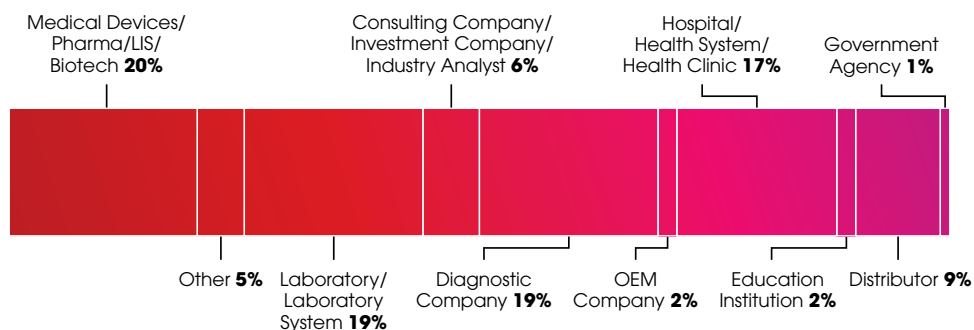
Recommend Products18%
Evaluate Options
for Purchase45%
Final Selection and Assess
Products After Purchase30%

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

POSITION AND TITLES



ORGANIZATION'S PRIMARY FUNCTION



SHOWCASE YOUR PRODUCTS & EXHIBIT REMOTELY

AACC recognizes that many valued exhibitors may be impacted by travel restrictions that prohibit entry into the United States. For this reason, we are offering two alternative options to participate.

UNSTAFFED BOOTH

Purchase an **Unstaffed Booth** to engage remotely with attendees from your company branded, unmanned booth located in the exhibit hall for **\$4,365** (10'x10' only). Unstaffed booth price is the space rental fee only. Interior/services for the booth i.e. customized kiosk, set-up/dismantle services, internet access, electrical service and carpeting are available through Freeman. Base pricing starts at \$4,400.

Kiosk Packages Include:

- Live video chat capabilities via your choice of platform
- Attendant to check in on your booth during exhibit hall hours, booth cleaning and sanitizing, and refresh of provided collateral as needed



- Online Premium Exhibitor listing with pre-recorded video capability, press releases, and detailed description
- Premium Exhibitor listing in the printed Exhibitor Guide

PRODUCT SHOWCASE

Another great option to participate as an exhibitor remotely is by purchasing the Product Showcase. The **Product Showcase** is a highly visible, electronic billboard that gives you the opportunity to promote your products and services to those attending the live meeting and our virtual participants. Kiosks placed in front of the billboard will allow attendees to interact with the showcase including a variety of search options, detailed product description, and the ability to request more information. The Product Showcase will be available online before, during, and after the live program.

\$4,365 for First Product

\$2,150 for each Additional Product

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STAND OUT IN THE CROWD BY PARTICIPATING IN THE PRODUCT SHOWCASE
ALL PRODUCTS ELIGIBLE!

Participation in the Product Showcase also includes:

- Online Product Showcase Directory**
A searchable Product Showcase directory featured on the meeting website and accessible to attendees before, during, and after the show.
- 2021 AACC Annual Scientific Meeting & Clinical Lab Expo Exhibit Guide**
Products listed in the Exhibit Guide including company name, product name, and booth number.
Deadline June 15, 2021.
- Bonus! Onsite Clinical Laboratory News Daily**
The Product Showcase will appear in three (3) print issues of Clinical Laboratory News Daily including product photo, product name, company name, booth number.

Attendees are always on the lookout for what's exciting in the industry. The Product Showcase is a **highly-visible, electronic billboard** that gives you the opportunity to promote your offerings while simultaneously maximizing sales interest in your product.

Participants in either the Unstaffed Booth or the Product Showcase are eligible to purchase Sponsorship and Marketing Opportunities traditionally reserved for in-person exhibitors only.

BECOME AN EXHIBITOR TODAY!

YOUR COMPETITORS WILL BE THERE! MAKE SURE YOU ARE TOO!

CHECK OUT THE FLOORPLAN

Included With Your Exhibit Space:

- Seven 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
\$4,365 per 10' x 10' (3m x 3m)
- Island Space
\$5,100 per 10' x 10' increments

Deposit and Payment Schedule

- 100% Due May 21, 2021

Expo Hours:

- Tuesday, September 28, 2021
9:30 am - 5:00 pm
- Wednesday, September 29, 2021
9:30 am - 5:00 pm
- Thursday, September 30, 2021
9:30 am - 1:00 pm

FOR MORE INFORMATION ON BECOMING AN EXHIBITOR, CONTACT:

Michele LaFrance

Phone: 703-679-3951

michele.lafrance@spargoinc.com

Sabrina Bracken

Phone: 571-207-8392

sabrina.bracken@spargoinc.com

www.aaccclinlabexpo.org

WE LOOK FORWARD TO YOU JOINING US IN ATLANTA!

ACCESS 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

- 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
- 60 reporters attended the meeting
- 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.

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 or 202-835-8722.

INVITE YOUR CUSTOMERS

The 2021 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	CLIA Compliance	Enzyme Testing	Laboratory Testing Services	Purification Products
Accreditation/Certification	Clinical Decision Systems	Enzymes	Latex Particles	Quality Assurance
Adhesive Products	Clinical Research Services	Equipment, General	Lead Testing	Quality Control & Management
Adulteration Testing	Coagulation/Hemostasis	Esoteric Testing	Leasing Services	Rapid Tests
Alcohol Testing	Competency Assessment	Fermentation	Light Sources/Lamps	Reagents
Allergy Testing	Conjugates	Filtration	Linearity	Reconditioned Equipment
Amplification Technologies	Consulting Services	Financial Services	Liquid Handling, Automated	Recruitment
Anaerobic Systems	Consumables/Supplies	Flow Cytometry	Luminometers	Reference Laboratory Services
Analytical Instruments	Containers, Glass/Plastic	Fluorometers	Lyophilization	Refrigerators, Freezers
Anemia Testing	Contract Development	Food Control	Magnetic Particles	Refurbished Equipment
Animal Diagnostics	Contract Manufacturing	Forensic Testing	Manifolds	Regulatory Affairs
Antibodies/Antibody Services	Controls	GC/Mass Spectrometry	Market Research	Replacement Parts/ Consumables
Antigens	Co-Oximetry	Gene Expression	Mass Spectrometry	Research Products
Anti-Microbial Agents	Courier Transport	Genetic Screening	Material Transport	RNA Extraction
Association	Critical Care Testing	Genetic Testing	Medical Device Testing	Safety and Comfort Products
Autoimmune Disease Testing	Culture Media, Dehydrated	Genomics	Medical Transport	Safety Products
Automation, Robotics	Custom Development	Glucose Testing	Membranes	Sample Identification
B2B Marketplace	Custom DNA/RNA Synthesis CGmp	Glycolated Hemoglobin Testing	Metabolomics	Sample Preparation
Bacteriology	Custom Manufacturing	Group Purchasing	Micro Particles	Sanitation Monitoring
Bar Coding	Custom Software	Growth Factors	Microarrays	Semen Analysis
Biochemical Markers	Cuvettes	Hand Protection	Microbiology	Sera
Biochemicals	Cytokines	HbA1c Testing	Microfluidics	Serology
Biochips	Cytology	Hematology	Microplates/Readers/Washers, etc.	Service Support
Biohazard Transport	Data Analysis & Management/ Middleware	Hemoglobinopathy Testing	Microscopy	Shakers
Biological Safety Cabinets	Data Collection	Hepatitis Testing	Microspheres	Software Services
Biologicals	Design Services	Histology	Molecular Diagnostics (DNA/RNA)	Solenoid Valves
Bioluminescence Systems	Dessicants/Absorbants/ Adsorbents	HIV Testing	Mono/Polyclonal Antibodies	Specimen Containers
Biosensors/Electrodes	Diabetes Markers	Home Care Testing	Motion Control	Specimen Packaging
Bioterrorism Agent Testing	Diabetes Testing	Homocysteine Testing	Multiplex Testing	Specimen Transport
Blood Banking	Digital Pathology	Hormones	Near Patient Testing	Spectrometers, Light Sources
Blood Collection	Disposables	HPLC	Neonatal and Prenatal Testing	Spectrophotometers
Blood Gas Testing	Distribution, Stock Management	HPV Testing	Nephelometry	Stabilization Reagents
Blood Products	Distributor, Lab	Hybridoma Dev. Services	Nucleic Acids	Staffing
Blood Separation	DNA Extraction	Immunoassay Diag/Reagents/ Kits	Nutrition/Food Testing	Stainers, Automated
Bone Metabolism Testing	DNA Probes	Immunoassay Systems	OEM Components (Biological)	Stains
Books/Journals/Publications	DNA Viral Testing	Immunofluorescence	OEM Components (Mech, Elec, Opt, Computing)	Stat Labs
Breath Testing	DNA/RNA Based Reagents	Immunohistochemistry	OEM Products (Other)	STD Testing
Buffers	DNA/RNA Based Systems	Immunology	Online Education	Stroke Markers
Bulk Chemicals	Document Control	Incubators	Optical Filters	Substrates
Calibration Verification	Documentation	Infection Control Apparel	Optical Filters	Sweat Control
Calibrators	Drug Testing	Infectious Disease Testing	Osmometers	Sweat Testing Instruments
Cancer Markers	eCommerce	Infectious Disease, Other	Oxidative Stress	Syringes
Cancer Testing	Education	Influenza Testing	Oxygen Removal	Temperature Monitoring Equipment
Capillary Electrophoresis	Electrolyte Testing	Information Systems	Packaging Materials/ Equipment	Test Strip Machinery
Cardiac Markers	Electrophoresis	Interfacing/Interface Engines	Parasitology	Thalassemia Testing
Cardiac Testing	ELISA	Internet Services	Peptides	Therapeutic Drug Monitoring
Cell Culture	Endocrinology	Lab Billing Systems	Personal Protection Products	Thermal Control Devices
Cell Separation	Engineering Services	Labeling	Pharmacogenomics	Thyroid Testing
Centrifuges	Environmental Controls	Laboratory Automation/ Robotics	Pipette Calibration	Tissue Typing
Chemiluminescence Systems	Environmental Monitoring, Controls	Laboratory Furniture	Pipettors/Dispensers	Toxicology
Chemistry Diag/Reagents/Kits		Laboratory Information System	Plastics, Disposables	Tubing and Fittings
Chemistry Systems			Platelets	Tumor Markers
Cholesterol Testing			Point of Care Testing	Uniforms
Chromogenic Substrates			Power Supplies and Protection	Urinalysis
			Precision Molding	Valves
			Pregnancy Testing	Veterinary Products
			Product Development/Services	Viral Testing
			Proficiency Testing	Virology
			Protein Analysis	Water Purification
			Pumps	

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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