

THE LAB +BEYOND

2021 AACC
ANNUAL
SCIENTIFIC
MEETING+
CLINICAL
LAB EXPO

SEPTEMBER 26-30 • ATLANTA, GA

WWW.AACCCLINICALLABEXPO.ORG

MARKETING &
SPONSORSHIP
OPPORTUNITIES



AACC

MAXIMIZE YOUR INVESTMENT

703-631-6200 | 800-564-4220 | aaccexhibits@spargoinc.com

**2021 AACC
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ATLANTA
GA USA

**THE
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+BEYOND**

SEE YOU IN ATLANTA!

We are excited that you will be joining us as an exhibitor at the 2021 AACC Annual Scientific Meeting & Clinical Lab Expo this September!

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. Please review the following marketing and sponsorship opportunities; then select the offerings that best meet your objectives.

**ENHANCE YOUR
PRESENCE.
CONTACT US TODAY.**

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

AACC



MARKETING OPPORTUNITIES

PRODUCT SHOWCASE

\$2,150 Per Product

This is an excellent opportunity to generate interest and booth traffic. Attendees are always on the lookout for what is exciting in the industry. Feature your products on this electronic billboard with searchable kiosks located in the lobby, outside of Hall C. Products are also featured in the *CLN Daily*.



HOUSING CONFIRMATION

\$12,500 Exclusive Opportunity

Reach thousands of attendees prior to their arrival in Atlanta! 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.



NEW! REGISTRATION CONFIRMATION

\$20,000 Exclusive Opportunity

Your company's hyperlinked Banner Ad will be prominently displayed in the Registration confirmation email sent to Expo Only meeting registrants.

ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show **\$550** One-Time Use

Post-Show **\$650** 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. Attendee names, titles, company names and postal addresses provided only. No email addresses provided.



EMAIL BLAST

One Week Out **\$4,100** **SOLD**
Week of Meeting **\$5,100** **SOLD**

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. Limited dates available. Only one exclusive email will be sent out each day.



EXHIBITOR PROFILE LISTING PACKAGES

\$800 Extended

\$2,000 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: Townsend Group, Kevin McDonnell, National Sales Manager at 202.367.1259 or kmcdonnell@townsend-group.com



AACC MOBILE APP

\$32,500 Exclusive Opportunity

Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the **SOLD** information regarding the AACC Annual Scientific Meeting and Clinical Lab Expo 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.



AD RETARGETING CAMPAIGN

\$10,500 Three Available **1 LEFT**

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget to a base of highly qualified website visitors after they have clicked away from the meeting website, keeping your brand top-of-mind and ensuring you will consistently reach them as they visit other websites. (Pixel placed on the exhibitor listing landing page.)

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGNS

\$49,500 Exclusive Opportunity

Your logo on all aisle signs within the Exhibit Hall. **SOLD** attendees see your logo as they navigate from one aisle to the next.



FOUR-SIDED ROTATING CUBE

\$3,000 Three Rotating Cubes, 12 Sides Available

These eye-catching rotating structures are **SOLD** prominently in the lobby at the Exhibit Hall entrances.



BANNERS

\$18,000 Three Available

Attract attendees with your messaging by securing a banner at the entrance to the Exhibit Hall. **SOLD** Sponsorship includes production, installation, and removal of the banner.



NEW! HAND SANITIZING STATIONS

\$15,000 Exclusive Opportunity

Located in key areas throughout the Exhibit Hall. **SOLD** provided hand sanitizing stations and a removable floor sticker. Do your part by helping keep everyone clean and healthy!



NEW! CHARGING LOCKER WITH UV DISINFECTANT LIGHT

\$5,000 Five Available **4 LEFT**

Located in key areas, this opportunity includes a branded charging locker with UV disinfectant light and a branded floor sticker.



MEETING ROOMS

Two convenient locations where you can meet face-to-face with attendees in a private setting.

\$8,400 (10'x20')

MODULAR MEETING ROOMS

Modular meeting rooms built out in Hall C and the B/C Connector. These meeting rooms are accessible during Exhibit Hall hours and include carpet and a 22"x28" identification sign. **Available to exhibitors only and exhibiting company is responsible for furnishings, food, and beverage, AV needs, electric, and cleaning/sanitation of the rooms.**



ESCALATOR CLINGS

\$22,500 - Exclusive

Opportunity for placement on escalators of company branded clings in prominent areas within the Convention Center. **SOLD**

Catch the eye as they move from sessions down to exhibits with your branding and messaging displayed on one of the escalator banks. Sponsorship includes production of the runners, installation, and removal.



NEW! FLAG STYLE BANNER ON COLUMN

\$15,500

Make a lasting impression by securing a banner on one of the columns in the Concourse right outside of the Exhibit Hall.



PARK BENCHES

\$5,000 Two Benches Per Set

Stand out in the Exhibit Hall with your company branding on park benches placed down the main aisles. Each set of back-to-back benches will include signage on each bench and an accompanying 3'x6' floor decal with your branding.

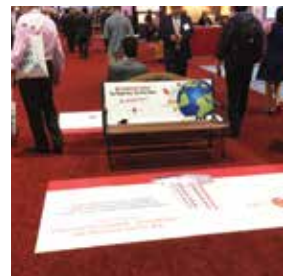


EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

NEW! AACC BE WELL AND INSPIRE

Exclusive Opportunity Per Item

Help keep attendees stay clean and healthy while at the meeting and during their travels around Atlanta by sponsoring a branded item that will be distributed to all attendees at Registration. Each item is exclusive and includes production costs.

- Disposable masks in Branded Pouch \$25,000
- 4 oz. Disinfectant Spray \$38,000
- Phone Sanitizer Spray \$28,000
- Blue Light Blocker Glasses \$22,000
- Hand Sanitizer \$16,000 **SOLD**
- Antibacterial Wipes \$16,000
- Door Opener Tool \$12,000

RESTROOM MIRROR CLINGS

\$6,000 Two Sets - Four Clings Per Set

Do not miss this opportunity to place your branding in front of a captive audience! Clings will be placed above the four mirrors (one set) in Exhibit Hall restrooms. Opportunity sold as two sets with four clings per set.



SHUTTLE BUS SIDE BANNER

\$26,500

Shuttle bus banners puts you in front of thousands of meeting attendees as well as local Atlanta 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

\$12,000

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



STAIRCASE DECALS

\$15,000 Exclusive Opportunity

Ensure that attendees are aware of your presence at the meeting by securing one of these **SOLD** in the Concourse. Sponsorship includes production of the clings, installation, and removal.

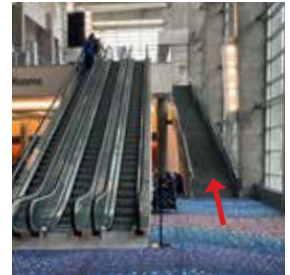


TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$6,500 for Five Tables

High Boy tables will be placed throughout the exhibit hall within the main aisles. 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.



WIFI

\$33,500 Exclusive Opportunity

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



WINDOW AND DOOR CLINGS

\$5,000 Window Clings

60"x30" Single-Sided, Inward Facing
Two Clings Per Set

\$6,200 Door Clings

2'x2' Single-Sided, Inward Facing
Four Clings Per Set

Catch the eye of attendees as they exit the Convention Center with your branding and messaging in this "can not miss" opportunity.



HOTEL OPPORTUNITIES

CLINPACK HOTEL DOOR DROP

\$5,000 First Insert

\$4,200 Each Additional Insert
(Max 2)

\$10,500 Exclusive **SOLD** Opportunity

CLINPACK BAG INSERT

This is a one-time door drop at the official hotels for AACC on Tuesday morning. 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 2021 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 **SOLD** ship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one bag insert.



KEY CARDS

\$15,500 Exclusive Opportunity

Make a first impression as attendees arrive in Atlanta! Customized key cards with your **SOLD** design will be distributed to attendees upon check in at the official hotels.

The sponsor is responsible for hotel distribution charges and the costs of producing the key cards.



TABLE TENTS

\$7,725 Exclusive Opportunity

Communicate your message with a 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

\$5,500

Present your innovative products and services to key decision makers in a 20-minute presentation in a convenient setting within an Exhibit Hall Theater. Seating capacities will be determined by CDC social distancing requirements.

SOLD

INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

\$16,000 2 LEFT

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 Exhibit Hall floor theater location has been built to allow for attendees to access education while remaining close to the action in the Exhibit Hall. Seating capacities will be determined by CDC social distancing requirements.

INDUSTRY WORKSHOP IN HOTEL MEETING ROOM

\$5,500

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 (74,000+). **Sponsor is responsible for all A/V costs related to video recording and editing.**

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 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

Do not 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: Ana Zelada at azelada@aacc.org**

SECURE YOUR MARKETING OR SPONSORSHIP OPPORTUNITY TODAY!

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

ADVERTISING OPPORTUNITIES

AACC offers multiple targeted advertising opportunities before and during the 2021 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 70,000+ 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, Sept 27, 2021
- Tuesday, Sept 28, 2021
- Wednesday, Sept 29, 2021
- Thursday, Sept 30, 2021

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 Convention Center.



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.



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

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 and CLN July Issue.