

2021 AACC
ANNUAL
SCIENTIFIC
MEETING +
CLINICAL
LAB EXPO

THE LAB + BEYOND

SEPTEMBER 26 - 30

ATLANTA, GA

AACC  CSCC

2021 AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO WILL PROCEED IN-PERSON IN ATLANTA

The 2021 AACC Annual Scientific Meeting & Clinical Lab Expo **opens in seven weeks**. The final planning stages for a safe and productive in-person meeting in Atlanta are underway.

The city of Atlanta now requires masks in all public spaces and **AACC will require masks for all participants** at the meeting. The 2021 AACC Annual Scientific Meeting & Clinical Lab Expo is also designed to facilitate social distancing. To ensure the safety of all attendees, **proof of COVID-19 vaccination OR proof of a negative coronavirus test** within 72 hours of your first day at the meeting will be required for in-person attendees. AACC has partnered with CLEAR® to facilitate the vaccination and/or test validation process. Individuals who are unable to meet this requirement will not be permitted to enter the meeting. To view the AACC Safety Plan [click here](#).

REGISTRATION

Registration is trending at 63% of 2019 registration totals which is 9% higher than registration trends being tracked for healthcare meetings staging in the 3rd/4th quarters of 2021. Declines in international participation are expected, however, demand among domestic attendees is strong.

[REGISTER NOW](#)

Use show code 0921, if this is your first- time logging in.

EXCLUSIVELY FOR EXHIBITORS

International Market and Financial Analyst Briefings

Hyatt Regency Atlanta Hotel
265 Peachtree Street NE, Atlanta, Georgia 30303 (USA)
Monday, September 27, 2021
8 A.M. – 12 P.M. EDT

REGISTER NOW

AACC's International Market Briefing is a **FREE specially designed program for exhibiting companies.**

Take an in-depth look at the latest developments and trends in IVD market sectors globally. Program details can be found [here](#).

This program, now combined with the Financial Analyst Briefing, is intended to benefit international marketing executives, financial analysts, trade specialists, distributors, and others responsible for international marketing and sales.

Registration deadline is September 24.

AACC CONDUCTING COVID-19 IMMUNITY STUDY AT 2021 ASM & CLE

AACC is recruiting attendees and exhibitors at the 2021 AACC Annual Scientific Meeting & Clinical Lab Expo to donate blood for a study of immune responses to SARS-CoV-2 vaccination and prior infection. The study will look at how long currently available vaccines protect against the virus and will also examine the utility of serologic tests to measure lasting immunity. All donors will receive their individual antibody profile and be entered into a prize drawing. The study site is on the Expo floor and will attract attendees to the Expo Hall. For more information and to sign up to participate [click here](#).

ATLANTA IS READY FOR US!



The Georgia World Congress Center welcomed Atlanta ComicCon this past weekend, following the safe and successful OPTAVIA Convention in late July bringing 12,000 dietitians, scientists, and physicians together for their first in-person meeting since 2019. Following OPTAVIA, the GWCC welcomed VenueConnect 2021, hosting more than 2,000 venue managers.



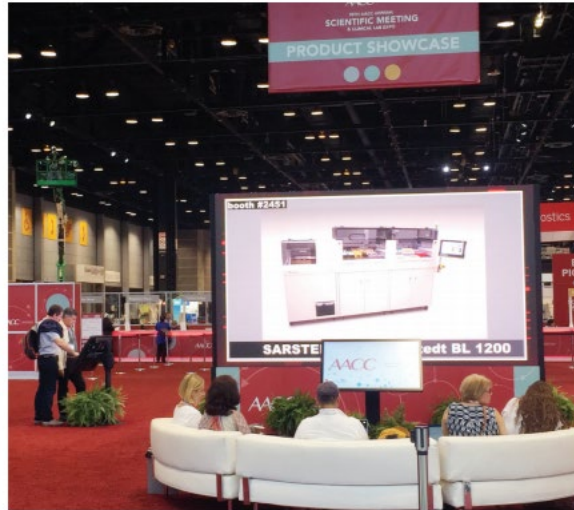
DRIVE TRAFFIC TO YOUR BOOTH

The show will be here before you know it. A wide range of marketing and sponsorship offerings at every price point to help exhibitors realize the greatest ROI.

Marketing & Sponsorship Opportunities Brochure

- **Product Showcase** – Feature your products on this electronic billboard and searchable kiosks located at the main entrances to the exhibit hall. Participation in the showcase also includes a online product showcase directory, your products are included in

the printed Exhibit Guide, and in three print issues of the Clinical Laboratory News Daily. Videos played on shuttle buses will also feature showcased products.



- **New! Flag Banners** – A low cost, high visibility branding opportunity. Secure a flag banner on one of the columns in the Concourse outside of the Exhibit Hall.



- **ClinPack Bag Inserts** – Get your messaging directly into the hands of attendees! A one-time door drop at official hotels on Tuesday morning. Include your promotional flyer in this bag and reach attendees prior to their arrival at the opening of the Clinical Lab Expo.

- **Hotel Industry Workshops** - 90 - minute industry workshops scheduled in the headquarter hotel prior to and after official conference programming.

A LIMITED NUMBER OF MEETING ROOMS ARE AVAILABLE IN THE CONVENTION CENTER

Modular Meeting Rooms - 10x20 - \$8,400



Photo for example purposes only. Exhibiting company responsible for ordering furniture and electric/internet.

Convention Center Meeting Room - \$16,800 (Two and a half day rental.)

Convention Center Meeting Room - \$8,400 (Half day rental.)

Meeting Rooms conveniently located in the Convention Center offer a private, more spacious option for you to conduct business and schedule internal meetings.

We are here to help!

Exhibit Sales, Meeting Rooms & Sponsorship Sales



Michele LaFrance | 703-679-3951 | michele.lafrance@spargo.com



Sabrina Bracken | 571-207-8392 | sabrina.bracken@spargo.com

Housing



Theresa Nagy | 703-995-1778 | theresa.nagy@spargoinc.com

Operations



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Marketing & Program Management



Theresa Ronk | 703-679-3970 | theresa.ronk@spargoinc.com

AACC



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