



*Better health through
laboratory medicine.*

AACCC Annual Scientific Meeting & Clinical Lab Expo Press Program

Exhibitor Opportunities in AACCC's Press Program

- Exhibitors at AACCC's Annual Scientific Meeting & Clinical Lab Expo can participate in the press program for **free**.
- This year, we will have 1 room for all press conferences.
- Press conferences will be held on Tuesday and Wednesday of the Clinical Lab Expo from 9 a.m.–5 p.m.



Press Program Details

- The press conference room features the following complimentary amenities:
 - Socially distanced seating for 31 people.
 - A podium including a microphone and sound system.
 - An LCD projector, and a projection screen.
 - Speaker phone capability.
- Press conferences will begin each hour, on the hour, and will last no longer than 45 minutes.



Typical Press Conference

Speaker Setup

- Moderator (5 minutes)
- Speaker 1 (10 minutes)
- Speaker 2 (10 minutes)
- Speaker 3 (5 minutes)
- Questions from reporters (15 minutes)



"We don't have the answer, but we're really getting off on the attention."

Tips for a Successful Press Conference

- Do your research
- Talk to your speakers
- Write talking points to tell the story
- Talk to your speakers again
- Write Q&As



Engaging Reporters



Questions?

- For **press conference questions** contact:
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- For the **registered media list** contact:
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