

**2022 AACCC
ANNUAL
SCIENTIFIC
MEETING+
CLINICAL
LAB EXPO**

JULY 24-28 / CHICAGO, IL

THE LAB +BEYOND

**MARKETING &
SPONSORSHIP
OPPORTUNITIES**

**MAXIMIZE YOUR
INVESTMENT**

703.631.6200 | 800.564.4220
aaccexhibits@spargoinc.com
www.aaccclinlabexpo.org

AACC



**2022 AACC
ANNUAL
SCIENTIFIC
MEETING+
CLINICAL
LAB EXPO**

**THE
LAB**

+BEYOND

JULY 24-28 / McCORMICK PLACE / CHICAGO, IL

SEE YOU IN CHICAGO!

We are excited that you will be joining us as an exhibitor at the 2022 AACC Annual Scientific Meeting & Clinical Lab Expo this July!

Now that you have made the 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.**

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MARKETING OPPORTUNITIES

PRODUCT SHOWCASE

\$2,250 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 kiosks conveniently located in the Grand Concourse near the entrance to the Exhibit Hall. Products are also featured in the *CLN Daily*.



HOUSING CONFIRMATION

\$13,500 Exclusive Opportunity

Reach the **SOLD** prior to their arrival in Chicago. 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.



ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show **\$1,000** One-Time Use

Post-Show **\$1,500** 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. Email addresses and phone numbers are not provided.



EMAIL BLAST

One Week Out **\$4,500** **SOLD**

Week of Meeting **\$5,500** **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.



*Right of First Refusal Opportunities
Deadline December 15, 2021.*

PREMIUM LISTING

\$1,600

Stand out in the Exhibit Guide, online, and in the mobile app by enhancing your exhibitor profile listing.

Premium Listing includes expanded company listing description with up to 1,000 characters; logo in printed Exhibit Guide, company highlighted on the online floor plan with an enhanced listing icon; rotating banner on home and exhibit listing pages of exposition website, plus a video upload.



CLN DAILY DISTRIBUTION

\$20,500 Exclusive Opportunity

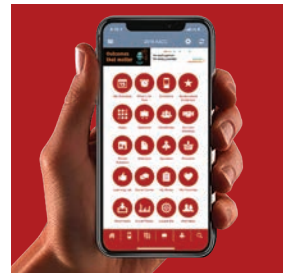
Get in the hands of thousands of attendees first thing every morning of the meeting with a bottom banner ad on the front cover of every issue of *CLN Daily* distributed all four days of the meeting. Sponsorship also includes company branding on t-shirts of all *CLN* distribution staff strategically placed 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: The Townsend Group, Kevin McDonnell, National Sales Manager at 202.367.1259 or kmcdonnell@smithbucklin.com



AACC MOBILE APP

\$35,000 Exclusive Opportunity

Capture **SOLD** thousands of laboratory professionals before, during, and after the meeting when they access the Mobile App for information regarding the AACC Annual Scientific Meeting and 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

\$11,500 Three Available **2 LEFT**

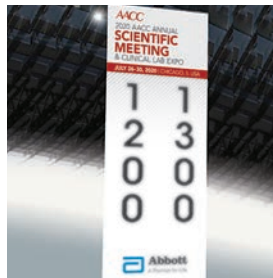
Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget to a base of highly qualified website visitors after they have clicked away from the exhibitor listing page on the exhibits website, keeping your brand top-of-mind and ensuring you will consistently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

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGNS

\$55,000 Exclusive Opportunity

Your logo **SOLD** within the Exhibit Hall will ensure that attendees see your logo as they navigate from one aisle to the next.

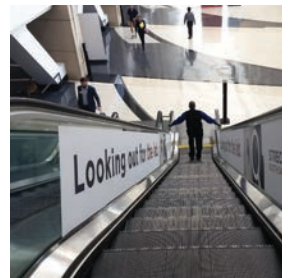


ESCALATOR CLINGS

\$24,500 Grand Concourse

\$22,000/\$35,000 Food Tower

Opportunity for placement on escalators of company branded clings in prominent areas in the Grand Concourse and Exhibit Hall. Catch the eye of attendees as they move about the convention center and exhibit hall with your branding and messaging displayed on one of the escalator banks. Sponsorship includes production of the clings, installation, and removal.



BANNERS

\$19,500 10'x15' Grand Concourse Along Stairs Horizontal, Single-Sided

\$17,000 7'x20' Bump Out in Grand Concourse Horizontal, Single-Sided

\$10,000 11'x5' Food Tower Stair Landing Exhibit Hall, Single-Sided

Attract attendees with your messaging by securing a banner in the Grand Concourse and Exhibit Hall. Sponsorship includes production, installation, and removal of the banner.

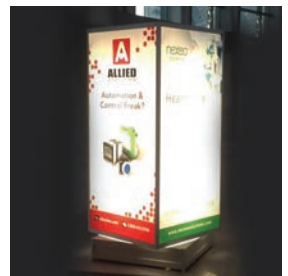


FOUR-SIDED ROTATING CUBE

\$3,500 Per Side
12 Sides Available on Three Rotating Cubes

SOLD

These eye-catching, backlit, rotating structures are placed prominently in the Exhibit Hall entrance and other highly-trafficked areas.



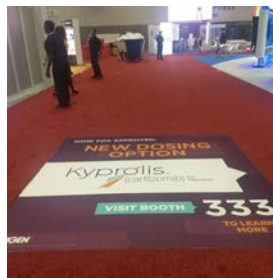
CARPET INLAYS AND FLOOR STICKERS

\$12,000 Carpet Inlay 4'x4'

\$15,000 Carpet Inlay 6'x6'

\$5,000 Floor Sticker 3'x3' **SOLD**

\$8,000 Floor Sticker 6'x6'



HAND SANITIZING STATIONS

\$3,500 Each

Located in key areas throughout the Exhibit Hall. Includes a branded hand sanitizing station with customizable floor sticker. Do your part by helping keep everyone clean and healthy!



CHARGING LOCKERS WITH UV DISINFECTANT LIGHT

\$5,500 Each

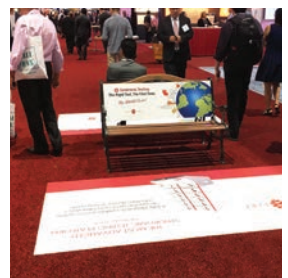
Located in key areas, this opportunity includes a branded charging locker with UV disinfectant light and a branded floor sticker.



PARK BENCHES

\$5,500 Two Benches Per Set

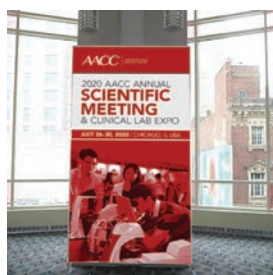
Stand out in the Exhibit Hall with your company branding on park benches placed down the main aisles. Each set of back-to-back benches will include signage on each bench and an accompanying 3'x6' floor decal with your branding.



COLUMN WRAPS

\$15,000 Each

Located in public areas outside of the Exhibit Hall, you are sure to make a lasting impression by securing a place on these columns.



LANYARDS

\$12,000 (Distributed to Expo Only Attendees)

Expo On **SOLD** company throughout the Convention Center and host hotels wearing the badge lanyards with your company name on them.



EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

MEETING ROOMS

Three convenient options where you can meet face-to-face with attendees in a private setting.

\$44.65 per sq. ft.
(200 sq. ft. minimum)

MODULAR MEETING ROOMS

Modular meeting rooms build out in the Exhibit Hall. These meeting rooms are available during Exhibit Hall hours. Exhibitor is responsible for arranging furnishings through Freeman.

\$17,500 CONVENTION CENTER MEETING ROOMS - FULL MEETING

The McCormick Place meeting rooms offer a private, more spacious option for you to conduct business and schedule internal meetings. These rooms are available for use throughout the entire meeting. Rooms are furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

\$8,750 CONVENTION CENTER MEETING ROOMS - HALF DAY The McCormick Place meeting room is available for rental in ½ day increments. Meeting room is furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**



STAIRCASE DECALS

\$19,000 Four available

Capture **SOLD** by securing one of these prime locations in the Concourse. Sponsorship includes production of the decals, installation, and removal.



TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$7,000 for Five Tables

High Boy tables will be placed throughout the the Exhibit Hall within the main aisles. Place your branding on one set or six available 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.



PRODUCT SHOWCASE KIOSK SEATING AREA

\$8,000 Three available

Seating area around Product Showcase searchable kiosk in the Exhibit Hall to include club chairs, company branded side tables and company branded toss pillows.



SHUTTLE BUS SIDE BANNERS

\$29,000 (Two Banners Per Bus)

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

\$13,000 Per Set

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.**



WIFI

\$36,000 Exclusive Opportunity

Your support allows attendees to enjoy free wireless internet throughout the Convention Center outside of the Exhibit Hall. Your company 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

\$4,500 Window Clings

Single-Sided, Inward Facing
Two Clings Per Set

\$7,000 Door Clings

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 "cannot miss" opportunity.

*Right of First Refusal Opportunities
Deadline December 15, 2021.*

HOTEL OPPORTUNITIES

CLINPACK HOTEL DOOR DROP

\$5,500 First Insert

\$5,000 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 2022 Annual Scientific Meeting & Clinical Lab Expo.

CLINPACK BAG SPONSORSHIP

This is an exclusive of **SOLD** to get your name in front of thousands of meeting attendees as they head out the door on Tuesday morning. Only one bag sponsorship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one bag insert.



HOTEL DOOR HANGERS

\$8,500 Exclusive Opportunity

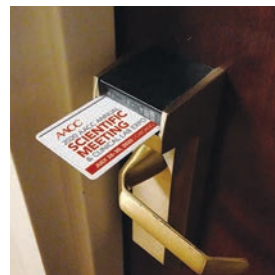
Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying. **The sponsor is responsible for hotel distribution charges and the cost of producing the door hangers.**



KEY CARDS

\$15,500 Exclusive Opportunity

Make a first impression. **SOLD** Attendees arrive in Chicago. Customized key cards with your personalized design will be distributed to meeting attendees upon check in at the official hotels. **The sponsor is responsible for hotel distribution charges and the costs of producing the key cards.**



MAXIMIZE YOUR INVESTMENT

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WORKSHOP AND SPECIAL EVENT OPPORTUNITIES

LECTURE SERIES THEATER PRESENTATION IN EXHIBIT HALL THEATER

\$6,000 (Twenty-Minute Slot) **SOLD**

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

INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

\$17,500 (One-Hour Time Slot) **SOLD**

This is your opportunity to educate prospective customers and end users about solutions that they need to practice more effectively and efficiently. This convenient 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 (One and Half Hour Time Slot)

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 703.631.6200 | 800.564.4220 aaccexhibits@spargoinc.com

ADVERTISING OPPORTUNITIES

AACC offers multiple targeted advertising opportunities before and during the 2022 AACC Annual Scientific Meeting & Clinical Lab Expo through our print publications, web, and digital channels.

CLN DAILY

The ONLY official 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, July 25, 2022
- Tuesday, July 26, 2022
- Wednesday, July 27, 2022
- Thursday, July 28, 2022

CLINICAL LABORATORY NEWS (CLN)

In addition to being mailed to more than 40,000 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 AACC Annual Scientific Meeting & Clinical Lab Expo. We offer run-of-network advertising.



AACC Exposition Management, c/o SPARGO, Inc.

703.631.6200 / 800.564.4220

aaccexhibits@spargo-inc.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@smithbucklin.com

View the **AACC 2022 Integrated Advertising Portfolio** for more information about *CLN Daily* and *CLN July Issue*.