

**AACC**

*Better health through  
laboratory medicine.*

# **AACC 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 have 2 press conference rooms, enabling exhibitors to hold press conferences when you will get the most coverage from reporters.
- Press conferences will be held on Tuesday and Wednesday of the Clinical Lab Expo from 9 a.m.–5 p.m.

# Press Program Details

- These press conference rooms feature the following complimentary amenities:
  - Seating for 36 people and one long table.
  - A podium including a microphone and sound system.
  - An LCD projector, and a projection screen.
  - Speaker phone capability in each press conference room.
- 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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