

**2023 AACCC
ANNUAL
SCIENTIFIC
MEETING+
CLINICAL
LAB EXPO**

**WE ARE
ONE**

JULY 23-27 | ANAHEIM, CA

**MARKETING &
SPONSORSHIP
OPPORTUNITIES**



**MAXIMIZE YOUR
INVESTMENT**

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

AACCC

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**SEE YOU IN
ANAHEIM!**

We are excited that you will be joining us as an exhibitor at the 2023 AACCC 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.
SECURE YOUR MARKETING OR
SPONSORSHIP OPPORTUNITY TODAY.**

To secure your sponsorship opportunity contact:

AACCC Exposition Management at

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AACCC

MARKETING OPPORTUNITIES

PRODUCT SHOWCASE

\$2,350 Per Product

Attendees are always on the look out for exciting products in the industry. Feature your products on this electronic billboard with searchable kiosks conveniently located near the entrance to the Exhibit Hall. A listing of all participating companies and products are listed in the *CLN Daily*.



FEATURED EXHIBITOR LISTING

\$1,800

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



HOUSING CONFIRMATION

\$14,000 Exclusive Opportunity

Reach thousands of attendees prior to their arrival in Anaheim. 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 can be hyperlinked to your website.



CLN DAILY DISTRIBUTION

\$20,000 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 Daily* 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: Smithbucklin, Kevin McDonnell, Sales Director at 202.367.1259 or kmcdonnell@smithbucklin.com



ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show **\$1,200** One-Time Use

Post-Show **\$1,800** 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 **\$5,000** Five Available

One/Two Week Out **\$6,000**
Three Available

Week after **\$5,000** Two Available

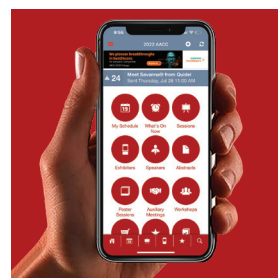
Take advantage of this limited opportunity to reach out to registrants in the days leading up to, during, and after the meeting. **SOLD** Work with our vendor to create a customized html email. Limited dates available. Only one exclusive email will be sent out each day.



MOBILE APP

\$35,500 Exclusive Opportunity

Capture the attention of 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 landing page each and every time they launch the App.



AD RETARGETING CAMPAIGN

\$11,500 Three Available

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**.)

*Right of First Refusal Opportunities
Deadline December 30, 2022.*

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGNS

\$56,000 Exclusive Opportunity

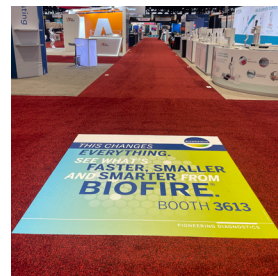
Your logo on all aisle signs within the Exhibit Hall. **SOLD** are that attendees see your name and branding as they navigate from one aisle to the next.



FLOOR DECALS

\$5,500 Floor Decal 3'x3'

\$8,500 Floor Decal 6'x6'



CHARGING LOCKERS WITH FLOOR DECAL

\$5,000 Each

Located in key areas, this opportunity includes a branded charging locker with a floor decal placed in front of the locker.

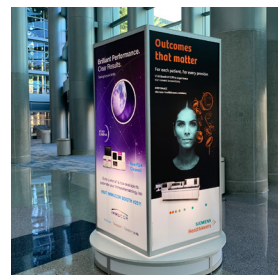


FOUR-SIDED ROTATING CUBE

\$4,000 Per Side

16 Sides Available on Four Rotating Cubes

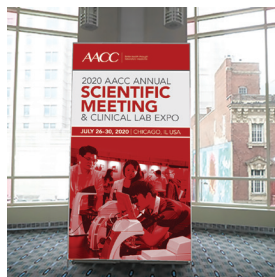
These eye-catching, backlit, rotating structures are placed prominently in the Exhibit Hall entrance and other high trafficked areas.



COLUMN WRAPS

\$16,000 Each

Located in the Lobbies outside of the Exhibit Hall, catch attendees coming and going with your company messaging. You are sure to make a lasting impression by securing a place on these columns.



HAND SANITIZING UNIT

\$3,800 8 Available

Located in key areas throughout the Exhibit Hall. Do your part by helping keep everyone's hands clean and healthy!

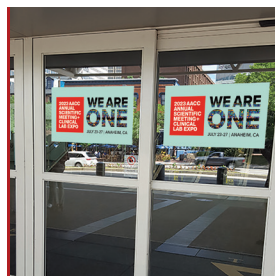


DOOR CLINGS

\$7,000 Door Clings

Single-Sided, Inward Facing
Six Clings Per Set

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



LANYARDS

\$13,000 (Distributed to Expo Only Attendees)
Exclusive Opportunity

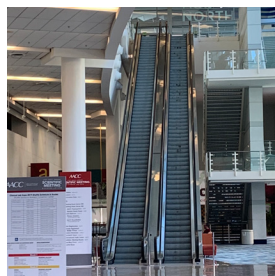
Expo Only **SOLD** attendees will help generate v your company throughout the Convention Center and host hotels wearing the badge lanyards with your company name.



ESCALATOR CLINGS

\$26,000 Two Available
(Lobby A or B)

Grab the attention of attendees as they move about the convention center with your branding displayed on one of the escalator banks. Sponsorship includes production of the clings, installation, and removal.



*Right of First Refusal Opportunities
Deadline December 30, 2022*

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

MEETING ROOMS

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

\$48.00 per sq. ft.
(200 sq. ft. minimum)

MODULAR MEETING ROOMS

Modular meeting rooms are located in Hall E. These meeting rooms are available during Exhibit Hall hours.

Exhibitor is responsible for renting furnishings through Freeman.

\$19,000 CONVENTION CENTER MEETING ROOMS - FULL

MEETING The Anaheim Convention Center 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.**

\$9,500 CONVENTION CENTER MEETING ROOMS - HALF

DAY The Anaheim Convention Center 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.**



SHUTTLE BUS DOOR SIDE BANNERS

\$30,000 Three Sets Available

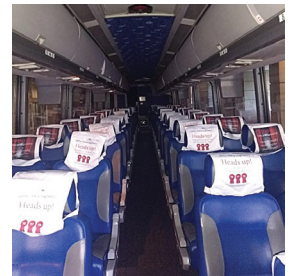
Shuttle bus banners put you in front of thousands of meeting attendees as well as local Anaheim professionals during their daily commute around the city. This is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out of the Convention Center at the end of the day.



SHUTTLE BUS HEADRESTS

\$14,000 Three Available

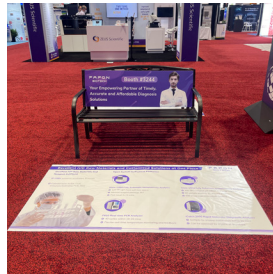
Fabric covers, personalized with your logo and messaging placed on each seat headrest. This sponsorship opportunity is an excellent way of capturing the attention of thousands of meeting participants as they travel to and from the Convention Center.



PARK BENCHES WITH FLOOR DECAL

\$7,500 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.



STAIRCASE LANDING BANNERS

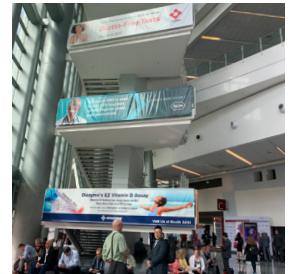
Ensure attendees are aware of your presence by securing one of these prime locations. Sponsorship includes production of the banner, installation, and removal.

\$13,000 Lobby A | Two available

\$16,000 Lobby C - Front | Three available

\$13,000 Lobby C - Side | Three available

\$39,000 Full length Side | One available



NEW! PROFESSIONAL HEADSHOTS

\$20,000 Exclusive Opportunity

Attendees love to update their headshots! Opportunity includes a professional photographer, assistant, equipment, and your company branding on signage and on the email attendees will receive with their portrait.



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EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

\$7,500 Set of five. Five sets available.

Place your branding on one or more sets of the table attendees will use while checking email, or just "taking five." Tables will be placed in main aisles within the Exhibit Hall.



WIFI

\$37,000 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 splash page recognizing your support of this much valued complimentary service.



CONVENTION CENTER AND HOTEL OPPORTUNITIES

AACC CLINPACK

\$20,000 Exclusive Bag Opportunity

\$5,500 First Insert

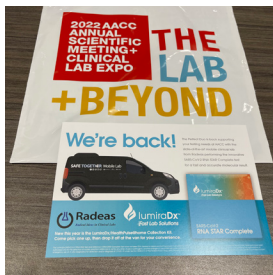
\$5,000 Each Additional Insert
(Max 2)

CLINPACK BAG INSERT

NEW! Pens, note pads, etc. can be provided in lieu of an insert. Include your promotional flyer delivered at the front of the exhibit hall and reach the 2023 Annual Scientific Meeting & Clinical Lab Expo attendees.

CLINPACK BAG SPONSORSHIP

This is an exclusive opportunity for you to get your name in front of thousands of meeting participants as they head into the Exhibit Hall. Only one bag sponsorship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one bag insert.



KEY CARDS

\$16,000 Exclusive Opportunity

Customized **SOLD** with your personalized **SOLD** I 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.**



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INDUSTRY WORKSHOPS AND SPECIAL EVENT OPPORTUNITIES

LECTURE SERIES THEATER PRESENTATION IN EXHIBIT HALL THEATER

\$7,000 (Twenty-Minute Time Slot)

Present your innovative products and services to key decision makers in a 20-minute presentation in this convenient setting within an Exhibit Hall Theater.

INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

\$18,500 (One-Hour Time Slot)

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 allows attendees to access education while remaining close to the action in the Exhibit Hall.

NEW! INDUSTRY WORKSHOP IN CONVENTION CENTER MEETING ROOM

\$12,500 (One and Half Hour Time Slot)

These presentations are scheduled in convention center meeting rooms prior to and after the official conference programming. **All logistics including catering, room setup and audiovisual is the responsibility of the sponsor.**

INDUSTRY WORKSHOP IN HOTEL MEETING ROOM

\$5,800 (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 your 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

\$5,500 Counselor

\$8,000 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 benefits including recognition on pre-show promotional materials. Each sponsor receives a table at the event to distribute materials.

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.**

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Images for sample purposes.

ADVERTISING OPPORTUNITIES

AACC offers multiple targeted advertising opportunities before and during the 2023 AACC Annual Scientific Meeting & Clinical Lab Expo through our print publications 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 AACC Annual Scientific Meeting and Clinical Lab Expo conference site. For additional audience exposure, cover tips, bound-in inserts, and belly band advertising opportunities are available.



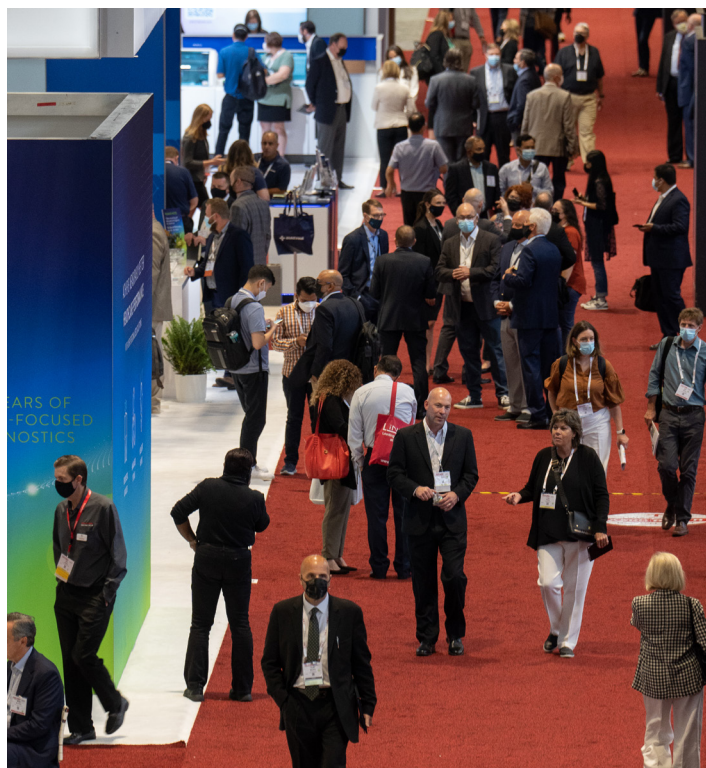
CLN Daily Alerts will be emailed to 74,000+ recipients every day of the Annual Scientific Meeting & Clinical Lab Expo and will feature meeting highlights and content from the *CLN Daily*. In addition, 4 special issues reach your audience in June and July leading up to the event.

Available Dates

- Tuesday, June 6, 2023
- Tuesday, June 20, 2023
- Tuesday, July 4, 2023
- Tuesday, July 18, 2023
- Monday, July 24, 2023
- Tuesday, July 25, 2023
- Wednesday, July 26, 2023
- Thursday, July 27, 2023

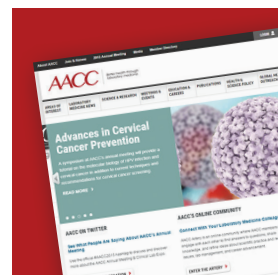
CLINICAL LABORATORY NEWS (CLN)

In addition to being mailed to more than 40,000 laboratory professionals prior to the meeting, the July/August 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
aaccclinlabexpo.org

For more information on these or any other advertising opportunities available through AACC, please contact:

SMITHBUCKLIN

Kevin McDonnell, Sales Director
202.367.1259 | kmcdonnell@smithbucklin.com

View the **AACC 2023 Integrated Advertising Portfolio** for more information about *CLN Daily* and *CLN July/August Issue*.