

ADLM 2024

BOLD MOVE.

JULY 28 – AUGUST 1 / CHICAGO, IL

EXHIBITOR PROSPECTUS

Meeting Dates: July 28-August 1, 2024
Exhibit Dates: July 30- August 1, 2024
McCormick Place, Chicago, IL

Be a part of the largest global scientific conference and expo in the field of laboratory medicine. Connect with thousands of laboratory decision makers and over 850 exhibitors at one of the world's largest laboratory medicine expositions.

RESERVE YOUR EXHIBIT SPACE TODAY!

703.631.6200 | 800.564.4220
adlmexhibits@spargoinc.com
<https://meeting.myadlm.org/>

ADLM

Association for
Diagnostics &
Laboratory Medicine™

Formerly AACC





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CONNECT WITH THOUSANDS OF SCIENTISTS, MANUFACTURERS, AND DISTRIBUTORS AT ONE OF THE WORLD'S LARGEST LABORATORY MEDICINE EXPOSITIONS SHOWCASING OVER 850 EXHIBITORS.

Booth space is selling fast, and chances are your competitors have already reserved their space. With the eagerness to return to live events, and so many industry advancements in the past year — you don't want to miss this year.



RESERVE YOUR EXHIBIT SPACE TODAY!

703.679.3951 | 800.564.4220
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WHY EXHIBIT

The ADLM 2024 Clinical Lab Expo is the place to make connections with your current and prospective customers, gain valuable industry knowledge, and increase your visibility to remain competitive in the marketplace. Please check meeting.myadlm.org for meeting updates.

- 78% of the attendees surveyed spent 4-8 hours or more in the exhibit hall.
- 46% of attendees surveyed indicate their primary business interest in attending the ADLM 2024 Clinical Lab Expo is to evaluate/acquire lab products or services including those featured in the Product Showcase.
- 93% of the attendees surveyed play a role in purchasing decisions for their organizations.
- Access the International Market Briefing and Financial Analyst Meeting featuring a half day workshop of briefings on global trends in emerging IVD markets.

HIGHLIGHTS

ADLM 2024 Clinical Lab Expo is a bustling center of activity during the conference where laboratory medicine decision makers from around the world shop for products and services.

BE THE EXPERT!

- **Lecture Series:** Exhibitors have a unique opportunity to present innovative technologies and services from R&D, manufacturing, product development, and other areas during these 20-minute lectures in a theater on the exhibit hall floor.
- **Industry Theater Workshops:** Take advantage of this opportunity to present your message and educate attendees during a 60-minute industry workshop session scheduled in a theater that is conveniently located in the exhibit hall.
- **Hotel Industry Workshops:** You can also educate prospective customers and end users about solutions in select hotels during the meeting at times that occur prior to and after the scientific conference sessions.

Convention Center Industry Workshops:

Back by popular demand! The 90-minute Convention Center Industry Workshops. These are held in the convention center meeting rooms before or after the official programming offered at ADLM.



Showcase Your Products: Attendees will be able to learn about your products online before the show, onsite in the Exhibit Guide, in the *Clinical Laboratory News Daily*, on searchable kiosks, and on a large prominently placed electronic billboard.

[LEARN MORE](#)

“We understand the value of this meeting for our industry and always enjoy the opportunity to introduce ourselves to new customers, connect with current customers and educate prospects in the diagnostics field. It’s an expo with an amazing crowd.”

ASLIHAN BUNER
Symbiont

ATTENDEE DEMOGRAPHICS

2023 SHOW SUMMARY

Exhibit Floor Space	269,500
Exhibiting Companies	909
Attendees	9,598
<i>(30% of Attendees from international countries)</i>	
Exhibitors	9,688
<i>(23% of Exhibitors from international countries)</i>	
Total	19,286

88%
of attendees surveyed
spend 5 or more hours
in the Expo Hall.

EDUCATION LEVEL

Bachelor's Degree	38%
<i>(BA/BS/BSMT)</i>	
Master's Degree	27%
<i>(MA/MS/MBA)</i>	
Doctoral Degree	18%
<i>(PhD)</i>	
Medical Degree	5%
<i>(MD)</i>	
MD and/or PhD	3%
Associate Degree	3%
MBA and JD	2%
Other	4%

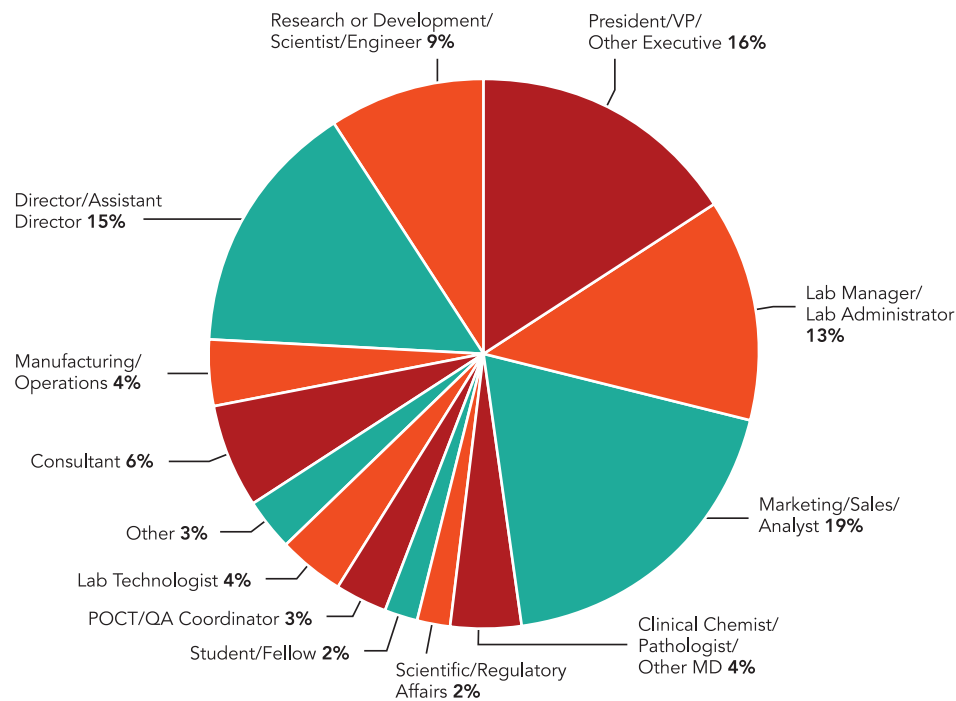
PURCHASING ROLES

(Multiple Responses Allowed)

Evaluate Options for Purchase	57%
Recommend Products	44%
Final Selection	37%
Assess Products After Purchase	33%

All data based on 2023 Attendee Registration Report and 2023 Attendee Survey information. AACC became ADLM - Association for Diagnostics & Laboratory Medicine on July 23, 2023.

POSITION AND TITLES



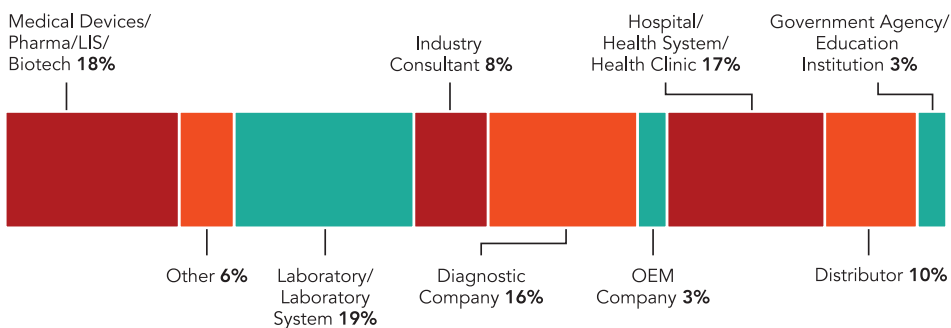
49%
plan to make a
purchase within
1 year.

64%
of attendees surveyed
plan to make a purchase
within 2 years.

"ADLM has been a game changer for us. The connections and relationships made are unmatched."

DANIEL SUMMERS, CEO, FOUNDING PARTNER, ELECTRONIC LAB LOGS

ORGANIZATION'S PRIMARY FUNCTION



**YOUR COMPETITORS
WILL BE THERE! MAKE
SURE YOU ARE TOO!**

BECOME AN EXHIBITOR TODAY!

CHECK OUT THE FLOORPLAN

Included With Your Exhibit Space:

- Seven exhibit hall staff badges per 10'x10' space
- Listing online, in print and in the mobile app including company name, booth number, mailing address, company URL, product and service categories, ability to upload up to 5 press releases, links to social media platforms, and a 500-character company description

Exhibit Space Rates:

- Inline Space \$50.00 per sq. ft.
- Island Space \$58.00 per sq. ft.

Deposit and Payment Schedule

- September 27, 2023...50% due for applications submitted prior to September 27, 2023
- September 27, 2023 – April 2, 2024...50% due with application
- After April 2, 2024...100% due with application

Expo Hours:

- Tuesday, July 30, 2024: 9:30 am - 5:00 pm
- Wednesday, July 31, 2024: 9:30 am - 5:00 pm
- Thursday, August 1, 2024: 9:30 am - 12:00 pm

FOR MORE INFORMATION ON BECOMING AN EXHIBITOR, CONTACT:

John Barrett *Companies A-L*
Phone: 703-654-6490
john.barrett@spargoinc.com

Sabrina Bracken *Companies M-Z*
Phone: 571.207.8392
sabrina.bracken@spargoinc.com

ADLM 2024 WEBSITE

**WE LOOK FORWARD TO YOU
JOINING US IN CHICAGO!**

ACCESS FREE PROGRAMS EXCLUSIVELY FOR EXHIBITORS

TAKE ADVANTAGE OF PRESS COVERAGE

ADLM's free press program provides exhibiting companies with opportunities to engage the media during the meeting. As part of this program, all exhibitors can hold a press conference at the convention center, post news releases in ADLM's digital press room, and use the ADLM registered media list to contact reporters attending the meeting directly.

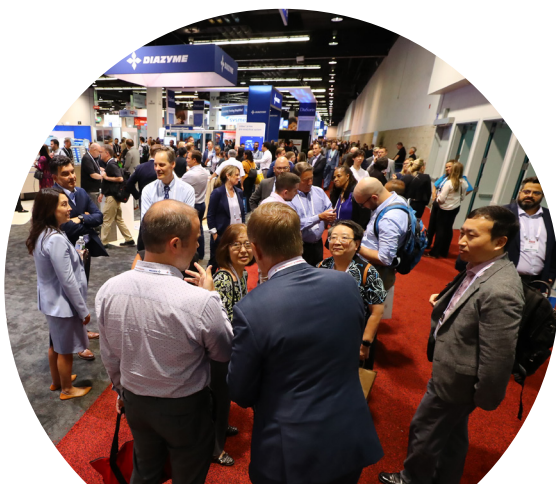
For more information about holding a free press conference, contact Ana Zelada, ADLM Manager, Communications & Corporate Relations, at azelada@myadlm.org, 202.835.8725.

INVITE YOUR CUSTOMERS

ADLM is excited to offer exhibitors a complimentary and fully customized pre-show marketing and customer invite service. The Exhibitor Invites Program, a free and convenient resource, is designed to equip exhibitors with all the tools needed to effectively promote their presence at ADLM 2024 to customers and prospects. By inviting them to register as your guests, you're enhancing their experience and offering them a *FREE Clinical Lab Expo pass (up to \$40 value). In this program, exhibitors have a personalized pre-show marketing dashboard with the following:

- **Exclusive promo code** to invite customers and prospects to get a *FREE Expo Hall pass (up to \$40 value).
- **Banner Graphics** for email signatures and website.
- **Ready-To-Send HTML Email Invite** download to send invites via your preferred email broadcast service easily. This ensures a seamless and hassle-free experience for you and your customers.
- **Web Invite** with a link to send customers to your online email invite with just one click. All tools have already been customized to feature your company logo, booth #, and exclusive promo code.

For questions, contact Darnella Bailey at Darnella.Bailey@spargoinc.com or 703.955.3883 (direct).



WHO EXHIBITS?

Industry suppliers like you! Attendees visit the exhibit hall looking to gain insight on new and innovative products and services.

PRODUCTS OF INTEREST TO ATTENDEES

Abused Drug Testing
Accreditation/Certification
Adhesive Products
Adulteration Testing
Alcohol Testing
Allergy Testing
Amplification Technologies
Anaerobic Systems
Analytical Instruments
Anemia Testing
Animal Diagnostics
Antibodies/Antibody Services
Antigens
Anti-Microbial Agents
Association
Autoimmune Disease Testing
Automation, Robotics
B2B Marketplace
Bacteriology
Bar Coding
Biochemical Markers
Biochemicals
Biochips
Biohazard Transport
Biological Safety Cabinets
Biologicals
Bioluminescence Systems
Biosensors/Electrodes
Bioterrorism Agent Testing
Blood Banking
Blood Collection
Blood Gas Testing
Blood Products
Blood Separation
Bone Metabolism Testing
Books/Journals/Publications
Breath Testing
Buffers
Bulk Chemicals
Calibration Verification
Calibrators
Cancer Markers
Cancer Testing
Capillary Electrophoresis
Cardiac Markers
Cardiac Testing
Cell Culture
Cell Separation
Centrifuges
Chemiluminescence Systems
Chemistry Diag/Reagents/Kits

Chemistry Systems
Cholesterol Testing
Chromogenic Substrates
CLIA Compliance
Clinical Decision Systems
Clinical Research Services
Coagulation/Hemostasis
Competency Assessment
Conjugates
Consulting Services
Consumables/Supplies
Containers, Glass/Plastic
Contract Development
Contract Manufacturing
Controls
Co-Oximetry
Courier Transport
Critical Care Testing
Culture Media, Dehydrated
Custom Development
Custom DNA/RNA Synthesis
CGmp
Custom Manufacturing
Custom Software
Cuvettes
Cytokines
Cytology
Data Analysis & Management/
Middleware
Data Collection
Design Services
Dessicants/Absorbants/
Adsorbents
Diabetes Markers
Diabetes Testing
Digital Pathology
Disposables
Distribution, Stock
Management
Distributor, Lab
DNA Extraction
DNA Probes
DNA Viral Testing
DNA/RNA Based Reagents
DNA/RNA Based Systems
Document Control
Documentation
Drug Testing
eCommerce
Education
Electrolyte Testing
Electrophoresis
ELISA
Endocrinology
Engineering Services
Environmental Controls

Environmental Monitoring,
Controls
Enzyme Testing
Enzymes
Equipment, General
Esoteric Testing
Fermentation
Fertility Testing
Filtration
Financial Services
Flow Cytometry
Fluorometers
Food Control
Forensic Testing
GC/Mass Spectrometry
Gene Expression
Genetic Screening
Genetic Testing
Genomics
Glucose Testing
Glycolated Hemoglobin Testing
Group Purchasing
Growth Factors
Hand Protection
HbA1c Testing
Hematology
Hemoglobinopathy Testing
Hepatitis Testing
Histology
HIV Testing
Home Care Testing
Homocysteine Testing
Hormones
HPLC
HPV Testing
Hybridoma Dev. Services
Immunoassay Diag/
Reagents/Kits
Immunoassay Systems
Immunofluorescence
Immunohistochemistry
Immunology
Incubators
Infection Control Apparel
Infectious Disease Testing
Infectious Disease, Other
Influenza Testing
Information Systems
Interfacing/Interface Engines
Internet Services
Lab Billing Systems
Labeling
Laboratory Automation/
Robotics
Laboratory Furniture
Laboratory Information System

Laboratory Testing Services
Latex Particles
Lead Testing
Leasing Services
Light Sources/Lamps
Linearity
Liquid Handling, Automated
Luminometers
Lyophilization
Magnetic Particles
Manifolds
Market Research
Mass Spectrometry
Material Transport
Medical Device Testing
Medical Transport
Membranes
Metabolomics
Micro Particles
Microarrays
Microbiology
Microfluidics
Microplates/Readers/
Washers, etc.
Microscopy
Microspheres
Molecular Diagnostics
(DNA/RNA)
Mono/Polyclonal Antibodies
Motion Control
Multiplex Testing
Near Patient Testing
Neonatal and Prenatal Testing
Nephelometry
Nucleic Acids
Nutrition/Food Testing
OEM Components (Biological)
OEM Components (Mech, Elec,
Opt, Computing)
OEM Products (Other)
Online Education
Optical Filters
Osmometers
Oxidative Stress
Oxygen Removal
Packaging Materials/
Equipment
Parasitology
Peptides
Personal Protection Products
Pharmacogenomics
Pipette Calibration
Pipettors/Dispensers
Plastics, Disposables
Platelets
Point of Care Testing
Power Supplies and Protection
Precision Molding
Pregnancy Testing
Product Development/Services
Proficiency Testing
Protein Analysis
Pumps

Purification Products
Quality Assurance
Quality Control & Management
Rapid Tests
Reagents
Reconditioned Equipment
Recruitment
Reference Laboratory Services
Refrigerators, Freezers
Refurbished Equipment
Regulatory Affairs
Replacement Parts/
Consumables
Research Products
RNA Extraction
Safety and Comfort Products
Safety Products
Sample Identification
Sample Preparation
Sanitation Monitoring
Semen Analysis
Sera
Serology
Service Support
Shakers
Software Services
Solenoid Valves
Specimen Containers
Specimen Packaging
Specimen Transport
Spectrometers, Light Sources
Spectrophotometers
Stabilization Reagents
Staffing
Stainers, Automated
Stains
Stat Labs
STD Testing
Stroke Markers
Substrates
Sweat Control
Sweat Testing Instruments
Syringes
Temperature Monitoring
Equipment
Test Strip Machinery
Thalassemia Testing
Therapeutic Drug Monitoring
Thermal Control Devices
Thyroid Testing
Tissue Typing
Toxicology
Tubing and Fittings
Tumor Markers
Uniforms
Urinalysis
Valves
Veterinary Products
Viral Testing
Virology
Water Purification

BUILD ON EXISTING RELATIONSHIPS AND MAKE NEW ONES WITH LABORATORY PROFESSIONALS, DISTRIBUTORS AND MANUFACTURERS THAT MATTER TO YOUR BUSINESS. Reserve your exhibit space today!
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