



BRING THE

WOMEN

JULY 27-31, 2025 \* CHICAGO, IL

# EXHIBITOR PROSPECTUS

Meeting Dates: July 27-31, 2025  
Exhibit Dates: July 29-31, 2025  
McCormick Place, Chicago, IL

## RESERVE YOUR EXHIBIT SPACE TODAY!

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



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.



# ADLM 2025

BRING THE

WORLD

JULY 27-31, 2025 \* CHICAGO, IL



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  
[adlmexhibits@spargoinc.com](mailto:adlmexhibits@spargoinc.com)

**ADLM** Association for  
Diagnostics & Laboratory Medicine™  
Formerly AACC

# WHY EXHIBIT

The ADLM 2025 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](https://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 2025 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 2025 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 on searchable kiosks, and on a large prominently placed electronic billboard.

**NEW!** Your product showcase ad will be listed in the *CLN* (July-August issue) and distributed onsite in the meeting attendee bag. As a bonus, this issue of the *CLN* is also sent to 40,000 subscribers. The Deadline is June 6, 2025

[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**  
Symbient

# ADLM 2024

## BOLD MOVE.

JULY 28 – AUGUST 1 / CHICAGO, IL



## ATTENDEE DEMOGRAPHICS

### 2024 SHOW SUMMARY

Exhibit Floor Space . . . . .	256,300
Exhibiting Companies . . . . .	830
Attendees . . . . .	8,246
<i>(31% of Attendees from international countries)</i>	
Exhibitors . . . . .	9,593
<i>(23% of Exhibitors from international countries)</i>	
Total . . . . .	17,839

**84%**  
of attendees surveyed spend 5 or more hours in the Expo Hall

### EDUCATION LEVEL

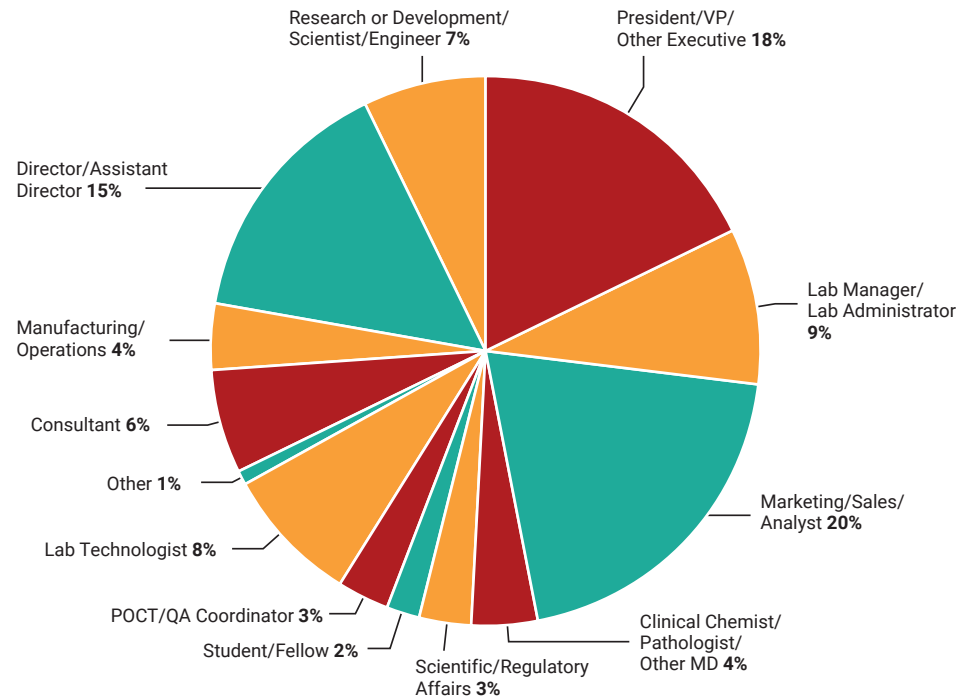
Bachelor's Degree . . . . .	36%
<i>(BA/BS/BSMT)</i>	
Master's Degree . . . . .	29%
<i>(MA/MS/MBA)</i>	
Doctoral Degree . . . . .	18%
<i>(PhD)</i>	
Medical Degree . . . . .	5%
<i>(MD)</i>	
MD and/or PhD . . . . .	3%
Associate Degree . . . . .	3%
MBA and JD . . . . .	2%
Other . . . . .	4%

### PURCHASING ROLES

Evaluate Options for Purchase . . . . .	25%
Recommend Products . . . . .	18%
Participate in Team Evaluation . . . . .	23%
Final Selection . . . . .	16%
Assess Product after Purchase . . . . .	13%
No Role . . . . .	5%

All data based on 2024 Attendee Registration Report and 2024 Attendee Survey information. AACCC became ADLM - Association for Diagnostics & Laboratory Medicine on July 23, 2023.

## POSITION AND TITLES



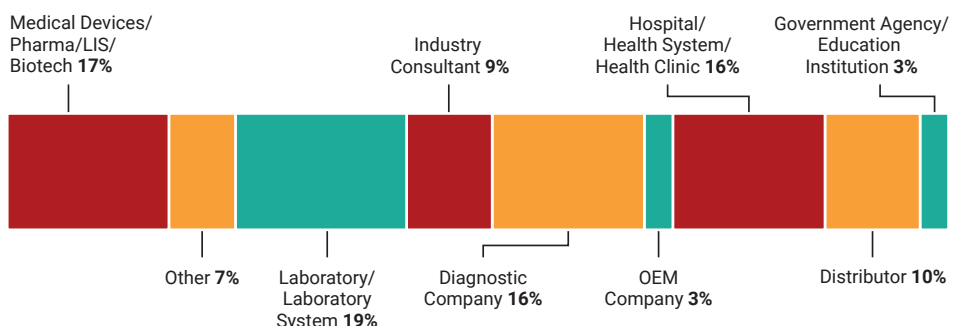
**47%**  
of attendees plan to make a purchase within 1 year

**67%**  
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



# FACE-TO-FACE WITH YOUR GLOBAL COLLEAGUES

## **INTERNATIONAL BUYERS PROGRAM**

ADLM 2025 is one of the only major U.S. medical meetings that has qualified for the U.S. Department of Commerce International Buyers Program. The International Buyers Program is a joint government-industry effort that brings international buying delegations to the United States for business-to-business matchmaking with U.S. firms exhibiting at industry trade shows.

Your chances of finding the right international business partners greatly increases when you exhibit at a trade show that's part of the International Buyers Program. You'll not only meet more pre-screened buyers, representatives, and distributors, but your products and services can also be listed in the online Export Interest Directory and the printed guide distributed to all international visitors that stop by the International Business Center at McCormick Place.

You'll also benefit from:

- Access to current international trade leads from the IVD industry.
- Hands-on export counseling, market analysis, and matchmaking services by country and industry experts.
- Use of an onsite International Business Center, where your company can meet privately with prospective international buyers, prospective sales representatives, and business partners and obtain assistance from our experienced staff.

## **INTERNATIONAL MARKET BRIEFING AND FINANCIAL ANALYST MEETING**

As an exhibitor you also have a unique opportunity to attend the International Market Briefing and Financial Analyst Meeting—an intensive half-day workshop of briefings on the latest developments in overseas markets with a focus on emerging markets. Sessions highlight opportunities for small and medium-sized manufacturers outside of the U.S.

[VIEW THE INTERNATIONAL MARKET BRIEFING FROM ADLM 2024](#)

## **Global Business Opportunities**

**WITH THOUSANDS OF ATTENDEES REPRESENTING MORE THAN 100 COUNTRIES, THIS IS YOUR TIME TO MAKE AN IMPACT INTERNATIONALLY.**



**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 \$60.00 per sq. ft.

#### Deposit and Payment Schedule

- September 25, 2024...50% due for applications submitted prior to September 27, 2023
- September 25, 2024 – April 1, 2025...50% due with application
- After April 1, 2025...100% due with application

#### Expo Hours:

- Tuesday, July 29, 2025: 9:30 am - 5:00 pm
- Wednesday, July 30, 2025: 9:30 am - 5:00 pm
- Thursday, July 31, 2025: 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 2025 WEBSITE**

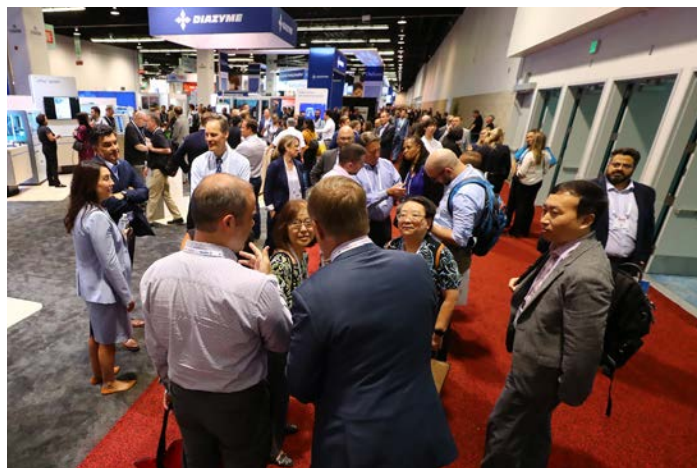
**WE LOOK FORWARD TO YOU  
JOINING US IN CHICAGO!**

## 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](mailto: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 2025 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](mailto:Darnella.Bailey@spargoinc.com) or 703.955.3883 (direct).

# BEYOND THE BOOTH!

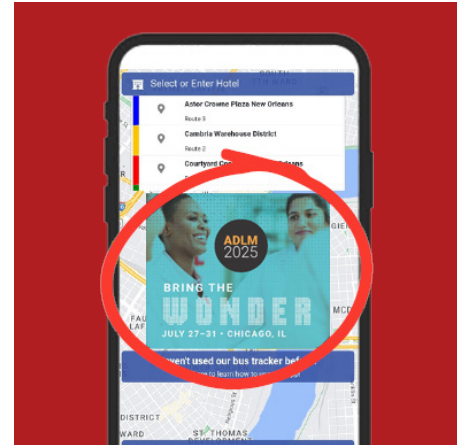
Branding, lead generation, and market visibility are essential for your organization. The sponsorship and marketing opportunities available at ADLM 2025 can help you stand out. Each opportunity has been designed to maximize your investment.

**DISCOVER MORE ABOUT THE SPONSORSHIP AND MARKETING OPPORTUNITIES.**



Airport Baggage Claim Advertising

**NEW  
OFFERINGS FOR**

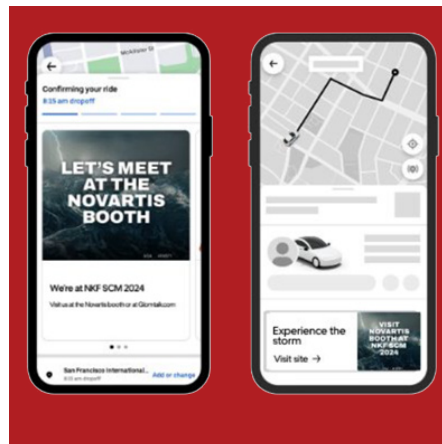


Digital Ad in Shuttle Bus App



Interactive Touch Screens

**DIGITAL ADS – MOBILE  
SIGNAGE, COLUMN  
WRAPS, ENTRANCE  
UNIT, AND MORE!**



Uber Advertising



Wintrust Marquis

**Check out all the  
sponsorship offerings.**



**GOT MORE CREATIVE BRANDING IDEAS? LET'S TALK!**

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# 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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