

MARKETING & SPONSORSHIP OPPORTUNITIES

# ADLM MEETING OF THE MINDS

MAXIMIZE YOUR  
INVESTMENT

703.631.6200 | 800.564.4220  
[adlmexhibits@spargoinc.com](mailto:adlmexhibits@spargoinc.com)

**ADLM**  
2026

JULY 26–30  
ANAHEIM, CA  
USA





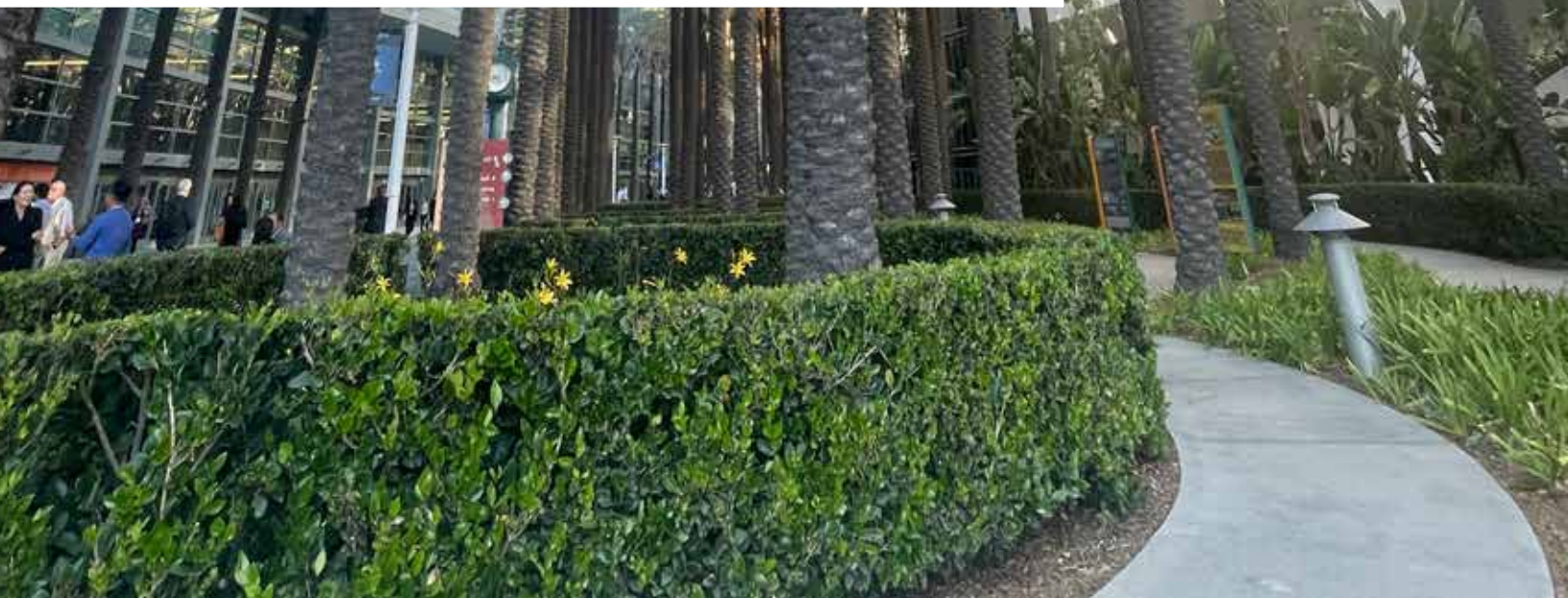
## WELCOME TO ANAHEIM

We're excited to welcome you as an exhibitor to the 2026 Association for Diagnostics & Laboratory Medicine this July at ADLM 2026.

Now that you've secured your exhibit space, it's the perfect time to take your presence to the next level. Explore a variety of high-impact promotional opportunities designed to increase visibility, draw attendees to your booth, and make your brand stand out. Whether your goal is to launch a new product, connect with key decision-makers, or boost brand awareness, there are solutions tailored to help you succeed—no matter your objectives or budget. Let's make this your most memorable and productive event yet!

**ENHANCE YOUR PRESENCE.  
SECURE YOUR MARKETING OR  
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# EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

## Aisle Signs

**\$62,000** Exclusive Opportunity

Make a bold impression with your brand leading the way! Featuring your logo on every aisle sign in the Exhibit Hall ensures attendees see your name as they explore the show floor.



## Column Wraps

**\$16,800** Each, 3 Available

Located in the Lobbies outside 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.



## Digital Ad in Shuttle Bus App

**\$10,500**

Showcase your message on the ADLM mobile app as attendees check the shuttle bus schedule and travel information. Ensure your brand stands out while they navigate to and from hotels.



## Digital Ads

**\$35,000** Digital Ad on Exhibit Hall Entrance Unit Exclusive, (\$17,500 2 Available)

Supercharge Your Brand with Eye-Catching Digital Ads! Whether you choose a bold static ad or a dynamic video, your ad will engage, captivate, and make a lasting impression.

## Door Clings

**\$8,000** Door Clings (4 per set)

Clings are 24" x 24", Single-Sided, Inward Facing, 6 Sets Available

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



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# EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

## Escalator Clings

**\$32,000** Two Available, Lobby A or B

Elevate your presence with company branded clings on the escalators attendees will travel to go to sessions and in the Exhibit Hall leading up to concessions. Opportunity includes one rail of single-sided clings and one rail of double-sided cling. The production, installation and removal of the clings are included.



## Exhibit Hall Floor Carpet Decals

**\$5,800** Floor Carpet Decal 3'x3', Set of 2

**\$8,500** Floor Decal Carpet Inlay 6'x6' Each



## 15-Second Digital Ad

**\$12,500** 15 Opportunities

Showcase your 15-second digital ad repeatedly on mobile screens strategically placed in high-traffic areas throughout the convention center, ensuring maximum visibility and impact.



## Hand Sanitizing Unit

**\$2,100** 8 Available

Located in key areas throughout the Exhibit Hall. Help keep everyone's hands clean and healthy!



## New! Interactive Touch Screens

**\$35,000** Exclusive (4 locations)

Attendees can access meeting schedules, maps, Exhibit Hall floor plans, and more through touchscreen displays. As a supporter, your digital ad and icon will be prominently featured on the home screen, linking directly to your URL. These touchscreens will be strategically placed in high-traffic areas for maximum visibility.



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# EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

## LabPawpalooza

**\$50,000** Exclusive Opportunity

Put your brand at the heart of the fun—sponsor the LabPawpalooza at Clinical Lab Expo! Your custom messaging on the exterior fence will make a huge impression as attendees watch, relax and play with puppies. Don't miss this feel-good, unforgettable branding moment!



## Lanyards

**\$16,000** (Distributed to Expo Only Attendees)  
Exclusive Opportunity

Gain immediate brand exposure by featuring your logo on the Expo Only lanyards distributed to attendees at badge pick-up.



## Meeting Rooms

**A convenient option to meet face-to-face with attendees in a private setting**

- **Rate:** \$53.00 per sq. ft. (200 sq. ft. minimum)

### Modular Meeting Rooms

Conveniently located in Hall E, one level below the Exhibit Hall, and accessible during show hours.

- Private, quiet space for meetings with clients and prospects
- Exhibitor is responsible for ordering furnishings through Freeman



## Mobile Billboard Truck

**\$15,000**

Take your brand on the road and make a bold statement with a mobile billboard that commands attention. Traveling from the Anaheim Convention Center to surrounding hotels, the truck cruises the city's busiest streets, capturing the eyes of event attendees and the public alike.

Your message will be prominently displayed on all three sides of the truck with vibrant, high-impact graphics, ensuring it's impossible to miss. The campaign runs for four consecutive days, with the truck operating 8 hours each day—delivering maximum visibility and engagement.



*Images for sample purposes. Offerings and pricing are subject to change.*

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# EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

## Professional Headshots

**\$23,000** Exclusive Opportunity

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



## Rotating Cube

**\$4,800** Per Side **\$19,000** Per Cube  
16 Sides Available on Four Rotating Cubes

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



## Serpentine Seating with Table and Floor Decals

**\$10,000** Per Set

Provide attendees a place to sit and network on comfortable seating. Set includes 4 benches, two tables and two floor decals.



## Shuttle Bus Opportunities

**\$33,500** Door Side Banners

**\$45,000** Door and Driver Side Banners

**\$17,000** Shuttle Bus Headrests

**\$10,500** Digital Ad in Shuttle Bus App

A total of 6 shuttle buses are available, offered in two sets of three buses. Put your brand in front of attendees as they travel to and from Clinical Lab Expo! Shuttle bus banners, branded headrest covers, and digital ad in the Shuttle Bus App give your message high visibility and repeated exposure. Make your brand part of the journey—secure your shuttle sponsorship today!



## GOT MORE CREATIVE BRANDING/IDEAS?

Let's Talk! 703.631.6200 | 800.564.4220 | [adlmexhibits@spargoinc.com](mailto:adlmexhibits@spargoinc.com)

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# EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

## NEW! Stacked Cubes

**\$15,000** (Per stack of 3 Cubes)

Showcase your brand with a stacked cube display designed to capture attention and spark conversation. This eye-catching installation features 12 sides for your logo, messaging, or product imagery—maximizing visibility and creating a bold, dynamic presence.



## Staircase Landing Banners

**\$18,000** Lobby A - Two Available

**\$22,000** Lobby C - Front- Three Available

**\$18,000** Lobby C - Side - Three Available

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



## Table Clings on High Boys in Exhibit Hall

**\$7,800** 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.

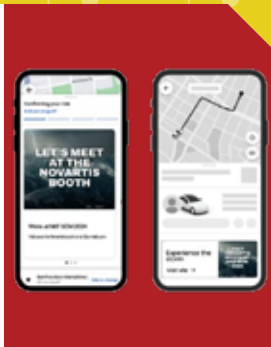


## Uber Advertising

### Call for Pricing

Promote your brand to Anaheim Uber riders with exclusive advertising space for maximum visibility. Highlights include:

- 100% Share Voice: The promoted brand will be the only advertiser visible in one rider's journey.
- 100% Viewable: Always visible among riders.



## Wi-Fi

**\$37,500** Exclusive Opportunity

Purchase Wi-Fi and Mobile App for a total of \$65,000 (A savings of \$10,000). Showcase your brand where it matters most! Connect with attendees across the Convention Center and ensure your name stays top of mind throughout the event.



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# THEATER 3



## EXHIBIT HALL, CONVENTION CENTER & CITY WIDE OPPORTUNITIES

### ClinPack Bag and Inserts

**\$20,000** Exclusive Bag Opportunity

**\$5,500** First Insert

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

#### BAG INSERT

Include your promotional flyer in bag distributed on Tuesday at the front of the Exhibit Hall. Pens, note pads, etc. can be provided in lieu of an insert.

#### 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

**\$16,800** Exclusive Opportunity

Customized key cards will be distributed to meeting attendees upon check in at the official hotels. Sponsor is responsible for the cost to design, produce, ship and distribute the key cards.



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## INDUSTRY WORKSHOPS AND SPECIAL EVENT OPPORTUNITIES

### ADLM 2026 Opening Mixer

**\$20,000**

Help us welcome attendees to Anaheim on Sunday evening. This opportunity will expose your company to an estimated 800-1,000 attendees ready to socialize and enjoy an evening full of food, drinks, and music. Your sponsorship includes a table with company information, signage, one pre-show mailing list (no emails), and guest VIP badges. Sole sponsorship will also include a posting on the Artery—a very exclusive opportunity, as it is an ADLM members-only community.

### Industry Workshop in Exhibit Hall Theater

**\$22,000** (One Hour Time Slot on Tuesday or Wednesday)

**\$19,000** (One Hour Time Slot on Thursday)

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. **Catering not included.**

### Industry Workshop in Hotel Meeting Room

**\$5,800** (One and a Half Hour Time Slot)

These presentations are scheduled in select hotels prior to and after the official conference programming. The sponsor is responsible for all logistics, including catering, room setup, and audiovisual. Sponsor will be provided the vendor contact information for these services.

### International Market/ Financial Analyst Briefing

**\$7,000**

This is your opportunity to get in front of an audience of high level company executives (primarily officers, managers, and international marketing executives). Each sponsor receives a table at the event to distribute materials.

### Lecture Series Theater Presentation In Exhibit Hall Theater

**\$8,500** (Tuesday and Wednesday, 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.

### Press Conference

**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:**  
Anne-Margaret Olsson  
aolsson@myadlm.org

### Video Hosting of Industry Hotel OR Convention Center Workshop

**\$5,000**

Extend the life of your hotel or convention center industry workshop by video recording the event. ADLM will host it on our website for nine months post-meeting and will promote your video via a dedicated broadcast email to ADLM's entire database (74,000+). **Sponsor is responsible for all A/V costs related to video recording and editing.**



# MARKETING OPPORTUNITIES

## 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.)

## Attendee Pre-show/ Post-show Mailing List

Pre-Show **\$1,600** One-Time Use  
Post-Show **\$2,100** One-Time Use

Send ADLM 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/Two Weeks Out **\$6,500** Five Available  
Week of **\$7,500** Three Available  
Week After **\$6,500** Two Available

Take advantage of this limited opportunity to reach out to registrants in the days leading up to, during, and after the meeting. 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.

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## Featured Exhibitor Listing

**\$1,800**

Upgrade your presence with an enhanced listing that gets noticed—online, on mobile, and on the exhibit floor. Showcase your brand with expanded descriptions, videos, logos, and premium placement in the Featured Exhibitor list. A simple upgrade that delivers big visibility and drives booth traffic.

[LEARN MORE](#)

## 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 delivered via email. The ad can be hyperlinked to your website.

## Mobile App

**\$37,500** Exclusive Opportunity

Maximize Your Exposure with the Mobile App + Wi-Fi Package – Only \$65,000 (A savings of \$10,000!) As the exclusive Mobile App sponsor, your company logo will appear on the splash screen each time the app is launched, along with a custom banner ad featured on the main page. With thousands of lab professionals relying on the app for schedules, session info, and more, your visibility is guaranteed before, during, and after the meeting.

## Product Showcase

**\$2,050** Per Product

Capture attendee attention with this high-impact sponsorship that puts your product front and center—on a digital billboard in the Grand Concourse, searchable kiosks, the ADLM mobile app, and Clinical Laboratory News (40,000+ distribution). Maximize your reach and make a lasting impression throughout the event.



*Images for sample purposes.*





## ADVERTISING OPPORTUNITIES

**ADLM offers multiple targeted advertising opportunities before and during ADLM 2026 through our print publications and digital channels.**

### **CLN Daily**

*CLN Daily Alerts* will be emailed to 82,000+ recipients every day of ADLM 2026 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 9, 2026
- Tuesday, June 23, 2026
- Thursday, July 9, 2026
- Tuesday, July 23, 2026
- Monday, July 27, 2026
- Tuesday, July 28, 2026
- Wednesday, July 29, 2026
- Thursday, July 30, 2026



### **Clinical Laboratory News (CLN)**

In addition to being mailed to more than 42,000+ laboratory professionals prior to the meeting, the July/August issue of *CLN* will offer bonus distribution inside the Convention Center.



### **myADLM.ORG**

ADLM'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. *myADLM.org* is a great opportunity for additional exposure before and during ADLM 2026. We offer run-of-network advertising.



**ADLM Exposition Management, c/o SPARGO, Inc.**  
703.631.6200 / 800.564.4220  
adlmexhibits@spargoinc.com

**For more information on these advertising opportunities available through ADLM, please contact:**

**Ana Zelada, Senior Manager, Corporate Relations**  
202.835.8725 [azelada@myadlm.org](mailto:azelada@myadlm.org)