

ADLM 2024

BOLD MOVE.

JULY 28 – AUGUST 1 / CHICAGO, IL

MARKETING &
SPONSORSHIP
OPPORTUNITIES

MAXIMIZE YOUR
INVESTMENT

703.631.6200 | 800.564.4220
adlmexhibits@spargoinc.com

ADLM

Association for
Diagnostics &
Laboratory Medicine™

Formerly AACC





SEE YOU IN
CHICAGO!

We are excited that you will be joining us as an exhibitor at the 2024 Association for Diagnostics & Laboratory Medicine 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. There are a myriad of offerings to meet your budget and objectives.



**ENHANCE YOUR PRESENCE.
SECURE YOUR MARKETING OR
SPONSORSHIP OPPORTUNITY TODAY.**

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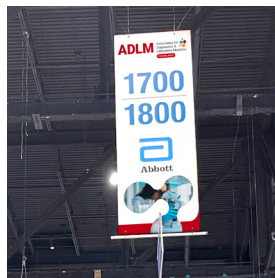
EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

AISLE SIGNS

\$58,000 Exclusive Opportunity

SOLD OUT

see your company name and branding as they navigate from one aisle to the next.

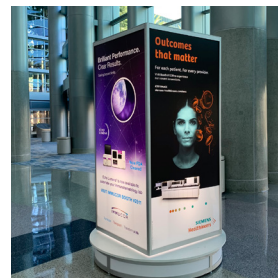


FOUR-SIDED ROTATING CUBE

\$4,250 Per Side

16 Sides Available on
Four Rotating Cubes

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



BANNERS

\$19,500 Grand Concourse

Along Stairs Horizontal, Single-Sided
15'W x 10'H

\$17,500 Grand Concourse Horizontal,
Single-Sided 20'W x 7'H

\$10,000 Food Tower Stair Landing
Exhibit Hall, Single-Sided 11'W x 5'H



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

COLUMN WRAPS

\$16,000 Each

3 Available

Located in the Grand Concourse 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.



ESCALATOR CLINGS

\$28,000 Grand Concourse

Level 1-2.5 (6 Clings)

\$29,000 Grand Concourse

Level 2.5-3 (7 Clings)

\$18,000 Food Tower (4 Clings)

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.

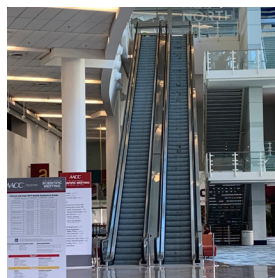


EXHIBIT HALL FLOOR DECALS

\$5,500 Floor Decal 3'x3'

Set of 2

\$8,500 Floor Decal 6'x6' Each



HAND SANITIZING UNIT

\$2,000 8 Available

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



NEW! LABPAWPALOOZA

\$40,000 Exclusive Opportunity

Elevate your brand's visibility and align with a worthy cause by sponsoring the LabPawpalooza at the Clinical Lab Expo! As a sponsor, your company will enjoy prominent branding across diverse platforms, including signage, attendee emails, the mobile app, and the exhibit guide. The LabPawpalooza offers attendees a unique opportunity to unwind and engage with adorable puppies, creating memorable experiences that will resonate long after the event. By supporting this initiative, your brand will not only be associated with moments of joy and relaxation but also demonstrate your commitment to the well-being of these furry companions. Don't miss out on the chance to make a significant impact and capture the attention of expo attendees. Secure your sponsorship of the LabPawpalooza today and position your brand as a leader in both compassion and innovation at the Clinical Lab Expo!

LANYARDS

\$14,000 (Distributed to

Expo Only Attendees)
Exclusive Opportunity

Add your logo to the Expo Only lanyards provided to attendees at badge pick-up.



Offerings and pricing are subject to change.

EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

NEW! MAIN AISLE COLUMN GRAPHICS

\$12,500 2 Panels on Column

Attendees will be sure to see your company branding and messaging on adjacent sides of the main aisle columns in the Exhibit Hall.



MEETING ROOMS

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

\$50.00 per sq. ft.
(200 sq. ft. minimum)

MODULAR MEETING ROOMS

Modular meeting rooms are located in the Exhibit Hall and are accessible during Hall hours. Exhibitor is responsible for renting furnishings through Freeman.



\$19,000 CONVENTION CENTER MEETING ROOMS - FULL MEETING 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 permitted depending on size and weight.

\$9,500 CONVENTION CENTER MEETING ROOMS - HALF DAY Convention Center meeting rooms are available for rental in ½ day increments. Meeting room is furnished with a hollow square set up and chairs. Equipment permitted depending on size and weight.

PROFESSIONAL HEADSHOTS

\$20,000 Exclusive Opportunity

SOLD OUT

professional photographer, assistant, equipment, and your company branding on signage and on the email attendees will receive with their portrait.



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SCAVENGER HUNT

\$1750 Limited Availability

Get ready for the Scavenger Hunt at the Clinical Lab Expo! This interactive experience is not only an effective way to drive traffic to your booth but also an opportunity to engage with attendees like never before. Here's how it works: attendees will use our mobile app to access the list of participating exhibitors. They will then visit each booth, scan the QR code, and answer a question. With every correct answer, they earn valuable points and climb the leaderboard. The top 3 will win prizes. The Scavenger Hunt is an exclusive opportunity for exhibitors with less than 300 square feet of space. This means you have a unique chance to showcase your products or services in a fun and interactive way, standing out from the crowd. Don't miss out on this exciting opportunity to engage with attendees and leave a memorable impact. Let the hunt begin!

SERPENTINE SEATING WITH TABLE AND FLOOR DECALS

\$7,500 Two Benches Per Set

Provide attendees a place to sit and network on comfortable seating. Your customized messaging will be placed on two tables and two floor decals.



SHUTTLE BUS BANNERS

\$30,000 Four Sets of Three Buses Available

Shuttle bus banners put you in front of thousands of meeting attendees as well as local Chicago professionals during their daily commute around the city.



SHUTTLE BUS HEADRESTS

\$15,000 Four Sets of Three Buses 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. Sponsorship includes production, installation and removal of the headrests.

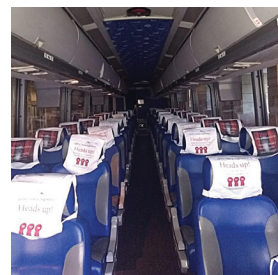


EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

STAIRCASE DECALS

\$22,000 Four Available

SOLD OUT

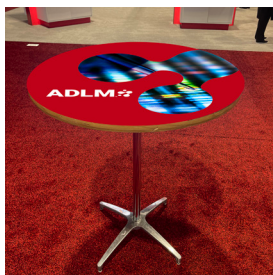
Concourse. Sponsorship includes production of the decals, installation, and removal.



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

Purchase Wifi and Mobile App for a total of \$60,000 (A savings of \$12,500)

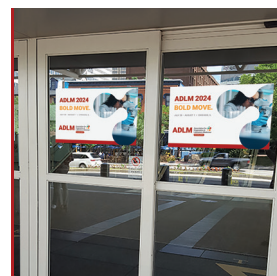
Your support allows attendees to enjoy free wireless internet throughout the Convention Center outside of the Exhibit Hall. Your company name and logo will appear on onsite signage as well as the splash page recognizing your support of this much valued complimentary service.



WINDOW & DOOR CLINGS

\$7,500 Door Clings (4 per set)
Single-Sided, Inward Facing
6 Available

\$5,000 Window Clings (each)
Single-Sided, Inward Facing
3 Available



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

CONVENTION CENTER AND HOTEL 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.

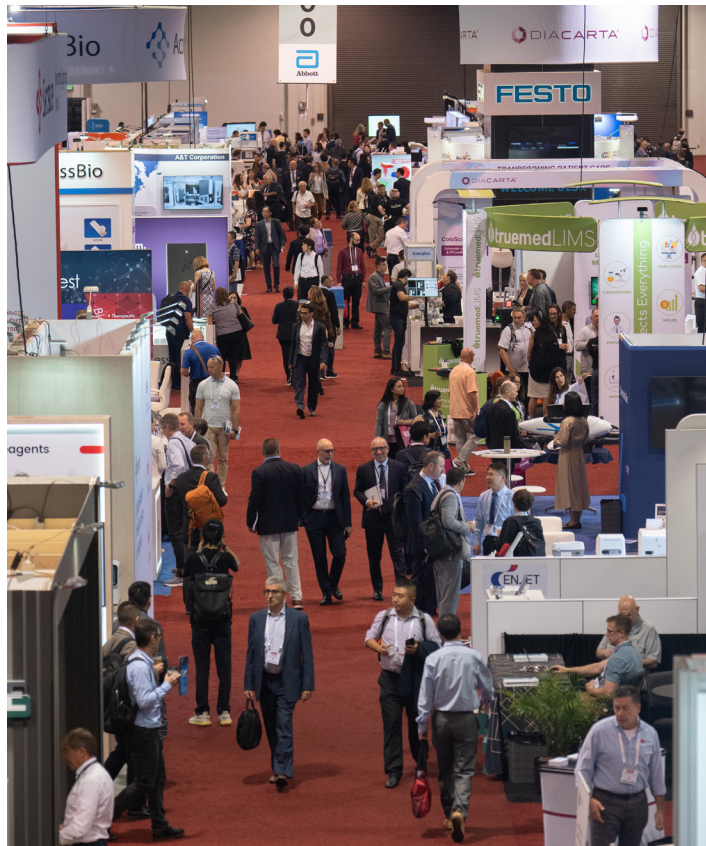


KEY CARDS

\$16,500 Exclusive Opportunity

SOLD OUT

in at the official hotels. Sponsor is responsible for the cost to design, produce, ship and distribute the key cards.



INDUSTRY WORKSHOPS AND SPECIAL EVENT OPPORTUNITIES

INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

\$21,000 (One Hour Time Slot on Tuesday or Wednesday)

\$18,500 (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 CONVENTION CENTER MEETING ROOM

\$12,500 (One and a 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 a 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 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.**

LECTURE SERIES THEATER PRESENTATION IN EXHIBIT HALL THEATER

\$21,000 (One Hour Time Slot on Tuesday or Wednesday)

\$18,500 (One Hour Time Slot on Thursday)

\$7,500 (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.



INTERNATIONAL MARKET/ FINANCIAL ANALYST BRIEFING

\$3,000 Director

\$7,000 Counselor

\$10,000 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

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@myadlm.org.**

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Images for sample purposes.

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 **\$1,500** One-Time Use

Post-Show **\$2,000** 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.**



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



EMAIL BLAST

One/Two Weeks Out **\$5,500**
Five Available

SOLD OUT

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.



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 Chicago. 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.

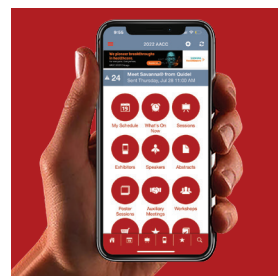


MOBILE APP

\$35,500 Exclusive Opportunity

Purchase Mobile App and WiFi for a total of \$60,000 (A savings of \$12,500)

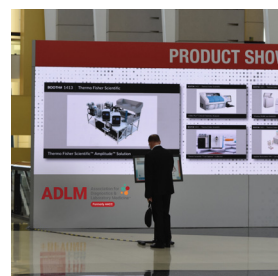
Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the Mobile App for information. Meeting participants will see your company branding on the landing page each time they launch the App.



PRODUCT SHOWCASE

\$2,050 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 in the Grand Concourse near the Exhibit Hall. A listing of all participating companies and products are listed in the *CLN Daily*.



*Right of First Refusal Opportunities
Deadline December 8, 2023.*

ADVERTISING OPPORTUNITIES

ADLM offers multiple targeted advertising opportunities before and during ADLM 2024 through our print publications and digital channels.

CLN DAILY

The ONLY official publication of ADLM 2024 distributed to ADLM 2024 attendees, *CLN Daily* is available on the shuttle buses, displayed on racks, and handed out at hotels and the ADLM 2024 conference site. For additional audience exposure, cover tips, bound-in inserts, and belly band advertising opportunities are available.



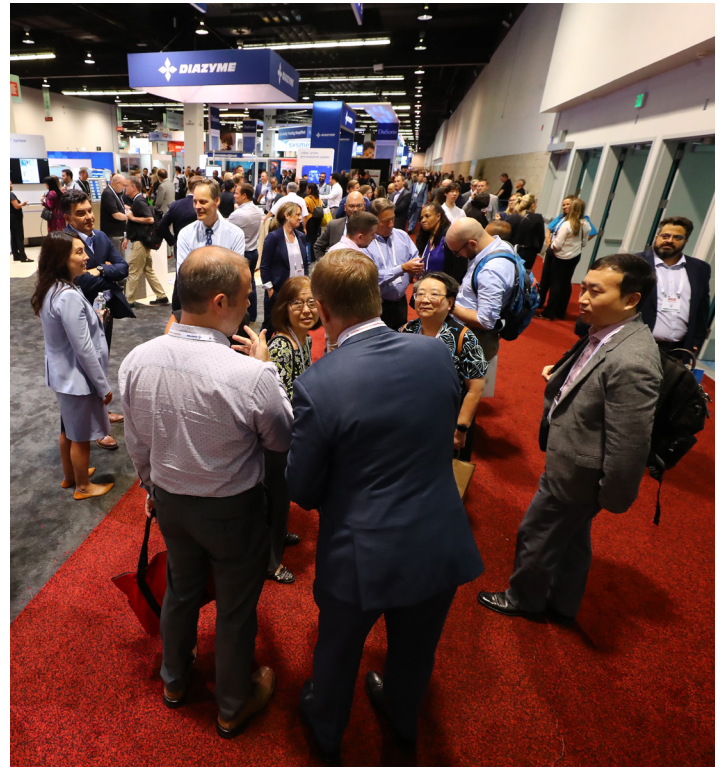
CLN Daily Alerts will be emailed to 74,000+ recipients every day of ADLM 2024 and will feature meeting highlights and content from the *CLN Daily*. In addition, 4 special issues reach your audience in June and July leading up to the event.

Available Dates

- Tuesday, June 6, 2024
- Tuesday, June 20, 2024
- Tuesday, July 4, 2024
- Tuesday, July 18, 2024
- Monday, July 24, 2024
- Tuesday, July 25, 2024
- Wednesday, July 26, 2024
- Thursday, July 27, 2024

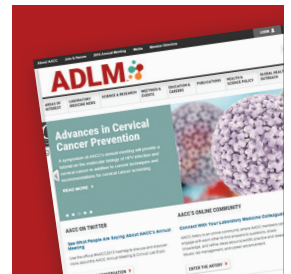
CLINICAL LABORATORY NEWS (CLN)

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.



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 2024. We offer run-of-network advertising.



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

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

SMITHBUCKLIN

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

View the **ADLM 2024 Integrated Advertising Portfolio** for more information about *CLN Daily* and *CLN* July/August Issue.