

AACC



CANADIAN SOCIETY OF CLINICAL CHEMISTS
LA SOCIÉTÉ CANADIENNE DES CLINICO-CHIMISTES

SAN DIEGO 2017

69TH AACC
ANNUAL SCIENTIFIC MEETING
& CLINICAL LAB EXPO
JULY 30 - AUGUST 3, 2017
SAN DIEGO, CA USA

MARKETING & SPONSORSHIP OPPORTUNITIES

MAXIMIZE YOUR INVESTMENT

703-631-6200 | 800-564-4220 | aaccexhibits@spargoinc.com | www.aacc.org/2017am

AACC

*Better health through
laboratory medicine.*

MARKETING & SPONSORSHIP OPPORTUNITIES

We are excited that you will be joining us as an exhibitor at the 69th AACC Annual Scientific Meeting & Clinical Lab Expo in San Diego, CA. Now that you have made the important 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. Review the following marketing and sponsorship opportunities; then select the offering(s) that best meet your objectives.

ENHANCE YOUR PRESENCE

703-631-6200 | 800-564-4220 | aaccexhibits@spargoinc.com | www.aacc.org/2017am

See you in San Diego!

AACC



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Marketing Opportunities

Product Showcase

\$1,900

per product

**All
Products
Eligible!**



No longer just for new products!

This is an excellent opportunity to generate interest and booth traffic. Attendees are always on the lookout for what's exciting in the industry. Feature your products in this searchable electronic billboard located in a high traffic area outside of the Exhibit Hall.

Housing Confirmation

\$15,000

Exclusive Opportunity

SOLD



Reach thousands of attendees prior to their arrival in San Diego! 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 is hyperlinked to your website. Approximately 10,000 impressions.

Attendee Pre-show/Post-show Mailing List

Pre-show

Post-show

\$1,050

one-time use

\$1,250

one-time use



Send a pre-show promotion or invitation to visit your booth to 69th AACC Annual Scientific Meeting & Clinical Lab Expo registrants. Reinforce your on-site presence with a follow up communication to initiate post meeting business opportunities. *No email addresses provided.*

Pre-show Email Blast to Registrant List

One Week Out

Week of Meeting

SOLD \$3,300

3 available

\$4,400 SOLD

3 available



Take advantage of this limited opportunity to reach out to all registrants in the days leading up to the meeting and during the show. One exclusive email will be sent out each day. You will work with our vendor to create a customized html email that will be distributed to all who are registered to attend the meeting.

Exhibitor Profile Listing Packages

\$700

Extended

\$1,600

Premium



Stand out in the printed program, online, and in the mobile app by enhancing your exhibitor profile listing.

Basic (included in exhibit fee) includes company listing description with up to 500 characters and the ability to upload five press releases.

Extended includes company listing description with up to 1,000 characters, logo in printed program, and company highlighted on the online floor plan with an enhanced listing icon.

Premium includes items in basic and extended packages plus rotating banner on home page of exposition website, and a video upload.

CLN Daily Distribution

\$20,500

Exclusive Opportunity



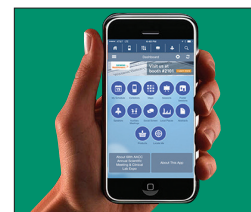
Get in the hands of thousands of attendees first thing every morning of the meeting with a bottom banner ad on the front cover of every issue of CLN Daily distributed for all four days of the meeting (~7,000 each day). Sponsorship also includes company branding on t-shirts of all the CLN distribution 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 high traffic areas at the Convention Center.

AACC Mobile App

\$28,500

Exclusive Opportunity

SOLD



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 educational program and the Clinical Lab Expo. Meeting participants will see your company branding on the App home page each and every time they launch the App.

First right of refusal to incumbent sponsors through December 15, 2016.

Exhibit Hall & Convention Center Opportunities

Table Clings on High Boys in Exhibit Hall

\$5,250

for 10 Tables

High Boy tables will be placed throughout the main 20' cross aisle that spans the exhibit hall from left to right. This will be a prominent, high traffic area. Place your branding on one set or multiple sets of these tables and capture the attention of attendees while they are relaxing, dining, meeting with others, or just passing by as they travel throughout the hall.



Charging Lounge

\$12,000

SOLD

Located in key areas, each lounge contains charging stations and a seating area.



Shuttle Bus Clings

\$24,000

3 Opportunities

2 Left

Shuttle bus branding puts you in front of thousands of meeting attendees as well as local San Diego 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.



Escalator Clings

\$15,750

Includes 2 clings

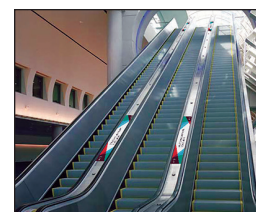
2 Left

\$30,000

Includes 6 clings

1 Left

Opportunity for placement of company branded clings in prominent areas within the San Diego Convention Center. Ensure attendees are aware of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the clings, installation, and removal.



Shuttle Bus Headrests

\$7,500

3 Opportunities

Fabric covers, personalized with your logo, will be placed at each seat of all shuttle buses. This exclusive sponsorship opportunity is an excellent means of capturing the attention of thousands of meeting participants as they travel to and from the San Diego Convention Center. The sponsor is responsible for the costs of producing the covers.



Window and Door Clings

\$6,000

WINDOW CLINGS
24.5"x86.5"
2 clings per purchase
4 locations available

3 Left

\$3,000

DOOR CLINGS
24"x24"
2 clings per purchase
4 locations available

Present your company branding to meeting attendees as they navigate throughout the Convention Center. This can't miss branding opportunity is a sure way to capture the attention of individuals at the meeting.



Hanging Banners

\$12,500

3 Left

5'Hx20'W
Horizontal,
single sided
4 available

\$17,500

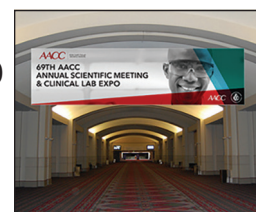
8'Hx18'W
Horizontal,
double sided
3 available

\$20,000

2 Left

15' Diameter
Round, double
sided
3 available

Reach attendees with your message by securing a company banner within the San Diego Convention Center. Sponsorship includes production of the banner, installation, and removal.



Twitter Wall

\$12,000

Enjoy heightened visibility and brand awareness by placing your company's logo and messaging front and center on the Twitter wall where attendees and exhibitors tweets will be displayed throughout the duration of the meeting within a high-traffic area.



First right of refusal to incumbent sponsors through December 15, 2016.

Exhibit Hall & Convention Center Opportunities (CONTINUED)

Column Wraps

\$10,000

SOLD

7 available

Located in high traffic public areas outside of the Exhibit Hall, you are sure to make a lasting impression by securing a place on these columns.



Meeting Badges

\$7,750

SOLD

Exclusive Opportunity

Have your company logo printed on the back of every meeting badge. Thousands of attendees will see your logo every time they reach into their badge for business cards, tickets, etc.



Aisle Signs

\$44,000

SOLD

Exclusive Opportunity

Your logo on all aisle signs (approximately 50 aisles) within the Exhibit Hall will ensure that attendees see your logo as they navigate from one aisle to the next.



Exhibitor Meeting Rooms

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

\$6,800

(10'x20')

\$12,400

(20'x20')



WiFi

\$31,500

SOLD

Exclusive Opportunity

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



Modular Meeting Rooms

Modular meeting rooms built out in a convenient location. These meeting rooms are available during Exhibit Hall hours. Exhibitor is responsible for furnishings through Freeman.

\$14,000

San Diego Convention Center Meeting Rooms - Full Meeting

The San Diego 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 69th Annual Scientific Meeting & Clinical Lab Expo show dates. Meeting rooms are furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

\$7,000

Half Day Meeting Room

This San Diego Convention Center meeting room is available. Meeting room is furnished with a hollow square set up and chairs. **Equipment is not allowed in these meeting rooms.**

Park Benches

\$15,000

1 Left

3 back-to-back benches
2 available

Stand out in the Exhibit Hall with your company branding on park benches placed down the heavily trafficked main cross aisle. Each set of six benches will include signage on each bench and an accompanying large floor decal with your branding placed on the aisle carpet in each location.



Educational and Special Event Opportunities

OEM Lecture Series Theater Presentation

\$750

Present your innovative products and services to key decision makers at IVD companies in this convenient setting in the Exhibit Hall Theater.

Industry Workshop in Exhibit Hall Theater

\$13,500

SOLD

This is your opportunity to educate prospective customers and end users about solutions that they need to practice more effectively and efficiently. This convenient on floor theater location has been built to allow for attendees to access education while remaining close to the action in the Exhibit Hall.

Industry Workshop in Hotel Meeting Room

\$3,350

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 Recording

\$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 the video via a dedicated broadcast email to AACC's entire database (60,000+). This opportunity does not include the cost of producing the video.

CME/Educational Events

\$25,000-\$30,000

AACC's education team will work with expert speakers to develop a high-quality CME or Educational Event within a topic area of your choice. Companies also have the opportunity to extend the life of the live program through a video recording. Contact Teresa Favero for more information at tfavero@aacc.org.



Annual Meeting Educational Sessions

\$2,500-\$5,000

Enhance your visibility at the meeting by supporting a specific AACC educational symposia or short course. Company recognition is provided in several places throughout the meeting, and in promotional materials prior to the meeting. Contact Teresa Favero for more information at tfavero@aacc.org.



International Market Briefing

\$3,000

\$7,500

\$10,000

Director

Counselor

Ambassador

This is your opportunity to get in front of an audience of approximately 600 high level company executives (primarily officers, managers, and international marketing executives) with co-sponsor benefits including recognition on pre-show promotional materials and in the IMB handout.



Press Conference at AACC

FREE

Don't 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 Christine DeLong at cdejong@aacc.org.

Artery Opening Mixer

Call for Pricing **SOLD**

Help us welcome our attendees to the Opening Mixer being held on Sunday night. This opportunity will give your company exposure to an estimated 800-1,000 attendees that are ready to socialize and enjoy an evening full of food, drinks and music. Your sponsorship includes a table with your 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 AACC members-only community.



First right of refusal to incumbent sponsors through December 15, 2016.

Hotel Opportunities

Hotel Key Cards

\$14,000

SOLD

Exclusive Opportunity

Make a first impression as attendees arrive in San Diego! Customized key cards with your personalized design will 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.



Hotel Door Hangers

\$8,000

SOLD

Exclusive Opportunity

Display a door hanger with your customized company message and logo on the doors of the official hotel rooms in which meeting attendees are staying. The sponsor is responsible for hotel distribution charges and the cost of producing the door hangers.



ClinPack Hotel Door Drop

\$4,100

\$3,000

\$9,000

SOLD

First insert up to 4 pages

Each additional insert (max 2)

Exclusive Bag Opportunity



ClinPack Bag Insert

This is a one-time door drop at the official hotels for AACC (minimum distribution of 4,000). Include your promotional flyer in this bag delivered to the rooms of meeting participants and reach them prior to their arrival at the opening of the Expo.

Note: No other door drops are permitted during the 69th Annual Scientific Meeting & Clinical Lab Expo.

ClinPack Bag Sponsorship

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

Table Tents

\$7,500

Exclusive Opportunity

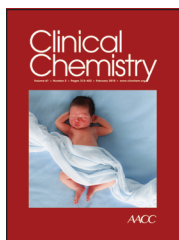
Communicate your message with a company customized table tent delivered and placed in the rooms of meeting participants at the official hotels. The sponsor is responsible for hotel distribution charges and the costs of producing the table tents.



To secure your sponsorship opportunity contact:
AACC Exposition Management at

800-564-4220 | aaccexhibits@spargoinc.com

Advertising Opportunities



CLN Stat Annual Meeting Special Edition



An electronic publication dedicated to the 69th AACC Annual Scientific Meeting & Clinical Lab Expo, the premier event in the laboratory medicine field. These special editions of *CLN Stat* will be distributed 4 times prior to the meeting to 60,000+ AACC members and non-members. Seven banner advertising positions will be available in each issue including:

Leaderboard (620x77) 1 per issue

Skyscraper (120x600) 2 per issue

Top Banner (468x60) 1 per issue

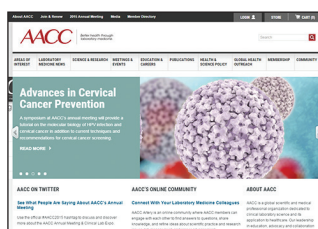
Bottom Banner (468x60) 1 per issue

Product Showcase (175x125) 1 per issue: Five Word Headline, 50 Word Description

Callout Text Ad: (125x100) 1 per issue: Five Word Headline, 25 Word Description

Traditional Text Ad: (120x50) 1 per issue: Five Word Headline, 15 Word Description

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 Annual Scientific Meeting & Clinical Lab Expo. We do not offer run-of-site advertising.

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

THE TOWNSEND GROUP

Kevin McDonnell, National Sales Manager
202.367.1259 | kmcdonnell@townsend-group.com

Brooke Allie, Account Coordinator
202.367.2495 | ballie@townsend-group.com

View the CLN Dailies Media Kit for more information about CLN Dailies, CLN July Issue, Clinical Chemistry Journal and CLN Stat Special Annual Scientific Meeting Editions.



AACC Exposition Management c/o SPARGO, Inc.
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