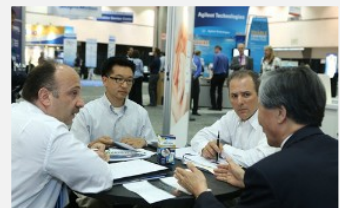


JULY 27-31  
2014  
CHICAGO, IL · USA

**AACC**  
2014 ANNUAL MEETING  
& CLINICAL LAB EXPO

MAKE  
CONNECTIONS  
THAT MATTER

# Marketing & Sponsorship Opportunities



Increased Visibility

Enhanced ROI

Affordable Targeted Marketing

## NEW and Improved Marketing Opportunities

### Exhibitor Profile Listings — Extended/Premium ... \$600/\$1,950

- **Basic** (included in exhibit fee) includes company listing description with up to 500 characters.
- **Extended** includes company listing description with up to 1,000 characters, ability to upload five press releases, and company will be highlighted on floor plan with an enhanced listing icon.
- **Premium** includes items in basic and extended packages plus rotating banner on home page of exposition website, video uploads, up to three product photos posted online, and links to social media platforms.

## ONLINE • MOBILE • PRINT

### Extended and Premium Listings

Expanded listings give your company greater exposure to attendees. Longer company and product descriptions, press releases, product photos, corporate videos, and banner ads draw attention to your listing and drive traffic to your booth.

Features	Basic Included	Extended \$600	Premium \$1,950
<b>ONLINE LISTING</b>			
Company Name	•	•	•
Booth Number	•	•	•
Corporate Address and Phone	•	•	•
Corporate URL	•	•	•
Company Logo	•	•	•
Product & Service Categories	•	•	•
500 Character Description	•	•	•
Expanded Company Description up to 1,000 Characters		•	•
Ability to Upload up to 5 Press Releases		•	•
Company Highlighted on Floor Plan with an Enhanced Listing Icon on Your Booth		•	•
Up to 3 Product Photos			•
Links to Social Media Platforms			•
Multimedia Flash of Video Presentation			•
Rotating Banner Ad on Home Page of Exposition Website			•
<b>PRINTED EXPO EXHIBIT GUIDE</b>			
Company Name	•	•	•
Booth Number	•	•	•
Corporate Address & Phone	•	•	•
Corporate URL	•	•	•
500 Character Description	•	•	•
Company Logo		•	•
Expanded Company Description up to 1,000 Characters		•	•

**Early Bird Incentive: 20% off Published Rates Purchase by August 2, 2013 to Save**

50% deposit must be received by October 31, 2013 to be eligible for discount

### New Products Showcase — Per Product ... \$1,850

Feature your new products in the New Products Showcase. Participation includes online, print, and on-site promotion at the Annual Meeting. Product photo, product name, company name and booth number are included in the search engine for on-site kiosks and displayed on the New Products Showcase electronic billboard which will be prominently located in a high traffic area at McCormick Place.



## Educational Opportunities

### OEM Lecture Series Theater Presentation (On-site at McCormick Place in Exhibit Hall) ... \$750

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

### Industry Workshop Theater (PREMIUM On-site Presentations at McCormick Place in Exhibit Hall) ... \$12,500

This is your opportunity to educate prospective customers and end users about solutions 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 (Hotel Meeting Room) ... \$2,900

These presentations are scheduled in select hotels prior to and after official conference programming. All logistical arrangements and associated fees are the responsibility of the sponsor.

*First right of refusal is provided to incumbent sponsors until December 31, 2013.*

# Special Event Sponsorship

## International Market Briefing

**Director/Counselor/Ambassador ... \$3,000/\$7,500/\$10,000**

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.

Choose your sponsorship level!	Director \$3,000	Counselor \$7,500	Ambassador \$10,000
Full page color ad in IMB handouts			✓
Half page color ad in IMB handouts		✓	
Logo and links on all announcements and confirmations (approximately 10,000 impressions)	✓	✓	✓
Logos on IMB Support page in IMB handouts by level	✓	✓	✓
Acknowledgement of support in opening remarks	✓	✓	✓
Table at back of IMB room		✓	✓

# Mailing List Rentals

## Attendee Mailing List

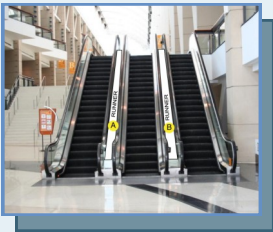
**Pre-show/Post-show ... \$995/\$1,195 (one-time use)**

Send a pre-show promotion or invitation to visit your booth to 2014 AACC Annual Meeting & Clinical Lab Expo registrants. Reinforce your on-site presence with a follow-up communication to initiate post meeting business opportunities.

# Exhibit Hall & Convention Center Opportunities

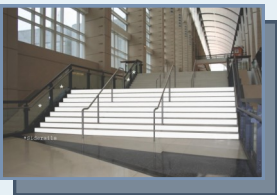
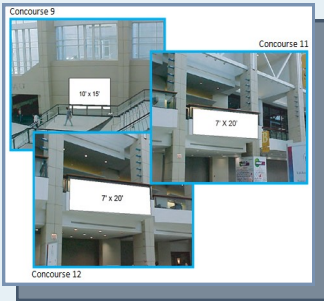
## Escalator Runner (2 sets of escalators available) ... \$15,000

Opportunities for placement of two branded runners per set of escalator in high traffic areas within the Exhibit Hall. **SOLD OUT** Enter. Ensure awareness of your presence at the meeting by securing one of these prime locations for visibility. Sponsorship includes production of the runner, installation and removal.



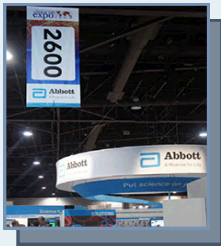
## Hanging Banners Concourses 9, 11 & 12 ... \$15,000

Opportunities for placement of a company banner in key locations within the Convention Center. Price includes production of the banner, installation, and removal.



## Staircase Decals and Side Rails Branding Concourse 9 ... \$15,000

Present your company branding in front of all meeting attendees as they head up to Registration and the Exhibit Hall in McCormick Place. This is a sure way to capture the attention of all individuals at the meeting.

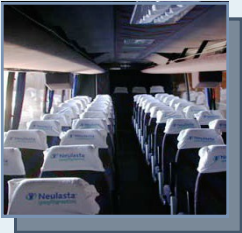


## Aisle Signs ... \$40,000

Your corporate logo will be displayed on all aisle signs (approximately 25 aisles) within the Exhibit Hall ensuring that attendees see your logo as they navigate from one aisle to the next. **SOLD OUT**

## Shuttle Bus Headrests ... \$30,000

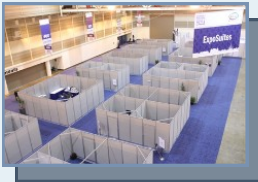
Fabric covers, personalized with your logo, will be placed on the headrest of each seat on the shuttle buses. This exclusive opportunity is an unparalleled opportunity to get your company name in front of attendees first thing in the morning and again when they head out at night. **SOLD OUT**



## Meeting Rooms

**10x20/20x20 ... \$5,900/\$10,600**

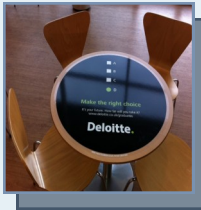
Meet face-to-face with attendees in a private modular meeting room without having to leave the Convention Center. These rooms are conveniently located on-site at McCormick place in the Exhibit Hall.



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### Table Clings on High Boys in Exhibit Hall ... \$5,000

**NEW in 2014!** Free lunch will be served in the Exhibit Hall for all attendees and exhibitors on Wednesday & Thursday. Deliver your message or feature a new product on a group of 10 tables and capture the attention of attendees while they are relaxing, dining, or meeting with others.



## Hotel Sponsorship Opportunities

### Hotel Key Cards ... \$11,500

Customized key cards with your personalized design will be distributed upon check-in to attendees at hotels. The sponsor is responsible for hotel distribution charges and the costs of producing the keycards.



### ClinPack Hotel Door Drop Inserts

4 pages/5 pages/6 pages (max)

... \$3,850/\$6,850/\$9,850

A one-time door drop at the official hotels for AACC (minimum distribution of 4,000). No other door drops are permitted during the Clinical Lab Expo.

### ClinPack Hotel Door Drop

Bag Sponsor

Includes one insert ... \$9,000

An exclusive opportunity to reach thousands of participants as they head to Tuesday morning. Includes logo printed on bags and one insert in the bags.



### Hotel Door Hangers ... \$17,500

Display a door hanger with your company message and logo on the doors of hotel rooms. Sponsorship does not include the cost of production but does include delivery to hotel rooms.



### Charging Stations

for Phones, iPads, etc. ... \$12,000

Sponsor one or several popular charging station locations in the Exhibit Hall. Four opportunities available.



### AACC Mobile App ... \$25,000

Put your company logo on the AACC Mobile App. This exciting opportunity **SOLD OUT** gets you in front of thousands of AACC attendees, even before they arrive in Chicago!

### Benefits

Opportunities are exclusive to confirmed exhibitors. All benefits related to inclusion in printed materials and signage are based on the Sponsor meeting print and production deadlines. The Sponsor's primary contact person will receive all correspondence pertinent to your Sponsorship and will be responsible for completing and returning items by the stated deadline.

### Terms

#### Deposit and Payment Terms

Through October 30, 2013: 0% due

October 31, 2013 – April 2, 2014: 50% due

On and after April 3, 2014: 100% due

Failure to make payments does not release sponsor from the contracted or financial obligation.

#### Cancellation Policy and Penalties

Sponsor agrees and understands that notification of intent to cancel the Sponsorship Contract must be provided in writing. Cancellation of exhibit space will automatically void Sponsorship Contract and penalties will apply. Cancellation penalties upon written notice of cancellation from Sponsor:

Through October 30, 2013: 0% penalty

October 31, 2013 – April 2, 2014: 50% penalty of total

On and after April 3, 2014: 100% penalty

First right of refusal is provided to incumbent sponsors until December 31, 2013.