CORPORATE SUPPORT OPPORTUNITIES

Partnership and Visibility with AACC
CORPORATE SUPPORT OPPORTUNITIES
Partnership and Visibility with AACC
Dear Industry Partners,

AACC is positioned to help you connect with over 65,000 clinical laboratory professionals directly and cost-effectively through many opportunities, including publications, meetings, and educational programs outlined in this document. We value our relationships with you, our key industry partners and supporters, and are pleased to provide you with a range of opportunities for enhancing your visibility within the AACC community.

Best Regards,

Janet B. Kreizman, CEO
Dedicated to achieving better health through laboratory medicine, AACC is a global scientific and medical professional organization dedicated to clinical laboratory science and its application to healthcare. Our leadership in education, advocacy and collaboration helps 65,000+ lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

Reach 65,000+ Decision-Makers & Influencers

Partner with AACC to achieve an increased presence with your key contacts

AACC Customer Demographics

- 70% Of AACC members play a role in the purchase of products or services for the lab
- AACC members represent the largest hospital, commercial, and reference laboratories in the world
- AACC includes lab professionals from around the world (35% international, 65% U.S.)

<table>
<thead>
<tr>
<th>TYPE OF ORGANIZATION</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital/Health System/Health Clinic</td>
<td>8000</td>
</tr>
<tr>
<td>Laboratory/Laboratory System</td>
<td>7000</td>
</tr>
<tr>
<td>Diagnostics Company</td>
<td>6500</td>
</tr>
<tr>
<td>Medical Device Company</td>
<td>5000</td>
</tr>
<tr>
<td>Distributor</td>
<td>4000</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>3000</td>
</tr>
<tr>
<td>Consulting Company</td>
<td>2500</td>
</tr>
<tr>
<td>Educational Institution</td>
<td>2000</td>
</tr>
<tr>
<td>Biotechnology Company</td>
<td>1500</td>
</tr>
<tr>
<td>OEM Company</td>
<td>1000</td>
</tr>
<tr>
<td>Retired from full-time employment</td>
<td>500</td>
</tr>
<tr>
<td>Government Agency</td>
<td>500</td>
</tr>
<tr>
<td>Pharmaceutical Company</td>
<td>500</td>
</tr>
<tr>
<td>Non-profit Association</td>
<td>500</td>
</tr>
<tr>
<td>Investment Company/Industry Analyst</td>
<td>500</td>
</tr>
<tr>
<td>Laboratory Information Systems/Informatics Company</td>
<td>500</td>
</tr>
<tr>
<td>Contract Research Organization</td>
<td>500</td>
</tr>
<tr>
<td>Blood Center/Blood Bank</td>
<td>500</td>
</tr>
<tr>
<td>Community Health Center</td>
<td>500</td>
</tr>
<tr>
<td>Pharmaceutical Research</td>
<td>500</td>
</tr>
<tr>
<td>Educator</td>
<td>500</td>
</tr>
<tr>
<td>Private Hospital Laboratory</td>
<td>500</td>
</tr>
</tbody>
</table>

| Total                                                    | 7000              |
PRIMARY JOB FUNCTION

- President/VP/Other Executive
- Lab Director/Assistant Director
- Lab/Medical Technologist (Supervisory)/Lead Tech
- Lab Manager
- Research or Development Scientist/Engineer
- Lab/Medical Technologist (Non-Supervisory)
- Scientific Director
- Student/Fellow
- Manufacturing/Operations
- Point of Care Testing
- Medical Director
- Clinical Chemist
- Quality Assurance
- Pathologist
- Educator
- Analyst
- MD/Clinician
- Retired
- Scientific Affairs
- Lab Information Systems
- Pharmacist
- Hospital Administrator
- Nurse
- Chief Medical Officer
- Cytotechnologist

ROLE IN ACQUISITION OF SYSTEMS AND/OR INSTRUMENTS

- Evaluate options for purchase
- Participate in team evaluation
- Recommend products
- Final Selection
- Assess product after purchase
- No Role
Customized Opportunities

Are you launching a product? Working to reach your target audience with information and education throughout the year? Partner with AACC to develop a targeted opportunity, or cross-market a customized campaign through multiple channels, depending on your specific goals and budget. Have an idea? Just let us know.

Customized Webinar $10,000
Choose your topic area of interest and partner with AACC’s education team to develop a customized, live webinar and endure it on AACC’s website and on Lab Tests Online for one year. Webinar Series also available. Free to Participants. Scheduled on a first-come, first-served basis. ■ reach 400-2,000

Customized Email $10,000
Your company may provide customized email text and a link to a white paper, research or scientific content that you have already developed (subject to review/approval by AACC). AACC will send a CLN-branded, stand-alone email to 65,000+ AACC customers. Companies may require customers to register to obtain the content, for lead-generation purposes. Limited to one email per month on a first-come, first-served basis. ■ reach 65,000

CLN Supplement $15,000/4-page, $25,000/8-page
Choose your topic, and partner with AACC to develop a customized, stand-alone supplement, polybagged with CLN, AACC’s monthly news magazine. CLN’s Editor will gather your content ideas and will work with expert copywriters to independently develop a supplement. Content may be reviewed by supporter for scientific accuracy. Supporter receives files after publication for further distribution. ■ reach 60,000

CLN Special Focus Section $25,000
Published quarterly, for 1 year, this section is written as a customized, 4-page spread within the magazine on an overarching topic. Content is developed in collaboration with the CLN Board of Editors, who work with AACC editorial staff to generate content. ■ reach 40,000

Accredited Industry Workshops—Regional or at the Annual Meeting & Clinical Lab Expo $25,000—$50,000
AACC’s education team will plan an accredited educational event, supported by your company. This event will be videotaped and promoted on-demand for 1-year after the Annual Scientific Meeting or Regional Event. ■ reach: 150-200 live, 65,000 on-demand

AACC Customer Survey $10,000
Sent to 65,000+ AACC customers, supporters have the opportunity to send a non-commercial, AACC Survey. Supporter must develop & host the survey with AACC’s final approval. Survey will be emailed by AACC twice, and supporter will provide AACC with access to final survey results. Surveys are scheduled monthly on a first-come, first-served basis.

Conferences
For more information, visit www.aacc.org/meetings-and-events/conferences. For support opportunities, contact: Teresa Favero, tfavero@aacc.org or 202-420-7610.

International Education
Interested in bringing AACC education to an international audience? Sponsor a “Best of AACC” for your target market. “Best of AACC” is an educational initiative that offers AACC’s cutting edge science and education, in a one or two-day live program, to laboratory professionals in their home country. The meeting education is derived from AACC’s Annual Scientific Meeting, or from AACC’s various other live educational conferences.

For more information on sponsoring an international program, contact Lidia Martin, Global Business Development Director, Encore Medical Education at +34 646 404 650 or lidia.martin@encoremeded.com.
Online Learning

$5,000 Sponsorship/$10,000 Webinar Series/$15,000 Content Licensing

Online certificate programs provide comprehensive coverage of clinical laboratory practice prepared by content experts. Each program contains 4-8 courses with lectures, related readings, web resource links, quizzes, and CE Credits. A certificate of completion is provided.

Sponsorship
Sponsors receive logo/link on Certificate Program Webpage and in all promotional materials, including SmartBrief, CLN Stat, Google Display Ads, Digital Activities.  ■ reach 85-100 participants

NEW! Webinar Series
AACC will present the certificate programs via a series of live Webinars.  ■ reach 400-2,000

NEW! Content Licensing
With content licensing, companies may use this as a content marketing opportunity, linking to the content directly from another website and any other promotional vehicles. Content is provided to your customers for free with up to 4 promotional codes for tracking purposes.

Certificate Program Topics Include

<table>
<thead>
<tr>
<th>Lab Testing</th>
<th>Lab Technology</th>
<th>Lab Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Molecular Pathology</td>
<td>• LC-MS/MS Troubleshooting</td>
<td>• Laboratory Information Systems</td>
</tr>
<tr>
<td>• Point-of-Care</td>
<td>• Flow Cytometry</td>
<td>• Leadership and Management</td>
</tr>
<tr>
<td>• Clinical Toxicology</td>
<td>• Liquid Chromatography</td>
<td>• Operational Management</td>
</tr>
<tr>
<td></td>
<td>Mass Spectrometry</td>
<td>• Patient Safety</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Quality Control</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Regulatory Affairs for Laboratory Compliance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Statistical Methods</td>
</tr>
</tbody>
</table>

Annual Scientific Meeting Education

Annual Scientific Meeting Educational Session Support
$2,500-$5,000

Industry partners are invited to provide educational grant support for educational sessions at the Annual Scientific Meeting & Clinical Lab Expo. With over 75 symposia (100-700 attendees) and meet-the-expert sessions (75 attendees) available, industry supporters are able to choose specific sessions to support—an excellent opportunity to enhance your presence and gain visibility at the world’s largest gathering of clinical lab decision makers and influencers.

*The AACC Annual Scientific Meeting & Clinical Lab Expo scientific program is developed by the Annual Meeting Organizing Committee (AMOC) prior to and independent of educational grant support. In accordance with the standards of Accreditation Council for Continuing Medical Education (ACCME), the commercial supporters of this meeting have no influence over topics or speakers. Educational grants support the overall meeting and are not used to compensate speakers in supported sessions.
Patient & HCP Education—Lab Tests Online

LabTestsOnline.org $5,000 to $20,000

Launched in 2001, AACC’s labtestsonline.org helps patients better understand the many clinical laboratory tests that play a critical role in diagnosing, monitoring, and treating a broad range of conditions, including cancer, diabetes, heart disease, infectious diseases, and more.

Key Metrics
- Top 100 Health Site**
- 2+ million users/month
- 300+ Test, 130 Condition, and 7 age-related Screening articles
- 30,000 eNewsletter subscribers
- 22,000 Facebook and Twitter followers

3+ Million Monthly Pageviews
- Home Page—150,000+
- CBC Test Page Example—120,000+
- Patient Resources Page—25,000+
- Test Index Page—35,000+
- Health Professionals Page—6,000+

Health Awareness Sponsor Program
Align your marketing efforts around monthly health awareness articles.

Keyword Sponsorship Program
Sponsor logos are on various site pages, in AACC marketing materials, and displayed on specific pages through the selection of keywords, allowing for a more targeted return on investment. Sponsors receive an unlimited number of page views per keyword.

Patient Awareness Campaign
Reach 2 million users a month with a tailored patient awareness campaign. Educate the public through Lab Tests Online articles, eNewsletter, Social Media, and more. Sponsorship programs can be tailored.

**Source: Alexa.com
Professional Development

Become an AACC Patron Benefactor. Support the future thought leaders and young professionals in the IVD industry with a grant to support AACC’s trainees in their preparation for board exams, and to support young clinical laboratorians in their career advancement. Companies contributing $10K or more per year to these initiatives, as well as to awards, will be recognized as Patron Benefactors, with an award at the Annual Scientific Meeting & Clinical Lab Expo.

Career Advancement—SYCL (Society for Young Clinical Laboratorians) $5,000

AACC’s program to serve the needs of younger AACC members (under 40 years of age) and those in training programs. SYCL provides valuable career information & opportunities, and special programs for young members. # reach 1,300+

Board Exam Preparation—CCTC (Clinical Chemistry Trainee Council) $5,000

AACC’s program to serve over 10,000 residents and fellows (and their mentors), providing free educational materials and interactive tools, (Pearls of Laboratory Medicine and Question Bank) which assist trainees in preparing for board examinations. # reach 10,000+

Awards $5,000+

AACC’s various recognition and professional development programs include AACC Awards and Academy Awards.
Advertising—Print & Digital
AACC Publications

Advertisers reach 40,000 influential readers who represent a broad spectrum of specialties in laboratory medicine.

For more information, contact Kevin McDonnell, National Sales Manager, The Townsend Group at kmcdonnell@townsend-group.com or 202-367-1259.

AACC’s Clinical Lab Marketplace Buyer’s Guide
Engage lab directors, managers, administrators, R&D executives, scientists, and product development engineers on AACC’s Clinical Lab Marketplace Buyer’s Guide. List your company products and services, or take advantage of display advertising opportunities. ■ reach 9,000

For more information, contact Multiview Sales at 1-800-816-6710 or aacc@multiview.com.

AACC’s SmartBrief
AACC’s SmartBrief brings the most important and timely news stories and trends about clinical diagnostics directly to subscribers’ email boxes on a weekly basis. Reach the entire community of lab directors, industry executives, researchers, healthcare leaders, and laboratorians worldwide. ■ reach 25,000+

For more information, contact Wynn Hanson, Account Director, SmartBrief at whanson@smartbrief.com.

Mailing Lists
Reach AACC customers and members who have opted in to receive emails from outside companies, or reach them through direct mail.

Contact Jennifer Felling, Statlistics at 203-778-8700 ext 138 or j.felling@statlistics.com.
Annual Scientific Meeting & Clinical Lab Expo—Exhibit, Sponsor, Press

Exhibits and Sponsorships
Join 21,000 clinical lab professionals and 750 exhibitors at the world’s largest, fastest-growing gathering of decision makers and influencers from the IVD marketplace. More lab directors, managers, administrators, supervisors, researchers, GPO executives and product development specialists attend this meeting than any other in this industry.

To exhibit, or to increase your visibility and presence at the meeting with sponsorship, contact Michele LaFrance, Senior Exhibit Sales Manager, SPARGO, Inc. at Michele.lafrance@spargoinc.com or 703-679-3951.

Press Conference at ASM—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 Ana Zelada, AACC Business and Communications Specialist at azelada@aacc.org.
THANK YOU TO AACC’S TOP CORPORATE SUPPORTERS

DIAMOND SUPPORTERS

Abbott Diagnostics
Roche
SIEMENS Healthineers
BECKMAN COULTER

PLATINUM SUPPORTERS

Ortho Clinical Diagnostics

GOLD SUPPORTER

Instrumentation Laboratory
A Werfen Company

SILVER SUPPORTERS

BIO-RAD
RANDOX
BD
Thermo Fisher Scientific

BRONZE SUPPORTERS

• ARUP Laboratories
• Binding Site, Inc.
• BioFire Diagnostics, LLC
• bioMérieux Inc.
• Denka Seiken Co., Ltd.
• Diagnostica Stago, Inc.
• DiagnostikNet-BB e.V. Pavilion
• DiaSorin Inc.
• Diazyme Laboratories
• ERBA Diagnostics
• EUROIMMUN US
• Fujirebio Diagnostics, Inc.
• Grifols
• Hamilton Company
• HORIBA Medical
• IDS Co, LTD
• Kamiya Biomedical Company
• KRONUS, Inc.
• Luminex Corporation
• MilliporeSigma
• Nova Biomedical Corporation
• Orchard Software Corp.
• Radiometer America Inc.
• SARSTEDT
• SCIEX
• Sebia
• Sekisui Diagnostics LLC
• Shenzhen Mindray Bio-Medical Electronics Co., Ltd.
• SNibe Co. Ltd., (Shenzhen New Industries Biomedical Engineering Co. Ltd.)
• STRATEC SE
• Streck, Inc.
• Tecan
• Waters Corporation

LAB TESTS ONLINE SUPPORTER OF THE YEAR

CLN ADVERTISER OF THE YEAR

PRINT ADVERTISER OF THE YEAR

DIGITAL ADVERTISER OF THE YEAR

Abbott Diagnostics
sysmex
RANDOX
MilliporeSigma

PATRON BENEFACTORS

Abbott Diagnostics
SIEMENS Healthineers
BECKMAN COULTER
For more information, contact:

Teresa Favero
Director, Corporate Relations