CORPORATE SUPPORT OPPORTUNITIES
Partnership and Visibility with AACC
Contents

Message from the CEO ............................................... 1
Demographics ............................................................. 2
Customized Opportunities ......................................... 5
Conferences ............................................................... 5
Online Learning ........................................................... 6
Professional Development ............................................. 6

Advertising—Print & Digital ......................................... 7
Mailing Lists .................................................................. 7
Annual Scientific Meeting & Clinical Lab Expo ............. 8
AACC Corporate Supporters ......................................... 9
Contact Us ................................................................... 10
Dear Industry Partners,

AACC is positioned to help you connect with over 74,000 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,

Mark Golden, CEO
Reach 74,000+ Decision-Makers & Influencers

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

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 74,000+ lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

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 (30% international, 70% U.S.)

![Type of Organization Chart]

<table>
<thead>
<tr>
<th>TYPE OF ORGANIZATION</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital/Health System/Health Clinic</td>
<td>7000</td>
</tr>
<tr>
<td>Laboratory/Laboratory System</td>
<td>6000</td>
</tr>
<tr>
<td>Diagnostics Company</td>
<td>5000</td>
</tr>
<tr>
<td>Medical Device Company</td>
<td>4000</td>
</tr>
<tr>
<td>Distributor</td>
<td>3000</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2000</td>
</tr>
<tr>
<td>Consulting Company</td>
<td>1000</td>
</tr>
<tr>
<td>Educational Institution</td>
<td>800</td>
</tr>
<tr>
<td>Biotechnology Company</td>
<td>600</td>
</tr>
<tr>
<td>OEM Company</td>
<td>500</td>
</tr>
<tr>
<td>Retired from full-time employment</td>
<td>400</td>
</tr>
<tr>
<td>Government Agency</td>
<td>300</td>
</tr>
<tr>
<td>Pharmaceutical Company</td>
<td>200</td>
</tr>
<tr>
<td>Non-profit Association</td>
<td>100</td>
</tr>
<tr>
<td>Investment Company/Industry Analyst</td>
<td>80</td>
</tr>
<tr>
<td>Laboratory Information Systems/Informatics Company</td>
<td>60</td>
</tr>
<tr>
<td>Contract Research Organization</td>
<td>50</td>
</tr>
<tr>
<td>Blood Center/Blood Bank</td>
<td>40</td>
</tr>
<tr>
<td>Community Health Center</td>
<td>30</td>
</tr>
<tr>
<td>Pharmaceutical Research</td>
<td>20</td>
</tr>
<tr>
<td>Educator</td>
<td>10</td>
</tr>
<tr>
<td>Private Hospital Laboratory</td>
<td>8</td>
</tr>
</tbody>
</table>

- 0 1000 2000 3000 4000 5000 6000 7000 8000
- TYPE OF ORGANIZATION
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-$12,500
Customized webinars or webinar series are live, open access, accredited education activities that are endured on AACC’s website for one year. Sponsors receive acknowledgement on website and promotional materials, outcomes reports, and opt-in lead contact information. ■ reach 500+
• For an additional fee, provide open access to a Clinical Chemistry journal article to your webinar registrants!

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 42,000

CLN 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 42,000

Customized Education - Live or Virtual $25,000+
Work with AACC’s education experts to create high quality, accredited educational activities, including industry workshops, live meetings, virtual events, or online courses. All education will be recorded and promoted on-demand for 1-year. ■ reach: 150-200 live, 74,000+ on-demand

AACC Customer Survey $10,000
Sent to 74,000+ 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 Certificate Programs

$5,000 Sponsorship

Online certificate programs provide comprehensive coverage of clinical laboratory practice prepared by content experts. Each program contains lectures, related readings, web resource links, quizzes, and CE Credits.

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

Certificate Program Topics Include

<table>
<thead>
<tr>
<th>Lab Testing</th>
<th>Lab Technology</th>
<th>Lab Management</th>
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<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 Mass Spectrometry</td>
<td>• Operational Management</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>

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 and young clinical laboratory practitioners 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 recognition at the Annual Scientific Meeting & Clinical Lab Expo.

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

SYCL 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+

Awards $5,000+

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

AACC Publications
Advertisers reach 74,000 influential members & customers who represent a broad spectrum of specialties in laboratory medicine.

For more information, view the 2021 Integrated Advertising Portfolio or 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 Claire Dwyer, Account Director, SmartBrief at cdwyer@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 Communications Specialist at azelada@aacc.org.
THANK YOU TO AACC’S TOP CORPORATE SUPPORTERS

DIAMOND SUPPORTERS

- Siemens Healthineers
- Abbott
- Roche
- Beckman Coulter

PLATINUM SUPPORTERS

- Sysmex

GOLD SUPPORTER

- BD
- Ortho Clinical Diagnostics
- Instrumentation Laboratory

SILVER SUPPORTERS

- Bio-Rad
- Randox

BRONZE SUPPORTERS

- ARK Diagnostics, Inc.
- Binding Site, Inc.
- BioFire Diagnostics, LLC
- BioMerieux Inc.
- Diagnostica Stago, Inc.
- DiagnostikNet-BB e.V.
- DiaSorin Inc.
- Diazyme Laboratories, Inc.
- EUROIMMUN US
- Fujirebio
- Grifols
- Hamilton Company
- Hemosure / WHPM
- Hologic, Inc.
- HORIBA Medical
- IDS Co, LTD
- Kamiya Biomedical Company
- Luminex Corporation
- MilliporeSigma
- Nova Biomedical Corporation
- Orchard Software Corp.
- Quest Diagnostics
- SARSTEDT
- SCIEX
- Sekia
- Sekisui Diagnostics LLC
- Shenzhen Mindray Bio-Medical Electronics Co., Ltd.
- Streck, Inc.
- Tecan
- Thermo Fisher Scientific
- Tosoh Bioscience
- Wallonia Export-Investment Agency
- Waters Corporation
- Zeus Scientific

AACC SUPPORTER OF THE YEAR

- Siemens Healthineers

CLN PRINT ADVERTISER OF THE YEAR

- Sysmex

CLN DIGITAL ADVERTISER OF THE YEAR

- Millipore Sigma

PATRON BENEFACTORS

- Siemens Healthineers
- Abbott
For more information, contact:

Teresa Favero
Director, Corporate Relations