CORPORATE SUPPORT OPPORTUNITIES
Partnership and Visibility with AACC
Reach 74,000+ AACC Customers

- 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.)
Customized Education
Online

**Webinar or Webinar Series**
Customized webinars or webinar series are live or pre-recorded, open access, 1-hour accredited education activities that are endured on AACC’s website for one year. Sponsors receive opt-in lead generation.

**ADD-ON:** Clinical Chemistry or JALM Journal Article: Provide open access to a journal article for webinar registrants.

**NEW! Product Launch Virtual Event**
Are you launching a product and want to reach AACC’s robust customer database? Work with AACC anytime throughout the year to organize a virtual product launch, hosted by CLN. Have AACC members join you for morning coffee with your company executives, a Lunch & Learn, or a virtual Happy Hour as a couple of examples. Sponsors receive opt-in lead generation.

**NEW! Online Educational Course**
Provide input and guidance to customize and present a 3–4-hour ACCENT accredited online course developed by topic experts in the field. Course takes place live and becomes available for 1 year on AACC’s learning platform. Sponsors receive opt-in lead generation.

**NEW! Laborastories Podcast**
Become an inaugural sponsor of the newly launched AACC monthly podcast series: Laborastories. Sponsors provide faculty, host, and content centered around the impact of patient health. Each podcast will feature an intro mentioning the sponsor and may include a commercial message at the end of the episode. Be part of the exciting new venture as the listenership grows daily.

Print & Online

**NEW! Scientific White Paper or Guideline**
Sponsor will work with AACC expert program faculty to provide input and guidance to customize a Scientific White Paper or Guideline. All content will be unbiased, educational, and not promotional in nature. AACC will design, print, and distribute.

**CLN Supplement**
Choose your topic, and partner with AACC to develop a customized, stand-alone supplement, polybagged with CLN, AACC’s monthly news magazine. This includes a digital push for participants to access the content online and provides sponsors with opt-in lead generation.

**CLN Focus Section**
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. This includes a digital push for participants to access the content online and provides sponsors with opt-in lead generation.

Live

**AACC Educational Symposia (AACC Annual Scientific Meeting & Clinical Lab Expo)**
Work with AACC’s education experts to create a high-quality, live, 1.5-hour CE-accredited educational event to take place at AACC’s Annual Scientific Meeting & Clinical Lab Expo, including live-streaming on the Digital Pass Platform.

**Live Educational Conference: Regional or International**
Work with AACC’s education experts to create a high-quality, live, 1.5-to-2-day conference in your topical area, geared towards your target audience, either regionally within the US, or internationally.

Customized Market Research

**AACC Customer Survey**
Sent to 74,000+ AACC customers, sponsor develops/hosts the survey with AACC’s final review & approval. Survey will be emailed by AACC twice. Surveys are scheduled monthly on a first-come, first-served basis.

**NEW! AACC Recruitment - Focus Group or Scientific Advisory Board**
Utilizing AACC’s extensive membership database, AACC will recruit a group of members to participate in a one-time Focus Group, or a longer-term Scientific Advisory Board on the topic(s) of their choosing. Sponsor provides target profile recruitment information and develops/hosts the event.
**Sponsorships**

**AACC Education**

**Online Certificate Program – Sponsorship or Licensing**
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. Sponsor a program or license the content to provide free access for up to 500 participants throughout the year with four (4) promotional access codes.

**AACC Educational Conferences**
Become a sponsor of AACC educational conferences, such as the Point-of-Care Testing Boot Camp and the International CPOCT Symposium. Work with the Corporate Relations team to identify conferences of interest to you.

**AACC Professional Development**

**Career Advancement - SYCL (Society for Young Clinical Laboratorians)**
Sponsor 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.

**Awards**
Sponsor one of AACC’s various recognition and professional development programs including AACC Awards and Academy Awards.

**Advertising—Print & Digital**

**AACC Integrated Advertising Portfolio**
AACC offers digital advertising through CLN Dedicated Emails, CLN Special Reports, CLN Industry Insights Features, AACC.org, etc., CLN print advertising opportunities, and advertising opportunities at the AACC Scientific Meeting & Clinical Lab Expo (Exhibit Guide, CLN Daily, CLN Daily Alerts).
For more information, contact Kevin McDonnell, Sales Director, Smithbucklin, kmcdonnell@smithbucklin.com.

**AACC Journal Advertising**
Advertise in the Clinical Chemistry journal (CCJ) and in The Journal of Applied Laboratory Medicine (JALM).
For more information, contact Robert Gaddy, Advertising Account Manager, Oxford University Press, robert.gaddy@oup.com.

**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.
For more information, contact Multiview Sales, 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 community of lab directors, industry executives, researchers, healthcare leaders, and laboratorians.
For more information, contact Claire Dwyre, Account Director, SmartBrief, claire.dwyre@futurenet.com.

**Mailing Lists**

**Mailing List Rental**
Reach AACC customers and members who have opted in to receive emails from outside companies or reach them through direct mail.
For more information, contact Jennifer Felling, Statlistics, j.felling@statlistics.com.
Annual Scientific Meeting & Clinical Lab Expo

Exhibits and Sponsorships
Join 15,000+ clinical lab professionals and 750+ exhibitors at the world’s largest, fastest-growing gathering of decision-makers and influencers in clinical lab medicine.

To exhibit, or to increase your visibility and presence at the meeting with sponsorship, contact Michele LaFrance, Director of Sales, SPARGO, Inc. at michele.lafrance@spargoinc.com.

Press Conference
Don’t miss your chance to hold a free press conference at the world’s largest gathering for laboratory medicine. Organizations can reserve one 45-minute slot. Additionally, AACC’s corporate partners can post press releases in AACC’s digital press room and leave media kits in AACC’s onsite press room.

For more information and to reserve your press conference, contact Ana Zelada, Manager, Communications & Corporate Relations, at azelada@aacc.org.

Reach 74,000+ AACC Customers

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

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 a new idea? We would be happy to work with you to help you meet your goals!

AACC Corporate Relations Team

Teresa Favero
Senior Director, Corporate Relations
tfaver@aacc.org

Lane Glaster-West
Associate Director, Corporate Relations
lwest@aacc.org

Ana Zelada
Manager, Communications
& Corporate Relations
azelada@aacc.org