

2018

CORPORATE SUPPORT OPPORTUNITIES

Partnership and Visibility With AACC

AACC

Better health through laboratory medicine.

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2018 | CORPORATE SUPPORT
OPPORTUNITIES
Partnership and Visibility with AACC

Dear Industry Partners, AACC is positioned to help you connect with over 60,000 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,

A handwritten signature in black ink, which appears to read "Janet B. Kreizman". The signature is fluid and cursive.

Janet B. Kreizman, CEO

AACC

*Better health through
laboratory medicine.*

Reach 60,000+ Decision-Makers & Influencers

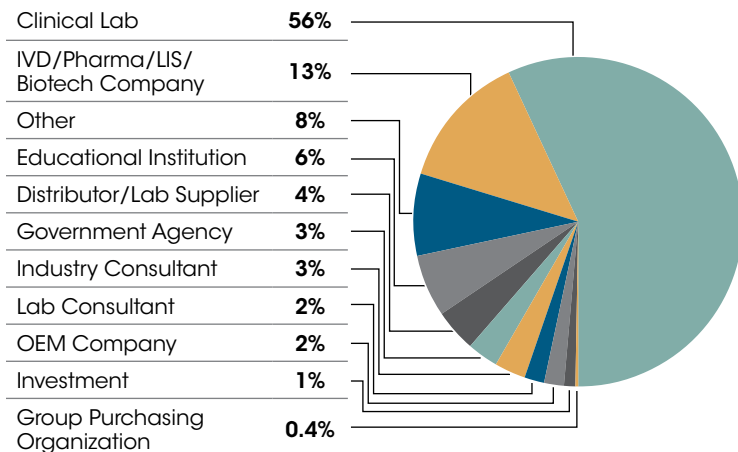
Partner with AACC to achieve an increased presence with your key contacts

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 60,000+ lab professionals adapt to change and do what they do best: provide vital insight and guidance so patients get the care they need.

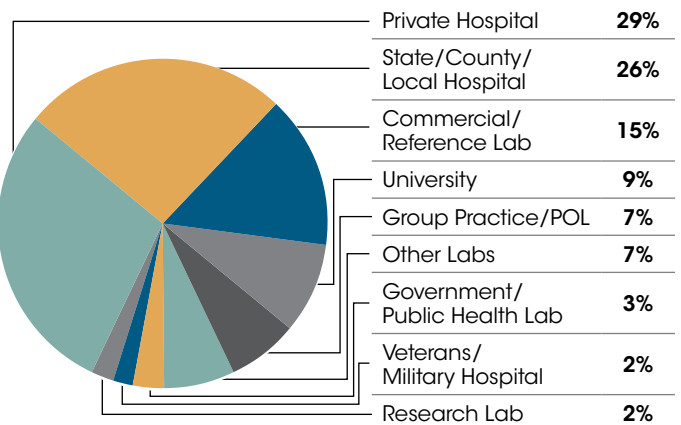
AACC Customer Demographics

- 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 (35% international, 65% U.S.)

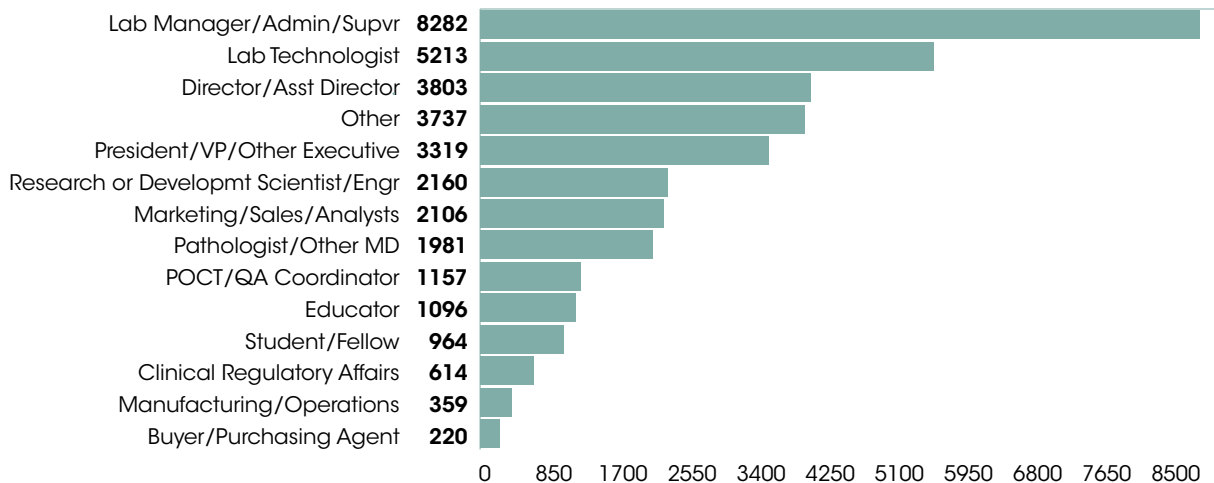
Customer Organizations



Customer Labs



Customers By Title



Customized Opportunities

DEVELOP A
TARGETED
OPPORTUNITY

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. Webinar is free to participants. Emails scheduled on a first-come, first-served basis. ■ reach 400-2,000

NEW! Customized Email (White Paper or Scientific Content) \$10,000

Your company may provide customized email text and a link to a white paper or scientific research that you have already developed (subject to review/approval by AACC). AACC will send a CLN-branded, stand-alone email to 60,000+ 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 60,000

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 40,000

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

CLN Stat Sponsored Content \$5,000

Companies may provide a sponsored-content article to be distributed in *CLN Stat*, AACC's semi-monthly e-newsletter. Articles publish in the members-only issue (6,000 contacts/25% open rate) and in the non-members issue (60,000 contacts/15% open rate). The article will be highlighted via social media as well. ■ reach 60,000

AACC Customer Survey \$10,000

Sent to 60,000+ AACC customers, supporters have the opportunity to send a non-commercial, AACC Survey. Supporter must work with a professional agency to 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 quarterly on a first come, first served basis.

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, 60,000 on-demand

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 link to the content via their website and any other promotional vehicle. Content is then provided to your customers for free with a promotional code.

Certificate Program Topics Include:

Lab Testing

- Molecular Pathology
- Point-of-Care
- Clinical Toxicology

Lab Technology

- LC-MS/MS Troubleshooting
- Flow Cytometry
- Liquid Chromatography Mass Spectrometry

Lab Management

- Laboratory Information Systems
- Leadership and Management
- Operational Management
- Patient Safety

- Quality Control
- Regulatory Affairs for Laboratory Compliance
- Statistical Methods

Conferences

AACC Middle East

March 22-24, 2018, Abu Dhabi at the Etihad Towers

A partnership between Al Borg Laboratories and AACC, AACC Middle East will be a 2.5 day scientific meeting and expo bringing AACC's world leading scientific content and leadership role in the IVD industry to laboratory professionals in the Middle East. The conference will include dozens of scientific sessions along with a robust Clinical Lab Expo showcasing instrumentation and lab products from major IVD manufacturers. ■ reach 600-700

Critical and Point-of-Care Testing International Symposium

September, US location TBD

Driven by faster diagnostic benefits, POC testing is revolutionizing the continuum of patient care. Today, more POC tests are being performed at the patient's hospital bedside, in the emergency room, intensive-critical-care unit, primary care setting, and the home. This 27th International Symposium explores the use of point-of-care tests in various patient care settings with a focus on clinical decision making and improved patient outcomes. ■ reach 265

Joint meeting with European Federation of Clinical Chemistry and Laboratory Medicine—Preanalytics

October/November, US location TBD

AACC and The European Federation for Clinical Chemistry and Lab Medicine (EFLM) will jointly plan and deliver this scientific educational conference focusing on new science, technology, and process impacting the quality and clinical value of the preanalytical phase of laboratory work. The two organizations to create a dynamic platform for the exchange of knowledge and policies and improve understanding of some of the most challenging issues in laboratory medicine.

■ reach 200

Mass Spectrometry and Separation Sciences for Laboratory Medicine

October, Philadelphia, PA

As the menu of clinical mass spec-based applications grows, this technology continues to change the way many laboratories perform their everyday testing. The 8th Annual Mass Spectrometry and Separation Sciences for Laboratory Medicine Conference will highlight the diagnostic contributions of this technology today—from designer drug testing to newborn screening—and will address the promise of integrating mass spec in the near future with clinical and anatomic pathology. ■ **reach 180**

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.

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 2018 Annual Scientific Meeting & Clinical Lab Expo. With over 75 symposia (100-700 attendees) and short courses (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.

70TH AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO

**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

Lab Tests Online is AACC’s award-winning, patient-centered public resource on clinical lab testing. Since launching in 2001, Labtestsonline.org has provided over 300 million visitors with essential, peer-reviewed information about their lab tests—improving both health literacy and an understanding of the critical role the lab plays in healthcare.

Targeted for and used primarily by patients and their loved ones, the website has also become a popular reference tool for medical professionals (20% of users are doctors, PAs, laboratorians, nurses, or other medical professionals) and National Institutes of Health is its top referrer. LTO has developed an area specifically for [Health Care Professionals](#) that includes quick access to test information and related topics of interest.

Supporters have the opportunity to include their logo on specific pages through the selection of keywords, allowing for a targeted return on investment. Sponsored content, and video sponsorships, as well as advertising opportunities also available. ■ **reach: up to 2.9 million visitors/month**

LAB TESTS ONLINE

Your Trusted Guide

Understand your tests. Empower your health.

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 or travel grants, 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+

SYCL Travel Grants \$2,000

The SYCL Travel Grant program is a need-based program that enables early career professionals to gain invaluable experience and exposure to the global laboratory profession by attending the AACC Annual Scientific Meeting & Clinical Lab Expo.

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 & Travel Grants \$5,000+

AACC's various recognition and professional development programs include [AACC Awards](#), [NACB Awards](#), [International Travel Grants](#), and [Student Travel Grants](#).



Advertising—Print & Digital

AACC Publications

				
<p>CLN CLN Stat CLN Daily CLN Online CLN eTOC</p>	<p>Clinical Chemistry Journal Clinical Chemistry Online</p>	<p>Journal of Applied Laboratory Medicine</p>	<p>AACC.org</p>	<p>Annual Scientific Meeting & Clinical Lab Expo Registration Brochure Program & Exhibit Guide</p>

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](mailto:j.felling@statlistics.com) 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.

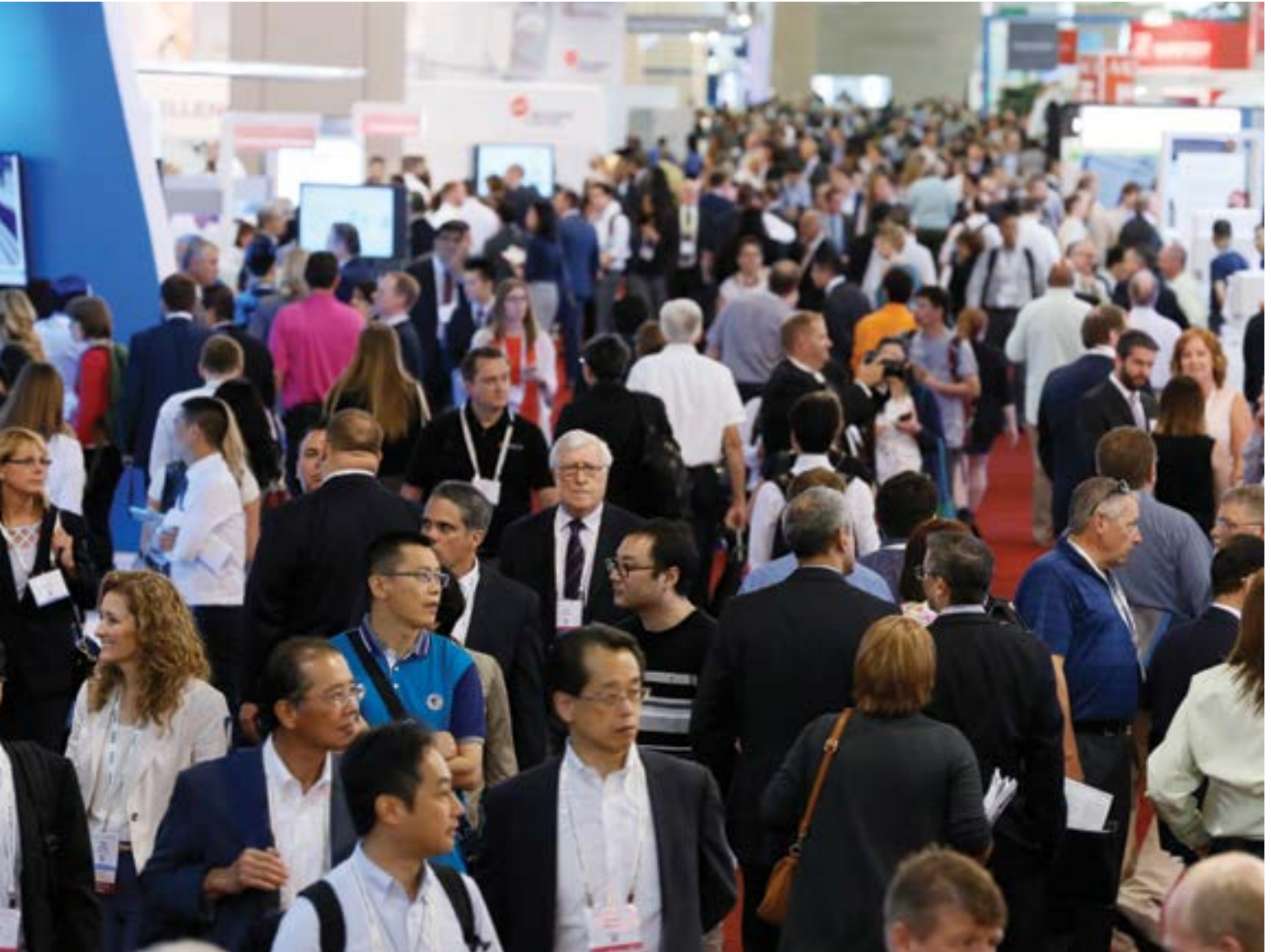
To exhibit, or to increase your visibility and presence at the meeting with sponsorship, contact Michele LaFrance, Senior Exhibit Sales Manager, SPARGO, Inc. at Michele.lafrance@spargo.com or 703-679-3951.

70TH AACC ANNUAL
SCIENTIFIC MEETING
& CLINICAL LAB EXPO

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 Christine DeLong, AACC Communications Coordinator at cdejong@aacc.org.



Thank You to our 2017 AACC Corporate Supporters

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PLATINUM SUPPORTERS



SILVER SUPPORTERS



Ortho Clinical Diagnostics



BRONZE SUPPORTERS

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- AusBio Laboratories Co. Ltd.
- BioFire Diagnostics, LLC
- bioMerieux, Inc.
- Boston Children's Hospital
- Diagnostica Stago, Inc.
- Diazyme Laboratories
- ERBA Diagnostics
- Euroimmun US
- Fujirebio Diagnostics, Inc.
- Grifols
- Hamilton Company
- Hologic, Inc.
- HORIBA Medical
- IDS Co, LTD
- Instrumentation Laboratory (IL)
- Kamiya Biomedical Company
- Luminex Corporation
- MilliporeSigma
- Nova Biomedical Corporation
- Orchard Software Corp.
- Radiometer
- SARSTEDT
- Sebia, Inc.
- Sekisui Diagnostics LLC
- SHENZHEN MINDRAY BIO-MEDICAL ELECTRONICS CO., LTD.
- SNIBE Co. Ltd., (Shenzhen New Industries Biomedical Engineering Co. Ltd.)
- Sunquest Information Systems, Inc.
- Tecan
- The Binding Site, Inc.
- Tosoh Bioscience
- Waters Corporation

LAB TESTS ONLINE
SUPPORTER OF THE YEAR



AACC DIGITAL
ADVERTISER OF THE YEAR



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ADVERTISER OF THE YEAR



PATRON BENEFACTORS



For more information, contact:

Teresa Favero
Director, Corporate Relations



*Better health through
laboratory medicine.*

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