

# CORPORATE SUPPORT OPPORTUNITIES

Partnership and Visibility with AACC

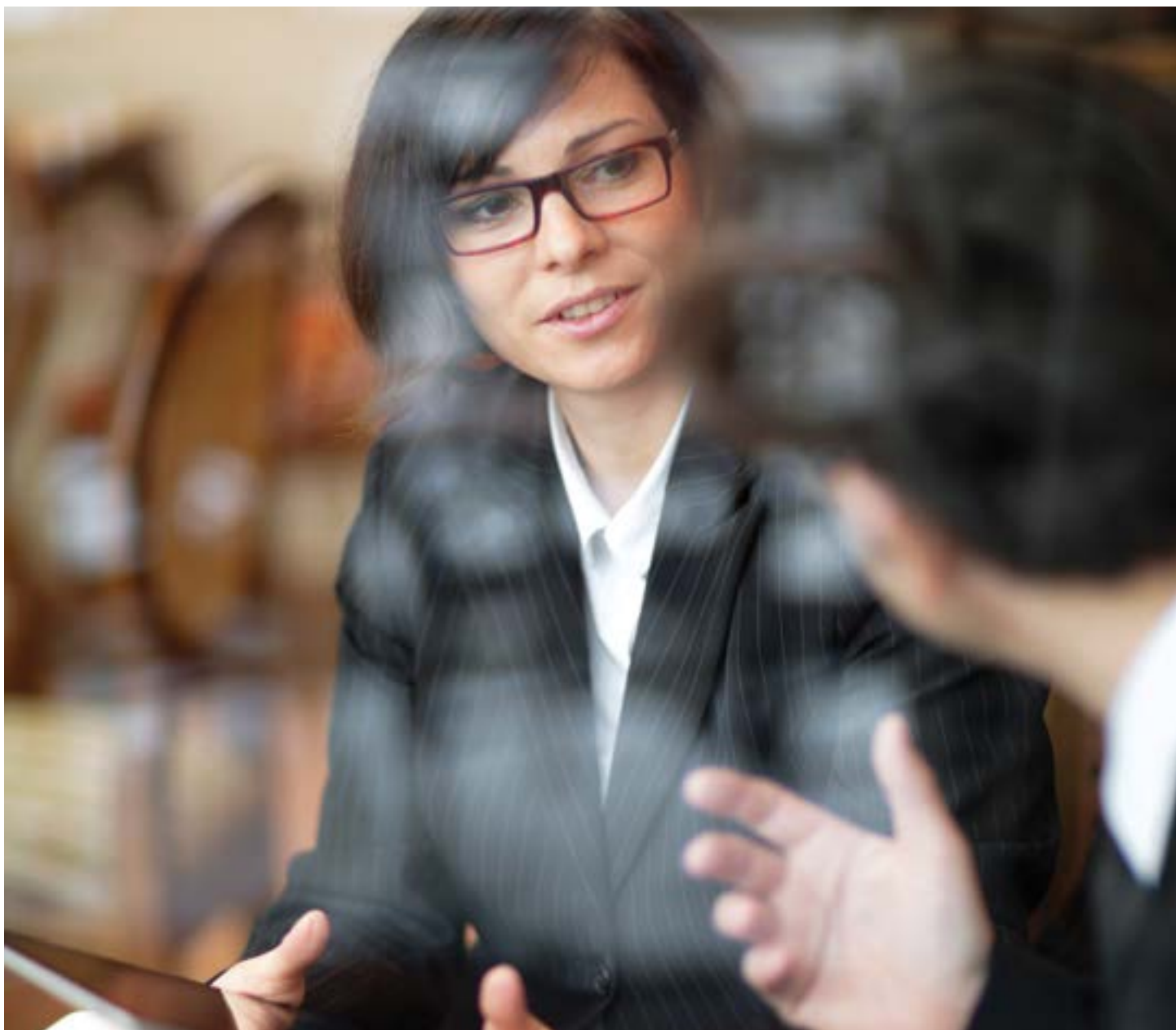


*Better health through  
laboratory medicine.*

---

## Contents

Message from the CEO.....	1	Advertising—Print & Digital .....	7
Demographics.....	2	Mailing Lists.....	7
Customized Opportunities .....	5	Annual Scientific Meeting & Clinical Lab Expo .....	8
Conferences.....	5	AACC Corporate Supporters.....	9
Online Learning.....	6	Contact Us.....	10
Professional Development .....	6		



**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,

A handwritten signature in black ink, appearing to read 'Mark Golden'. The signature is fluid and cursive, with a large, stylized 'M' and 'G'.

Mark Golden, CEO



*Better health through  
laboratory medicine.*

# Reach 74,000+ Decision-Makers & Influencers

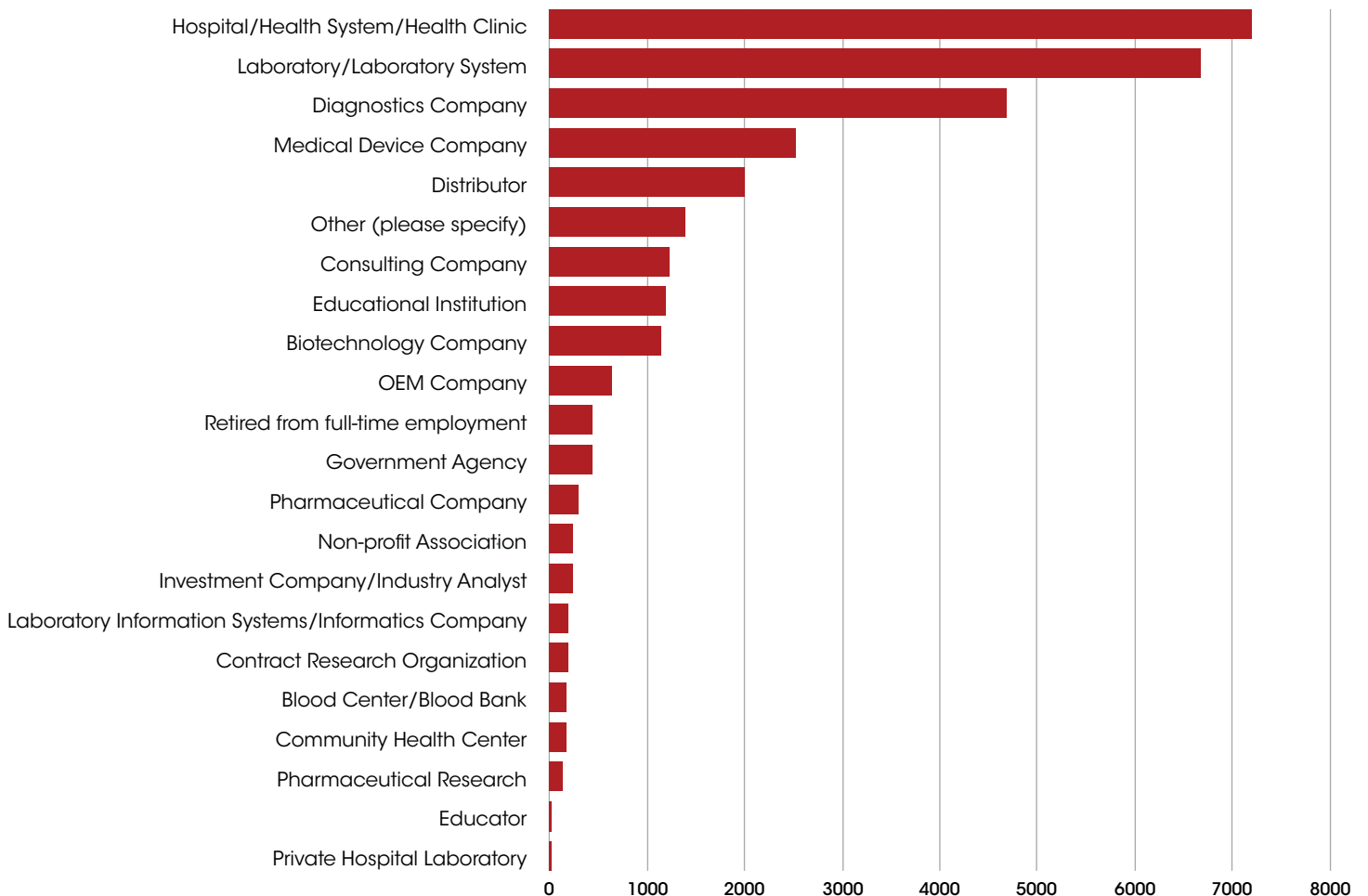
Partner with AACC to achieve an increased presence with your key contacts

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.

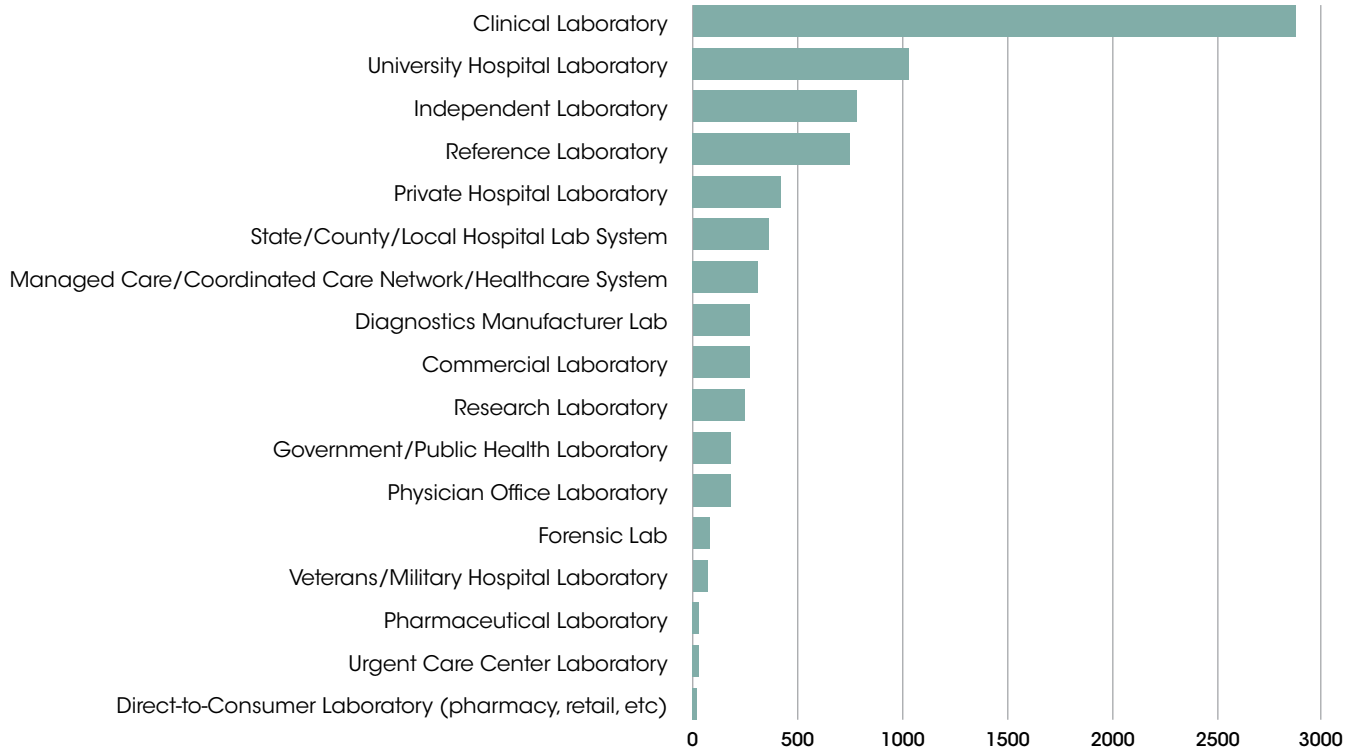
## AACC Customer Demographics

- 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.)

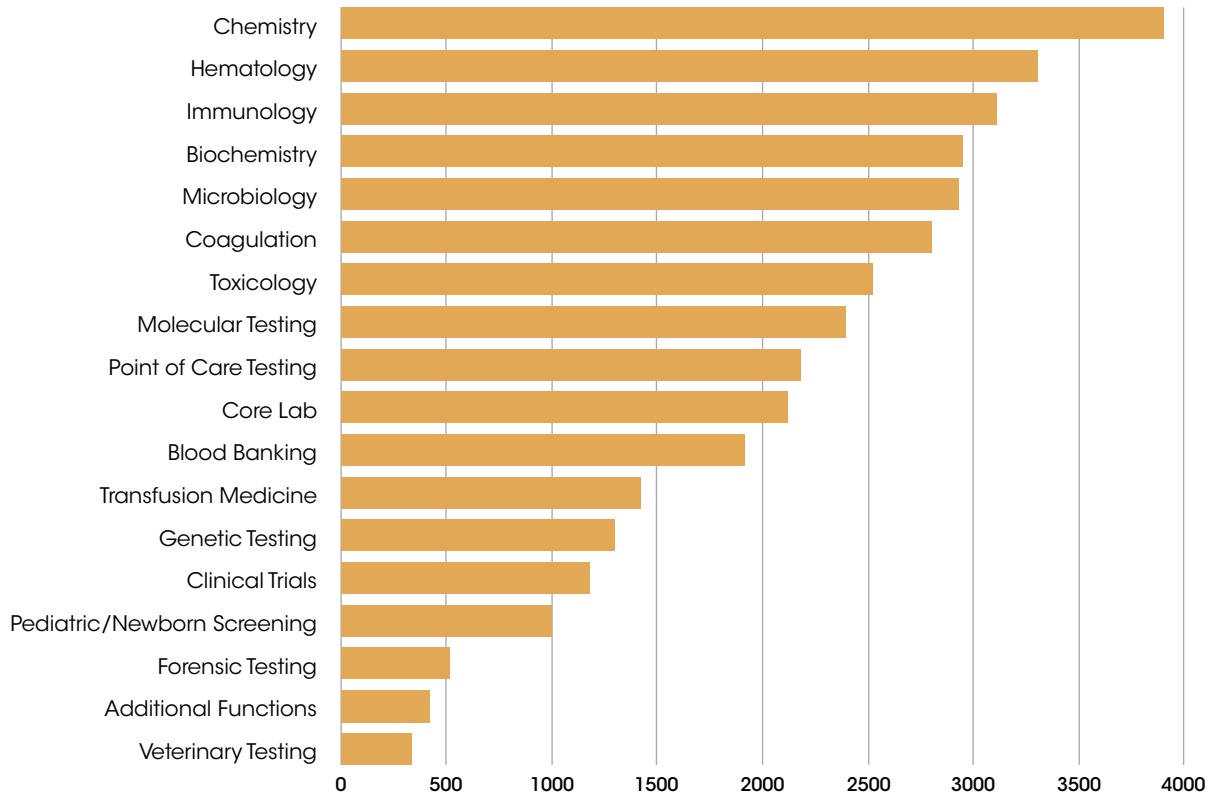
TYPE OF ORGANIZATION



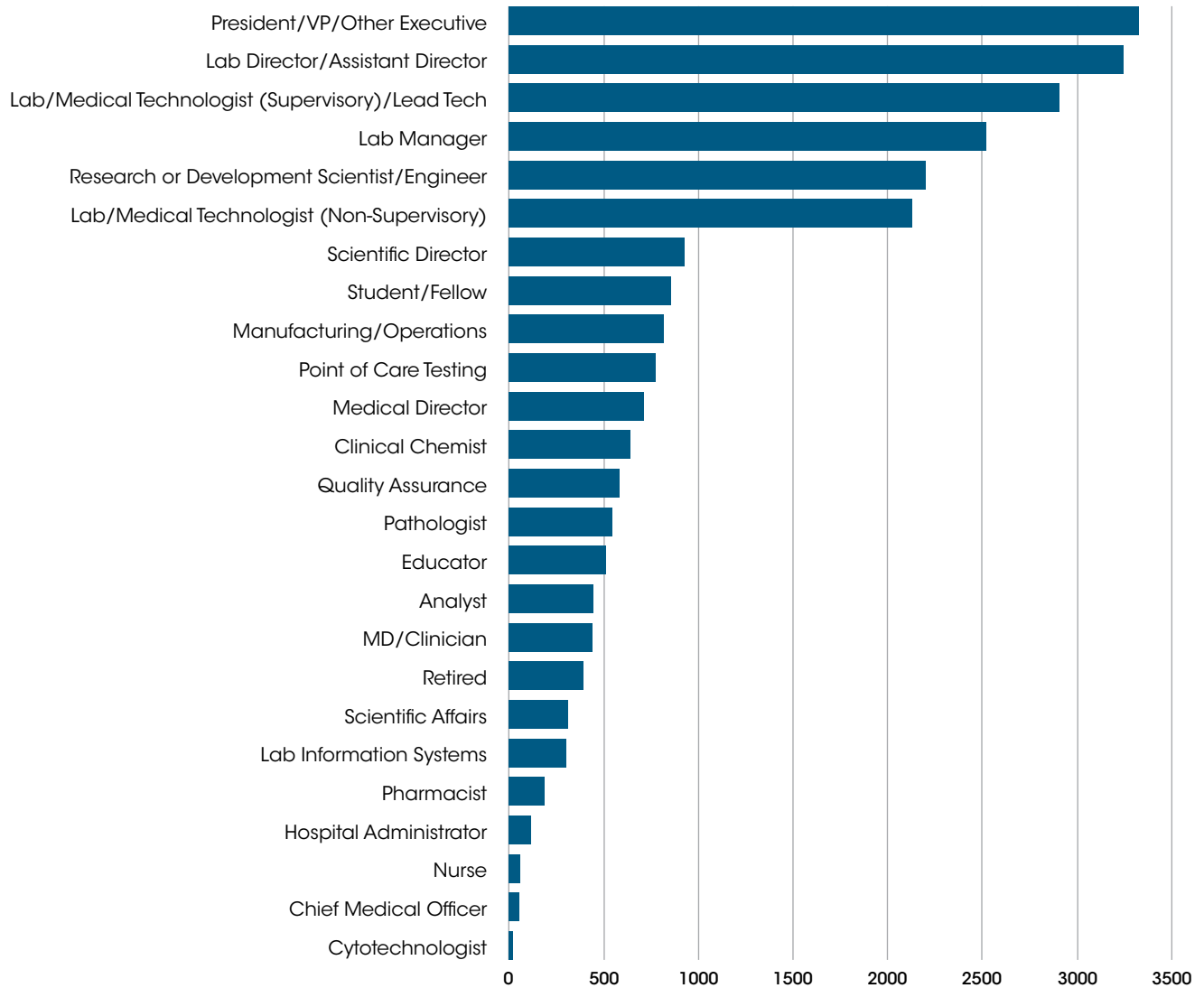
### TYPE OF LAB



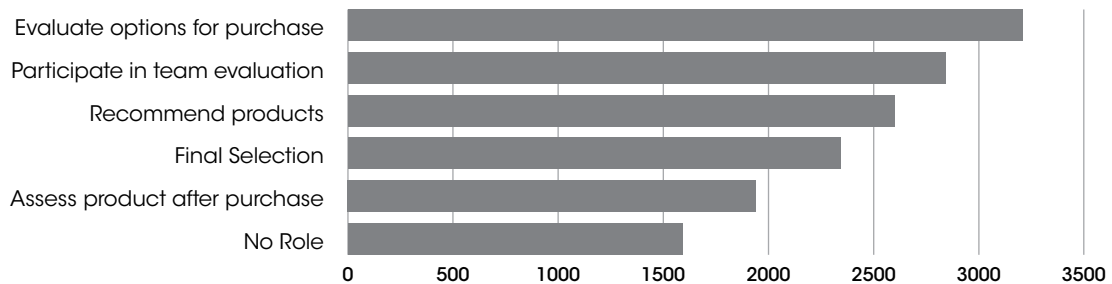
### LAB'S PRIMARY FUNCTION(S)



### PRIMARY JOB FUNCTION



### ROLE IN ACQUISITION OF SYSTEMS AND/OR INSTRUMENTS



---

## 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-\$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](http://www.aacc.org/meetings-and-events/conferences). For support opportunities, contact: Teresa Favero, [tfavero@aacc.org](mailto: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@encoremmed.com](mailto:lidia.martin@encoremmed.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

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

---

## 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 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 recognition 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+**

---

### 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.



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

For more information, view the [2021 Integrated Advertising Portfolio](#) or contact Kevin McDonnell, National Sales Manager, The Townsend Group at [kmcdonnell@townsend-group.com](mailto:kmcdonnell@townsend-group.com) or 202-367-1259.

Clinical  
Chemistry

The  
Journal  
of  
**APPLIED  
LABORATORY  
MEDICINE**

For more information on advertising in the *Clinical Chemistry Journal* and *The Journal of Applied Laboratory Medicine*, please contact Oxford University Press.

### 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](mailto: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](mailto: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, [Statistics](#) at 203-778-8700 ext 138 or [j.felling@statistics.com](mailto:j.felling@statistics.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](mailto:Michele.lafrance@spargo.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](mailto:azelada@aacc.org).



# THANK YOU TO AACC'S TOP CORPORATE SUPPORTERS

---

## DIAMOND SUPPORTERS



---

## PLATINUM SUPPORTERS



---

## GOLD SUPPORTER



Ortho Clinical Diagnostics



---

## SILVER SUPPORTERS



---

## 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

- Sebia
- 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



CLN PRINT ADVERTISER  
OF THE YEAR



CLN DIGITAL ADVERTISER  
OF THE YEAR



---

## PATRON BENEFACTORS



**For more information, contact:**

Teresa Favero  
Director, Corporate Relations



*Better health through  
laboratory medicine.*

AACC  
900 Seventh Street, NW, Suite 400  
Washington, DC 20001  
Telephone: +1-202-420-7610  
Email: [tfavero@aacc.org](mailto:tfavero@aacc.org)