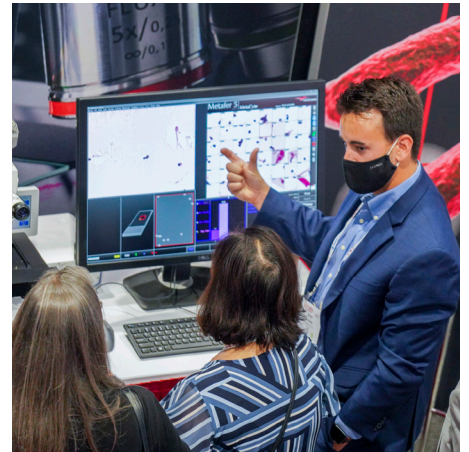


CORPORATE SUPPORT OPPORTUNITIES

Partnership and Visibility with AACC



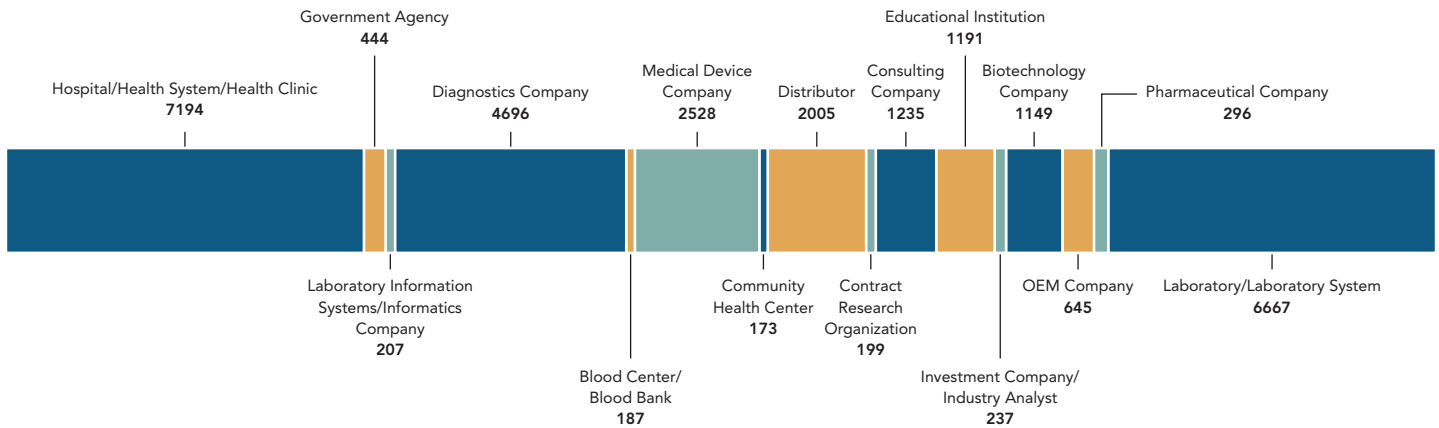
AACC

Better health through laboratory medicine.

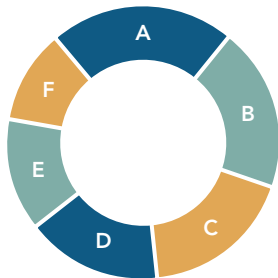
Reach 74,000+ AACC Customers

- 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.)

TYPE OF ORGANIZATION

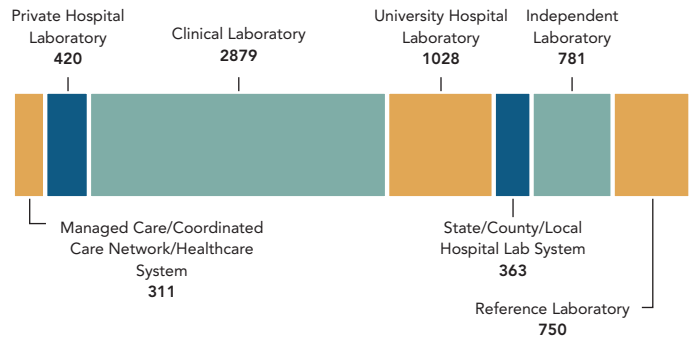


ROLE IN ACQUISITION OF SYSTEMS AND/OR INSTRUMENTS



A Evaluate options for purchase	22%
B Participate in team evaluation	20%
C Recommend products	18%
D Final Selection	16%
E Assess product after purchase	13%
F No Role	11%

TYPE OF LAB



LAB'S PRIMARY FUNCTION

Chemistry	.3901
Hematology	.3304
Immunology	.3109
Biochemistry	.2949
Microbiology	.2927
Coagulation	.2804
Toxicology	.2524
Molecular Testing	.2390
Point of Care Testing	.2179
Core Lab	.2118
Blood Banking	.1917
Transfusion Medicine	.1422
Genetic Testing	.1303
Clinical Trials	.1178
Pediatric/Newborn Screening	.1002
Other	.1261

PRIMARY JOB FUNCTION

President/VP/Other Executive	.3323	Analyst	.448
Lab Director/Assistant Director	.3246	MD/Clinician	.439
Lab/Medical Technologist (Supervisory)/Lead Tech	.2906	Scientific Affairs	.312
Lab Manager	.2525	Lab Information Systems	.302
Research or Development Scientist/Engineer	.2202	Pharmacist	.190
Lab/Medical Technologist (Non-Supervisory)	.2127	Hospital Administrator	.117
Scientific Director	.926	Nurse	.64
Student/Fellow	.856	Other	.466
Manufacturing/Operations	.820		
Point of Care Testing	.779		
Medical Director	.715		
Quality Assurance	.586		
Pathologist	.546		
Educator	.512		

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, Statistics, j.felling@statistics.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



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*Better health through
laboratory medicine.*

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AACC CORPORATE SUPPORT OPPORTUNITIES