

# ADLM 2024

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# BOLD MOVE.

JULY 28 – AUGUST 1 / CHICAGO, IL

MARKETING &  
SPONSORSHIP  
OPPORTUNITIES

MAXIMIZE YOUR  
INVESTMENT

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# ADLM

Association for  
Diagnostics &  
Laboratory Medicine™

Formerly AACC





SEE YOU IN  
CHICAGO!

We are excited that you will be joining us as an exhibitor at the 2024 Association for Diagnostics & Laboratory Medicine this July!

Now that you have made the commitment to exhibit, take steps to maximize the investment, enhance your company's visibility, stand out from the competition, and drive traffic to your booth. There are a myriad of offerings to meet your budget and objectives.



**ENHANCE YOUR PRESENCE.  
SECURE YOUR MARKETING OR  
SPONSORSHIP OPPORTUNITY TODAY.**

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**ADLM** Association for  
Diagnostics & Laboratory Medicine™  
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# EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

## AISLE SIGNS

**\$58,000** Exclusive Opportunity

Your logo on all aisle signs within the Exhibit Hall will ensure that attendees see your company name and branding as they navigate from one aisle to the next.



## EXHIBIT HALL FLOOR DECALS

**\$5,500** Floor Decal 3'x3'  
Set of 2

**\$8,500** Floor Decal 6'x6' Each



## BANNERS

**\$19,500** Grand Concourse  
Along Stairs Horizontal, Single-Sided  
15'W x 10'H

**\$17,500** Grand Concourse Horizontal,  
Single-Sided 20'W x 7'H

**\$10,000** Food Tower Stair Landing  
Exhibit Hall, Single-Sided 11'W x 5'H

Ensure attendees are aware of your presence by securing one of these prime locations. Sponsorship includes production of the banner, installation, and removal.



## FOUR-SIDED ROTATING CUBE

**\$4,250** Per Side  
16 Sides Available on  
Four Rotating Cubes

These eye-catching, backlit, rotating structures are placed prominently at the Exhibit Hall entrance and other high traffic areas.



## COLUMN WRAPS

**\$16,000** Each  
3 Available

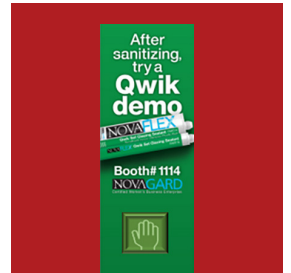
Located in the Grand Concourse outside the Exhibit Hall, catch attendees coming and going with your company messaging. You are sure to make a lasting impression by securing a place on these columns.



## HAND SANITIZING UNIT

**\$2,000** 8 Available

Located in key areas throughout the Exhibit Hall. Help keep everyone's hands clean and healthy!



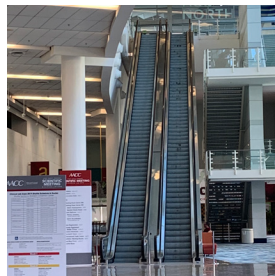
## ESCALATOR CLINGS

**\$28,000** Grand Concourse  
Level 1-2.5 (6 Clings)

**\$29,000** Grand Concourse  
Level 2.5-3 (7 Clings)

**\$18,000** Food Tower (4 Clings)

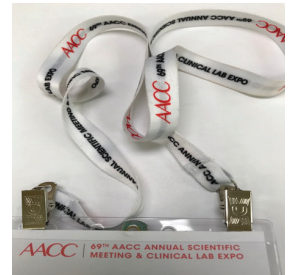
Elevate your presence with company branded clings on the escalators attendees will travel to go to sessions and in the Exhibit Hall leading up to concessions.



## LANYARDS

**\$14,000** (Distributed to  
Expo Only Attendees)  
Exclusive Opportunity

Add your logo to the Expo Only lanyards provided to attendees at badge pick-up.



## NEW! MAIN AISLE COLUMN GRAPHICS

**\$12,500** 2 Panels on Column

Attendees will be sure to see your company branding and messaging on adjacent sides of the main aisle columns in the Exhibit Hall.



*Right of First Refusal Opportunities  
Deadline December 8, 2023.*

*Offerings and pricing are subject to change.*

# EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

## MEETING ROOMS

Three convenient options where you can meet face-to-face with attendees in a private setting.

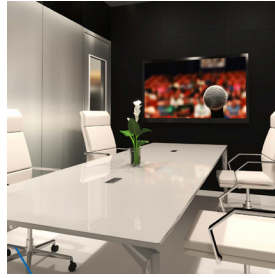
**\$50.00 per sq. ft.**  
(200 sq. ft. minimum)

### MODULAR MEETING ROOMS

Modular meeting rooms are located in the Exhibit Hall and are accessible during Hall hours. Exhibitor is responsible for renting furnishings through Freeman.

**\$19,000 CONVENTION CENTER MEETING ROOMS - FULL MEETING** Convention Center meeting rooms offer a private, more spacious option for you to conduct business and schedule internal meetings. These rooms are available for use throughout the entire meeting. Rooms are furnished with a hollow square set up and chairs. Equipment permitted depending on size and weight.

**\$9,500 CONVENTION CENTER MEETING ROOMS - HALF DAY** Convention Center meeting rooms are available for rental in ½ day increments. Meeting room is furnished with a hollow square set up and chairs. Equipment permitted depending on size and weight.



## PROFESSIONAL HEADSHOTS

**\$20,000** Exclusive Opportunity

Attendees love to update their headshots! Opportunity includes a professional photographer, assistant, equipment, and your company branding on signage and on the email attendees will receive with their portrait.



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## SERPENTINE SEATING WITH TABLE AND FLOOR DECALS

**\$7,500** Two Benches Per Set

Provide attendees a place to sit and network on comfortable seating. Your customized messaging will be placed on two tables and two floor decals.



## SHUTTLE BUS BANNERS

**\$30,000** Four Sets of Three Buses Available

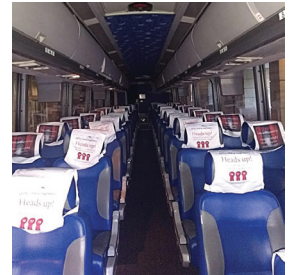
Shuttle bus banners put you in front of thousands of meeting attendees as well as local Chicago professionals during their daily commute around the city.



## SHUTTLE BUS HEADRESTS

**\$15,000** Four Sets of Three Buses Available

Fabric covers, personalized with your logo and messaging placed on each seat headrest. This sponsorship opportunity is an excellent way of capturing the attention of thousands of meeting participants as they travel to and from the Convention Center. Sponsorship includes production, installation and removal of the headrests.



## STAIRCASE DECALS

**\$22,000** Four Available

Capture that "wow" factor by securing one of these prime locations in the Concourse. Sponsorship includes production of the decals, installation, and removal.



## TABLE CLINGS ON HIGH BOYS IN EXHIBIT HALL

**\$7,500** Set of five. Five sets available.

Place your branding on one or more sets of the table attendees will use while checking email, or just "taking five." Tables will be placed in main aisles within the Exhibit Hall.

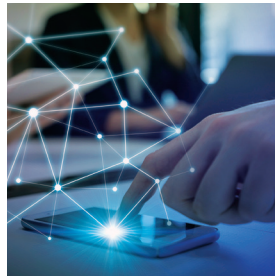


# EXHIBIT HALL & CONVENTION CENTER OPPORTUNITIES

## WIFI

**\$37,000** Exclusive Opportunity

Your support allows attendees to enjoy free wireless internet throughout the Convention Center outside of the Exhibit Hall. Your company name and logo will appear on onsite signage as well as the splash page recognizing your support of this much valued complimentary service.



## WINDOW & DOOR CLINGS

**\$7,500** Door Clings (4 per set)

Single-Sided, Inward Facing  
6 Available

**\$5,000** Window Clings (each)

Single-Sided, Inward Facing  
3 Available

Catch the eye of attendees as they exit the Convention Center with your branding and messaging in this "cannot miss" opportunity.



# CONVENTION CENTER AND HOTEL OPPORTUNITIES

## CLINPACK BAG AND INSERTS

**\$20,000** Exclusive Bag Opportunity

**\$5,500** First Insert

**\$5,000** Each Additional Insert  
(Max 2)

### BAG INSERT

Include your promotional flyer in bag distributed on Tuesday at the front of the Exhibit Hall. Pens, note pads, etc. can be provided in lieu of an insert.

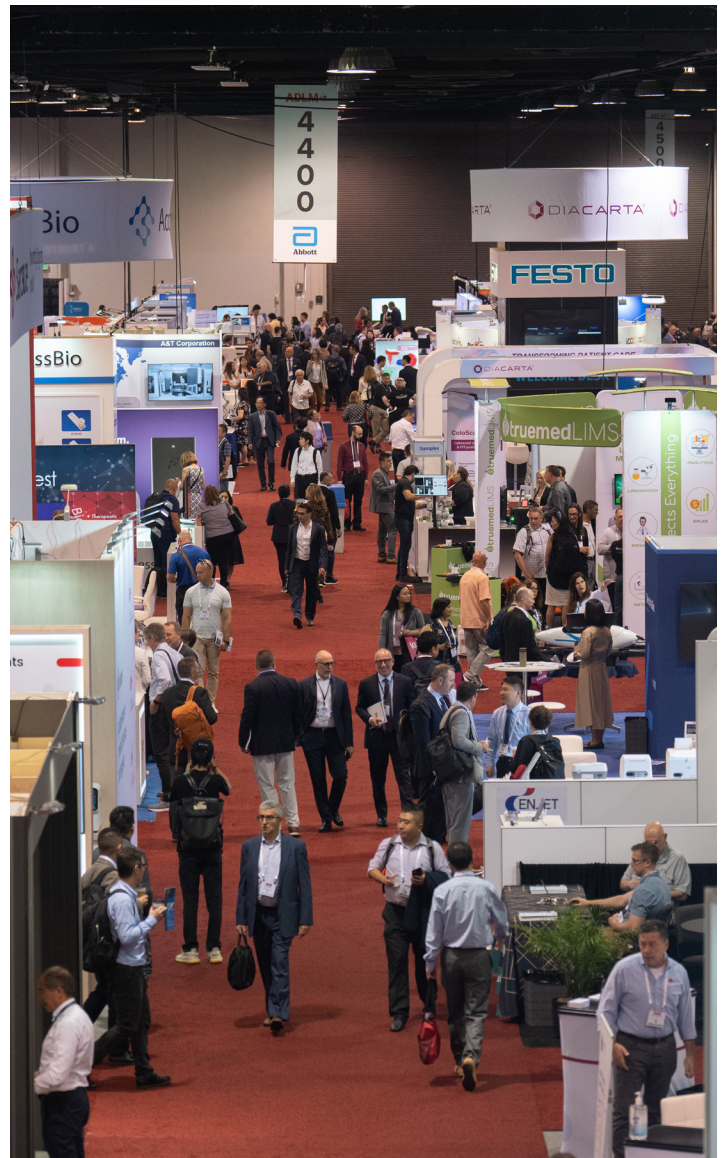
### BAG SPONSORSHIP

This is an exclusive opportunity for you to get your name in front of thousands of meeting participants as they head into the Exhibit Hall. Only one bag sponsorship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one bag insert.

## KEY CARDS

**\$16,500** Exclusive Opportunity

Customized key cards will be distributed to meeting attendees upon check in at the official hotels. Sponsor is responsible for the cost to design, produce, ship and distribute the key cards.



# INDUSTRY WORKSHOPS AND SPECIAL EVENT OPPORTUNITIES

## INDUSTRY WORKSHOP IN EXHIBIT HALL THEATER

**\$21,000** (One Hour Time Slot on Tuesday or Wednesday)

**\$18,500** (One Hour Time Slot on Thursday)

This is your opportunity to educate prospective customers and end users about solutions that they need to practice more effectively and efficiently. This convenient Exhibit Hall floor theater location allows attendees to access education while remaining close to the action in the Exhibit Hall. **Catering not included.**

## INDUSTRY WORKSHOP IN CONVENTION CENTER MEETING ROOM

**\$12,500** (One and a Half Hour Time Slot)

These presentations are scheduled in convention center meeting rooms prior to and after the official conference programming. **All logistics including catering, room setup and audiovisual is the responsibility of the sponsor.**

## INDUSTRY WORKSHOP IN HOTEL MEETING ROOM

**\$5,800** (One and a Half Hour Time Slot)

These presentations are scheduled in select hotels prior to and after the official conference programming. **All logistics including catering, room setup, and audiovisual is the responsibility of the sponsor.**

## VIDEO HOSTING OF INDUSTRY HOTEL OR CONVENTION CENTER WORKSHOP

**\$5,000**

Extend the life of your hotel or convention center industry workshop by video recording the event. ADLM will host it on our website for nine months post-meeting and will promote your video via a dedicated broadcast email to ADLM's entire database (74,000+). **Sponsor is responsible for all A/V costs related to video recording and editing.**

## LECTURE SERIES THEATER PRESENTATION IN EXHIBIT HALL THEATER

**\$21,000** (One Hour Time Slot on Tuesday or Wednesday)

**\$18,500** (One Hour Time Slot on Thursday)

**\$7,500** (Twenty-Minute Time Slot)

Present your innovative products and services to key decision makers in a 20-minute presentation in this convenient setting within an Exhibit Hall Theater.



## INTERNATIONAL MARKET/ FINANCIAL ANALYST BRIEFING

**\$3,000** Director

**\$7,000** Counselor

**\$10,000** Ambassador

This is your opportunity to get in front of an audience of high level company executives (primarily officers, managers, and international marketing executives) with benefits including recognition on pre-show promotional materials. Each sponsor receives a table at the event to distribute materials.

## PRESS CONFERENCE

**FREE**

Do not 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 at [azelada@aacc.org](mailto:azelada@aacc.org).**

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*Images for sample purposes.*

# MARKETING OPPORTUNITIES

## AD RETARGETING CAMPAIGN

**\$11,500** Three Available

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget to a base of highly qualified website visitors after they have clicked away from the exhibitor listing page on the exhibits website, keeping your brand top-of-mind and ensuring you will consistently reach them as they visit other websites. (Pixel placed on the exhibitor listing landing page.)

## ATTENDEE PRE-SHOW/ POST-SHOW MAILING LIST

Pre-Show **\$1,500** One-Time Use

Post-Show **\$2,000** One-Time Use

Send ADLM registered attendees a pre-show promotion or invitation to visit your booth. Reinforce your on-site presence with a follow up communication to initiate post meeting business opportunities. Attendee names, titles, company names and postal addresses provided only. **Email addresses and phone numbers are not provided.**



## CLN DAILY DISTRIBUTION

**\$20,000** Exclusive Opportunity

Get in the hands of thousands of attendees first thing every morning of the meeting with a bottom banner ad on the front cover of every issue of *CLN Daily* distributed all four days of the meeting. Sponsorship also includes company branding on t-shirts of all *CLN Daily* distribution staff strategically placed at shuttle bus pick up locations at the top hotels and in key areas within the Convention Center and branding on the distribution bins located in prominent areas. Contact: Smithbucklin, Kevin McDonnell, Sales Director at 202.367.1259 or [kmcdonnell@smithbucklin.com](mailto:kmcdonnell@smithbucklin.com)



## EMAIL BLAST

One/Two Weeks Out **\$5,500**

Five Available

Week of **\$6,500** Three Available

Week After **\$5,500** Two Available

Take advantage of this limited opportunity to reach out to registrants in the days leading up to, during, and after the meeting. You will work with our vendor to create a customized html email. Limited dates available. Only one exclusive email will be sent out each day.



## FEATURED EXHIBITOR LISTING

**\$1,800**

Stand out in the Exhibit Guide, online, and in the mobile app by enhancing your exhibitor profile listing. Includes expanded company listing description with up to 1,000 characters; logo in printed Exhibit Guide, company highlighted on the online floor plan with an enhanced listing icon; rotating banner on home and exhibit listing pages of exposition website, plus a video upload.



## HOUSING CONFIRMATION

**\$14,000** Exclusive Opportunity

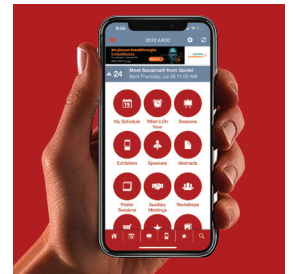
Reach thousands of attendees prior to their arrival in Chicago. Your ad will appear on the housing confirmation page at the end of each online housing reservation delivered via email. The ad can be hyperlinked to your website.



## MOBILE APP

**\$35,500** Exclusive Opportunity

Capture the attention of thousands of laboratory professionals before, during, and after the meeting when they access the Mobile App for information. Meeting participants will see your company branding on the landing page each time they launch the App.



## PRODUCT SHOWCASE

**\$2,050** Per Product

Attendees are always on the look out for exciting products in the industry. Feature your products on this electronic billboard with searchable kiosks conveniently located in the Grand Concourse near the Exhibit Hall. A listing of all participating companies and products are listed in the *CLN Daily*.



*Right of First Refusal Opportunities  
Deadline December 8, 2023.*

# ADVERTISING OPPORTUNITIES

ADLM offers multiple targeted advertising opportunities before and during ADLM 2024 through our print publications and digital channels.

## CLN DAILY

The ONLY official publication of ADLM 2024 distributed to ADLM 2024 attendees, *CLN Daily* is available on the shuttle buses, displayed on racks, and handed out at hotels and the ADLM 2024 conference site. For additional audience exposure, cover tips, bound-in inserts, and belly band advertising opportunities are available.



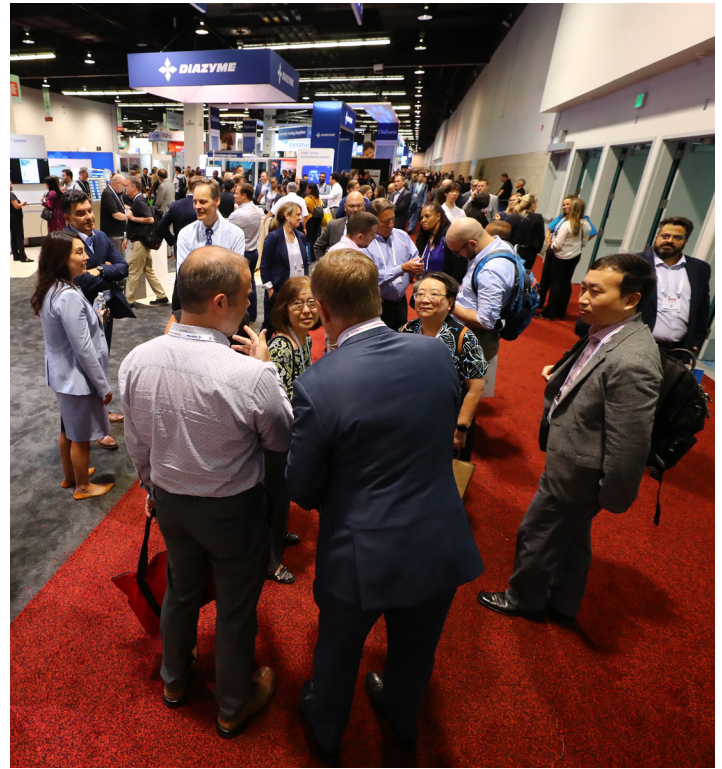
*CLN Daily* Alerts will be emailed to 74,000+ recipients every day of ADLM 2024 and will feature meeting highlights and content from the *CLN Daily*. In addition, 4 special issues reach your audience in June and July leading up to the event.

### Available Dates

- Tuesday, June 6, 2024
- Tuesday, June 20, 2024
- Tuesday, July 4, 2024
- Tuesday, July 18, 2024
- Monday, July 24, 2024
- Tuesday, July 25, 2024
- Wednesday, July 26, 2024
- Thursday, July 27, 2024

## CLINICAL LABORATORY NEWS (CLN)

In addition to being mailed to more than 40,000 laboratory professionals prior to the meeting, the July/August issue of *CLN* will offer bonus distribution inside the Convention Center.



## myADLM.ORG

ADLM's website serves as a valuable tool to all laboratory medicine stakeholders, providing information on up-to-date science in laboratory medicine, educational opportunities in the field, meetings, news about laboratory medicine, and policy initiatives. myADLM.org is a great opportunity for additional exposure before and during ADLM 2024. We offer run-of-network advertising.



ADLM Exposition Management: Wen Global Solutions Inc.  
Phone: +86.755.2583.4722 | +1.562.801.3211  
Email: [adlm@wenglobal.org](mailto:adlm@wenglobal.org)

For more information on these or any other advertising opportunities available through ADLM, please contact:

### SMITHBUCKLIN

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[adlm@wenglobal.org](mailto:adlm@wenglobal.org)

View the **ADLM 2024 Integrated Advertising Portfolio** for more information about *CLN Daily* and *CLN* July/August Issue.