

SPONSOR PROSPECTUS

ANNUAL MEETING AND CLINICAL LABORATORY EXPO



JULY 29 - AUGUST 2, 2018 | SWISSOTEL | CHICAGO, ILLINOIS



MAKE CONNECTIONS THAT MATTER

Access key laboratory decision-makers, purchasers, and influencers and increase your exposure at the American Society for Clinical Laboratory Science's (ASCLS) 2018 Annual Meeting.

The 2018 Annual Meeting will offer outstanding educational programming with cutting-edge presentations to enhance the knowledge of laboratory professionals.

The Annual Meeting program features 70 speakers in four days and will contain numerous avenues to gain knowledge including formal sessions, informal roundtable sessions, and member submitted papers presented by nationally-renowned speakers.

Each year, nearly 500 laboratory professionals attend the Annual Meeting to discover the latest solutions and developments, cutting-edge laboratory advances and technology, and breakthroughs in laboratory management and education.

The ASCLS Annual Meeting will provide unique opportunities to establish yourself as a frontrunner and supporter of the laboratory profession.

Annual Meeting sponsors receive substantial recognition for their support. ASCLS acknowledges the importance of corporate partners and recognizes that, without their generous support, a successful Annual Meeting would not be possible.

Attendees will be making or influencing future equipment purchases. Your sponsorship efforts can contribute to your company's bottom line with you target these prospective customers:

- Laboratory Directors
- Laboratory Managers
- Laboratory Administrators
- Laboratory Science Educators
- Medical Laboratory Scientists (MLS)
- Medical Laboratory Technicians (MLT)
- MLS and MLT Students
- And more

Contact us now to find out how to show your support through sponsorship.

2017 ANNUAL MEETING SPONSORS

ARUP Laboratories

Beckman Coulter

Binding Site

Bio-Rad

Blood Center of Wisconsin

Fusion Medical Staffing

Greiner Bio-One

Horiba Medical

Ortho Clinical Diagnostics

Randox

Stago

Sysmex

2018 ANNUAL MEETING SCHEDULE

MONDAY, JULY 30

Governance | Concurrent Sessions

TUESDAY, JULY 31

Clinical Lab Expo | Opening Keynote | Concurrent Sessions | President's Reception

WEDNESDAY, AUGUST 1

Clinical Lab Expo | Concurrent Sessions | SPARK Sessions | Healthcare Forum

THURSDAY, AUGUST 2

Clinical Lab Expo | Plenary Session | Closing Keynote | Governance

2018 ANNUAL MEETING SPONSOR OPPROTUNITIES

Sponsorship benefits are offered in three tiers. Page 4 lists the full benefits associated with each tier.

GOLD

Total Sponsorship \$9,000 and greater

Attendee Bag Sponsorship: \$12,000

Internet WiFi Sponsorship: \$9,000

President's Reception Entertainment Sponsor: \$9,000

SILVER

Total Sponsorship between \$6,000 and \$8,999

Opening and Closing Keynote Sponsorships: \$7,500

Awards Ceremony Sponsor: \$7,500

Mobile App Sponsorship: \$7,000

Plenary Session Sponsorship: \$6,000

BRONZE

Total Sponsorship \$5,999 and less

Individual Education Session Sponsorship: \$3,000

Supporter Sponsorship: \$1,000

Chair Drop Sponsorship: \$750

Sponsorships will be granted on a first-come, first-served basis. Payment in full is required by June 15, 2018.

2018 ANNUAL MEETING SPONSOR OPPORTUNITIES

Sponsor Benefit

	Attendee Bag Sponsorship: \$12,000	Internet WiFi Sponsorship: \$9,000	President's Reception Entertainment Sponsor: \$9,000	Opening and Closing Keynote Sponsorships: \$7,500	Awards Ceremony Sponsor: \$7,500	Mobile App Sponsorship: \$7,000	Plenary Session Sponsorship: \$6,000	Individual Education Session Sponsorship: \$3,000	Supporter Sponsorship: \$1,000	Chair Drop Sponsorship: \$750
1 flyer/promotional material distributed to attendees at an educational session	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Podium recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	
5 meeting mobile app alerts (to be used at any time)	✓	✓	✓	✓	✓	✓	✓			
1 meeting mobile app alert								✓	✓	
Recognition in the Preliminary Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Recognition in the Final Program	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Company logo displayed on promotional slideshow prior to the start of all individual educational sessions	✓	✓	✓	✓	✓	✓	✓	✓		
Recognition at the Clinical Lab Expo as the ASCLS Industry Sponsor	✓	✓	✓	✓	✓	✓	✓	✓		
Company name published in ASCLS's quarterly journal, <i>Clinical Laboratory Science</i> , and in the Society's newsletter, <i>ASCLS Today</i>	✓	✓	✓	✓	✓	✓	✓	✓		
Link from ASCLS's Annual Meeting web page to your company's website	✓	✓	✓	✓	✓	✓	✓	✓		
Acknowledgement on ASCLS's social media platforms	✓	✓	✓	✓	✓	✓	✓	✓		
Company recognized prior to the beginning of the general session for all attendees	✓	✓	✓	✓	✓	✓	✓			
Recognition through signage at the sponsored event(s)			✓	✓	✓	✓	✓	✓		
Networking opportunity with attendees before and after an education session/event			✓	✓	✓	✓	✓			
Display customized information page in the meeting app	✓	✓	✓			✓				
2 banner ads in the meeting app						✓				
App metrics for click-through and download rates (available 4-6 weeks after the meeting)						✓				
Company logo prominently screen-printed on the outside of each attendee bag	✓									
Company logo displayed on homepage for WiFi connection		✓								
Opportunity to welcome attendees to the event			✓							

INDUSTRY ENGAGEMENT OPPORTUNITIES

ASCLS offers our industry partners opportunities to network and directly engage with attendees at the 2018 Annual Meeting. Our attendees are your customers and making connections at the Annual Meeting strengthens your relationships. ASCLS will work with you to customize an approach that maximizes the return on your business objectives for your investment.

All industry engagement opportunities include the following at no additional cost:

- Use of preset rooms for up to 120 people
- Preset audio-visual equipment, including microphones, projector, and screens
- Promotion to attendees through the meeting app listing, notification, and pre-meeting e-mail

Two standard options are listed below. If you'd like to create a customized package, please contact us at ascls@ascls.org. Enduring options are available at an additional cost.

P.A.C.E.® Accredited Symposia

These programs promote improvement in the laboratory and patient care. ASCLS will serve as the P.A.C.E.® provider for these events. All presentation topics are to be approved by the ASCLS P.A.C.E.® Committee to ensure that content is unbiased, meets established goals, and complies with industry guidelines. Time slots include Sunday evening, July 29, 2018, and Tuesday afternoon, July 31, 2018. Food and beverage are optional and can be coordinated by ASCLS or the symposium provider can work directly with the hotel.

Investment: \$4,000/hour (not including food/beverage)

Promotional Symposia

These nonaccredited programs are independently developed and directly sponsored by industry. Presentation topics may include commercial content and provide insight on new developments on sponsor products affecting laboratory professionals. Time slots include Sunday evening, July 29, 2018, and Tuesday afternoon, July 31, 2018. Food and beverage are optional and can be coordinated by ASCLS or the symposium provider can work directly with the hotel.

Investment: \$5,000/hour (not including food/beverage)

2018 ANNUAL MEETING SPONSOR REGISTRATION FORM

ONLINE REGISTRATION

To register and submit payment online for sponsorship, please visit www.ascls.org/sponsor.

MANUAL REGISTRATION

If manual invoicing is preferred, please complete and e-mail the form below to Karrie Hovis, ASCLS Director of Professional Development and Project Management, at karrieh@ascls.org. A follow-up invoice will be e-mailed to you along with payment instructions.

Contact Name: _____

Title: _____

Company Name: _____

Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Please provide a brief description of your company:

GOLD

Attendee Bag Sponsorship: \$12,000

President's Reception Entertainment: \$9,000

Internet Wifi Sponsorship: \$9,000

SILVER

Sponsor Opening Keynote Sponsorship: \$7,500

Mobile App Sponsorship: \$7,000

Closing Keynote Sponsorship: \$7,500

Plenary Session Sponsorship: \$6,000

Awards Ceremony Sponsor: \$7,500

BRONZE

Individual Education Session Sponsorship: \$3,000

Chair Drop Sponsorship: \$750

Supporter Sponsorship: \$1,000

TOTAL: \$ _____