



## CLEC 2023 ENGAGEMENT OPPORTUNITIES

Educators are the first and most impactful influencers on future professionals. The Clinical Laboratory Educators Conference is the **single largest gathering of clinical laboratory educators** with more than 600 attendees each year. With the option for attendees to attend either in-person or virtually, we anticipate larger than normal attendance. Participants include a critical mass of thought leadership from hospital and college/university-based educational programs for clinical laboratory scientists, clinical laboratory technicians, Masters, PhD, and DCLS-level programs, including department chairs, program directors, faculty members, education coordinators, clinical coordinators, and advisers.

Educators and industry have mutual interest in advancing and impacting the profession. In partnership, laboratory science educators and industry both bring value to an environment of learning, creativity, and innovation. The goals of our 39<sup>th</sup> annual conference include enhancing instructional skills, developing innovative teaching techniques, and identifying trends and strategies to manage the changing profession.

The digital hub for the meeting provides industry partners access to all attendees before, during, and after the meeting. All industry partners are full registrants and encouraged to attend educational sessions that impact their diagnostic area or any area of interest. Partners are welcome to engage in conversations throughout the virtual space and online communities and participate in social activities. Meeting content, including session recordings, will be available throughout March and April for continued engagement opportunities.

### TENTATIVE CONFERENCE SCHEDULE

#### **Thursday, March 2, 2023**

- 8:00 a.m. – 11:00 a.m. Industry Partner Move-In
- 9:00 a.m. – 11:30 a.m. Pre-Conference Workshop
- 11:30 a.m. – 12:30 p.m. Industry Engagement and Networking
- 12:45 p.m. – 2:00 p.m. Welcome, Updates, followed by Opening Keynote Session
- 2:00 p.m. – 6:00 p.m. Educational programming, Industry Engagement, Networking
- 6:00 p.m. – 8:00 p.m. Reception: Social Activity, Networking, Industry Engagement

#### **Friday, March 3, 2023**

- 8:00 a.m. – 5:45 p.m. Educational programming, Industry Engagement, Networking
- 2:15 p.m. – 4:30 p.m. Industry Partner Move-Out

#### **Saturday, March 4, 2023**

- 7:30 a.m. – 8:45 a.m. Clinical Laboratory Educators Forum Meeting & Breakfast
- 9:00 a.m. – 11:15 a.m. Concurrent programming
- 11:30 a.m. – 12:30 p.m. Closing Keynote

*\*All Times Central. Dedicated industry engagement times to be scheduled on both Thursday and Friday.*



## CLEC ENGAGEMENT PACKAGES

Traditional approaches where salespeople sit in a segregated exhibit hall waiting for customers to wander by are not effective. Successful companies and organizations will engage attendees where they are, which includes educational programming, networking opportunities, and social events. The partner listing in the digital meeting hub should be used to give attendees access to key information directly and provide a means for further engagement, either through a virtual meeting room hosted by industry partners or a custom microsite that can be used to track engagement and facilitate remarketing.

Engagement packages are designed to be right-sized and all-inclusive for any industry partner's needs. However, we anticipate that some individual companies will have unique needs that require custom solutions. ASCLS is pleased to work with partners to create customized solutions that meet the partner's business goals for their investment and participation.

Benefits/Packages	Virtual Only	Budget	Standard	Premium
☒=Included, \$=Option to purchase				
Display table size	NA	6 feet	6 feet, with electric	12 Feet, with electric
Additional 6-foot table	NA	NA	\$500	NA
Full Meeting Registrations Included <i>As full registrants, able to engage with attendees during all elements of the meeting including educational sessions. Able to engage with attendees before and after the meeting in an online, attendees' community with access to the attendee directory, as well within the Event App.</i>	1 Virtual Registrant (\$+1)	1 <sup>(\$+1)</sup>	2 <sup>(\$+2)</sup>	2+ <sup>\$</sup>
Push Notification via meeting app/platform				1
Exhibitor Listing in the Event App	Enhanced	Basic, \$Enhanced	Enhanced	Enhanced, also Incl. Rotating Banner Ad
30-Minute Commercial Symposium	If Available, \$950	NA	If Available, \$950	First Refusal, \$550
Flyer Distribution to in person attendees	\$750	\$750	\$500	☒
Recognition via Social Media Post from ASCLS's Facebook, Twitter, and LinkedIn accounts			☒	☒ – Pre and post event; partners tagged
Inclusion in Post Event Email to All Attendees sent by ASCLS (with content provided by partner)				☒
Brand recognition on Welcome Slide	Name	Name	Color Logo	Color Logo

### **Premium Package - \$2,750 Investment (limited number available)**

- Includes two six-foot tables (12 feet total) for table-top display, two chairs, and electrical outlet (one 20 amp outlet).
- Includes two full meeting registrations (\$1390 value) and the option to purchase additional registrations at a discounted rate of \$495 each. Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.

- Includes one push notification sent directly to attendees (via Event app) with content of the partners choosing, sent at a time chosen by the partner
- Flyer distribution (single page) to all in person attendees at the first general session (\$750 value)
- Enhanced Exhibitor Listing in the attendee app
- Direct access to the Exhibitor Portal with integrated lead retrieval and reporting
- Premium partners have the option of including a rotating banner ad that runs within the Event app
- Includes enhanced branding and recognition on walk-in slides with color company logos
- Right of first refusal on purchase for a 30-minute Commercial Symposium at the discounted rate of \$550 (\$950 value) that runs in a standard educational virtual meeting room unopposed by CE. Symposia are promoted by meeting organizers with mobile application alerts, are included in the meeting schedule and are open to all attendees.
- Pre and post event recognition via social media posts
- Inclusion in post-meeting follow up email sent to all attendees by ASCLS on behalf of the partner.

### **Standard Package - \$1,950 Investment**

- Includes one six-foot table for table-top display, two chairs, and electrical outlet (one 20 amp outlet). Investments at this level are eligible to purchase an additional six-foot table for \$500.
- Includes two full meeting registrations (\$1390 value). Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.
- May purchase up to two additional full registrations at member, early-bird rate (\$695).
- Enhanced Exhibitor Listing in the attendee app
- Direct access to the Exhibitor Portal with integrated lead retrieval and reporting
- Eligible to purchase any available Commercial Symposia slots for \$950 Symposia are promoted by meeting organizers with mobile application alerts, are included in the meeting schedule and are open to all attendees.
- Eligible to purchase flyer distribution to all in person attendees at the first general session at a discounted rate of \$500 (\$750 value)
- Pre and post event recognition via social media posts
- Recognition of company name on virtual session Walk-In Slides

### **Budget Package - \$1,150 Investment**

- Includes one six-foot table for table-top display, two chairs (electricity not included)
- Includes one full registration (\$695 value). Industry partners are encouraged to participate fully in the meeting, including educational programming, social and networking events.
- May purchase one additional full registration at member, early-bird rate (\$695).
- Eligible to purchase flyer distribution to all in person attendees at the first general session for an additional \$750
- Basic partner listing in Event App. Eligible to purchase Enhanced Exhibitor Listing in the attendee app and direct access to the Exhibitor Portal with integrated lead retrieval and reporting for an additional \$300.
- Perfect for recruiters, educational institutions, and non-profits
- Only one Budget Package available per organization.

### **Virtual-Only Engagement Package - \$850 Investment**

- Virtual Participation only (no physical presence in New Orleans)
- Includes one full virtual registration (\$595 value). Industry partners are encouraged to participate fully in the meeting, including educational programming and social/networking events.
- May purchase one additional virtual registration at member, early-bird rate (\$595).
- Enhanced Exhibitor Listing in the attendee app
- Direct access to the Exhibitor Portal with integrated lead retrieval and reporting

- Eligible to purchase any available Commercial Symposia slots for \$950 that run unopposed by CE. Symposia are promoted by meeting organizers with mobile application alerts and are included in the meeting schedule and are open to all attendees.
- Eligible to purchase flyer distribution to all in person attendees at the first general session for an additional \$750

## PACKAGE ADD-ONS & ENHANCEMENTS

**Commercial Symposia (\$950 for Standard and Virtual-Only Packages, \$550 for Premium Packages):** These 30-minute sessions run during dedicated industry engagement time (unopposed education time) in our meeting rooms. ASCLS includes these sessions in the Event schedule. These sessions are streamed live and recorded for attendees who wish to view them later. The topics and speakers are chosen and arranged by the sponsor. These symposia are excellent opportunities to highlight products and services provided by companies and organizations.

**Private Meeting Rooms (Available to Premium and Standard Packages Only):** These rooms are perfect for Focus Groups, User Groups, and Business/Sales Meetings. Standard rooms are set for 10-15 with tables and chairs. AV and any food or beverage are the financial responsibility of the partner. Spaces are limited.

- ½ day (8:00 am-12:00 pm or 1:00 pm-5:00pm): \$500
- Full Day (8:00 am-5:00 pm): \$800

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

Sponsorships are an excellent way to raise awareness of brands, products and initiatives through high-profile presence at key locations or events. Interested organizations/institutions/companies can contribute to the conference while increasing visibility and name recognition for themselves and helping achieve business objectives.

**Presenting Sponsor (\$15,000):** The presenting sponsor is entitled to a suite of customized visibility opportunities including identification as “presented by” and the logo of choice on outbound email communication (>100,000 impressions), social media promotion (>50,000 impressions), websites (>25,000), branded background for all session streams. *Limited to one sponsor; if interested, contact melanieg@ascls.org.*

**Friday Networking Breakfast (\$2,000):** Recognition of the sponsor is provided via sponsor logo on signage throughout the breakfast area.

**Friday Afternoon Happy Hour (\$2,000):** Recognition of the sponsor is provided via color logo on event listing and signage throughout the event area.

**Saturday Breakfast at the Clinical Laboratory Educator Forum Meeting (\$2,000):** Recognition of the sponsor is provided via sponsor logo on signage at the entrance of

the event and on table tents. Sponsor representative may provide welcome message at event.

**Breaks (\$750, limited number):** Signage with sponsor logo of choice are placed throughout the break area.

**Internet Access (\$2,500):** The internet sponsor is recognized with a customized SSID with and splash/landing page on which all attendees will be required to sign in to use the service.

**Flyer Distribution (\$750):** Distribute printed materials to all in-person registrants. This is an excellent way to promote activities within a partner’s display or to promote upcoming Commercial Symposium. *Discounted price of \$500 for Standard Package, complimentary with Premium Package.*

**Additional Visibility (variable):** Additional options for signage and brand building throughout the hotel and meeting space are available upon request. Please contact meeting planners to discuss this opportunity.

## EDUCATION SESSION SUPPORT

**Opening/Closing Keynote (\$3,000 each):** All attendees are together for the Keynote sessions. The Keynote sponsor will be invited to welcome attendees and present a short (less than 60 second) message.

**Concurrent Sessions (\$1,000):** Sponsor name recognition is provided on the introductory slide and recognition of sponsorship is included in the host's comments at the beginning and end of the educational session.

**Enduring Materials (\$1,500):** Concurrent educational programming is being recorded to make available to attendees and non-attendees (for purchase) after the event. Sponsored enduring materials, hosted in the ASCLS learning management system are made available for free for a year, allowing sponsors to promote content to their larger customer base. Enduring materials sponsors are acknowledged at the beginning and end of the enduring materials and in the online listing.

## DETAILED BENEFITS

### Partner Listing in Meeting App (Enhanced and Basic)

- Enhanced listing includes features of basic listing plus company logo, social media info (Facebook URL, LinkedIn, Twitter, & YouTube), intro video (link embedded into listing), up to four file attachments (PDFs) and ability to include one URL for Live Meeting opportunities (URL to company's virtual meeting/conference room). Also includes lead generation and retrieval.
- Basic listing includes company name, company address, one phone number, company website, contact email, company description and attachment of one PDF.

**Lead Generation and Retrieval:** Partners can accumulate sales and contact leads via scanning attendee QR codes through meeting app. Attendees can also check in with partners by scanning exhibitor QR codes. Partners can access and download a report of all leads. Included as part of the Enhanced Listing in Meeting app.

**Push Notifications:** Push notifications allow for short, very visible messaging sent directly to the attendees to spur actions that include pushing a visit to a virtual meeting room or reinforce sponsorship value by encouraging attendance at sponsored events. Premium Packages include one push notification.

**Targeted Connections:** All partners have access to all attendees via the Event App, which allows for a virtual connection and appointment setting during the conference. The listing also remains after the conference for easy reference and follow-up.

**Post-Event Email:** one email sent to all attendees post-event with content provided by each of our premium partners.

## INVESTMENT LEVELS

Attendees will be able to identify the investment levels of our partners via distinct sponsorship tags. Recognition of total investment, including sponsorships and engagement packages, is offered at the following levels:

**Summa Cum Laude** – Total Investment between \$3,000 and Above

**Magna Cum Laude** – Total Investment between \$1,501 and \$2,999

**Cum Laude** – Total investment up to \$1,500

## REGISTRATION

To secure an engagement package or sponsorship opportunity, visit [https://members.ascls.org/expo\\_register.asp?s=1](https://members.ascls.org/expo_register.asp?s=1) and register today. For more information, contact:

Melanie Giusti  
571-748-3775  
melanieg@ascls.org

Jim Flanigan  
571-748-3746  
jimf@ascls.org

## PARTNERSHIP RULES, REGULATIONS AND SERVICES

*[Please Read Carefully]*

- 1. CONTRACT:** This application, properly executed by applicant (Partner), shall upon written acceptance and notification of space assigned by Meeting Management constitute a valid and binding contract.
  - 2. PURPOSE:** To impact practice at the cutting edge in clinical laboratories and maximize the impact of clinical laboratory professionals on patient care. Partner displays will serve to introduce products, publications and services, and to educate individuals. Only Partners whose materials are related to those purposes will be allowed to maintain displays. Meeting Management reserves the right to determine, in its sole discretion, whether Partners' materials relate to the purpose of the meeting.
  - 3. ASSIGNMENT OF SPACE:** Space assignment is based on the kind of package and size of space requested, the date the contract is received, and utility requirements. Assignment of space is final and shall constitute an acceptance of the Partner's offer to occupy space. Space assignments may be revoked or changed by Meeting Management any time that the minimum payment schedule is not met.
  - 4. SUBLETTING OF SPACE:** Partners agree not to assign, sublet or apportion the whole or any part of the space allowed without the knowledge of and written consent of Meeting Management.
  - 5. ARRANGEMENT OF SPACE:** Partner agrees to arrange space so as not to obstruct the general view and not to hide other partner spaces. Partner may not use space outside the 12 inches on either side of the bounds of the table width or more than 12 inches in front of the table.
  - 6. ADVERTISING MATTER:** Meeting Management reserves the right to refuse to permit distribution of souvenirs, advertising matter or anything else which it may consider objectionable. Distribution elsewhere than from within a Partner's assigned space is forbidden.
  - 7. SAFETY PRECAUTIONS:** Partner agrees to take the necessary measures to safeguard visitors in their area from any hazards associated with partner's equipment.
  - 8. CODE OF CONDUCT AND TERMS OF SERVICE:** Partner agrees to adhere to the ASCLS Code of Conduct: <https://ascls.org/conduct/>
  - 9. PAYMENT AND CANCELLATION:** The space contract agreement may be canceled by Partner by written notice to the address set forth in this contract. However, in the case of cancellation, the following charges are payable by the Partner:
    - Before January 27, 2023*  
\$175.00 (processing fee)
    - On or after January 27, 2023*  
100% of space fee
- Also, in the event of cancellation, Meeting Management shall have the right to use said space to suit its own convenience, including reselling the space to another Partner, without any rebate or allowance to the defaulting Partner except as provided above.
- 10. OCCUPANCY OF MEETING FACILITY:** Meeting Management may terminate this contract in the event the Meeting Facility is destroyed or damaged, or if the Meeting fails to take place as scheduled, is interrupted,

discontinued or access is prevented due to any of the following causes: strike, lockout, injunction, emergency, act of God, act of war or any other cause beyond the control of the Meeting Management.

In such event, Partner agrees to waive any and all damages and claims for damages and agrees that the sole liability of Meeting Management and Sponsoring Society shall be to refund to Partner all payments made for Meeting space, less a proportionate share of all expenses incurred and committed by Meeting Management and the Sponsoring Society.

11. **INSTALLATION AND DISMANTLING:** Partner agrees to install all displays no less than one hour prior to the opening of the Meeting at 11:00 a.m. CT on Thursday, March 2, 2023. Partner agrees not to dismantle any display nor to engage in any packing before 2:00 p.m. CT on Friday, March 3, 2023. Delivery or removal of any portion of a display is not permitted outside of these times without permission from Meeting Management.

12. **REJECTIONS AND PENALTIES:** Management reserves the right to restrict, reject, prohibit or eject any partner, in whole or in part, which because of position, safety hazards or for other prudent reasons becomes objectionable. If any display or Partner is ejected for violation of these rules and regulations, no return of rental fee shall be made.

13. **INSURANCE AND LIABILITY:** Meeting Management and Meeting Facility will use reasonable care to protect Partner against loss. However, they will not be liable for damage or loss to property or injury to Partner, his agents or employees, through theft, damage by fire, accident or other cases. Partner should insure his/her property against such loss. Partner agrees to make no claim against and to protect, indemnify and hold harmless Meeting Management, Sponsoring Society and Meeting Facility against loss, theft or damage to Partner's property or for any injury to persons in Partner's area. In the event that Meeting Management or Sponsoring Society shall be held liable resulting from Partner's act or failure to act, Partner agrees to indemnify them and hold them harmless.

14. **MEETING MANAGEMENT:** The phrases "Meeting Management" and "Sponsoring Society" as used herein refer to the American Society for Clinical Laboratory Science (ASCLS).

Partner further agrees that the conditions, rules and regulations of Meeting Management are made part of this contract and that said Partner agrees to be bound by each and all of these rules and regulations, and agrees that Meeting Management shall have full power to interpret, amend and enforce all rules and regulations in the best interest of the show.

