

## ELMC2 2025 SPONSORSHIP OPPORTUNITIES



The Emerging Laboratory Managers Collaborative Conference (ELMC<sup>2</sup>) is specifically designed for laboratory professionals to help them transition to, or more effectively lead in, management - whether they are laboratory professionals pressed into management without any training, someone who aspires to join the ranks of management, or an experienced manager who just wants a refresher. This one-of-a-kind all-virtual event prepares medical laboratory professionals to thrive in management positions.

ASCLS invites industry to support this mission through sponsorship and engagement in the 5<sup>th</sup> Annual ELMC<sup>2</sup>.

### TENTATIVE CONFERENCE SCHEDULE

*\*All Times EST.*

#### **Friday, January 24th**

- 11:00 a.m. – 12:15 p.m. Welcome, Updates, followed by Opening Keynote Session
- 12:30 p.m. – 6:30 p.m. Educational programming, Networking Roundtables

#### **Saturday, January 25th**

- 10:00 a.m. – 4:30 p.m. Educational programming, Networking Roundtables
- 4:30 p.m. – 5:30 p.m. Closing Keynote and Remarks

### ELMC2 ENGAGEMENT PACKAGES

As an entirely virtual meeting, ELMC<sup>2</sup> allows companies and organizations to directly engage meeting 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 develop customized solutions that meet the partner's business goals for their investment and participation. Please direct any questions to [ascls@ascls.org](mailto:ascls@ascls.org).

### PREMIUM PACKAGE - \$2,000 INVESTMENT (LIMITED NUMBER AVAILABLE)

- Includes two full meeting registrations (\$450 value) and the option to purchase additional registrations at a discounted rate of \$100 each. Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.
- Includes two notifications sent directly to attendees (via Event app) with content of the partners choosing, sent at a time chosen by the partner
- Enhanced Exhibitor Listing in the attendee app
- Welcome message at up to two concurrent sessions of the sponsor's choice.
- 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
- Post meeting follow up email sent to all attendees by ASCLS on behalf of the partner.
- Social media posts recognizing partnership across all ASCLS platforms.

### STANDARD PACKAGE - \$1,200 INVESTMENT

- Includes two full meeting registrations (\$450 value). Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.
- May purchase two additional full registrations at the group rate (\$170 each).
- Includes one notification sent directly to attendees (via Event app) with content of the partners choosing, sent at a time chosen by the partner.
- Enhanced Exhibitor Listing in the Event app.
- Recognition of company name on virtual session Walk-In Slides

### BUDGET PACKAGE - \$600 INVESTMENT

- Includes one full registration (\$225 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 the group rate (\$170).
- Participate in the ELMC2 attendee online community.
- Basic partner listing in Event App.
- Perfect for recruiters, educational institutions, and non-profits
- Only one Budget Package available per organization.

## REGISTRATION

To secure your sponsorship opportunity, visit [https://members.ascls.org/expo\\_register.asp?s=1](https://members.ascls.org/expo_register.asp?s=1) and register today!