



MAKE AN IMPACT AT THE ADLM ANNUAL MEETING

The ADLM Annual Meeting (formerly the AACC Annual Scientific Meeting & Clinical Lab Expo) is the premier gathering of laboratory medicine professionals. This is an opportunity to connect with global leaders who are seeking vital insights, product innovations, and more. Discover new ways to increase your visibility before, during, and after the event.

47%

OF ATTENDEES PLAN
TO MAKE A PURCHASE
WITHIN 1 YEAR

67%

OF ATTENDEES PLAN
TO MAKE A PURCHASE
WITHIN 2 YEARS

“Symbient has been a loyal exhibitor at ADLM since 2014. We understand the value of this meeting for our industry and always enjoy the opportunity to introduce ourselves to new customers, connect with current customers, and educate prospects in the diagnostics field.”

ASLIHAN BUNER
MARKETING MANAGER, SYMBIENT

ADLM Expo-Only Email Advertising

Reach ADLM expo-only registrants in the months leading up to ADLM’s Annual Meeting. You will have the opportunity to feature your brand in registration emails that drive attendance and promote this world-class event. Email options include banner ads or text with images. Dates are limited and these opportunities sell out.

Cost: \$5,000

**ESTIMATED
REACH: UP TO**

130K



CLN Daily Alerts

CLN Daily Alerts are emailed to 82,000+ recipients every day of the annual meeting and have a unique open rate of 24 percent. Alerts feature meeting highlights and useful information for attendees. Space is limited and sells out quickly.

Cost: \$3,000-\$3,500





31%

OF ATTENDEES ARE
INTERNATIONAL

**ATTENDEES ARE
HIGHLY EDUCATED**

36% Bachelor's Degree

29% Master's Degree

18% Doctoral Degree

5% Medical (MD) Degree

3% MD and/or PhD

“As an ADLM industry partner, I look forward to the meeting every year. It’s a great way for laboratory professionals and stakeholders to evaluate instrumentation in a comfortable setting.”

LASHANTA BRICE, DCLS, MLS(ASCP)^{CM} SH(ASCP)^{CM}
SCIENTIFIC ENGAGEMENT & CLINICAL EDUCATION ASSOCIATE
DIAGNOSTICA STAGO

ADLM Scientific Division Sponsorships

Explore customized sponsorship opportunities at ADLM scientific division events held at the annual meeting. Areas to consider include the Point-of-Care Testing Division, Innovation & Technology Division, and the Health Equity & Access Division.

Cost: \$500-\$5,000

ADLM Society for Young Clinical Laboratorians (SYCL)

Sponsor ADLM’s program to support the professional development and career advancement needs of the next generation of clinical laboratory medicine specialists. SYCL provides valuable career information, mentorship opportunities, and special programs for young members.

Cost: \$1,000-\$5,000

Award Sponsorships

Recognize and support professional development programs as a sponsor of the ADLM Awards, Academy Awards, or Disruptive Technology Award Competition.

Cost: \$2,500-\$15,000

ADLM Educational Symposia

Work with ADLM's education experts to create a high-quality, live, 1.5-hour CE-accredited educational event to take place at ADLM's Annual Meeting. This symposium opportunity will take place outside of meeting education hours at one of ADLM's host hotels and will also be available on-demand for one year following the event.

Cost: \$60,000

Digital and Onsite Press Opportunities

Don't miss this chance to hold a free press conference at the world's largest gathering for clinical laboratory medicine. Your organization will have the opportunity to reserve one, 45-minute slot. As an ADLM corporate partner, you can post press releases digitally in addition to leaving media kits in the onsite press room at no cost.

Cost: Free



850+
EXHIBITORS

18,000+
CLINICAL LAB
PROFESSIONALS

256,300
SQUARE FEET OF
EXHIBITION SPACE