

CORPORATE SUPPORT OPPORTUNITIES

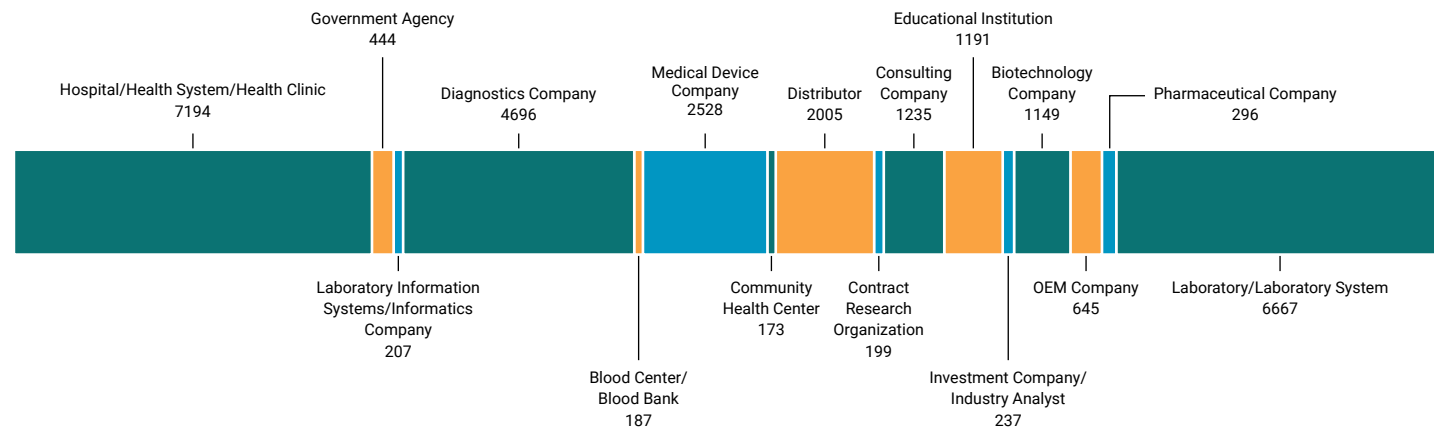
Partnership and Visibility With ADLM



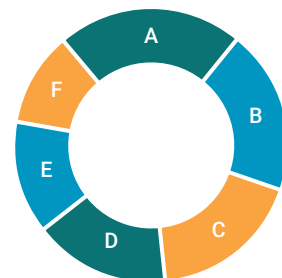
Reach 74,000+ ADLM Customers

- 70% Of ADLM members play a role in the purchase of products or services for the lab
- ADLM members represent the largest hospital, commercial, and reference laboratories in the world
- ADLM includes lab professionals from around the world (35% international, 65% U.S.)

TYPE OF ORGANIZATION

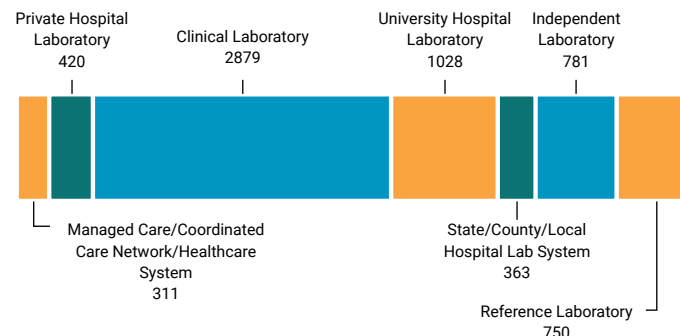


ROLE IN ACQUISITION OF SYSTEMS AND/OR INSTRUMENTS



A Evaluate options for purchase	22%
B Participate in team evaluation	20%
C Recommend products	18%
D Final Selection	16%
E Assess product after purchase	13%
F No Role	11%

TYPE OF LAB



LAB'S PRIMARY FUNCTION

Chemistry	3901
Hematology	3304
Immunology	3109
Biochemistry	2949
Microbiology	2927
Coagulation	2804
Toxicology	2524
Molecular Testing	2390
Point of Care Testing	2179
Core Lab	2118
Blood Banking	1917
Transfusion Medicine	1422
Genetic Testing	1303
Clinical Trials	1178
Pediatric/Newborn Screening	1002
Other	1261

PRIMARY JOB FUNCTION

President/VP/Other Executive	3323
Lab Director/Assistant Director	3246
Lab/Medical Technologist (Supervisory)/Lead Tech	2906
Lab Manager	2525
Research or Development Scientist/Engineer	2202
Lab/Medical Technologist (Non-Supervisory)	2127
Scientific Director	926
Student/Fellow	856
Manufacturing/Operations	820
Point of Care Testing	779
Medical Director	715
Quality Assurance	586
Pathologist	546
Educator	512
Analyst	448
MD/Clinician	439
Scientific Affairs	312
Lab Information Systems	302
Pharmacist	190
Hospital Administrator	117
Nurse	64
Other	466

Customized Educational Opportunities

Online

Webinar or Webinar Series

Customized webinars or webinar series are live or prerecorded, open access, 1-hour accredited education activities that are endured on ADLM's website for one year. Sponsors receive opt-in lead generation.

ADD-ON: Clinical Chemistry or JALM Journal Article: Provide open access to a journal article for webinar registrants.

ADLM Advantage (B2B Opportunity)

Are you looking for a B2B sponsorship opportunity to promote your products or services to other ADLM companies year-round? Highlighting the best ways for a company to get the best return on their investment with ADLM, the ADLM Advantage webpage features opportunities for you to drive potential customers to your company website via logo, URL link and company information. As a sponsor, you would partner with ADLM to drive traffic to this important component of the Corporate Relations pages on www.myadlm.org.

Print & Online

Scientific White Paper or Guideline

Sponsor will work with ADLM expert program faculty to provide input and guidance to customize a Scientific White Paper or Guideline. All content will be unbiased, educational, and not promotional in nature. ADLM will design, print, and distribute.

CLN Supplement

Choose your topic, and partner with ADLM to develop a customized, stand-alone supplement, polybagged with CLN, ADLM's monthly news magazine. This includes a digital push for participants to access the content online and provides sponsors with opt-in lead generation.

CLN Focus Section

Published bimonthly or quarterly, for 1-year, this section is written as a customized, 2 or 4-page spread within the magazine on an overarching topic. Content is developed in collaboration with the CLN Board of Editors, or by an invited expert author, who work with ADLM editorial staff to generate content. This includes a digital push for participants to access the content online and provides sponsors with opt-in lead generation.

Live

ADLM Educational Symposia (ADLM Annual Meeting)

Work with ADLM's education experts to create a high-quality, live, 1.5-hour CE-accredited educational event to take place at ADLM Annual Meeting, including live-streaming on the Digital Pass Platform.

Live Educational Conference: Regional or International

Work with ADLM's education experts to create a high-quality, live, 1.5-to-2-day conference in your topical area, geared towards your target audience, either regionally within the US, or internationally.

Customized Commercial Opportunities

Online

Virtual Product Launch

Are you launching a product and want to reach ADLM's robust customer database? Work with ADLM anytime throughout the year to organize a virtual product launch, hosted by CLN. Have ADLM members join a prerecorded presentation, followed by a Q&A, that highlights a new product or service that you are launching. Sponsors receive opt-in lead generation.

Laboratories Podcast

Sponsor our newly launched ADLM monthly podcast series: Laboratories. Sponsors provide faculty, host, and content centered around the impact of patient health. Each podcast will feature an intro mentioning the sponsor and may include a commercial message at the end of the episode. Be part of the exciting new venture as the listenership grows daily. Interested in having ADLM produce and promote a podcast or video on your behalf? Reach out and inquire about our Sponsored Laboratories Podcast or Video Opportunity.

New Member Welcome Email Series

ADLM is offering a unique opportunity to reach ADLM's newest members via the New Member Welcome Email Series. With a 30% open rate and a 15% click through rate, this email series offers year-round visibility with over 1400 new members.. Sponsors receive a logo and short message at the bottom of each email within the series. This opportunity can be used as an ADLM Annual Meeting booth driver during the months of May-August. With over 90% of our new members having buying power, this is a great chance to get your branding in front of a highly influential demographic within ADLM's membershipCustomized Market Research

Customized Market Research

ADLM Customer Survey

Sent to 74,000+ ADLM customers, sponsor develops/hosts the survey with ADLM's final review & approval. Survey will be emailed by ADLM twice. Surveys are scheduled monthly on a first-come, first-served basis.

ADLM Recruitment – Focus Group or Scientific Advisory Board

Utilizing ADLM's extensive membership database, ADLM will recruit a group of members to participate in a one-time Focus Group, or a longer-term Scientific Advisory Board on the topic(s) of their choosing. Sponsor provides target profile recruitment information and develops/hosts the event.

Sponsorships

ADLM Education

Online Certificate Program – Sponsorship or Licensing

Certificate Programs provide comprehensive coverage of clinical laboratory practice prepared by content experts. Each program contains lectures, related readings, web resource links, quizzes, and CE Credits. Sponsor a program or license the content to provide free access for up to 500 participants throughout the year with four (4) promotional access codes.

ADLM Educational Conferences

Become a sponsor of ADLM educational conferences, such as the Point-of-Care Conference and the International CPOCT Symposium. Work with the Corporate Relations team to identify conferences of interest to you.

ADLM Professional Development

Career Advancement – Society for Young Clinical Laboratorians (SYCL)

Sponsor ADLM's program to serve the needs of younger ADLM members (under 40 years of age) and those in training programs. SYCL provides valuable career information, opportunities, and special programs for young members.

Awards

Sponsor one of ADLM's various recognition and professional development programs including ADLM Awards and Academy Awards.

Advertising – Print & Digital



myADLM.org

ADLM Integrated Advertising Portfolio

ADLM offers digital advertising through *CLN* Dedicated Emails, *CLN* Special Reports, *CLN Industry Insights* Features, myADLM.org, etc., *CLN* print advertising opportunities, and advertising opportunities at the ADLM 2024 (Exhibit Guide, *CLN Daily*, *CLN Daily Alerts*).

For more information, contact Kevin McDonnell, Sales Director, Smithbucklin, kmcdonnell@smithbucklin.com.

ADLM Journal Advertising

Advertise in the *Clinical Chemistry* journal (*CCJ*) and in *The Journal of Applied Laboratory Medicine* (*JALM*).

For more information, contact Robert Gaddy, Advertising Account Manager, Oxford University Press, robert.gaddy@oup.com.

ADLM's Clinical Lab Marketplace Buyer's Guide

Engage lab directors, managers, administrators, R&D executives, scientists, and product development engineers on ADLM's Clinical Lab Marketplace Buyer's Guide. List your company products and services, or take advantage of display advertising opportunities.

For more information, contact Multiview Sales, aacc@multiview.com.

ADLM's SmartBrief

ADLM's SmartBrief brings the most important and timely news stories and trends about clinical diagnostics directly to subscribers' email boxes on a weekly basis. Reach the community of lab directors, industry executives, researchers, healthcare leaders, and laboratorians.

For more information, contact Oliver Pflieger, Account Director, SmartBrief, oliver.pflieger@futurenet.com.

Mailing Lists

Mailing List Rental

Reach ADLM customers and members who have opted in to receive emails from outside companies or reach them through direct mail.

For more information, contact Jennifer Felling, Statistics, j.felling@statistics.com.

ADLM Annual Meeting Opportunities

ADLM Booth Coffee Bar

Help ADLM members get through the busy days of ADLM's Annual Meeting by sponsoring the Coffee Bar within the ADLM booth. Through sponsorship, you will have the unique opportunity to not only caffeinate members, but also have your logo seen via signage on the coffee bar or provide branded napkins and or coffee cups throughout the day by every ADLM member who stops by for coffee in the ADLM lounge.

ADLM Scientific Division Sponsorships

Many of the ADLM Scientific Divisions have events that take place at ADLM 2024 that offer opportunities for sponsorship. A few examples of these opportunities include: the Critical and Point-of-Care Testing Division, the Mass Spectrometry and Separation Sciences Division, and the Health Equity & Access Division.

Exhibits and Sponsorships

Join 20,000+ clinical lab professionals and 900+ exhibitors at the world's largest, fastest-growing gathering of decision-makers and influencers in clinical lab medicine.

To exhibit, or to increase your visibility and presence at the meeting with sponsorship, contact Sabrina Bracken, Account Sales Manager, at sabrina.bracken@spargoinc.com, or John Barrett, Account Sales Manager, at john.barrett@spargoinc.com.

Press Conference

Don't miss your chance to hold a free press conference at the world's largest gathering for laboratory medicine. Organizations can reserve one 45-minute slot. Additionally, ADLM's corporate partners can post press releases in ADLM's digital press room and leave media kits in ADLM's onsite press room.

For more information and to reserve your press conference, contact Ana Zelada, Manager, Communications & Corporate Relations, at azelada@myADLM.org.

ADLM Corporate Relations Team



Teresa Favero

Senior Director, Corporate Relations
tfavero@myADLM.org



Lane Glaster-West

Associate Director, Corporate Relations
lwest@myADLM.org



Ana Zelada

Manager, Communications
& Corporate Relations
azelada@myADLM.org

Reach 74,000+ ADLM Customers

Partner with
ADLM to achieve
an increased
presence with
your key contacts

Are you launching a product? Working to reach your target audience with information and education throughout the year? Partner with ADLM to develop a targeted opportunity, or cross-market a customized campaign through multiple channels, depending on your specific goals and budget. Have a new idea? We would be happy to work with you to help you meet your goals!