CORPORATE SUPPORT OPPORTUNITIES

Partnership and Visibility With ADLM

ADLM
Association for Diagnostics & Laboratory Medicine™
Formerly AACC
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.)

### 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 endorsed 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, 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's 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-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**
  - Sponsors 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 Sponsors 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 membership Customized 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 provides 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 CPACCT Symposium. Work with the Corporate Relations team to identify conferences of interest to you.

ADLM Professional Development
Career Advancement – Society for Young Clinical Labormatorians (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

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 Pfieger, Account Director, SmartBrief, oliver.pfieger@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, Statlistics, j.felling@statlistics.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 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.
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!

Reach 74,000+ ADLM Customers

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