



June 28 - July 2, 2020

VIRTUAL PARTNER PROSPECTUS

The emergence of SARS-CoV-2 has impacted the laboratory community more than most, simultaneously requiring us to ramp up to meet historic levels of testing in some areas, while downsizing others. Along the way, we've been forced to innovate and pivot to meet the needs of a deeply at-risk public. One result of this pandemic is the loss of community connection as meetings have been cancelled or postponed.

ASCLS and AGT feel compelled to step into the void and will take on the challenge of offering an entirely new meeting format this summer.

A virtual meeting will further our goal of breaking down the walls of the typical medical meeting. The Joint Annual Meeting of the American Society for Clinical Laboratory Science and the Association of Genetic Technologists is building an event that starts with a fundamentally different understanding of the relationship between medical laboratory professionals and industry, with our societies as the connector.

We are not just moving our traditional meeting into an online format, but fundamentally re-engineering the meeting to optimize the online experience. This virtual meeting allows participants maximum flexibility to engage and absorb content when and how they choose, with access to all sessions, dramatically expanding access to educational content.

The center of the meeting is a digital hub with attendees and partners mutually finding ways to engage outside the traditional parameters of a live meeting.

Professionals and industry have mutual interest in advancing clinical laboratory science for the benefit of patients. In partnership, laboratory professionals and industry both bring value to an environment of learning, creativity, and innovation.

Do you have an idea you'd like to try? Let us know!

SCHEDULE (ALL TIMES ARE EASTERN DAYLIGHT SAVINGS TIME)

Monday, June 29, 2020

- 10:00 am: Welcome and Opening General Session
- 11:30 am – 7:00 pm: Concurrent Sessions, Posters
- Hour Breaks: 12:30 pm and 3:45 pm include commercial symposia, networking, and social activities
- Industry Partners are free to engage

Tuesday, June 30, 2020

- 10:00 am – 7:00 pm: Concurrent Sessions and Posters, Networking Opportunities
- Breaks: 12:15 pm (1:45 long) and 4:15 pm (1:45 long) include commercial symposia, networking and social activities

Wednesday, July 1, 2020

- 10:00 am – 6:00 pm: Concurrent Sessions, Posters, Networking Opportunities
- Breaks: 12:15 pm (1:15 long) and 3:45 pm (1 hour long) include networking and social activities
- 6:00 pm – 7:00 pm: Closing Keynote Session

REGISTRATION

To secure an engagement package and choose any add-ons, visit <http://www.cvent.com/d/9hqf24/4W> and select “Partner” as your registration type.

For more information, contact:

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

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

Michael Cubbage
202-445-9939
michaelc@ascls.org

THE GOAL IS EFFICIENT, COST-EFFECTIVE ENGAGEMENT

This is a different kind of meeting. Traditional approaches where salespeople sit in a segregated (albeit virtual) exhibit hall waiting for customers to wander by will not work. Successful companies and organizations will 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.

ANNUAL MEETING ENGAGEMENT PACKAGES

Engagement packages are designed to be right-sized to meet any industry partner’s needs. They are also designed to include key elements that work naturally together and provide financial rewards to those that choose to invest the most. We anticipate that some individual companies will have unique needs that require custom solutions. ASCLS and AGT are pleased to work with partners to develop customized solutions that meet the partner’s business goals for their investment and participation.

BENEFITS/PACKAGES	SILVER \$950	GOLD \$1,950	PLATINUM \$2,950
⊕=Included, \$=Option to purchase			
Partner Listing (Electronic)	Basic Listing	VIP Listing	VIP Listing + Company Logo on Virtual Map
Full Meeting Registrations Included (\$295 Value Each) <i>As full registrants, able to engage with attendees during all elements of the virtual meeting including educational sessions. Full registrations also can claim P.A.C.E. credit for sessions attended.</i>	1	2	3

Additional Full Registrations (each)	\$250	\$225	\$200
Targeted connection with attendees via the Event App to set appointments. Prospect identification can occur in sessions, social events, or during open times.	✱	✱	✱
Brand recognition during General Session walk-in slides and online partner listings		Name	Color Logo
Concurrent Educational Session Sponsorship Sponsors receive high-profile recognition and brand building by sponsoring education in topic areas that align with product mix and positioning. <i>Detailed recognition package below</i>	\$1,200	\$900	\$700
Push Notifications to attendees via the Event App		1	2
Sponsored Game Challenges		1	2
Inclusions of one-page brochure, flyer or postcard in the JAM-Pack shipped to all early registrants. <i>Copies must be received from partner no later than June 10, 2020</i>	\$900	\$600	✱
Platinum Partners have exclusive access the JAM-Pack , to include items in the package shipped to all early registrants. Items are supplied by the partner and are included in the box along with event-branded premiums. <i>Items must be received from partner no later than June 10, 2020</i>			✱
Banner Ad in App Rotation		✱ x 1	✱ x 2
30-Minute Commercial Symposium	\$1,000	\$750	✱ 1 included + \$500 each
Inclusion in pre-event email to all attendees sent by meeting organizers with 200-character description, color image and link of choice.		\$300	✱
JAM social media post thank you with tag from meeting organizer Facebook and Twitter accounts		1 x Group	1 x Exclusive
Post event broadcast email featuring Platinum Partners to all attendees sent by meeting organizers with 200-character description, color image and link of choice.			✱

DETAILED BENEFITS

Each benefit's value will increase as the partner amplifies the effects by strategically layering their execution of each opportunity.

Partner Listing (Basic and VIP): Basic listing includes one web address, company description and contact information. VIP editing allows you to edit your own entry, add a second URL that can lead to an open virtual meeting room you host, or a microsite. VIP editing also allows you to add images, your major social media handles, and upload PDF documents for attendees to access. Platinum partners have the additional benefit of having their listing featured with the partner brand on the virtual meeting map.

Full Registrations: Every participant in the Joint Annual Meeting, including industry partners, is a full registrant. This gives partners access to engage with other attendees during all elements of the virtual meeting including educational sessions. Full registrations also can claim P.A.C.E. credit for sessions attended. Higher investment levels provide lower cost, additional individual registrations. Laboratory professionals employed by the partner may appreciate the opportunity to further their education at a very affordable price.

Targeted Connections: All partners have access to all the other 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.

Exclusive Access and Discount Pricing for Gold and Platinum Partners: Among the benefits of commitments at the Gold and Platinum level are exclusive benefit access as well as reduced pricing on customizable add-ons.

Concurrent Educational Session Sponsorship with Enduring Material Recognition: Concurrent educational programming is being recorded to be made available to attendees and non-attendees (for purchase) after the event. Educational session sponsors are acknowledged at the beginning and end of the session and included in any recordings.

The sponsor is listed in the session description in the Event App with the company brand/logo, on the walk-in slide, and on a branded host virtual background. Sponsors have the option for a two-minute welcome from their representative, which will be included in recorded sessions. Sponsors have the option to automatically direct attendees to a post session URL of their choice to reinforce messages or facilitate remarketing. Sponsors also may run a single sponsored multiple-choice poll at the beginning or end of the educational session.



Push Notifications: Attendees will be using the CrowdCompass Event App platform from their mobile devices or computers to access the meeting. Gold level partners are entitled to one push notification and Platinum partners are entitled to two.  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.

Sponsored Game Challenges: The Virtual JAM will be gamified using the Click social game platform. Sponsors can customize a game challenge and award points to attendees for completing specific actions. This is a wonderful way to engage attendees outside the regular meeting hours.

JAM-Pack: The JAM-Pack is a package delivered to all early meeting registrants that will include a meeting branded insulated mug, materials for group activities, and printed materials from partners. Platinum partners can arrange to include their own premiums for delivery to hundreds of early registrants.

Banner Advertising: Gold partners have a rotation for their banner ad included in their packages. Platinum partners receive double the rotation and are encouraged to submit two different banner ads to maximize their exposure.

Commercial Symposia (\$1,000 value): These 30-minute sessions run during unopposed education time in our webinar rooms. These sessions are recorded and made available to attendees who wish to stream them later. ASCLS includes these sessions

in the session listing in the Event App. The topics and speakers are chosen and arranged by the sponsor.

Pre and Post Event Email to Participants: Meeting organizers will be distributing an email to all registrants before and after the Virtual JAM featuring our Platinum partners with 200-character description, color image and link of the partner's choice.

Social Media Post Thank You: This is an opportunity to reach an audience outside the meeting attendees. ASCLS will post a thank you to our Gold (group acknowledgement) and Platinum (exclusive acknowledgement) level partners to our audiences on Facebook (22,000+), Twitter (7,300+), LinkedIn (9,500+) and Instagram. Posts will tag the partners handles, allowing for easy sharing.

KEY DEADLINES

Early Registration: **June 1, 2020**

JAM-Pack Commitments: To be included in the JAM-Pack, commitments must be received by **Friday June 5, 2020**

JAM-Pack Shipment: Items to be included in the JAM-Pack must be received by the close of business on **Wednesday June 10, 2020**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

These additional sponsorships are an excellent way to raise awareness of brands, products and initiatives through high-profile presence at key locations or events.

Virtual Room Name (\$2,000): ASCLS will maintain three virtual meeting rooms as well as one, larger general session rooms. Naming rights to each room are available. This is an excellent way to scale brand recognition in this community. The room name will be listed the online program and Event App within each session held there. The name of the room will also be listed on the virtual map.

Opening/Closing Keynote (\$2,500 each): All attendees are together for the Keynote sessions. The Keynote sponsor will be invited to welcome attendees and present a short (less than 3 minute) message welcoming attendees. During the welcome, the partner's logo or other brands will be displayed on screen.

Group "Social" Activities/Breaks (\$2,500): Recognition of the sponsor is provided throughout the activities. Activities include group chair yoga, a beach party, baking/cooking contests, and other fun activities. Customized opportunities are available.