



ADLM
2027

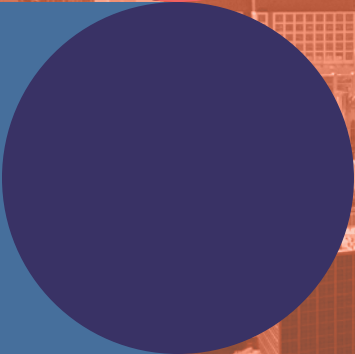
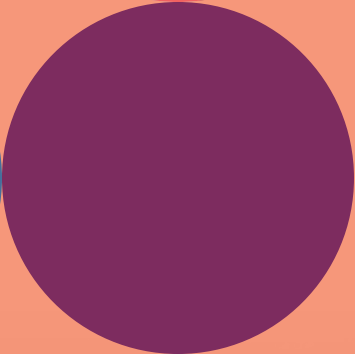
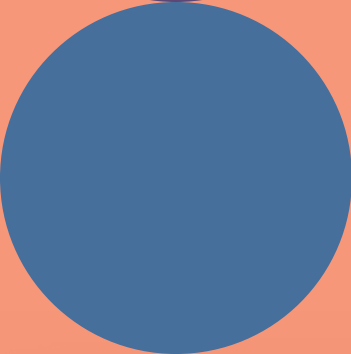
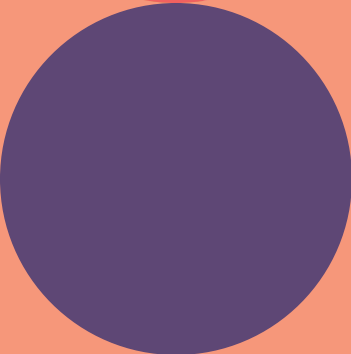
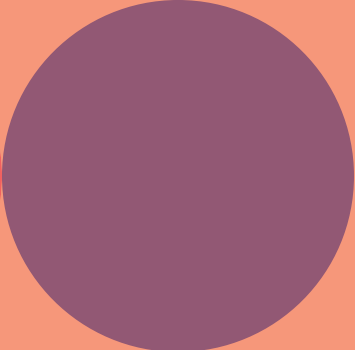
**Only
Here.**

JULY 25-29
CHICAGO, IL, USA

**Marketing &
Sponsorship
Opportunities**

**MAXIMIZE YOUR
INVESTMENT**

703.631.6200 | 800.564.4220
adlmexhibits@spargoinc.com



Welcome to Chicago

We're excited to welcome you as an exhibitor to the 2027 Association for Diagnostics & Laboratory Medicine this July at ADLM 2027.

Now that you've secured your exhibit space, it's the perfect time to take your presence to the next level. Explore a variety of high-impact promotional opportunities designed to increase visibility, draw attendees to your booth, and make your brand stand out. Whether your goal is to launch a new product, connect with key decision-makers, or boost brand awareness, there are solutions tailored to help you succeed—no matter your objectives or budget. Let's make this your most memorable and productive event yet!

**ENHANCE YOUR PRESENCE.
SECURE YOUR MARKETING OR
SPONSORSHIP OPPORTUNITY TODAY.**

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Exhibit Hall, Convention Center & City Wide Opportunities

Aisle Signs

\$62,000 *Exclusive Opportunity*

Your logo on all aisle signs within the Exhibit Hall will ensure that attendees see your company name and branding as they navigate from one aisle to the next.



Airport Baggage Claim Advertising

\$27,000 *5 Opportunities*

Welcome arriving attendees to Chicago by showcasing your brand at the baggage claim area. This premier advertising spot guarantees high visibility and exposure. Your brand, alongside other sponsored messaging, will be one of the first things visitors see as they start their journey in the city.



Banners

\$20,000 *Grand Concourse Along Stairs Horizontal, Single-Sided 15'W x 10'H*

\$20,000 *Grand Concourse Horizontal, Single-Sided 20'W x 7'H*

\$16,500 *Exhibit Hall Banners, Single-Sided 20'W x 10'H*

\$11,000 *Food Tower Stair Landing Exhibit Hall, Single-Sided 11'W x 5'H*

Ensure attendees are aware of your presence by securing one of these prime locations. Sponsorship includes production of the banner, installation, and removal.



Column Wraps

\$19,000 *Each*
3 Available

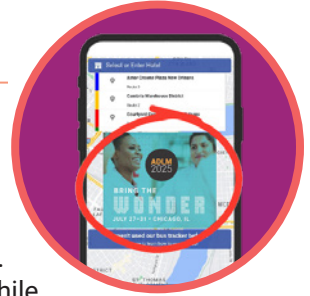
Located in the Grand Concourse outside the Exhibit Hall, catch attendees coming and going with your company messaging. You are sure to make a lasting impression by securing a place on these columns.



Digital Ad in Shuttle Bus App

\$10,000

Showcase your message on the ADLM mobile app as attendees check the shuttle bus schedule and travel information. Ensure your brand stands out while they navigate to and from hotels.



Digital Ads

\$14,000 *Video Wall - 15 Second Ad. (10 Available)*

\$36,000 *Digital Ad on Exhibit Hall Entrance Unit Exclusive, (\$18,000 2 Available)*

Supercharge Your Brand with Eye-Catching Digital Ads! Your ad will be displayed at the heart of the action—Level 3 of the Grand Concourse, just steps away from the Exhibit Hall! Whether you choose a bold static ad or a dynamic video, your ad will engage, captivate, and make a lasting impression.

Digital Wayfinding Kiosk

\$35,000 *Exclusive*

Position your brand at the center of the attendee journey as the exclusive sponsor of five interactive wayfinding kiosks. Featuring the Clinical Lab Expo floor plan, sessions, shuttle locations, and more. Each kiosk includes branded wraps and an on-screen static image or video for consistent, high-value engagement.



Escalator Clings

\$33,000 *Grand Concourse Level 1-2.5 (6 Clings)*

\$35,000 *Grand Concourse Level 2.5-3 (7 Clings)*

\$19,000 *Food Tower (4 Clings)*

Elevate your presence with company branded clings on the escalators attendees will travel to go to sessions and in the Exhibit Hall leading up to concessions.



Offerings and pricing are subject to change.

Exhibit Hall, Convention Center & City Wide Opportunities

Exhibit Hall Floor Decals

\$6,000 Carpet Decal 3' x 3'
Set of 2

\$8,000 Carpet Inlay 6' x 6'
Each



Main Aisle Column Graphics

\$10,000 Each

Attendees will be sure to see your company branding and messaging on the main aisle columns in the Exhibit Hall.



Four-Sided Rotating Cube

\$4,900 Per Side
16 Sides Available on
Four Rotating Cubes

\$19,000 Four Sides, Full Cube

These eye-catching, backlit, rotating structures are placed in high traffic areas.



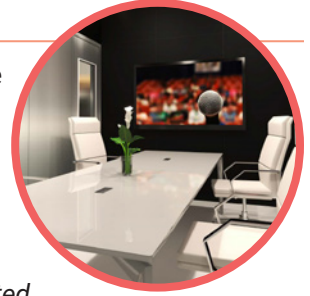
Meeting Rooms

Three convenient options where you can meet face-to-face with attendees in a private setting.

\$54.00 per sq. ft.
(200 sq. ft. minimum)

MODULAR MEETING ROOMS

Modular meeting rooms are located in the Exhibit Hall and are accessible during Hall hours. Exhibitor is responsible for renting furnishings through Freeman.



\$20,000 CONVENTION CENTER MEETING ROOMS - FULL MEETING Convention Center meeting rooms offer a private, more spacious option for you to conduct business and schedule internal meetings. These rooms are available for use throughout the entire meeting. Rooms are furnished with a hollow square set up and chairs. **Equipment permitted depending on size and weight.**

\$12,000 CONVENTION CENTER MEETING ROOMS - HALF DAY Convention Center meeting rooms are available for rental in ½ day increments. Meeting room is furnished with a hollow square set up and chairs. **Equipment permitted depending on size and weight.**

Hand Sanitizing Unit

\$2,100 8 Available

Located in key areas throughout the Exhibit Hall. Help keep everyone's hands clean and healthy!



Lanyards

\$16,500 (Distributed to Expo Only Attendees)
Exclusive Opportunity

Add your logo to the Expo Only lanyards provided to attendees at badge pick-up.



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Mobile Device Charging Locker with Digital Ad

\$6,000

Power Up Your Brand While Attendees Recharge! When attendees stop to charge their devices, your brand takes center stage. Located in high-traffic areas, each charging station features exclusive branding on the unit and a dynamic digital screen—perfect for static or video ads.



Images for sample purposes. Offerings and pricing are subject to change.

Exhibit Hall, Convention Center & City Wide Opportunities

Mobile Billboard Truck

\$16,000 Each

Take your brand on the road and make a bold statement with a mobile billboard that commands attention. Traveling from McCormick Place to surrounding hotels, the truck cruises the city's busiest streets, capturing the eyes of event attendees and the public alike. Your message will be prominently displayed on all three sides of the truck with vibrant, high-impact graphics, ensuring it's impossible to miss. The campaign runs for four consecutive days, with the truck operating 8 hours each day—delivering maximum visibility and engagement.



Park Benches in the Exhibit Hall

\$7,000 Per Set

Stand out in the Exhibit Hall with your company branding on park benches placed on the main aisle. Each set of back-to-back benches will include a seat back graphic and an accompanying 6'W x 3'H floor decal with your branding



Paw Park

\$52,000 Exclusive Opportunity

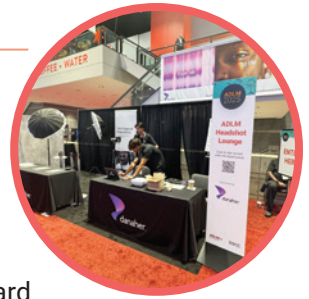
Elevate your brand's visibility and align with a worthy cause by sponsoring the Paw Park. Your customized branding will be placed on the exterior fence and your support will be recognized in attendee emails and on the mobile app.



Professional Headshots

\$24,000 Exclusive Opportunity

Attendees love to update their headshots! Opportunity includes a professional photographer, assistant, equipment, and your company branding on signage and on a card and the email attendees will receive with their portrait.



Relaxation Station

\$25,000 Exclusive

This calming wellness experience features virtual reality meditation plus foot, neck, and calf massages, paired with thoughtful brand exposure. Benefits include logo placement on the station banner, a branded 3' x 3' floor decal at each chair, recognition in the Know Before You Go email, a dedicated push notification, and a digital ad acknowledging your support.



Shuttle Bus Banners

\$33,500 Door Side Banners

\$45,000 Door & Driver Side Banners

\$10,000 Digital Ad in Shuttle Bus App, Exclusive Opportunity

A total of four sets of three buses are available. Put your brand in front of attendees as they travel to and from Clinical Lab Expo! Make your brand part of the journey!



GOT MORE CREATIVE BRANDING/IDEAS?

Let's Talk! 703.631.6200 | 800.564.4220
adlmexhibits@spargoinc.com

Offerings and pricing are subject to change.

Exhibit Hall, Convention Center & City Wide Opportunities

Stacked Cubes

\$15,000

Showcase your brand with a stacked cube display designed to capture attention and spark conversation. This eye catching installation features 12 sides for your logo, messaging, or product imagery—maximizing visibility and creating a bold, dynamic presence.



Staircase Decals

\$26,000 (Level 1 – Level 2.5)

Four Available

\$27,000 (Level 2.5-Level 3)

Two Available

Capture that “WOW” factor by securing one of these prime locations in the Concourse. Sponsorship includes production of the decals, installation, and removal.

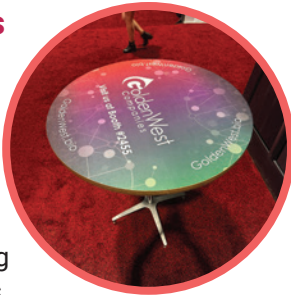


Table Clings on High Boys in Exhibit Hall

\$7,500 Set of five.

Five sets available.

Place your branding on one or more sets of the table attendees will use while checking email, or just “taking five.” Tables will be placed in main aisles within the Exhibit Hall.



Uber Advertising

\$85,000

Promote your brand to Chicago Uber riders with exclusive advertising space for maximum visibility. Highlights include:

- 100% Share Voice: The promoted brand will be the only advertiser visible in one rider's journey.
- 100% Viewable: Always visible among riders.



WiFi

\$37,500 Exclusive Opportunity

Purchase Wifi and Mobile App for a total of \$65,000 (A savings of \$10,000)

Take center stage as the go-to brand for attendees! With Wi-Fi available in the Exhibit Hall and throughout the Convention Center, your company gains prime exposure. Your name and logo will be prominently displayed on on-site signage, and attendees will be **redirected to your website** after accepting the Wi-Fi terms—ensuring **direct engagement** with your brand.



Window & Door Clings

\$8,000 Door Clings (4 per set)

Single-Sided, Inward Facing
5 Available

\$7,500 Window Clings (each)

Single-Sided, Inward Facing
3 Available

Catch the eye of attendees as they exit the Convention Center with your branding and messaging in this “cannot miss” opportunity.



Wintrust Marquee

\$28,000 4 Opportunities

Maximize your reach with this commanding 60' x 16' wide digital marquee and make your message unmissable!



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Convention Center and Hotel Opportunities

ClinPack Bag and Inserts

\$20,000 Exclusive Bag Opportunity

\$5,500 First Insert

\$5,000 Each Additional Insert (Max 2)

BAG INSERT

Include your promotional flyer in bag distributed on Tuesday at the front of the Exhibit Hall. Pens, note pads, etc. can be provided in lieu of an insert.

BAG SPONSORSHIP

This is an exclusive opportunity for you to get your name in front of thousands of meeting participants as they head into the Exhibit Hall. Only one bag sponsorship is available. Benefits of sponsorship include company logo printed on all ClinPack bags and one bag insert.



Hotel Room Door Drop

\$10,000 (Rights-Only) Two Available

Make a bold impression by placing your custom message on guest room doors—right where attendees will see it first thing in the morning! Choose from two prime opportunities: Tuesday or Wednesday. Your literature will be delivered by 5:30 AM to ensure maximum visibility. This exclusive placement guarantees your brand is front and center. The costs for design, production, shipping, and distribution are not included.



Key Cards

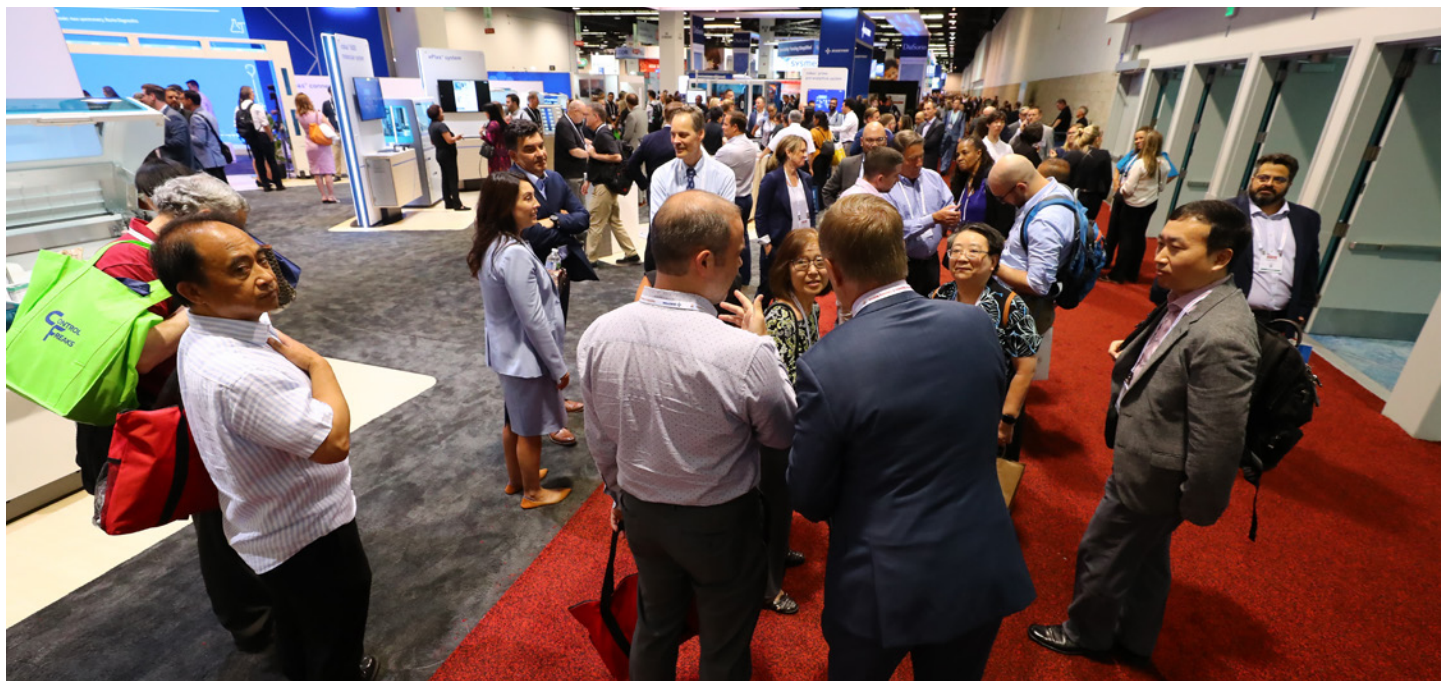
\$17,000 Exclusive Opportunity

Customized key cards will be distributed to meeting attendees upon check in at the official hotels. Sponsor is responsible for the cost to design, produce, ship and distribute the key cards.



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Industry Workshops and Special Event Opportunities

ADLM 2027 Opening Mixer

\$15,000

Help us welcome attendees to Anaheim on Sunday evening. This opportunity will expose your company to an estimated 800-1,000 attendees ready to socialize and enjoy an evening full of food, drinks, and music. Your sponsorship includes a table with company information, signage, one pre-show mailing list (no emails), and guest VIP badges. Sole sponsorship will also include a posting on the Artery—a very exclusive opportunity, as it is an ADLM members-only community.



Industry Workshop in Exhibit Hall Theater

\$22,500 (One Hour Time Slot on Tuesday or Wednesday)

\$19,500 (One Hour Time Slot on Thursday)

This is your opportunity to educate prospective customers and end users about solutions that they need to practice more effectively and efficiently. This convenient Exhibit Hall floor theater location allows attendees to access education while remaining close to the action in the Exhibit Hall. **Catering not included.**

Industry Workshop in Hotel Meeting Room

\$6,800 (One and a Half Hour Time Slot)

These presentations are scheduled in select hotels prior to and after the official conference programming. The sponsor is responsible for all logistics, including catering, room setup, and audiovisual. Sponsor will be provided the vendor contact information for these services.

International Market/ Financial Analyst Briefing

\$7,000

This is your opportunity to get in front of an audience of high level company executives (primarily officers, managers, and international marketing executives). Each sponsor receives a table at the event to distribute materials.

Lecture Series Theater Presentation In Exhibit Hall Theater

\$8,750 (Tuesday and
Wednesday, Twenty-Minute
Time Slot)

Present your innovative products and services to key decision makers in a 20-minute presentation in this convenient setting within an Exhibit Hall Theater.



Press Conference

FREE

Do not miss your chance to hold a press conference at the world's largest gathering for laboratory medicine. Organizations can reserve one 45-minute slot. For more information and to reserve your conference room, contact: Anne-Margaret Olsson, aolsson@myadlm.org

Video Hosting of Industry Hotel or Convention Center Workshop

\$5,000

Extend the life of your hotel or convention center industry workshop by video recording the event. ADLM will host it on our website for nine months post-meeting and will promote your video via a dedicated broadcast email to ADLM's entire database (74,000+). Sponsor is responsible for all A/V costs related to video recording and editing.

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Marketing Opportunities

Ad Retargeting Campaign

\$11,500 *Three Available*

Reach attendees in the weeks leading up to the meeting. Sponsored retargeting ads allow you to retarget to a base of highly qualified website visitors after they have clicked away from the exhibitor listing page on the exhibits website, keeping your brand top-of-mind and ensuring you will consistently reach them as they visit other websites. (Pixel placed on the exhibitor listing landing page.)

Attendee Pre-show/ Post-show Mailing List

Pre-Show **\$1,600** *One-Time Use*

Post-Show **\$2,100** *One-Time Use*

Send ADLM registered attendees a pre-show promotion or invitation to visit your booth. Reinforce your on-site presence with a follow up communication to initiate post meeting business opportunities. Attendee names, titles, company names and postal addresses provided only.

Email addresses and phone numbers are not provided.

Email Blast

One/Two Weeks Out **\$7,750** *Five Available*

Week of **\$7,250** *Three Available*

Week After **\$6,750** *Two Available*

Take advantage of this limited opportunity to reach out to registrants in the days leading up to, during, and after the meeting. You will work with our vendor to create a customized html email. Limited dates available. Only one exclusive email will be sent out each day.

Featured Exhibitor Listing

\$1,800

Stand out in the Exhibit Guide, online, and in the mobile app by enhancing your exhibitor profile listing. Includes expanded company listing description with up to 1,000 characters; logo in printed Exhibit Guide, company highlighted on the online floor plan with an enhanced listing icon; rotating banner on home and exhibit listing pages of exposition website, plus a video upload.

Housing Confirmation

\$14,000 *Exclusive Opportunity*

Reach thousands of attendees prior to their arrival in Chicago. Your ad will appear on the housing confirmation page at the end of each online housing reservation delivered via email. The ad can be hyperlinked to your website.

Mobile App

\$37,500 *Exclusive Opportunity*

Maximize Your Exposure with the Mobile App + WiFi Package – Only \$65,000 (A savings of \$10,000!)

As the exclusive Mobile App sponsor, your company logo will appear on the splash screen each time the app is launched, along with a custom banner ad featured on the main page. With thousands of lab professionals relying on the app for schedules, session info, and more, your visibility is guaranteed before, during, and after the meeting. As the exclusive WiFi sponsor, your company will enjoy premium visibility with recognition of your support on on-site signage and a redirect to your website once attendees accept the Wi-Fi terms and conditions—giving your company valuable exposure at a key moment in their event experience.

Product Showcase

\$2,500 *Per Product*

\$500 *each additional product*

Attendees at the ADLM 2026 meeting are eager to discover the latest and most innovative developments in the industry. To help your brand stand out, the ADLM 2026 Product Showcase Package combines three highly effective digital visibility tools in one convenient offering. This package is designed to position your product(s) prominently on the meeting website, through the mobile app, in *Clinical Lab News* (40,000+ distribution), and the digital show dailies.

Industry Workshops and Special Event Opportunities

ADLM offers multiple targeted advertising opportunities before and during ADLM 2027 through our print publications and digital channels.

CLN Daily

CLN Daily Alerts will be emailed to 82,000+ recipients every day of ADLM 2027 and will feature meeting highlights and content from the CLN Daily. In addition, 4 special issues reach your audience in June and July leading up to the event.

Available Dates

- Tuesday, June 8, 2027
- Tuesday, June 22, 2027
- Thursday, July 8, 2027
- Tuesday, July 22, 2027
- Monday, July 26, 2027
- Tuesday, July 27, 2027
- Wednesday, July 28, 2027
- Thursday, July 29, 2027



Clinical Laboratory News (CLN)

In addition to being mailed to more than 42,000+ laboratory professionals prior to the meeting, the July/August issue of CLN will offer bonus distribution inside the Convention Center.



myADLM.ORG

ADLM's website serves as a valuable tool to all laboratory medicine stakeholders, providing information on up-to-date science in laboratory medicine, educational opportunities in the field, meetings, news about laboratory medicine, and policy initiatives. myADLM.org is a great opportunity for additional exposure before and during ADLM 2027. We offer run-of-network advertising.



ADLM Exposition Management, c/o SPARGO, Inc.
703.631.6200 / 800.564.4220
adlmexhibits@spargoinc.com

For more information on these advertising opportunities available through ADLM, please contact:

Ana Zelada, Senior Manager,
Corporate Relations
202.835.8725 azelada@myadlm.org

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