

## 2022 ENGAGEMENT OPPORTUNITIES



The most recent ASCP vacancy survey showed that nearly 1/3 of managers in the core lab planned to retire in the next five years. For some areas like hematology and microbiology, that percentage is higher. As an entire generation of laboratory professionals leave the workforce, younger, less experienced laboratory professionals are being pressed into service in management positions they didn't

train for. A need exists to prepare these professionals to take on new roles.

The Emerging Laboratory Managers Collaborative Conference (ELMC<sup>2</sup>) is specifically designed for laboratory professionals to help them transition to or more effectively lead in management whether they are laboratory professionals pressed into management without any training, someone who aspires to join the ranks of management, or an experienced manager who just wants a refresher, the American Society for Clinical Laboratory Science (ASCLS) has a perfect educational opportunity.

Held virtually on January 14 and 15, 2022, ELMC<sup>2</sup> will provide two days of programming (live and streamed for up to 30 days after the live event) with 16 hours of P.A.C.E. credit, virtual networking, and access to an attendees-only online community of like-minded professionals. A short-term mentoring program, integrated with the online community for participants, will also be available to maximize the impact of learning.

### ELMC<sup>2</sup> CONFERENCE SCHEDULE

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. Attendees and partners can engage throughout the duration of the meeting.

| Friday January 14 | Sessions  |  |
|-------------------|---|--|
| 11:00 AM          | <b>Opening Keynote:</b> The Courage to Lead-Finding Truth in Our Laboratories<br><i>Dr. Emily Volk, President, College of American Pathologists</i> |  |
| 12:30 PM          | Coaching and Providing Feedback<br><i>Joe Kalkman</i>   | Test Utilization<br><i>Shannon Jongeward</i>         |
| 1:30 PM           | Extended Break for Networking/Roundtables   |  |
| 2:30 PM           | Recruitment and Retention<br><i>Shawn Wierzbowski</i>   | LIS and EHR Integration<br><i>Brad Brimhall</i>      |
| 3:45 PM           | Writing Performance Evaluations<br><i>Crystal McMullen</i>  | Successful Outreach Programs<br><i>Sandy Richman</i> |
| 4:45 PM           | Extended Break for Networking/Roundtables   |  |
| 5:30 PM           | <b>Plenary:</b> Advocating with the C Suite<br><i>Rick Panning</i>  |  |

| Saturday January 15 |   | Sessions  |  |
|---------------------|---|---|--|
| 11:00 AM            | <b>Plenary:</b> Succession Planning<br><i>Tywauna Wilson, Stephanie Whitehead, Lona Gordon Small</i>  |   |  |
| 12:15 PM            | Lab 2.0<br><i>Diana Kremitske</i>   | "Keeping Up with the Regulations"<br><i>Suzanne Butch</i> |  |
| 1:30 PM             | Extended Breakout for Networking/Roundtables  |   |  |
| 2:30 PM             | Biases in the Interview Process<br><i>Denise Williams</i>   | Role of the Project Manager<br><i>Tim Eiler</i>           |  |
| 3:45 PM             | Addressing Bias<br><i>Naomi Banks</i>   | Lean Problem Solving<br><i>Hannah Vanderlinden-Willis</i> |  |
| 4:45 PM             | Extended Breakout for Networking/Roundtables  |   |  |
| 5:30 PM             | <b>Closing Keynote:</b> Self-Respect-The Foundation of Leadership<br><i>Drew Dudley. Author of "This is Day One: A Practical Guide to Leadership That Matters."</i> |   |  |

\*All Times Eastern

## ENGAGEMENT PACKAGES

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.

Engagement packages are designed to be right-sized and all-inclusive for any industry partner's needs. However, we anticipate that some individual companies will have unique needs that require custom solutions. ASCLS is pleased to work with partners to develop customized solutions that meet the partner's business goals for their investment and participation.

### **Budget Package - \$450 Investment**

- Includes one full registration (\$225 value). Industry partners are encouraged to participate fully in the meeting, including educational programming, social and networking events.
- May purchase one additional full registration at the group rate (\$170).
- Participate in the ELMC<sup>2</sup> attendee online community.
- Basic partner listing in Event App.
- Perfect for recruiters, educational institutions, and non-profits
- Only one Budget Package available per organization.

## **Standard Package - \$750 Investment**

- Includes two full meeting registrations (\$450 value). Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.
- May purchase two additional full registrations at the group rate (\$170 each).
- Includes one notification sent directly to attendees (via Event app) with content of the partners choosing, sent at a time chosen by the partner.
- Enhanced Exhibitor Listing in the Event app.
- Eligible to purchase flyer distribution for inclusion in the participant Kit (shipped to all early Registrants) at a discounted price of \$200 (\$300 value)
- Recognition of company name on virtual session Walk-In Slides

## **Premium Package - \$1,000 Investment (limited number available)**

- Includes two full meeting registrations (\$450 value) and the option to purchase additional registrations at a discounted rate of \$150 each. Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events, and online communities.
- Includes two notifications sent directly to attendees (via Event app) with content of the partners choosing, sent at a time chosen by the partner
- Complimentary inclusion of one printed brochure or flyer in the participant Kits mailed to all meeting pre-registrants and includes the exclusive option for Premium partners to include a small, branded item (at their own cost of production and shipping to the distribution warehouse)
- Enhanced Exhibitor Listing in the attendee app
- Premium partners have the option of including a rotating banner ad that runs within the Event app
- Includes enhanced branding and recognition on walk-in slides with color company logos
- Post meeting follow up email sent to all attendees by ASCLS on behalf of the partner.

| BENEFITS/PACKAGES  | BUDGET              | STANDARD            | PREMIUM                          |
|--|---------------------|---------------------|----------------------------------|
| ⊕=Included, \$=Option to purchase  |                     |                     |                                  |
| Full Meeting Registrations Included<br><i>Able to engage with attendees before and after the meeting in an online attendees' community with access to the attendee directory, as well within the Event App</i> | 1 <sup>(\$+1)</sup> | 2 <sup>(\$+2)</sup> | 2+ <sup>\$</sup>                 |
| App Push Notifications   |                     | 1                   | 2                                |
| Exhibitor Listing in the Event App   | Regular             | Enhanced            | Enhanced with Rotating Banner Ad |
| Inclusion of brochure or flyer in the Participant Kit  | \$300               | \$200               | ⊕                                |
| Post Event Email to All Attendees sent by ASCLS on Behalf of the Partner.  |                     |                     | ⊕                                |
| Brand recognition  |                     | Name                | Color Logo                       |

## **SPONSORSHIP OPPORTUNITIES AND BENEFITS**

Sponsorships are an excellent way to raise awareness of brands, products and initiatives through high-profile presence at key locations or events. Interested organizations/institutions/companies can contribute to the conference while increasing visibility and name recognition for themselves and helping achieve business objectives.

**Presenting Sponsor (\$3,000):** The presenting sponsor is entitled to a suite of customized visibility opportunities including identification as “presented by” and the logo of choice on outbound email communication (>100,000 impressions), social media promotion (>50,000 impressions), websites (>25,000), branded background for all moderators/hosts and logo on the outside of the Participant Kit. *Limited to one sponsor.*

**Flyer Distribution (\$300):** Distribute printed materials to all pre-registrants via the Participant kit. This is an excellent way to promote activities within a partner’s display or to promote upcoming Commercial Symposium. *Discounted price of \$200 for Standard Package, complimentary with Premium Package.*

## EDUCATION SESSION SUPPORT

**Opening/Closing Keynote (\$1,000 each):** All attendees are together for the Keynote sessions. The Keynote sponsor will be invited to welcome attendees and present a short (less than 60 second) message.

**Plenary Sessions (\$750):** Sponsor name recognition is provided on the introductory slide and recognition of sponsorship is included in the host’s comments at the beginning and end of the educational session.

**Concurrent Sessions (\$500):** Sponsor name recognition is provided on the introductory slide and recognition of sponsorship is included in the host’s comments at the beginning and end of the educational session.

**Enduring Materials (\$1,000):** Concurrent educational programming is being recorded to make available to attendees and non-attendees (for purchase) after the event. Sponsored enduring materials, hosted in the ASCLS learning management system are made available for free for a year, allowing sponsors to promote content to their larger customer base. Enduring materials sponsors are acknowledged at the beginning and end of the enduring materials and in the online listing.

## DETAILED BENEFITS

### Partner Listing (Basic and Enhanced)

- Basic listing includes company name, company address, one phone number, company website, company description and attachment of one PDF.
- Enhanced listing includes features of basic listing plus company logo, social media info (Facebook URL, LinkedIn, Twitter, & YouTube), intro video (link embedded into listing), up to four file attachments (PDFs) and ability to include one URL for Live Meeting opportunities (URL to company meeting room).

**Participant Kit:** A package will be delivered to all early meeting registrants that will include meeting branded items, materials for group activities, and printed materials from partners. Premium partners can arrange to include their own small, branded item for delivery to early registrants.

**Push Notifications:** 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. Standard Packages include one push notification and Premium Packages include two push notifications.

**Targeted Connections:** All partners have access to all 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.

## KEY DEADLINES

Kit Commitments: To be included in the Participant Kit, commitments must be received by **Monday December 27, 2021.**

Kit Shipment: Items to be included in the Kit must be received by the close of business on **Friday, December 31, 2021.**

## REGISTRATION

To secure an engagement package or sponsorship opportunity, please contact:

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

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

## PARTNERSHIP RULES, REGULATIONS AND SERVICES

*[Please Read Carefully]*

1. **CONTRACT:** This application, properly executed by applicant (Partner), shall upon written acceptance and notification of space assigned by Meeting Management constitute a valid and binding contract.
2. **PURPOSE:** To impact practice at the cutting edge in clinical laboratories and maximize the impact of clinical laboratory professionals on patient care. Partner displays will serve to introduce products, publications and services, and to educate individuals. Only Partners whose materials are related to those purposes will be allowed to maintain displays. Meeting Management reserves the right to determine, in its sole discretion, whether Partners' materials relate to the purpose of the meeting.
3. **ADVERTISING MATTER:** Meeting Management reserves the right to refuse to permit distribution of souvenirs, advertising matter or anything else which it may consider objectionable.
4. **PAYMENT AND CANCELLATION:** This agreement may be canceled by Partner by written notice to the address set forth in this contract. However, in the case of cancellation, the following charges are payable by the Partner:  
  
*Before January 7, 2022*  
\$125 (processing fee) + costs associated with delivered value  
  
*On or after January 7, 2022*  
No refunds
5. **REJECTIONS AND PENALTIES:** Management reserves the right to restrict, reject, prohibit or eject any partner, in whole or in part, which because of position, safety hazards or for other prudent reasons becomes objectionable. If any display or Partner is ejected for violation of these rules and regulations, no return of rental fee shall be made.
6. **MEETING MANAGEMENT:** The phrases "Meeting Management" and "Sponsoring Society" as used herein refer to the American Society for Clinical Laboratory Science (ASCLS).

Partner further agrees that the conditions, rules and regulations of Meeting Management are made part of this contract and that said Partner agrees to be bound by each and all of these rules and regulations and agrees that Meeting Management shall have full power to interpret, amend and enforce all rules and regulations in the best interest of the show.