

# The AOAC Partnership Program

AOAC recognizes that companies are interested in creating a relationship with AOAC and its members. We understand the value of providing a means to not only sell your products, but to be seen as a solution provider and a friend in the industry.

To meet your needs, AOAC has created a year-long partnership program that will run from January 1, 2012 through December 31, 2012. Now, instead of sponsoring an event or an item at the Annual Meeting, organizations can form true partnerships and continue long-standing relationships with the Association.



Photos courtesy Las Vegas News Bureau.

## AS AN AOAC PARTNER, YOUR ORGANIZATION WILL RECEIVE THE FOLLOWING:

- Company advertisement and link to your web site included in the AOAC electronic newsletter, The Spectrum. This bi-monthly newsletter is sent to all AOAC members.
- Company logo with a link to your web site on all Annual Meeting email blasts. Approximately 20 email blasts are sent throughout the year to alert members of upcoming Annual Meeting deadlines and information.
- Company logo included on a one-page Partnership advertisement in the Journal of AOAC INTERNATIONAL. This bi-monthly journal has a print circulation of approximately 2,000 subscribers.
- A complimentary half-page black and white advertisement within the Annual Meeting Final Program.
- Recognition as an AOAC Partner in the Annual Meeting Preliminary Program, Final Program and Inside Laboratory Management (6 issues).
- Recognition on the Partnership signs displayed at the Annual Meeting in the AOAC registration area of the hotel.
- A link to your company's web site on the home page of the AOAC INTERNATIONAL web site.
- Your materials (brochures, etc.) inserted into the Annual Meeting bags and provided to every registrant.
- Company name announced as an AOAC Partner during the 2012 President's Welcome Reception at the Annual Meeting in Las Vegas.
- Booth space priority for the 2012 Annual Meeting & Exposition (if Exhibit materials are submitted in the Fall).
- Complimentary 30-minute Partnership Presentation time slot at the 2012 Annual Meeting.

AOAC's goal is to work together with industry to create a long-standing relationship and a win-win - for AOAC and our partners.

**YEAR-LONG PARTNERSHIP FEE - \$6,000**