



In Food & Agriculture,
We Set the Standard

AOAC INTERNATIONAL Engagement Packages PROSPECTUS

January 1, 2022 –
December 31, 2022



AOAC INTERNATIONAL brings together government, industry, and academia to establish standard methods of analysis that ensure the safety and integrity of foods and other products that impact public health around the world. AOAC has 2,200+ individual and organizational members from more than 90 countries, with a variety of professional backgrounds and experience, including manufacturers, laboratories, government agencies, test developers, and more.



Members' Continent of Origin

66% North America

12% Europe

12% Asia

4% South America

4% Oceania

2% Africa

12th AOAC Midyear Meeting March 14-18, 2022

Gaithersburg Marriott Washingtonian Center
Gaithersburg, MD

136th AOAC Annual Meeting & Exposition

August 26 – September 1, 2022

Westin Kierland, Scottsdale, AZ

AOAC's Meetings provide unparalleled professional development, networking, and collaboration opportunities for individuals across a wide range of interest areas:

Businesses: Meet scientific and regulatory experts and participate in trends and standards.

Scientists: Build professional expertise and network with your community to share information and best practices.

Regulators: Leverage unprecedented opportunity for stakeholder collaboration on complex testing and analysis challenges, helping improve compliance and public safety.

The AOAC Annual Meeting & Exposition attracts 60 exhibiting companies and 875+ attendees from 30+ countries, including the United States, Canada, Peoples Republic of China, Germany, Japan, United Kingdom, Netherlands, France, India, and New Zealand.

AOAC's position at the confluence of all key stakeholder groups creates exceptional opportunities for official collaboration leading to analytical solutions essential to protecting public health. Purchasing an AOAC Engagement Package positions your organization as a solution provider and an ally to our stakeholders.

What will YOU get

OUT OF AN AOAC

Engagement Package?

A booth at the 2022 AOAC Annual Meeting & Exposition

Enhanced visibility to all meeting participants

The ability to market your business through AOAC's resources, including newsletters, social media, and website

Brand building opportunities

Access to hundreds of analytical science professionals across a wide variety of industries



ENGAGEMENT PACKAGES

Champion Level

\$10,000

- Booth space priority and 1 corner 8'x10' booth at the 2022 Annual Meeting & Exposition.
- 40-minute vendor presentation at the 2022 Annual Meeting
- 4 complimentary registrations for the 2022 Annual Meeting
- 2 complimentary registrations for the 2022 Midyear Meeting
- Attendee list (in electronic format) for the 2022 Annual Meeting and 2022 Midyear Meeting for both pre-meeting and post-meeting marketing**
- Your materials (brochures, etc.) inserted into the 2022 Annual Meeting registration bags provided to every registrant
- Hyperlinked logo on the 2022:
 - Annual Meeting & Midyear Meeting email blasts (approx. 30 blasts)
 - Annual Meeting & Midyear Meeting web sponsor pages
 - Electronic version of AOAC's *Inside Laboratory Management* magazine
- Champion recognition with company logo included in the 2022:
 - Annual Meeting on-site program and virtual platform
 - *Inside Laboratory Management* (print version)
 - *Journal of AOAC INTERNATIONAL* (print & online website)
 - Annual Meeting & Midyear Meeting signage
 - Social media "thank you" post with link to the Champions web page, issued twice a month in February and March for the 2022 Midyear Meeting and July and August for the 2022 Annual Meeting (Facebook, Twitter, and LinkedIn)
- Organization listing and 50-word product/service description in the 2022 Annual Meeting on-site program
- A half-page advertisement in the 2022 Annual Meeting on-site program
- A half-page print & electronic advertisement within the May/June 2022 issue of *Inside Laboratory Management*
- Company profile and hyperlinked logo included in the 2022 weekly electronic newsletter sent to all members, *The Spectrum*
- Usage of AOAC Champion Logo on the company's website and social media

Trailblazer Level

\$7,500

- 1 corner 8'x10' booth at the 2022 Annual Meeting & Exposition
- 20-min exhibitor presentation at the 2022 Annual Meeting
- 2 complimentary registrations for the Annual Meeting
- Attendee list (in electronic format) for the 2022 Annual Meeting for both pre-meeting and post-meeting marketing**
- Your materials (brochures, etc.) inserted into the 2022 Annual Meeting registration bags provided to every registrant
- Trailblazer recognition with company logo included in the 2022:
 - Annual Meeting on-site program and virtual platform
 - *Inside Laboratory Management* (print & online issues)
 - *Journal of AOAC INTERNATIONAL* (print version)
 - Annual Meeting & Midyear Meeting signage
- Organization listing and 50-word product/service description in the 2022 Annual Meeting on-site program

Leader Level ■ \$3,500

- 1 interior 8'x10' booth at the 2022 Annual Meeting & Exposition
- 1 complimentary registration at the 2022 Annual Meeting
- Attendee list (in electronic format) for the 2022 Annual Meeting for pre-meeting marketing**
- Leader recognition with company logo included in the 2022:
 - Annual Meeting on-site program
 - Annual Meeting & Midyear Meeting signage
- Organization listing in the 2022 Annual Meeting on-site program

Patron Level ■ \$2,000

- 1 interior 8'x10' booth at the 2022 Annual Meeting & Exposition
- Organization listing in the Annual Meeting on-site program

**Attendees will have the ability to opt out from these communications and be excluded from this list.

AOAC INTERNATIONAL

Engagement Portfolio Program

| | Champion (\$10,000) | Trailblazer (\$7,500) | Leader (\$3,500) | Patron (\$2,000) |
|---|------------------------|------------------------------|--------------------------------------|---------------------|
| Booth Space Priority | X | | | |
| 1 Corner 8'x10' Booth | X | X | | |
| 1 Interior 8'x10' Booth | | | X | X |
| Vendor Presentation | 40 minutes | 20 minutes | | |
| Annual Meeting Complimentary Registrations | 4 | 2 | 1 | |
| Midyear Meeting Complimentary Registrations | 2 | | | |
| Annual Meeting Pre-Meeting Attendee List | X | X | X | |
| Annual Meeting Post-Meeting Attendee List | X | X | | |
| Midyear Meeting Pre-Meeting Attendee List | X | | | |
| Midyear Meeting Post-Meeting Attendee List | X | | | |
| Registration Bag Insert | X | X | | |
| Hyperlinked logos in email blasts, web pages, & <i>Inside Laboratory Management</i> | X | | | |
| Logo in Annual Meeting on-site program, <i>Inside Laboratory Management</i> , <i>Journal of AOAC INTERNATIONAL</i> , signage & social media | X | X (excludes social media) | X (Only includes on-site program) | |
| Organization listing & description in the Annual Meeting on-site program | X | X | | |
| Organization listing in the Annual Meeting on-site program | | | X | X |
| Half-page ad in Annual Meeting on-site program | X | | | |
| Half-page print & electronic ad in the May/June 2022 issue of <i>Inside Laboratory Management</i> | X | | | |
| Organization profile & hyperlinked logo included in <i>The Spectrum</i> | X | | | |
| Usage of Champion Logo on web/social | X | | | |

Add-ons:

- Additional interior booths - \$2,000 per 8'x10' booth
- A one-minute video to be played before any one scientific session at the 2022 Annual Meeting - \$750

AOAC'S RECENT

Annual Meeting Exhibitors

Affinisep
AFL - University of Guelph
Agilent Technologies
AGS Scientific
Alkemist Labs
Alta Scientific Inc.
American Proficiency Institute Group, Inc.
ANAB
ANKOM Technology
Anton Paar Canada Inc.
AOAC Laboratory Proficiency
Testing Program
ATS Scientific Inc.
Autoscribe Informatics Inc
BioFront Technologies
Biolan Microbiosensores S.L.
bioMérieux, Inc.
Biotage
BIPEA
Bruker BioSpin
Bruker Daltonics
BUCHI
CALA
CAMAG Scientific, Inc.
Canadian Life Science
Cedarlane
CEM Corporation
Chemical Solutions Ltd
ChromaDex Inc.
Clearsynth Inc
COPAN Diagnostics
Deibel Laboratories
Develosil USA
DNA4 Technologies LLC
Elemental Scientific, Inc.
ELISA Technologies, Inc.
Emerald Scientific
EST Analytical
Eurofins
Fritsch Milling & Sizing, Inc
FUJIFILM Wako Pure Chemical Corporation
Full Spectrum Analytics
GERSTEL, Inc.
Hanna Instruments
Inorganic Ventures
Interscience Laboratories Inc.
IonSense, Inc
J2 Scientific LLC
LECO Corporation
LGC Standards
LGC/API
Megazyme
Merq Inc
Metrohm
MilliporeSigma
Nacalai Tesque, Inc.
National Institute of Standards
and Technology
National Research Council of Canada
o2si smart solutions
Omni International
PathogenDx
PerkinElmer
Perry Johnson Laboratory
Accreditation Inc. (PJLA)
Phenomenex
Pickering Laboratories
QuoData GmbH – Quality & Statistics
Randox Food Diagnostics
Restek Corporation
RICOH Company, Ltd.
Rocky Mountain Diagnostics, Inc.
Sartorius
SCIEX
SCP SCIENCE
SEAL Analytical, Inc.
Shimadzu Scientific Instruments, Inc.
Skalar Inc
SPEX CertiPrep/SamplePrep
Standards Council of Canada
Thermo Fisher Scientific
UCT
USDA, FSIS, Accredited
Laboratory Program
USP
Verder Scientific, Inc
VICAM, A Waters Business
VUV Analytics
Waters Corporation
Xylem Analytics

AN ORGANIZATION ON THE MOVE

Official Methods Program

Analytical Solutions Forum

Cannabis Analytical Science Program

Food Authenticity Methods Program

Stakeholder Program on Infant Formula and

Adult Nutritionals | Stakeholder Panel on

Agent Detection Assays | Research Institute

Performance Tested MethodsSM Program

Laboratory Proficiency Testing Program



For more information on AOAC's Engagement Packages and payment options, please contact **Lauren Chelf, Director, Meetings & Expositions**, 240-801-8672, Lchelf@aoac.org