

Ancillary Event Space Guidelines

Introduction

The American Association for Clinical Chemistry (AACC) encourages exhibiting companies to take advantage of hosting ancillary meetings during the 2021 AACC Annual Scientific Meeting & Clinical Lab Expo (ASM). All ancillary meetings held in conjunction with the ASM from Saturday, September 25, 2021 to Friday, October 1, 2021, must abide by these guidelines.

Submitting an Ancillary Event Request

All organizations who are exhibiting at the ASM that wish to utilize meeting space for any type of function held from Saturday, September 25, 2021 to Friday, October 1, 2021 are required to complete an [Ancillary Event Request](#) and be approved by AACC. All Ancillary Event Requests are due by **Wednesday, September 8, 2021**

Meeting space is limited, and Ancillary Event Requests will be considered on a first-come, first-served basis. Requests for meeting space that are requested to be held at a hotel other than AACC Headquarter Hotels (Omni Atlanta Hotel at CNN Center, Hyatt Regency Atlanta or the Westin Peachtree Plaza), still require AACC approval. **If you are interested in having a meeting room within Georgia World Congress Center, please contact Michele LaFrance at Michele.LaFrance@spargoinc.com or 703-679-3951.**

A \$100 daily non-refundable administrative fee is assessed for each ancillary event request submitted for AACC Headquarter Hotels. For example, if office space is request for three days in one room, the total amount due will be \$300.

Events held at non AACC Headquarters Hotels will not be charged the \$100 administrative fee by AACC but are subject to other meeting space rental fees, depending on the venue.

Types of Affiliate Events

Other than the pre-approved Industry Workshops, which are industry-sponsored meetings, the below Ancillary Event Types are approved.

- Advisory Board Meetings
- Focus Groups
- Hospitality Suites
- Hospitality Desks
- Internal Business Meetings (sales, business, pre-conference)
- Investigator Meetings / Industry Updates
- Investor Meetings
- Offices
- Press Events
- Social Events



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Blackout Dates and Times of Ancillary Events

Ancillary events are not permitted during the below date and time hours. Exhibitor functions are not allowed during exhibit hours on Tuesday, September 28, 2021 – Thursday, September 29, 2021. Once approved, any proposed changes in date and/or time of the ancillary meeting requires prior approval by AACC. The only exception to the blackout times are Internal Business Meetings and Offices. Meetings must not be held within the times listed below.

| Date | Blackout Time(s) |
|-------------------------------|---|
| Saturday, September 25, 2021 | No time restrictions |
| Sunday, September 26, 2021 | 4:00 p.m. – 6:00 p.m. |
| Monday, September 27, 2021 | 7:30 a.m. – 1:30 p.m. and 2:30 p.m. – 5:00 p.m. |
| Tuesday, September 28, 2021 | 7:30 a.m. – 1:30 p.m. and 2:30 p.m. – 5:00 p.m. |
| Wednesday, September 29, 2021 | 7:30 a.m. – 1:30 p.m. and 2:30 p.m. – 5:00 p.m. |
| Thursday, September 30, 2021 | 8:45 a.m. – 1:00 p.m. |
| Friday, October 1, 2021 | No time restrictions |

Promotion of Ancillary Events

Marketing

All pre and onsite promotional materials (including signage) for ancillary events must include the following statement: “This meeting is NOT an official program of the 2021 AACC Annual Scientific Meeting & Clinical Lab Expo”. The use of any AACC or ASM logos or trademarks is strictly prohibited.

Signage

The following signs have been approved:

- One (1) sign no larger than 36” x 48” is permitted for your ancillary event in the lobby of the assigned hotel to serve as a directional, at the discretion of the hotel; and
- One (1) sign no larger than 26” x 48” is permitted outside of the meeting room.

Pop-up banners, meterboards or individuals holding small signage or handing out promotional materials are prohibited.

Photography/Filming

Requests to photograph or film any ancillary events must be indicated during the ancillary event request process.

Release and Indemnification

By submitting an Ancillary Event Request, the organizer agrees to:

- Be solely responsible for the conduct and content of the ancillary event and AACC has no such responsibility.
- Be solely responsible for any costs associated with their specific event. This includes, but is not limited to: food and beverage, audio visual, meeting room rental, internet.