The American Association for Laboratory Animal Science (AALAS) is the premier forum for the exchange of information and expertise in the care and use of laboratory animals. We are nearly 15,000 clinical veterinarians, technicians, technologists, educators, and business people, including researchers, administrators, animal producers, and national and international experts. Since 1950, we have been dedicated to the humane care and treatment of laboratory animals and the quality research that leads to scientific gains that benefit both people and animals.

www.aalas.org
2020 National Meeting
## National Meeting Snapshot

### Attendee Snapshot

30% of attendees are facility managers, supervisors, trainers, or directors. 27% of attendees are veterinarians, researchers, or scientists. 21% of attendees are technicians. 60% are both AALAS National and branch members. 92% of attendees are based in the United States. 87% of attendees have a bachelor’s degree or higher. 79% of attendees have attended 2 or more National Meetings.

### FUTURE MEETINGS

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>Kansas City, MO</td>
<td>Oct 17–21, 2021</td>
</tr>
<tr>
<td>2022</td>
<td>Louisville, KY</td>
<td>Oct 23–27, 2022</td>
</tr>
<tr>
<td>2023</td>
<td>Salt Lake City, UT</td>
<td>Oct 22–26, 2023</td>
</tr>
<tr>
<td>2024</td>
<td>Nashville, TN</td>
<td>Nov 3–7, 2024</td>
</tr>
</tbody>
</table>

### PREVIOUS EXHIBITORS

- AABC Testing & Certification
- ABC ACTINI LLC
- Access Technologies
- Acorn Industrial Products Co
- Allentown
- Alpha Genesis Inc
- Alternative Design
- ALZET Osmotic Pumps/DURECT Corp
- Ancare
- Andersen Products Inc
- Animal Care Systems
- Animal Identification & Marking Systems Inc
- Animal Resource Management Inc
- Animal Specialties and Provisions LLC
- Animal Welfare Institute
- Aquanealing Inc
- Arcoplast, Inc
- Art’s Way Scientific Inc
- Asher Technologies LLC
- A-Tune Software Inc
- AVID Identification Systems Inc
- BASF Corporation
- BASI (Biocatalyst Systems Inc)
- Beta Star Life Science Equipment
- BetterBuilt
- bioBUBBLE Inc
- Biofresh Lab
- BioMedic Data Systems Inc
- BioInfoRx Inc
- Bio-ServBioquell Inc
- Blumed
- BMT USA LLC
- BooteButler
- Brainbits
- Braintree Scientific Inc
- B'H Inc dba/Brizt & Company
- BSI Software
- BZ Sales & Support LLC
- Carter 2 Systems Inc
- Charles River
- Chem-Pruf
- CITI Program, a division of BRANY
- Clear H2O2
- ClearSYS Solutions Inc
- Colonial Medical Supply Co Inc
- Consolidated Sterilizer Systems
- Contec Inc
- Continental Equipment
- Covance Research Products Inc
- CRB
- CRC Press/Taylor & Francis Group
- Curis® System
- Darvall Net
- a division of Advanced Anesthesia Specialists
- Davisand Ltd
- DRE Scientific
- A Division of DRE Veterinary
- Drexel University
- Dustcontrol Inc
- Dycom Corp
- Eastern Virginia Medical School
- Edstrom/Avidity Science
- Elmi Hill Labs
- Elsevier
- Envigo
- Esco Technologies Inc
- ETC Sterilization Systems
- Exemplar Genetics
- E-Z Systems / Euthanex Corp
- FEFA
- FiberCore LLC
- Fine Science Tools
- Frames Animal Transportation Inc
- Fuel3D
- GA International
- Galilei
- GenoTyping Center of America
- Getinge
- Girton Manufacturing Co Inc
- Grunenberg TPS
- Hazard Technology
- Henry Schein Animal Health
- Hilltop Lab Animals, Inc
- Horizon Discovery
- Hot Dog Patient Warming
- Huron Consulting Group
- IDEXX
- iMedRIS Data Corporation
- Indoor Biotechnologies Inc
- Infinite Trading Inc
- InfoEd Global
- Innovative Inc
- Instech Laboratories Inc
- Iowa State University
- IWAKI Aquatic
- Jorgensen Laboratories
- JRS
- Karl Storz Endoscopy
- Kent Scientific Corporation
- Ketchum Manufacturing Inc
- Key Solutions Inc
- Lab Animal
- Lab Etc Inc
- Lab Products Inc
- Lab Supply Inc
- LABEx of MA
- Lane Industries, LLC
- LBS (Serving Biotechnology) Ltd
- Lenderking Caging Products
- LGL Animal Care Products Inc
- Life Science Products
- Lighthouse Life Sciences
- Lithgow Laboratory Services
- Locus Technology Inc
- Lumir Biomedical Inc
- Lynx Products Group LLC
- Marshall BioResources
- Matakana USA CorpMedline
- Metropolitan Acoustics
- MILA International
- Millipore
- Modern Scientific Instrumentlization
- Mosaic Vivarium
- Mouse Specifics Inc
- MWI Animal Health
- NC3Rs
- New England Biolab
- NorayBio Software
- Nolpco
- NMT Consulting Services Inc (eSirius)
- Nuance
- Oak Hill Genetics
- Otto Environmental LLC
- Pakolatus, LLC
- P & H Casters
- Patterson Scientific
- Peroxigard
- Pharmaca Research Labs Inc
- PJ Murphy Forest Products Corp
- Pias-Labs Inc
- PMI LabDiet
- PreLabs
- Primetechnologies Inc
- Primus
- Priority One Services
- PV*S Process Equipment
- Quip Laboratories Inc
- Rad Source Technologies, Inc
- ReCathCo
- ReScience Scientific
- ResearchDiet
- Research Supply Company
- Res-Tek
- RICA Surgical Products Inc
- Ridglan Animal Care Systems
- Ridglan Farms
- RMS Omega Technologies
- Robinson Services Incorporated
- Rockstep Solutions
- RWD Life Science Co Ltd
- S&S Farms
- SAI Infusion Technologies
- Sanitation Strategies LLC
- Sarstedt Inc
- SCANBUR
- Scientek Technology Corporation
- Scientific Services Plus LLC
- Scientica Instrumentation
- Sentient
- Shepherd Specialty Papers
- Shoe Inn LLC
- Siemens-Sinclair BioResources LLC
- SoBran BioScience
- Softhouse.net
- SOMNI Scientific
- Sound Transport Technologies
- SR Veterinary Technologies
- ssniff Spezialdiaten GmbH
- STARR Life Sciences
- Steelco USA Inc
- Sterile Science
- Sterile Solutions Inc
- STEPHS Life Sciences
- Stoelting Co
- Strahman Valves Inc
- Studylog Systems Inc
- Suburban Surgical Co Inc
- Syd Labs, Inc
- Systems Engineering
- Taconic Biosciences
- Tandem Products/Tenderfoot Flooring
- TJU Inc
- Technical Safety Services Inc
- Techniplast
- The Andersons Bedding Products
- The Baker Company
- The Jackson Laboratory
- Themocare
- Thoren Caging Systems, Inc
- TOLI Environmental Solutions
- TOPAZ Technologies
- Total MRO
- Transmetronics
- Triple F Farms Inc
- Tri-State Biomedical Inc
- Turner Scientific
- Tuttnauer
- UID Identification Devices
- UNO Roestvaststaal BV
- USDA Animal Welfare Information Center (AWIC)
- Valumax International
- Verona Safety Supply Inc
- VetEquip
- Viking Medical LLC
- VitaTek Inc
- Vision Design Inc
- Vium
- VRL Laboratories
- WF Fisher & Son
- World Courier Inc
- Worldwide Primates Inc
- WuXi AppTec
- XpressBio
- Zeigler
Benefits of Exhibiting

BRAND AWARENESS
The AALAS National Meeting is the largest gathering in the world of professionals dedicated to laboratory animal science. Your presence at this meeting helps build your brand awareness with potential customers and reinforces relationships with existing customers.

75% of AALAS National Meeting attendees say the Exhibit Hall is very important to their National Meeting experience.

REACH DECISION MAKERS
The attendees at the AALAS National meeting are the decision makers you want to reach. In post meeting polling, 88% of attendees identified themselves as making final purchasing decision, influencing decisions, or making recommendations on decisions.

90% of attendees make final purchasing decisions, influence decisions, or make recommendations.

INCREASE SALES
The AALAS National Meeting provides a venue for your company to increase sales, establish relationships, and provide information to prospective customers. Our attendees come from the academic community, research institutions, government organizations, and commercial companies. Every effort is made to drive traffic to the Exhibit Hall through events, refreshments, and non-compete hours.

92% of Exhibit Hall visitors are looking for new equipment and or product solutions.
Commercial Membership

$600 BASE MEMBERSHIP
- One Silver & two Bronze memberships
- $300 discount for exhibiting at the National Meeting
- Registration discount for the National Meeting
- Opportunity to rent the membership mailing list
- One priority point for booth location at the National Meeting
- Volume discounts for additional memberships (same as institutional volume discounts)
- Receive a Base Membership, or a National Meeting full-page 4 color ad in the Final Program, with a National Meeting Gold Sponsorship.

$870 PREMIUM MEMBERSHIP
- One Gold, two Silver & five Bronze memberships
- $400 discount for exhibiting at the National Meeting
- Registration discount for the National Meeting
- Opportunity to rent electronic membership list up to three times per year
- Opportunity to rent the membership mailing list
- Five priority points for booth location at the National Meeting
- Access to Partner e-community and/or preferred housing registration opportunities for National Meeting
- Highlighted listing in the National Meeting program
- Volume discounts for additional memberships (same as institutional volume discounts)
- Receive a Premium Membership with a National Meeting President Sponsorship.

Apply for AALAS Commercial Membership at https://www.aalas.org/membership/commercial
Exhibitor Opportunities

MORE THAN A BOOTH
Your booth space fee includes:
- Listing on AALAS National Meeting Exhibitor website
- Name, booth location, category in the mobile app
- Name, booth location, category in the Final Program
- Admittance to education sessions
- 4 booth attendants per booth
- 4 guest badges
- Use of meeting logo in your promotional materials

87% of our exhibitors plan to return each year.

PRIORITY POINT SYSTEM
The priority point system allocates one point for each past AALAS National Meeting at which a company has exhibited; one additional point is given if the company is a member of the Allied Trade Association (ATA). To qualify for priority point assignment, AALAS must receive a completed application form and deposit payment by mail or fax on or before February 5. Exhibiting companies who meet the priority point criteria will be assigned first. After booths have been assigned based on priority points, the remaining booth space will be assigned on a first-come, first-served basis.

Whenever possible, space will be allotted according to the exhibitor’s choice, but the final arrangements will be determined by exhibit management in such a way as to produce the most advantageous grouping of the exhibits.

BOOTH RATES
Regular booth rates are listed below, however, opportunities for discounts exist with AALAS base and premium commercial memberships, ATA membership, and quantities of booths ordered.

<table>
<thead>
<tr>
<th>BOOTH TYPE</th>
<th>BOOTH RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth or Multiple Linear Booth:</td>
<td>$1950 x number of booths</td>
</tr>
<tr>
<td>Premium Island Booth (minimum 4):</td>
<td>$6,630+ island booth price</td>
</tr>
</tbody>
</table>

RESERVE YOUR BOOTH
https://www.aalas.org/national-meeting/exhibiting/forms

TECHNICAL TRADE PRESENTATIONS
Technical Trade Presentations are 20-minute, informal talks given by representatives of exhibiting companies. These are not sales pitches; the goal is to share tips and information about new technology and products in the industry. Only one presentation per company will be accepted. All topics are reviewed and approved by the Exhibitor Advisory Council. The presentations will take place on Sunday of the National Meeting. Topic must be submitted online by March 15 of each year via Abstract Central at https://aalas.abstractcentral.com. To learn more, see page 15.

Regarding the Technical Trade Presentation attendees, 51% found the presentations helpful and 67% followed-up with a visit to the presenter’s booth.
Sponsorship & Advertising Opportunities

Increase your visibility at the National Meeting by sponsoring an item or event. AALAS provides sponsorship opportunities that are flexible, fit any budget, and reach decision-makers through onsite, online, and print options. Sponsorships drive traffic to your booth, extend your brand’s reach, and build brand awareness.

Capitalize on the AALAS National Meeting
Leverage your marketing budget and earn sponsorship levels; sponsors receive high visibility signage. Deadlines of April 1 for inclusion in the Preliminary Program and August 1 for the Final Program. Some opportunities have more than one sponsor. Prior sponsors have first right of refusal for the current year’s sponsorships, except for the Hotel Key Card. Unlike the other sponsorships that have first right of refusal each year, the Hotel Key Card will be given each year to the first company who submits a complete application by the priority point deadline and who has not purchased this sponsorship in the past. If a company has sponsored this in the past, it can be purchased again if there are no other first-time sponsors interested in it. After April 1, the sponsorships are sold on a first come first serve basis.

President, Gold, Silver, Bronze Sponsorship Packages

These packages are ideal for companies or organizations that want to show their support at a predetermined sponsorship level. To receive recognition for a sponsorship package, a company must be a current exhibitor.

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PRESIDENT $10,000+</th>
<th>GOLD $5,000 to 9,999</th>
<th>SILVER $2,500 to 4,999</th>
<th>BRONZE $1,500 to 2,499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video commercial* shown in Opening General Session. Must be a current exhibitor to qualify.</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One banner ad in pre-National Meeting emails</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One banner ad in a Pre-National Meeting email to registered attendees</td>
<td></td>
<td></td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>One free institutional/commercial membership</td>
<td>Premium level</td>
<td>Base level or one free full color ad in the Final Program</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full-color ad in the Final Program</td>
<td>Full-page ad</td>
<td>Full-page ad or one free base level membership</td>
<td>Half-page ad</td>
<td></td>
</tr>
<tr>
<td>President’s Reception invitations</td>
<td>4 invites</td>
<td>2 invites</td>
<td>1 invite</td>
<td></td>
</tr>
<tr>
<td>Featured Mobile App Listing</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Sponsor ribbons for booth attendees</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Acknowledgement on slides in the Opening General Session</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Print acknowledgement in the Preliminary and Final Programs</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>National Meeting web page acknowledgement</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Convention center and booth signage</td>
<td></td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

*limit of 5
In addition to Sponsorship Packages, AALAS gives you the flexibility to select the sponsorship items that best support your marketing goals. Total sponsorship spending for these items will classify your company as follows:
- President: $10,000+
- Gold: $5,000 to $9,999
- Silver: $2,500 to $4,999
- Bronze: $1,500 to $2,499

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITY</th>
<th>INVESTMENT</th>
<th>AVAILABLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch and Learn</td>
<td>$5,000</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Fun Fair</td>
<td>Varies</td>
<td>Unlimited</td>
<td>10</td>
</tr>
<tr>
<td>Badge Holder/Lanyard</td>
<td>$10,000</td>
<td>Exclusive</td>
<td>11</td>
</tr>
<tr>
<td>Tote Bag</td>
<td>$4,500</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>Pens</td>
<td>$2,500 minimum</td>
<td>Exclusive</td>
<td>11</td>
</tr>
<tr>
<td>Notebook</td>
<td>$1,500-2,500</td>
<td>6+</td>
<td>11</td>
</tr>
<tr>
<td>Refreshment Breaks</td>
<td>$2,500 minimum</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Notebook</td>
<td>$1,500-2,500</td>
<td>Ask for details</td>
<td>14</td>
</tr>
</tbody>
</table>

- Hotel Room Key Cards            | $5,000+          | Exclusive | 12   |
- Speaker Ready Lounge            | $5,000           | Exclusive | 12   |
- Mobile Device Charging Stations  | $500             | Minimum 3 | 12   |

- Mobile App Splash Screen        | $5,000           | Exclusive | 13   |
- Mobile App Main Banner          | $2,500           | 5         | 13   |
- Video Ads                       | $10,000          | TBN       | 13   |

For example, investing $2,500 for the pen sponsorship will classify your company as a Silver sponsor. Companies that qualify for the President, Gold, Silver, or Bronze categories for total sponsorship item spending will also receive print acknowledgement in the Preliminary and Final Programs, National Meeting web page acknowledgement, a sponsor booth sign, and sponsor ribbons for booth attendees. In addition, the first 5 companies whose total sponsorship spending is $10,000 or more will qualify to submit a video commercial for the Opening General Session.

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITY*</th>
<th>INVESTMENT</th>
<th>AVAILABLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App Featured Exhibitor*</td>
<td>$500</td>
<td>Unlimited</td>
<td>13</td>
</tr>
<tr>
<td>Website Banner Ads*</td>
<td>$380-465</td>
<td>Unlimited</td>
<td>13</td>
</tr>
<tr>
<td>Attendee Mailing List*</td>
<td>Varies</td>
<td>Unlimited</td>
<td>13</td>
</tr>
<tr>
<td>Preliminary Program*</td>
<td>$ varies</td>
<td>Unlimited</td>
<td>14</td>
</tr>
<tr>
<td>Final Program*</td>
<td>$ varies</td>
<td>Unlimited</td>
<td>14</td>
</tr>
<tr>
<td>Bag Inserts (needs approval)*</td>
<td>$1,000 to 1,500</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Pre-meeting Emails</td>
<td>$750</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Mailing List*</td>
<td>Varies</td>
<td>Unlimited</td>
<td>14</td>
</tr>
</tbody>
</table>

* These items do not count towards sponsorship levels.
National Meeting Sponsorship
Focus on Technicians

Lunch and Learn
The Technician Lunch & Learn brings laboratory animal technicians together to enjoy fellowship, a complimentary lunch, and an informative educational session specifically targeting technicians. Sponsorship covers the cost of providing lunches and door prizes.

$5,000 / 2 available

Fun Fair
Submit 2 questions for the Tech Fair exam, provide promotional items (less than $5 value) at your booth for up to 250 technicians, and provide larger prizes ($20–$50 value) for winning technicians.

$ price varies / unlimited

Maximize your presence at the AALAS National Meeting and inform AALAS meeting attendees that you support the organization and its goals.

The generous contribution of sponsors towards the meeting helps improve the quality of the meeting experience for all attendees. Contact advertising@aalas.org for more information.
Attendee Essentials

**REFRESHMENT BREAKS**
Five refreshment breaks are offered from Monday thru Wednesday. Attendees will be treated to drinks and/or snacks in the Exhibit Hall. Option to upgrade to a cup, mug, or bottle featuring your company logo.

$2,500 minimum / 5 available

**BADGE HOLDER/LANYARD**
Have your company name and/or logo printed on the neck cords given to all attendees.

$10,000 / Exclusive

**TOTE BAG**
Convention attendees appreciate an attractive tote bag to carry the program and all the wonderful information and goodies collected in the Exhibit Hall. Your company logo can be printed on the tote bag as one of the sponsors of this attractive gift to the attendees.

$4,500 / 4 available

**PENS**
Each attendee receives a pen in their meeting tote bag. Provide your logo for placement on the complimentary pens available to each attendee.

$2,500 / Exclusive

**NOTEBOOK**
These spiral bound notebooks are included in attendees' tote bags. Ads available include back cover, inside front cover, back cover and single full-page ads. Additionally, up to six color logos can be printed on the inside pages.

$1,500-$2,500 / 6+ available

---

Hot Drinks, Cool Treats: 72% of attendees visit the Exhibit Hall during the vendor-sponsored refreshment breaks. 77% of exhibitors believe the refreshment breaks drive traffic to the Exhibit Hall.

**DID YOU KNOW?**
We can tailor our sponsorships to match your budget and marketing strategy with our onsite, online, and print options. Or customize your own opportunity and tell us how we can make your sponsorship experience with AALAS a success.
Onsite Branding Opportunities

**HOTEL ROOM KEYS**
Have your company name and/or logo on the room key cards for the National Meeting attendees registered at hotels in our housing block through the housing bureau. Unlike the other sponsorships that have first right of refusal each year, this sponsorship will be given each year to the first company who submits a complete application by the priority point deadline and who has not purchased this sponsorship in the past. If a company has sponsored this in the past, it can be purchased again if there are no other first-time sponsors interested in it.

$5000+ / Exclusive

**BAG INSERTS**
Provide your company’s message to all attendees in their meeting tote bag. Advertise your booth location and invite attendees to learn more about your products and services. This does qualify towards your sponsorship level.

$1,000–$1,500 (plus cost of item) / 10 available

**MOBILE DEVICE CHARGING STATIONS**
This convenient station has multiple outlets for attendees to charge their devices. Typically located near Registration and the Technician Fun Fair booth. Additional charging options are in the Exhibit Hall at the AALAS Bookstore. Signage will acknowledge your sponsorship in this location also.

$500 per sponsorship / minimum 3 needed

**SPEAKER READY LOUNGE**
The Speaker Ready Room is where presenters upload, double-check, and make final adjustment to their presentations. Open Sunday through Thursday, this high-traffic area will provide maximum brand exposure to National Meeting presenters.

$5,000 / Exclusive
**Digital Products**

**MOBILE APP**
AALAS has contracted with Crowd Compass to offer a meeting app to attendees of the AALAS National Meeting.

Two sponsorship opportunities exist:

- **Splash Screen**: Your exclusive ad covers the entire screen and displays when app is opened, fits variety of device formats.
  - $5,000 / Exclusive

- **Main Banner**: A banner ad is posted at the top of app screen, cycles through multiple banners, and displays each banner for 5 seconds.
  - $2,500 / 8 available

- **Featured Exhibitor**: Consider upgrading your exhibitor listing to a featured exhibitor. A featured exhibitor features company in exhibitor listings, option to attach photos, brochures, and other marketing materials. This upgrade is not considered a sponsorship.
  - $500 / unlimited

**NM EMAILS**
Pre-meeting emails are sent by AALAS to all current members as well as the prior 3 years’ meeting attendees. Provide a banner image for the emails that will link to your company’s website. This does qualify towards your sponsorship level.

- $750 / 10 available

**AALAS WEBSITE BANNERS**
Have your banner ad on the National Meeting website. Limitless sponsors can purchase 190 x 107 pixel ads that can include a hyperlink to company’s web sites. See page 21 for complete pricing details for AALAS website banner ads.

- $380–$465 / unlimited

**VIDEO**
Broadcast your message to AALAS National Meeting attendees. Share your video at the 70th AALAS National Meeting. During the Opening General Session and at two other locations in the convention center, videos from our top sponsoring companies will play on monitors. Spots are limited, so reserve yours today! Contact John Farrar for details. Videos will be furnished by the sponsor and are limited to 15 seconds each.

- $10,000 / TBN available

**MAILING LIST RENTALS**
Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.
PRELIMINARY & FINAL PROGRAMS
The Preliminary Program contains tentative session information that members use to plan their educational activities, plus all the preregistration forms. The Final Program includes all the information about the meeting and the abstracts and makes a wonderful reference long after the meeting is over. Place your company’s ad in these informative publications to publicize your presence at National Meeting.

$ varies / unlimited

NOTEBOOK
The AALAS Notebook is distributed to all National Meeting attendees every fall. In addition to highlighting AALAS National Meeting events and activities, this full-color, spiral bound notebook lists meeting dates of importance to AALAS members.

Ads available include back cover, inside front cover, inside back cover, and single full-page ads. Printed in four-color, the ad size is 5.5 x 8.5 in.

Additionally, up to six color logos can be printed on inside pages.

Back Cover: $2,500
Inside Front Cover: $2,000
Inside Back Cover: $2,000
Full Page: $1,750
Logo (6 available): $1,500
Dimensions and Binding: 5.5 x 8.5
For more information, email advertising@aalas.org.

MAILING LIST RENTALS
Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.

LABORATORY ANIMAL SCIENCE PROFESSIONAL
The September issue of the flagship AALAS publication, Laboratory Animal Science Professional (LAS Pro) features exclusive National Meeting content as well as regular columns including Tech Tips, Career & Training, and AALAS Serves. This issue receives extra distribution onsite at the National Meeting and is mailed to all AALAS members. This issue also includes advertorials that are aimed at exhibiting companies to promote their products/services ahead of the meeting.

$ varies / unlimited
Technical Trade Presentations

TECHNICAL TRADE PRESENTATIONS
Technical trade presentations are 20-minute, informal talks given by representatives of exhibiting companies. These are not sales pitches; the goal is to share tips and information about new technology and products in the industry. Only one presentation per company will be accepted. All topics are reviewed and approved by the Exhibitor Advisory Council (EAC).

Technical trade presentations are considered National Meeting topics and are part of the meeting’s program. Presentations are delivered on the Sunday of the meeting starting at 1:00 PM and concluding by 5:00 PM. If enough presentations are accepted by the EAC, more than one learning track will be offered.

Technical trade presentation submissions should include the following:

- title;
- description;
- what participants will learn;
- sponsor;
- target audience;
- contact information for the speaker.

Go to http://aalas.abstractcentral.com to submit your abstract. Returning users to the submission site will use the same log in information as in previous years.

Information on the technical trade presentation schedule is included in the Preliminary and Final Programs, the notebook, and the mobile app. Information may also be published in the September edition of the LAS Pro magazine.

The EAC sponsors a gift card drawing for technical trade presentation attendees.

Nearly half of attendees who attended the Technical Trade Presentations found the presentations helpful and 55% followed-up with a visit to the presenter’s booth.
LABORATORY ANIMAL SCIENCE PROFESSIONAL
The flagship AALAS publication, Laboratory Animal Science Professional (LAS Pro) is a bimonthly magazine filled with reliable, practical information, including the latest developments and strategies in laboratory animal science, such as management, professional development, occupational health and safety, facility design, technologies, and much more.

$ varies / unlimited

COMPARATIVE MEDICINE
Published 6 times a year, the mission of Comparative Medicine (CM) is to disseminate high-quality, peer-reviewed information that expands biomedical knowledge and promotes human and animal health through the study of laboratory animal disease, animal models of disease, and basic biologic mechanisms related to disease in people and animals.

$ varies / unlimited

JAALAS
The Journal of the American Association for Laboratory Animal Science (JAALAS) disseminates high-quality, peer-reviewed information on animal biology, technology, facility operations, management, and compliance as relevant to the AALAS membership.

$ varies / unlimited

MAILING LIST RENTALS
Promoting your products and services to a targeted audience with an AALAS list rental is a cost-effective way to reach the leaders in the laboratory animal sciences market. Multiple demographic options, including geography, position and more, along with regular updates result in maximized response rates for your messages. Postal and email address rentals are available from our list management provider, INFOCUS Marketing.

AD INSERTS
JAALAS, Comparative Medicine, and LAS Pro accept advertising inserts. View the rate chart on page 20 for complete details.

$2,520-5,040 / 1 available per issue
FILE FORMAT
The preferred file format for color ads is PDF. The preferred file type for black and white ads is TIFF. EPS, PDF, and TIFF files are acceptable if they meet the following minimum resolution specifications:
- Line art (bitmap) images at 1200 dpi.
- Grayscale / Color images at 300 dpi.
- Combination grayscale and color images at 600 dpi.

If you are using Adobe Illustrator, please convert text to outlines before submission. AALAS does not support Illustrator PDFs due to their instability. The file, and all images included, must have a resolution of at least 300 dpi. Files must be grayscale or CMYK.

Ads submitted that do not meet the above listed specifications will either be returned to the advertisers to correct or will incur digital production charges at $65/hour. Tech support will also be billed at $65/hour.

AD INSERTS
Inserts should be boxed and clearly marked with the journal title and the volume/issue that the inserts are to be included with. If the insert is to be included in multiple issues, please list all issues that will use the insert on the box. Please arrange the shipping of your insert with the AALAS national office staff.

CANCELLATION POLICY
Advertising space may be cancelled 60 days prior to the closing date for ad materials. Advertisers who cancel after this date will be charged for the reserved ad space. Files that do not meet the specifications in the rate card will not be accepted. It is the responsibility of the advertiser to make corrections and resubmit. If an approved ad is not submitted by the materials deadline, additional charges may be applied. If an approved ad is not received, it will be considered a cancellation and charged as such.

AD LAYOUT
Regardless to the format supplied, all ads must conform to the following:
- Final full page ads must meet journal trim size and include 1/8” bleed image minimum on all four sides.
- No content is to be within 1/4” of trim size.
- All fonts and graphics must be embedded or included with the files and conform to the specs above.
- All color ads need to be supplied as composite files.
- Embedded images should not be scaled, cropped, masked, or rotated within the page layout application, but instead should be manipulated in Photoshop and then imported into the page layout program at the proper size and position.
- Do not nest EPS files within EPS files.
- All lines and line art images should be a minimum of 1/2 pt. thickness at final size to reproduce effectively.

FILE SUBMISSION
Send files electronically or by mail. Matchprint™ at 100% scale, including marks and file information and indicating color where appropriate, can be submitted to ensure proper color match. A color laser proof is acceptable, but does not ensure accurate color. AALAS will not be held responsible for inaccurate color without a Matchprint™. Mail CDs, Matchprints™ and color laser proofs to: Sales & Meeting Specialist, AALAS, 9190 Crestwyn Hills Dr., Memphis, TN 38125-8538. Mark CDs clearly with company name and file names. Materials are not returned unless requested and will be destroyed after one year. E-mail files (up to 10 MB) to advertising@aalas.org. For larger files contact advertising@aalas.org for instructions on how to upload files.

BILLING INFORMATION AND DISCOUNTS
Payment must be received within 30 days after invoice date. If your company works with an advertising agency for creative and/or placement coordination, remember that we strive to maintain reasonable rates and, therefore, AALAS advertising is not commissionable. We are happy to work with a professional agency regarding your ad; however, we prefer to keep any creative and/or other agency fees related to your ad an independent business matter between your company and your agency. We will bill the agency; however, if the agency fails to pay in a timely manner, your company will be billed directly. Discounts are based on the number of ads placed in one calendar year. If the frequency of advertisements placed is not fulfilled or changes during the calendar year, discounts will be adjusted accordingly and advertisers will be responsible for any additional cost.

Schedule and Submission for Printed Publications

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN/FEB</td>
<td>DEC 5/DEC 20</td>
</tr>
<tr>
<td>MARCH</td>
<td>FEB 5/FEB 20</td>
</tr>
<tr>
<td>APRIL</td>
<td>APRIL 5/APRIL 20</td>
</tr>
<tr>
<td>MAY/JUNE</td>
<td>JUNE 5/JUNE 20</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>AUG 5/AUG 20</td>
</tr>
<tr>
<td>SEPT/OCT</td>
<td>SEP 5/SEP 20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>NOV 1/NOV 15</td>
</tr>
<tr>
<td>MARCH</td>
<td>JAN 1/JAN 15</td>
</tr>
<tr>
<td>APRIL</td>
<td>MAR 1/MAR 15</td>
</tr>
<tr>
<td>MAY</td>
<td>MAY 1/MAY 15</td>
</tr>
<tr>
<td>JUNE</td>
<td>JUL 1/JULY 15</td>
</tr>
<tr>
<td>JULY</td>
<td>SEPT 1/SEPT 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE/MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEBRUARY</td>
<td>DEC 1/DEC 15</td>
</tr>
<tr>
<td>APRIL</td>
<td>FEB 1/FEB 15</td>
</tr>
<tr>
<td>MAY</td>
<td>APR 1/APR 15</td>
</tr>
<tr>
<td>JUNE</td>
<td>JUN 1/JUN 15</td>
</tr>
<tr>
<td>JULY</td>
<td>AUG 1/AUG 15</td>
</tr>
<tr>
<td>AUGUST</td>
<td>OCT 1/OCT 15</td>
</tr>
</tbody>
</table>
Ad Rates and Sizes for Laboratory Animal Science Professional

### 4-COLOR RATES:

<table>
<thead>
<tr>
<th>Preferred Rate*</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>15x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,850</td>
<td>$3,767</td>
<td>$3,739</td>
<td>$3,710</td>
<td>$3,683</td>
<td>$3,655</td>
<td>$3,628</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,155</td>
<td>$3,093</td>
<td>$3,072</td>
<td>$3,050</td>
<td>$3,030</td>
<td>$3,009</td>
<td>$2,989</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$2,808</td>
<td>$2,756</td>
<td>$2,738</td>
<td>$2,720</td>
<td>$2,703</td>
<td>$2,686</td>
<td>$2,669</td>
</tr>
<tr>
<td>1/3 page v/h</td>
<td>$2,738</td>
<td>$2,688</td>
<td>$2,671</td>
<td>$2,654</td>
<td>$2,638</td>
<td>$2,621</td>
<td>$2,605</td>
</tr>
<tr>
<td>1/2 page v/h</td>
<td>$2,275</td>
<td>$2,239</td>
<td>$2,227</td>
<td>$2,214</td>
<td>$2,202</td>
<td>$2,190</td>
<td>$2,178</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,008</td>
<td>$1,980</td>
<td>$1,971</td>
<td>$1,961</td>
<td>$1,952</td>
<td>$1,942</td>
<td>$1,933</td>
</tr>
<tr>
<td>1/6 Business Card</td>
<td>$1,719</td>
<td>$1,699</td>
<td>$1,693</td>
<td>$1,686</td>
<td>$1,680</td>
<td>$1,673</td>
<td>$1,667</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$5,005</td>
<td>$4,897</td>
<td>$4,861</td>
<td>$4,823</td>
<td>$4,788</td>
<td>$4,752</td>
<td>$4,716</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$4,620</td>
<td>$4,520</td>
<td>$4,487</td>
<td>$4,452</td>
<td>$4,420</td>
<td>$4,386</td>
<td>$4,354</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$4,815</td>
<td>$4,709</td>
<td>$4,674</td>
<td>$4,638</td>
<td>$4,604</td>
<td>$4,569</td>
<td>$4,535</td>
</tr>
</tbody>
</table>

### B&W RATES:

<table>
<thead>
<tr>
<th>Preferred Rate*</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>15x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,780</td>
<td>$2,697</td>
<td>$2,669</td>
<td>$2,640</td>
<td>$2,613</td>
<td>$2,585</td>
<td>$2,558</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,085</td>
<td>$2,023</td>
<td>$2,002</td>
<td>$1,980</td>
<td>$1,960</td>
<td>$1,939</td>
<td>$1,919</td>
</tr>
<tr>
<td>1/2 island</td>
<td>$1,738</td>
<td>$1,686</td>
<td>$1,668</td>
<td>$1,650</td>
<td>$1,633</td>
<td>$1,616</td>
<td>$1,599</td>
</tr>
<tr>
<td>1/2 page v/h</td>
<td>$1,668</td>
<td>$1,618</td>
<td>$1,601</td>
<td>$1,584</td>
<td>$1,568</td>
<td>$1,551</td>
<td>$1,535</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,205</td>
<td>$1,169</td>
<td>$1,157</td>
<td>$1,144</td>
<td>$1,132</td>
<td>$1,120</td>
<td>$1,108</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$938</td>
<td>$910</td>
<td>$901</td>
<td>$891</td>
<td>$882</td>
<td>$872</td>
<td>$863</td>
</tr>
<tr>
<td>1/6 Business Card</td>
<td>$649</td>
<td>$629</td>
<td>$623</td>
<td>$616</td>
<td>$610</td>
<td>$603</td>
<td>$597</td>
</tr>
</tbody>
</table>

### PRINT ADVERTISING SPECS

<table>
<thead>
<tr>
<th>Width x Height</th>
<th>Width x Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page w/ bleed</td>
<td>8.75 x 11.125&quot;</td>
</tr>
<tr>
<td>Full Page no bleed</td>
<td>7 x 10&quot;</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.75 x 9.5&quot;</td>
</tr>
<tr>
<td>½ island</td>
<td>4.5 x 7&quot;</td>
</tr>
<tr>
<td>½ page h</td>
<td>7 x 4.8125&quot;</td>
</tr>
<tr>
<td>½ page v</td>
<td>3.75 x 9.625&quot;</td>
</tr>
<tr>
<td>1/3 page v</td>
<td>2.1875 x 9.625&quot;</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375 x 4.8125&quot;</td>
</tr>
</tbody>
</table>

PREFERRED RATE* applies to all six issues of LAS Pro booked by January 5, 2020.
+20% for all other preferred (confirmed) placement ads. For example, an ad opposite the TOC or on page 1.
Ad Rates and Sizes for All Other Printed Publications

**PRINT ADVERTISING SPECS**

<table>
<thead>
<tr>
<th>Spread</th>
<th>Full page</th>
<th>1/2 page horz</th>
<th>1/2 page vert</th>
<th>1/3 page</th>
<th>1/4 page</th>
</tr>
</thead>
</table>

**AD INSERTS**

*JAALAS and Comparative Medicine currently accept ad inserts. Setup and processing fee: JAALAS $350, Comparative Medicine $225. Inserts must be smaller than 8.75 x 11 in., printed on paper no heavier than 100#. Both coated and uncoated stock are acceptable. (U.S. Postal Service regulations require that business reply cards be printed on stock at least 0.007 in. thick.) Submit a full-size sample of the insert, printed on the same stock weight and bulk as the final furnished inserts, to AALAS in advance of publication for approval; do not proceed with printing until mock-up is approved. Email advertising@aalas.org to verify amounts.*

**PREFERRED PLACEMENT AND DISCOUNTS**

- +55% of base rate for inside front cover, inside back cover, and back cover.
- +25% for all other preferred placement

Discounts are given based on the number of paid advertisements in the following AALAS publications within the calendar year: JAALAS, Comparative Medicine, National Meeting Preliminary & Final Programs, and LAS Pro.

Trim size of the publications is 8.5 x 10.875 inches.

*Spreads count as two ads for discount and color purposes.

Comparative Medicine accepts only spread and full page ads.

PMS color (each): $405

Process color (each): $275

### 4-COLOR AD

<table>
<thead>
<tr>
<th>Size (Inches)</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>15X</th>
<th>18X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17.25 x 11.125 w/bleed (allow 1.5 for the gutter)</td>
<td>$4210</td>
<td>$4110</td>
<td>$3990</td>
<td>$3880</td>
<td>$3750</td>
<td>$3670</td>
</tr>
<tr>
<td>Full page</td>
<td>7 x 10 image area; 8.75 x 11.125 w/bleed</td>
<td>$2105</td>
<td>$2055</td>
<td>$1995</td>
<td>$1940</td>
<td>$1875</td>
<td>$1835</td>
</tr>
<tr>
<td>1/2 page horz</td>
<td>7 x 4.8125</td>
<td>$1645</td>
<td>$1615</td>
<td>$1575</td>
<td>$1550</td>
<td>$1510</td>
<td>$1470</td>
</tr>
<tr>
<td>1/2 page vert</td>
<td>3.375 x 9.625</td>
<td>$1645</td>
<td>$1615</td>
<td>$1575</td>
<td>$1550</td>
<td>$1510</td>
<td>$1470</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2.1875 x 9.625</td>
<td>$1475</td>
<td>$1445</td>
<td>$1425</td>
<td>$1405</td>
<td>$1375</td>
<td>$1345</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375 x 4.8125</td>
<td>$1405</td>
<td>$1375</td>
<td>$1350</td>
<td>$1330</td>
<td>$1310</td>
<td>$1300</td>
</tr>
</tbody>
</table>

### B&W AD

<table>
<thead>
<tr>
<th>Size (Inches)</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>15X</th>
<th>18X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17.25 x 11.125 w/bleed (allow 1.5 for the gutter)</td>
<td>$2260</td>
<td>$2160</td>
<td>$2040</td>
<td>$1930</td>
<td>$1800</td>
<td>$1720</td>
</tr>
<tr>
<td>Full page</td>
<td>7 x 10 image area; 8.75 x 11.125 w/bleed</td>
<td>$1130</td>
<td>$1080</td>
<td>$1020</td>
<td>$965</td>
<td>$900</td>
<td>$860</td>
</tr>
<tr>
<td>1/2 page horz</td>
<td>7 x 4.8125</td>
<td>$670</td>
<td>$640</td>
<td>$600</td>
<td>$575</td>
<td>$535</td>
<td>$495</td>
</tr>
<tr>
<td>1/2 page vert</td>
<td>3.375 x 9.625</td>
<td>$670</td>
<td>$640</td>
<td>$600</td>
<td>$575</td>
<td>$535</td>
<td>$495</td>
</tr>
<tr>
<td>1/3 page</td>
<td>2.1875 x 9.625</td>
<td>$500</td>
<td>$470</td>
<td>$450</td>
<td>$430</td>
<td>$400</td>
<td>$365</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.375 x 4.8125</td>
<td>$430</td>
<td>$400</td>
<td>$380</td>
<td>$355</td>
<td>$335</td>
<td>$325</td>
</tr>
</tbody>
</table>

+55% of base rate for inside front cover, inside back cover, and back cover.

+25% for all other preferred placement

Discounts are given based on the number of paid advertisements in the following AALAS publications within the calendar year: JAALAS, Comparative Medicine, National Meeting Preliminary & Final Programs, and LAS Pro.
AALAS HOMEPAGE AD
Advertise on the AALAS website homepage and benefit from 8,600 unique viewers and of 13,300 page visits on average each month. Your digital ad (350 x 279 pixels) can redirect to your website. This new marketing opportunity will provide advertisers access to engaged LAS decision-makers through high-traffic visibility.
Price: $3500 / month

AALAS WEBSITE INSIDE PAGES
Use the AALAS website to highlight your company’s products and services. Ads must be GIF or JPG files no larger than 50 kb (no Flash files), with a run time of 10 seconds. Email banner ads to advertising@aalas.org. Include the URL/email link for the ad.

<table>
<thead>
<tr>
<th>BANNER AD*</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>AALAS (190 x 216 px)</td>
<td>$415</td>
<td>$395</td>
<td>$375</td>
<td>$355</td>
<td>$330</td>
</tr>
<tr>
<td>Non-peak</td>
<td>$415</td>
<td>$395</td>
<td>$375</td>
<td>$355</td>
<td>$330</td>
</tr>
</tbody>
</table>

*Prices are per month. Discounts are based on the number of paid advertisements placed on www.aalas.org and www.aalas.org/nationalmeeting in one calendar year. If the frequency of advertisements placed is not fulfilled or changes during the calendar year, discounts will be adjusted accordingly and advertisers will be responsible for any additional cost.

NATIONAL MEETING SECTION BANNER AD
Have your banner ad on the National Meeting website. Limitless sponsors can purchase 190 x 107 pixel ads that can include a hyperlink to company’s web sites.

<table>
<thead>
<tr>
<th>BANNER AD*</th>
<th>1X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
</tr>
</thead>
<tbody>
<tr>
<td>NM (190 x 107 px)</td>
<td>Peak (May-Nov)</td>
<td>$465</td>
<td>$445</td>
<td>$420</td>
<td>$400</td>
</tr>
</tbody>
</table>

LAS PRO NEWSLETTER
Advertise in the LAS Pro emailed newsletter. The newsletter is delivered to all AALAS members via email during the months that the magazine is not published (Feb, April, June, August, October, and December). Your banner ad will be featured below the email’s masthead and can link to your website. Clicks on the ad will be provided to advertisers. AALAS email open rate of 28% consistently exceeds industry averages. A banner ad should be 608 x 124 pixels.
Price: $1,000 / issue

CAREERLINE RATES
Recruitment classifieds are accepted with the understanding that the advertiser does not discriminate among applicants on the basis of race, gender, age, religion, national origin, or physical limitation. Online classifieds are text only. To submit a CareerLine ad, go to http://www.aalas.org/careerline/submit. Payment by credit card is required at time of placement.

<table>
<thead>
<tr>
<th>AD</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text ad</td>
<td>$210 / 45 days</td>
</tr>
</tbody>
</table>