



For more than 30 years ALDA has worked to meet the needs of CEOs and members of their senior executive teams. The COVID-19 crisis brought online programs to keep our members informed and connected but our goal remained the same: to be the place where industry leaders develop strategic business relationships while learning about new market opportunities and technology.

Active, participating leaders including Rainer Blair-Danaher, Serge Saxanov-10X Genomics, Emily LeProust-Twist Bio, Brad Bray-Nanostring, Eva Van Pelt-Tecan, Udit Batra-Waters, Alan Hirzel-Abcam, Dan Shine-Thermo Fisher, Jennifer Honeycutt-Pall Corp., and many others from small and large, US based and internationally headquartered companies.

This Last Year: To help demonstrate what we've done since COVID-19 hit we'd like to share some of the programs we've offered our members:

1. A Keynote session on May 4, 2020 with Dr. Scott Gottlieb, former US FDA Commissioner. More than 140 senior industry executives logged in so we knew the online format was a welcomed addition for our member company executives!
2. July 28, 2020 CEO Roundtable to discuss diversity, equity and inclusion.
3. Our 2020 Senior Management Conference focused on AI began on September 17 and ran three consecutive weeks. **Henry Paulson**, a businessman, China expert and author, the 74th Secretary of the Treasury as well as chairman and CEO of Goldman Sachs was our closing keynote speaker.
4. We hosted virtual and small in-person activities both in the U.S. and abroad that included Values Based Leadership, IPOing, a session on IVDD to IVDR followed by dinner in Zurich, and small in-person dinners in the Bay area and Boston. Feedback was exceptional:
 - *"The Zurich viewing party was a great event! We were truly enjoying the possibility to meet and discuss the content. Also the topic of IVD-R as a European regulatory issue gave us a good start to interact.*
 - *"The dinner was very nice – I think members would welcome more small in-person activities, if they could be done outdoors or safely. All in all, a great way to reconnect and feel a little bit of normalcy."*
 - *"It was nice to have some professional networking face to face after months and months of phone calls and virtual meetings. We will need more of these to bridge the gap while the global economy slowly back online."*
5. We organized and have continued online working groups called collaboratives for senior HR and Ops executives. Bringing in industry experts and sharing best practices used to help manage this crisis continue to be the model used.

An upcoming event will highlight how member companies are handling the vaccination process for employees.

Unique to this year's membership is that all of these offerings are/were available to ALDA member companies at no extra cost.

WHO PARTICIPATES: While we have a strong representation from many of the leading industry companies we also have close to 30% of our member companies that are smaller, some publically and privately held companies in this industry plus our international presence which accounts for another 1/3 of our member companies.

Last year we welcomed more than 20 new companies including Fluidigm, Fluxergy, Horizon Discovery (acquired by PKI in 2021), Solvias AG, Streck, Viracor-Eurofins plus many others. So far this year we are pleased to welcome Artificial, Avantor, Bionano Genomics, Carterra Bio, Halo Labs, NanoTemper Technologies and Ovorion.

As life sciences continues to cross into diagnostics ALDA's focus on emerging technologies compliments diagnostic technologies so there is an opportunity to understand both the LS and diagnostics side of the business. Companies involved in one or both sides of this can use ALDA meetings and the network to gain insights into what the science across the industry is doing especially as we continue to see technology fluidity moving through life sciences into the diagnostics market space. At the same time ALDA allows participating executives to explore business opportunities and develop critical high-level relationships for potential collaborations and M&A.

HOW WE DO WHAT WE DO. Despite the almost entire year using virtual programs more than 185 industry CEOs and senior executives learned about new market opportunities, explored emerging technologies, some even deepened existing relationships with their partners whose technology powers the industry. Others discuss what else is needed to move this industry forward. Some companies were even able to connect with new executives and member companies virtually.

Today's virtual and future in-person meetings provide member executives with the critical opportunity to stop and think about the strategic side of their business and share visions for technology and applications while developing high-level business relationships with top executives in the industry.

YOUR TIME AND MEETING CONTENT – As you work to grow and expand your company we understand your time is a valuable asset and to get the most out of membership we believe you and members of your senior management team need to allocate 3-5 days a year to attend one or both of our semi-annual meetings and participate in our online meetings when appropriate. While the networking is powerful, ALDA's meetings must be worthwhile.

Other than those highlighted here other recent meetings have addressed immunology, single cell analysis, AI-IoMT-blockchain, synthetic biology, the microbiome and its implications for human health, sensor technology, Crispr and gene editing, and oncology, immunotherapies and efforts to cure cancer. Featured speakers have included former FBI Director James Comey, Craig Venter, Rob Knight, Juan Enriquez, Larry Smarr, Siddhartha Mukherjee, Condaleezza Rice, Jim Collins author of "Good to Great" and most recently American politician Leon Panetta.

We do not expect these in-person semi-annual meetings to go away but instead will continue to add value to your membership with a variety of online activities and reach deeper into your leadership team to bring both education and industry connections to them.

SPRING MEETING: The next semi-annual meeting will be held virtually beginning on May 6 and will run for three weeks. Each session will take place from 11 am Eastern to 12:30 pm Eastern.

- *May 6:* CEO Roundtable: COVID-19 and the Path Forward
- *May 13:* An Analytical Retrospective on COVID-19 and Infectious Disease
- *May 20:* The Future of Vaccine Development
- *May 27:* Closing Keynote: A Conversation with Michael Lewis: A Pandemic Story (*register by April 30 to reserve your copy of [his new book, coming out May 4](#)*)

Over 100 ALDA member executives have already registered to attend at least one of these sessions! Visit our website [here](#) to review more details.

OTHER VALUES: For executives new to the industry, ALDA is where they can access industry guidance and information and stay connected with/get to know other industry leaders. For established executives and those interested in an exit strategy or moving their business in a different direction, it's a great place to learn about the new technologies and meet the executives running both established companies and young start-up

companies. We capture more than 70% of this industry's market share but close to 1/3 of our membership is small companies under \$10M in annual revenues.

Handled virtually this year the association will continue to hold these smaller meetings including:

- One meeting a year for Service Executives,
- One meeting a year for Marketing & Sales executives,
- Two regional dinner meetings - one in Boston and one in San Francisco, and
- Several trade show meetings at conference including SLAS, AMP, AACC, Analytica and ECCMID.

DATA: We also participate in a salary survey every year with data being collected in February from participants and the final report delivered to those participating members in late June-early July.

We also launched a diversity and inclusion benchmarking survey with more than 40 companies submitting data.

Our Industry Assessments Report is a global report, delivered quarterly to all members and we also have three other market reports below are provided to participating companies only:

- Global Lab Instrumentation Bookings Report
- Bio-Research Reagents Market Report
- Microplate Reader Report

THE FINANCIAL SIDE: Membership is for corporations and our meetings are for C-suite executives and members of their senior executive team. Dues (in US dollars) are based on your annual revenues of products that "fall within the scope of ALDA" and run between \$2625 (under \$10 Million) up to \$33,000 (greater than \$750 Million.) *We leave it for you to determine what piece of your business best fits the association and therefore what dues category you fall under.*

In addition to annual dues, attendees pay registration fees for some of our in-person meetings - those fees are designed to recover part of the cost of the meetings. On average member companies typically pay \$6-8k USD in in-person meeting registration fees.

Again currently the new online programs are all included in your annual dues and participation is as always optional.

TODAY'S PURPOSE: ALDA's goal is to support the vitality of our industry by creating a variety of educational programs and networks for senior executives. This crisis has provided an opportunity for ALDA to offer real-time support to our members by facilitating discussions, sharing experiences, and serving as a repository for relevant industry specific documents, templates, and communications as we all learn to manage our way through this unusual time.

There is a lot of information here so if you have any questions, please feel free to contact me at kpeter@thealda.org.

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