



ALDA is focused to meet the needs of CEOs and members of their senior executive teams. Active member executives include Peer Schatz at QIAGEN, Jennifer Honeycutt at Pall, Pete Dansky at Agena Bio, Mark Van Oene at Illumina, Brad Gray at NanoString, Serge Saxonov at 10X Genomics, Karen Huebscher at Solvias AG, Anand Desphande at Persistent Systems, Emily LeProust at Twist Bio, Patrick Kaltenbach at BD and many others from big and small companies headquartered around the globe but all in this industry.

Our meetings provide member executives with the critical opportunity to stop and think about the strategic side of their business while developing high-level business relationships with top executives in the industry.

In the last calendar year we welcomed more than a dozen new companies including Covance, Fluidigm, Helix, Inscripta, ResMed, Viracor-Eurofins and many smaller global companies with novel technology.

With so much happening in life sciences and ALDA's focus on emerging technologies that compliment diagnostic technologies, there is an opportunity to understand both the LS and diagnostics side of the business. Companies involved in one or both sides of this are able to use ALDA meetings and the network to gain insights into what the science across the industry is doing. At the same time ALDA allows participating executives to explore new business opportunities and develop critical high level relationships for potential collaborations and M&A.

Here is what our incoming Board of Director's Chairman and CEO of NanoString, Brad Gray said about ALDA:

"NanoString joined ALDA several years ago. At the time, I felt too busy financing and growing the company to become deeply involved in ALDA. When I finally did become involved, I found involvement invaluable and wished I had engaged earlier. . . . In particular, the semi-annual meetings have proven to be well worth my time with their strong content and networking value. . . . I have found the networking very valuable. The meetings are regularly attended by the CEOs and senior executives of companies like Agilent, Illumina, QIAGEN, Tecan, etc - people I would not otherwise have the opportunity to meet and get to know on an informal basis."

HOW WE DO WHAT WE DO. In 2018 more than 165 industry CEOs and senior executives had informal conversations at our meetings which often fortified current partnerships or developed into new partnerships and collaborations. During our various meeting programs attendees learn about new market opportunities, explore emerging technologies, some members develop relationships with their tools partners whose technology powers the industry and others discuss what else is needed to move this industry forward.

As a global industry trade association not focused on government regulations and reimbursement, we believe we are unique. Rooted in the research side of the industry, today ALDA members have a strong presence in lab research, automation and environmental areas but are now actively leveraging their products for greater use in agriculture & petro along with clinical and diagnostic applications. Our international presence has grown with today's ever important global economy - close to 25% of our member companies are internationally headquartered companies like Eppendorf, Planet Innovation, Panasonic Healthcare (now PHC), Sartorius, Shimadzu plus those that we already mentioned above.

YOUR TIME AND MEETING CONTENT - We understand that your time is a valuable asset and that to get the most out of membership you and/or members of your senior management team need to give us 3-5 days a year to attend one or both of our semi-annual meetings. While the networking is powerful, ALDA's meetings must be worthwhile.

Recent meetings have addressed synthetic biology, the microbiome and its implications for human health, sensor technology, AI, IoMT and blockchain, Crispr and gene editing, and oncology, immunotherapies and efforts to cure cancer. Featured speakers have included Craig Venter, Rob Knight, Juan Enriquez, Larry Smarr, Siddhartha Mukherjee, Jim Collins author of "Good to Great", Dr. Condaleezza Rice and most recently former US F.B.I. Director James Comey – these meetings draw top marks with our members and have had record attendance of over 100 industry executives for each of the last two meetings.

OTHER VALUES: For executives new to the industry, ALDA is how they stay connected with and get to know other the industry leaders. For established executives and those interested in M&A or moving their business in a different

direction, it's a great place to learn about the new technologies and meet the executives running other established companies and also young start-up companies. About 1/3 of our membership is small companies under \$10M in annual revenues.

Klaus Bischoff, EVP, Head of Research Solutions at MilliporeSigma told me the following - "I was able to have three high level side meetings during the recent Boston meeting which saved me at least three plane rides."

The association also holds several 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 breakfast meetings at conference including SLAS, AMP, AACC, Analytica and this year at ECCMID in Amsterdam.

We also participate in a salary survey every year and have several market reports prepared for our members which was delivered to our members in June 2019. The Industry Assessments Report is delivered quarterly to all members, whereas three other market reports below are provided to participating companies only:

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

ALDA continues to explore expanding our offerings on the market reporting side as membership expands.

THE FINANCIAL SIDE in USD\$: Membership is for corporations and our meetings are for you and members of your senior executive team. Dues 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 but not all of our meetings - those fees are designed to recover part of the cost of our meetings. On average member companies typically pay \$5-7k in meeting registration fees.

Our Fall 2019 meeting is in South San Francisco, California on September 29-October 1 and "Immunology: How It Will Advance Medicine and Challenge Members of ALDA" will be the theme and Leon Panetta, a highly respected and bipartisan leader in Washington, DC for the past 40 years, will share his insights on the domestic and global geopolitical landscape. We would gladly send you a copy of the full program to review if you're interested.

As we wrap up telling you about ALDA here is what one new member executive said about her first semi-annual meeting last fall:

"The ALDA meeting was one of the best meetings I've attended. Thank you so much - I had a great time, met just about everyone that I had on my 'hit' list, and learned a ton."

Lena Wu, CEO of Intabio

If you have any questions, please feel free to contact our Membership Director, Kerrie Peterson at kpeterson@thealda.org; 703-371-3908.

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