



For more than 30 years ALDA has worked to meet the needs of our member companies and their CEOs and members of their senior executive teams. The COVID-19 crisis brought online programs to the forefront 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 emerging technologies.

In addition to our current [Board](#) other participating leaders include Serge Saxanov-10X Genomics, Emily LeProust-Twist Bio, Michael Stubblefield-Avantor, Udit Batra-Waters, Frank Laukien-Bruker, Alan Hirzel-Abcam, and many others from a variety of dynamic companies, some US based, others internationally headquartered.

This Last Year: To help demonstrate what we did when 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](#). This led to our first industry benchmarking survey delivered to participating members in February 2021.
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 event (for our Fall 2020 semiannual conference) 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 has proven to be a highly useful new program offering for our members.

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 companies in this industry plus our international presence which accounts for another 1/3 of our member companies.

Over the last 16 months we welcomed more than 20 new companies including Fluidigm, Fluxergy, Solvias AG, Viracor-Eurofins plus many others. So far this year we are pleased to welcome Akoya Bio, Artificial, Bionano Genomics, Carterra Bio, Halo Labs, NanoTemper Technologies, Nicoya Lifesciences, Vizgen, and several others.

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 more than a year of mostly virtual programs more than 185 industry CEOs and senior executives joined in to learn about new market opportunities, explored emerging technologies, some even deepened existing relationships with their partners whose technology powers the industry. Others discussed what else is needed to move this industry forward. Some companies even connected 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, Condoleezza Rice, Jim Collins author of "Good to Great" and most recently American politician Leon Panetta.

As we return to in-person meetings we will continue to add value to your membership with a variety of online activities to reach deeper into your leadership team to bring both education and industry connections to them.

SPRING MEETING 2021: This recent virtual semi-annual meeting began on May 6. It ran for three weeks. Each session took 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 with Philip Dormitzer M.D., Ph.D., Vice President and Chief Scientific Officer: Viral Vaccines, Pfizer and Dr. Penny Heaton, CEO of the Bill & Melinda Gates Medical Research Institute

Despite being overwhelmed with virtual meetings we proudly had more than 100 ALDA member executives attend at least one of these sessions!

OTHER VALUES: ALDA is where members can access industry guidance and information and stay connected with/get to know other industry leaders. For established executives or 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 dynamic companies. We capture more than 70% of this industry's market share but close to 1/3 of our membership is small dynamic companies under \$10M in annual revenues.

The association will continue to hold these smaller meetings including:

- One meeting a year for Service Executives (virtual),
- One meeting a year for Marketing & Sales executives (virtual),

- Two regional in-person dinner meetings - one in Boston and one in San Francisco, and
- Several trade show breakfast meetings at conferences 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.

In 2021 we launched an industry diversity and inclusion benchmarking survey with more than 40 companies submitting data. A summary webinar will be held in September 2021 for all ALDA member to learn what this first survey showed. We expect to run this survey each year to help track industry progress in this critical area.

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 company typically budgets less than \$10k USD annually for in-person meeting registration fees.

NEXT SEMI-ANNUAL MEETING: We invite you to join us as a member for our next semi-annual meeting. It will take place on October 3-5 in Laguna Beach, California and the topic will be proteomics. The program has been finalized and we are excited to highlight the following sessions:

- Chris Voss, *Former FBI hostage negotiator and Co-author of the book “Never Split the Difference”*
- *Proteomics Market Trends & Overview* from Puneet Souda, Senior Research Analyst, SVB Leerink
- A CEO Rountable:
 1. Jon Heimer, CEO, Olink Proteomics
 2. Sujal Patel, CEO, Nautilus Biotechnology
 3. Omid Farokhzad, CEO and Chairman, Seer
 4. Roy Smythe, CEO, SomaLogic
- *The Latest in Proteomics Applications & Forward-looking Research* from Jennifer van Eyk, PhD, Cedars Sinai Director, Advanced Clinical Biosystems Institute in the Department of Biomedical Sciences — Erika J. Glazer Chair in Women’s Heart Health Director, Basic Science Research in the Women’s Heart Center; Professor, Medicine and Professor, Biomedical Sciences
- *Proteomics 3.0, machine learning, and the singularity* from John Yates III, PhD, Scripps Research Professor, Department of Molecular Medicine California Campus and Editor-in-Chief: Journal of Proteome Research

And closing out the meeting **A Conversation with Michael Lewis** presented by **Michael Lewis**, best-selling author of modern classics including “Moneyball”, “The Blind Side”, “The Big Short”, “Liar’s Poker” and, most recently, “The Premonition: A Pandemic Story”

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 Kerrie Peterson, Membership Director at kpeterson@thealda.org.

Revised 07/16/21