



For more than 25 years ALDA has been focused to meet the needs of CEOs and members of their senior executive teams and now during the COVID-19 crisis we have added some new online programs but our goals remain the same: to be the place where industry leaders develop strategic business relationships while learning about new market opportunities and technology.

WHAT'S NEW: COVID-19 has allowed us to offer new online programs to membership:

1. A Keynote session on May 4 with Dr. Scott Gottlieb, former US FDA Commissioner. He talked about recovery from the pandemic, steps to reopen our businesses including PPE for employees and hear his views on how to be better prepared for future events. More than 140 senior industry executives logged in to hear this session.
2. July 28 CEO Roundtable to discuss diversity, equity and inclusion. The 90-minute session will focus on navigating the current social and political landscape surrounding race and the short and long-term effects on member companies and our industry.
3. Our 2020 Senior Management Conference focused on AI began on September 17 and ran three consecutive weeks. We conclude on October 1 and assembled a strong panel who offered valuable insights on AI and its uses, where it is today, how it's evolving, future prospects, and why AI has important implications and opportunities for members of ALDA and for their customers and users.

Our keynote on October 1 was Henry Paulson, a businessman, China expert and author, the 74th Secretary of the Treasury as well as chairman and CEO of Goldman Sachs.

4. Our unique networking opportunities look a little different but we're pleased to have a variety of virtual and small in-person activities both here in the U.S. and abroad. These events are designed to offer our member the opportunity to continue building strategic business relationships with other ALDA members until we can return to in-person meetings.

We held a session on Values Based Leadership, IPOing, a session on IVDD to IVDR followed by dinner in Zurich, along with small in-person dinner in the Bay area and Boston. Our members said the following about these events:

- *"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 had 8 weeks of weekly then bio-weekly online working group sessions we called collaboratives where members can hear from industry experts and talk with their peers as they share ideas and best practices while discussing what they are doing to manage the business during this crisis:
 - a. Human Resources
 - b. Operations

We have also developed an online resource depository so members can share and access information on Back to Work, Diversity and other topical issues our industry is facing. These

working groups will move to Basecamp where executives can continue to communicate and share beginning in mid-September.

All of these offerings are available to ALDA member companies at no extra cost.

WHO PARTICIPATES: Besides Brad some of our active executives include Emily LeProust at Twist Bio, Mark Van Oene at Illumina, Serge Saxonov at 10X Genomics, Dan Shine at Thermo Fisher, Thierry Berndt at QIAGEN, Alan Hirzel at Abcam, Rainer Blair at Danaher, Jennifer Honeycutt at Danaher/Pall Corporation, Anand Desphande at Persistent Systems, Jonathan Golby at Peak Scientific, Patrick Kaltenbach at BD, Frank Laukien at Bruker and Achim von Leoprechting from Tecan.

While we have a strong representation of the leading industry companies we also have close to 30% of our membership that are small - publically and privately held companies in this industry plus our international presence has grown despite the uncertainty of a strong global economy. Another 1/3 of our member companies are internationally headquartered companies.

Last year we welcomed more than 20 new companies including Abcam, Fluidigm, Fluxergy, Horizon Discovery, Solvias AG, Streck, Viracor-Eurofins plus many others.

As you know so much is happening in life sciences and ALDA's focus is on emerging technologies that compliment 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. In 2019 more than 173 industry CEOs and senior executives had informal conversations at our in-person 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.

While we are a global industry trade association not focused on government regulations and reimbursement, for COVID-19 we immediately notified our US members with contact details for their government entities so they could request exemptions for "Shelter in Place". Also our HR collaborative continues to provide up to date information on 'Back to Work.'

Today's virtual and our 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 - Your time is a valuable asset and to get the most out of membership you and/or 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.

Recent in-person semi-annual 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 semi-annual meetings to go away but instead will continue to add value to your membership with a variety of online activities.

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 other 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.

As soon as we can the association expects to continue to hold several smaller in-person 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 ECCMID. (For 2020 conferences that will now be virtual our plans to host an in-person breakfast have been cancelled.)

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.

The 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 but not all of our in-person meetings - those fees are designed to recover part of the cost of our meetings. On average member companies typically pay \$6-8k USD in meeting registration fees.

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

TODAY'S PURPOSE: Going forward ALDA's goal is to support the vitality of our industry, keeping it together 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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