



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 create three new offerings to membership:

1. Two weekly **online working groups called collaboratives** where attendees can hear from industry experts and their peers as they share ideas and discuss what they are doing to manage the business during this crisis:
 - A. Human Resources
 - B. Operations
2. We have also developed **an online resource depository** so members can access the latest information about COVID-19 and register for the collaboratives.
3. A three-part webinar to replace our cancelled Marketing & Sales Meeting.

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

WHO PARTICIPATES: Some of our active executives include Emily LeProust at Twist Bio, Brad Gray at NanoString, Mark Van Oene at Illumina, Serge Saxonov at 10X Genomics, Dan Shine at Thermo Fisher, Thierry Bernd at QIAGEN (acq. By Thermo Fisher), Jean Qui at Nexcelom, Rainer Blair at Danaher, Jennifer Honeycutt at Danaher/Pall Corporation, Anand Desphande at Persistent Systems, Jim Hollingshead at ResMed, Patrick Kaltenbach at BD, and Achim von Leoprechting from Tecan.

We also have many others from both big and small - publically and privately held companies in this industry while our international presence has grown with today's ever important global economy. Close to 1/3 of our member companies are internationally headquartered companies.

Last year we welcomed more than 20 new companies including Abcam, Corza Health, Covance, Fluidigm, Fluxergy, Helix, Inscripta, Solvias AG, Streck, Viracor-Eurofins plus many others.

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.

Here is what Brad Gray, CEO of NanoString and ALDA's current Chairman 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 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 members with contact details for their state and local government entities so they could request exemptions for "Shelter in Place". Our HR collaborative continues to provide valuable information on this moving target.

Our virtual and 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 also how they stay connected with and get to know other the 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. About 1/3 of our membership is small companies under \$10M in annual revenues.

The association also holds several smaller in-person meetings including:

- One meeting a year for Service Executives,
- One meeting a year for Marketing & Sales executives – as mentioned this was changed to an online webinar series as a result of COVID-19,
- 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.

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 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

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

The next semi-annual meeting for members is expected to be held in Laguna Beach, California on October 4-6, 2020. The topic is Digitalization/AI and how it is impacting our industry today with a detailed look at the opportunities it will provide for us.

We have three keynotes to highlight for this meeting:

1. Chris Vass, an ex-FBI hostage negotiator will speak on Sunday evening,
2. Andrew McAfee is principal research scientist at MIT and he studies how digital technologies are changing the world, and
3. Harvard Business School guru Michael Porter is expected to close the meeting on Tuesday morning. Michael is a leading expert on corporate strategy.

If last Fall's meeting is any indication, more than 110 C-suite and senior industry executives will be expected at this meeting.

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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