

May 6–9, 2024

Milwaukee, WI

APHL[®]2024

where laboratory science and public health meet



Baird Center

Exhibitor and Sponsor Prospectus

www.aphl.org/AC
#APHL



YOU'RE INVITED!

The Association of Public Health Laboratories (APHL) invites you to participate in the APHL 2024 Annual Conference, a four-day event that addresses public health laboratory issues, trends and technologies relative to emerging infectious diseases, environmental health, emergency preparedness, informatics, food safety, newborn screening, global health and more. ***This year, APHL 2024 will meet in person in Milwaukee, WI.*** There will be no livestreaming of sessions, no online platform or virtual exhibits, but we will record select sessions for on-demand access following the conference. The program consists of a member assembly, plenary sessions, general and breakout sessions, roundtables, posters and exhibits.

Attendees include state, county, city and local public health lab directors and senior staff, as well as directors and senior staff of state environmental and agricultural laboratories, government and private laboratory personnel, and others interested in laboratory issues. **Total anticipated in-person attendance is roughly 1,000.**

About APHL

The Association of Public Health Laboratories (APHL) represents members from public health, environmental health, agricultural and other public sector laboratories. With more than 70 years as a 501(c)(3) non-profit organization, APHL serves as a link between members, federal agencies and private sector companies working toward the goal of strengthening laboratories that protect the health and safety of the public.

Exhibit Dates and Times

Monday, May 6

10:00 am – 2:30 pm	Exhibitor Set-Up
3:00 pm – 6:30 pm	Hall Open
3:30 pm – 4:00 pm	Break
5:00 pm – 6:30 pm	Welcome Reception

Tuesday, May 7

10:00 am – 6:00 pm	Hall Open
10:30 am – 11:00 am	Break
12:00 pm – 1:30 pm	Lunch
2:30 pm – 3:00 pm	Break
5:00 pm – 6:00 pm	Networking Reception

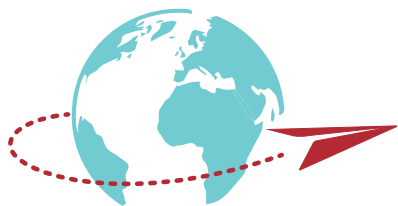
Wednesday, May 8

10:00 am – 3:30 pm	Hall Open
10:30 am – 11:00 am	Break
12:00 pm – 1:30 pm	Lunch
2:30 pm – 3:30 pm	Break/Raffle
3:30 pm – 8:00 pm	Exhibitor Tear-Down



MEETING DEMOGRAPHICS

Last year's in-person attendance was more than 1,200 people, with more than 300 attending virtually.



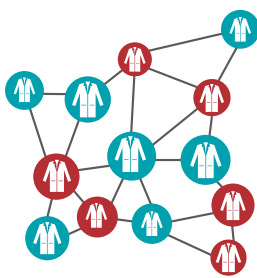
Our Annual Conference has a **global reach**. Over the past five years we've hosted attendees from Barbados, Belgium, Canada, Ethiopia, Guinea, Israel, Marshall Islands, Oman, Saudi Arabia, Uganda, Ukraine, United Kingdom and Nigeria.



All 50 states plus Washington, DC, Guam, Puerto Rico, Virgin Islands, American Samoa and Northern Marianas were represented at last year's meeting.



75% of State and Local Laboratory attendees were at the Supervisor level or above.



750+ representatives from State and Local Laboratories attended last year's hybrid conference.

Exhibitors at APHL 2024 will...

- **Generate greater awareness of their products and services**
- **Network with influential decision-makers**
- **Enhance their image**

80% of APHL's Sustaining Members **exhibited**, making up **66%** of the exhibit hall in 2023.

THANK YOU to past exhibitors for making APHL meetings successful!

1928 Diagnostics
3D Medicines Biomedical Technologies, inc.
ABSA International
Accenture
Acenxion Biosystems, Inc.
Advanced Instruments
Agena Bioscience
Agilent Technologies
Amazon Web Services
American Public Health Association
ApolloLIMS
Arlington Scientific, Inc.
ASRT, Inc.
Avioq
BD Diagnostics
bioMerieux, Inc.
Bio-Rad Laboratories
Biotage
Bruker
BugSec Bioinformatics
CDC/DLS
CDC/Federal Select Agent Program

CDC/NACP
Cepheid
Clear Labs Inc.
Clinisys
CURIS System
Datapult
DiaSorin Molecular
EzBiome Inc.
Flad Architects
Genial Compliance/Rainbow Scientific
Gold Standard Diagnostics
GT Molecular
Guidehouse
HDR Architecture, Inc.
HiComp Microtech
HLN Consulting
HOK
Hologic
iConnect Consulting
IDEXX
Illumina, Inc.
InBios International, Inc.
Inductive Healthcare Informatics, Inc.

InnovaPrep
INTEGRA Biosciences
J. Michael Consulting
LabVantage Solutions, Inc.
LabWare, Inc.
LIMSABC, LLC
MRIGlobal
National Jewish Health
New England Biolabs
OpenELIS Foundation
Orchard Software Corp.
OraSure Technologies
Oxford Nanopore Technologies
PacBio
Promega Corporation
Puritan Medical Products Company
QIAGEN
Qualtrax, Inc.
Quantabio
QuidelOrtho
Randox Laboratories
RedBud Labs
Revvity

Roche Diagnostics
Ruvos
SCIEX
Sebia
Seegene USA, Inc.
SpeedX
STACS DNA
Standard BioTools
STARLIMS
STAT Courier Services
Streck
Tecan
Theiagen Genomics
Thermo Fisher Scientific
Twist Bioscience
University of South Florida
VWR
Waters Corporation
World BioHazTec
Worldwide Diagnostics
WSLH Proficiency Testing
Zymo Research Corp.

APHL EXHIBITORS LOVE...



Having the opportunity to connect with attendees in the Innovate! session.

Joining the conversation in sessions to learn what the needs are for our public health laboratories and how we can meet those needs.

The thought put into keeping attendees in the exhibit hall.

The raffle card with every booth on it.



EXHIBIT BOOTH DETAILS

Each booth rate of **\$2,750** comes with a physical 10'x10' booth in Milwaukee, company listing and description in the conference program and mobile app, and more!

	BOOTH ITEMS	REGISTRATION	MEETING INCLUSIONS
INCLUDED	10' x 10' Draped aluminum supports are 8' high in back, 3' high on sides 6' table, draped 2 chairs - Wastebasket 7"x 44" sign with company name and booth number - General cleaning of aisles 24-hour peripheral security	- One full conference registration - One exhibit hall only (Session attendance is not included in exhibit pass)	- Company listing and description in conference program and mobile app - All breaks, lunches and receptions plus complimentary snacks and beverages during set-up and tear-down.
NOT INCLUDED	- Carpet (exhibit hall is NOT carpeted) <i>not required</i> - Electricity - Hardwired internet (conference will have WiFi with 25 Mbps bandwidth) - Any other booth decorations, lighting, etc. - Lead retrieval		
LEAD GENERATION	Lead retrieval will be available. Details will be shared closer to the conference.		
EXHIBITOR SERVICES	Viper Tradeshow Services 2575 Northwest Parkway Elgin, IL 60124 847.426.3100 www.vipertradeshow.com	The exhibitor service kit will be available online. Login information and instructions for accessing it will be emailed prior to the exposition.	Requirements for additional furniture, carpet, electricity, AV, labor, drayage, special signs and cleaning should be referred to Viper Tradeshow Services. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper set up at the exposition and to take advantage of discounts.

To reserve your booths and sponsorships:

1. Choose your preferred booth(s) based on the floor plan on page 12.
2. Choose your sponsorship(s) and advertising.
3. Read carefully and complete the exhibitor contract.
4. Mail or fax the contract with \$1,500 deposit per booth to:

Email to terry.reamer@aphl.org, or fax to 240.485.2700.

Mail to: APHL, 8515 Georgia Ave., Suite 700, Silver Spring, MD 20910.

Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. Please consult your tax advisor for individual assistance in specific situations.

Sustaining Members

APHL 2023–24 Sustaining Members receive one complimentary physical booth at APHL 2024 (value \$2,500) as well as many other benefits. If you are not a sustaining member, please consider joining.

Visit www.aphl.org/corporate for the membership application and other opportunities. **Questions?** Contact membership@aphl.org.

Sustaining Member Complimentary Conference Registration

Diamond	5 complimentary full conference registrations
Platinum	4 complimentary full conference registrations
Gold	3 complimentary full conference registrations
Silver	2 complimentary full conference registrations

Note: These complimentary registrations are in addition to any received with your booth(s) or sponsoship. Additional staff will pay the full conference registration fee of \$650.

Exhibit Hall Connection Contest Raffle



Contribute a prize to the highly popular Exhibit Hall Connection Contest Raffle! This raffle will consist of having attendees visit every physical booth to receive a signature for their raffle card. The prizes are great, so don't give your signature away for free. Consider ways to engage them knowing they will be coming by! The winners will be drawn at the end of the afternoon break on Wednesday.

APHL will be providing prizes, including several airline tickets. If you would like to participate, we ask that the value of your donation be at least \$150. You DO NOT have to provide prizes to be included in the raffle contest.

Please contact Terry Reamer, Manager Meetings,
terry.reamer@aphl.org, regarding the prize donations.

Exhibitor Deadlines

Below are important dates to remember
Mark your calendar and reserve early!

Program Ad Reservation

Jan 26, 2024

Booth Reservation

Mar 1, 2024

Program Ad Artwork

Mar 15, 2024

Company Description for Program

Mar 15, 2024

Exhibitor Staff Registration Forms

Apr 5, 2024

Tote Bag Inserts

Apr 5, 2024

Shipping deadlines for exhibitors

TBD

Hotel Accommodations

The headquarters hotel is the [Hilton Milwaukee City Center](#) with overflow rooms available in several other nearby hotels. The Hilton is connected to and across the street from the Baird Center, the convention center. Our conference room rate is \$143 plus tax per night. Further details will be available by January 2024 on the conference website www.aphl.org/AC.



SPONSORSHIPS AT A GLANCE

SOLD		PACKAGES		FEES		INCLUSIONS			
					Program Recognition and Premium Signage	Signage, PPT and Recognition in eUpdate	Thank You Recognition in Lab Matters and Recognition during the conference in the Mobile App, Promotional Email Blasts, Event Page and Sponsor Page		
Event and Food Sponsorships									
SOLD	Welcome Reception <i>Monday in the exhibit hall. Includes beer, wine, sodas and hors d'oeuvres.</i>			\$40,000	●	●	●		
	Networking Reception <i>Tuesday in the exhibit hall. Includes sodas, water, cash bar and light snacks.</i>			\$25,000	●	●	●		
	Lunch <i>Tuesday or Wednesday in the exhibit hall.</i>			\$30,000	●	●	●		
SOLD	Awards Breakfast			\$25,000	●	●	●		
	Morning Coffee Break <i>Mid-morning break of coffee, tea and water on Tuesday or Wednesday. Price is per break.</i>			\$4,000 ea	●	●	●		
	AM Coffee/Light Snacks <i>Early morning coffee, tea, water, juice, assorted snacks on Wednesday and Thursday. Price is per break.</i>			\$7,500 ea	●	●	●		
	Afternoon Break/Light Snacks <i>Afternoon break of coffee, tea, water, soda, assorted snacks on Mon, Tue or Wed.</i>			\$8,500 ea	●	●	●		
Sponsorships									
	Mobile App+WiFi Combo			\$21,000	●	●	●		
	WiFi			\$16,000	●	●	●		
SOLD	Mobile App			\$6,000					
SOLD	Tote Bag			\$7,500					
	Attendee Notebook/Padfolio			\$7,500	●	●			
	HQ Hotel Key Cards			\$5,500					
	General Conference Support			\$3,000	●	●			
Print and Digital Advertising									
	Conference Program Advertising			\$900+			Partial sponsorship opportunities are possible in the event an exclusive sponsor is not contracted. Exclusive sponsors will receive priority. Contact camille.walker@aphl.org or terry.reamer@aphl.org with your interest.		
	Sponsored Email Blast			\$3,000					
	Tote Bag Inserts			\$850	●				
	Mobile App Push Notifications			\$450	●				
	Mobile App Banner Ad			\$350	●				
SOLD	Innovate! Sessions			\$3,000					

Partial sponsorship opportunities are possible in the event an exclusive sponsor is not contracted. Exclusive sponsors will receive priority. Contact camille.walker@aphl.org or terry.reamer@aphl.org with your interest.



SPONSORSHIP HIGHLIGHTS

Promote your company's name and product with a sponsorship and ensure that your name is seen by all the attendees and receive three (3) complimentary registrations to the event for company VIPs who are not already registered. (For sponsorships of \$3,500 and above.)

Mobile App Sponsorship

\$6,000

As the Main App Sponsor, your company will claim the leadership position on the most widely used resource at APHL 2024. As the exclusive sponsor, you will receive the following benefits (limited to one company):



- **Splash Screen Advertisement:** Attendees won't see your company name until they open the app.
- **Main App Sponsor:** Your company will have a prominent tab in the four sections of the app.
- **Banner Advertisement (sticky banner):** Your banner will be included in the rotation of ads that are randomly selected each time a session detail screen is viewed.
- **Premium Exhibitor Listing:** Separate yourself from the crowd with your featured exhibitor listing at the top of the list in the Mobile App and the printed Final Program.

SOLD

Mobile App + WiFi Combo Sponsorship

\$21,000

WiFi Combo includes increased bandwidth for conference rooms and exhibit hall. It includes all WiFi and Mobile App sponsorship benefits listed on this page.

WiFi Sponsorship

\$16,000

WiFi Sponsorship Includes:

- Recognition and logo in onsite program
- Table tents with sponsor logo on tables in general session space
- Logo and company description listed within the mobile app
- Logo in conference program
- Sponsor acknowledgment included in conference email communications
- Prominent signage outside and inside of the exhibit hall
- Acknowledgment by APHL in *Lab Matters* magazine Summer 2024 issue



Innovate! Sessions

\$3,000

Limited Availability (10)

These 30-minute, live concurrent sessions are held by industry partners. The types of Innovate! sessions include:

- Roundtable discussions
- Panel presentations
- Keynote presentations
- Interactive presentations

 This is the ideal time to engage in discussions with key opinion leaders in the public health industry.



SOLD OUT

Upon request you will receive an Innovate! session registration form that you can complete and return to Terry Reamer at terry.reamer@aphl.org. Please indicate your interest in receiving this form by checking the box on the contract (page 10) for exhibit space and sponsorship opportunities.

Educational Grant/General Conference Support

Help build a more educated workforce by bringing additional laboratory professionals to the APHL Annual Conference. This also means an increase in exhibit hall attendees!

For each \$3,000 contribution you will receive a quarter page ad in the printed program as well as signage recognition.

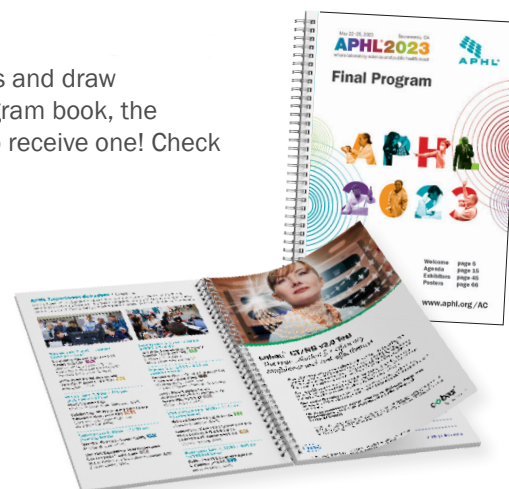
PRINT & DIGITAL ADVERTISING

Conference Program Advertising

Advertise where attendees look most! Build recognition, announce products and draw attendees to your booth with a display advertisement in the conference program book, the attendee's complete conference reference. Every attendee has the option to receive one! Check the sponsorship inclusions, since many of them include advertisements!

Ad Size	Rate	Live Area (width x height)	Bleed
SOLD Back cover	\$2,100	6" x 9" (portrait)	6.25" x 9.25"
Full page	\$1,750	5" x 8" (portrait)	6.25" x 9.25"
Half page	\$1,200	5" x 4" (horizontal)	na
Quarter page	\$900	2.5" x 4" (portrait)	na

Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is **March 15, 2024**.



Customized Pre-conference HTML Email Blast

\$3,000

Limited Availability (5)

Stand out from the competition and enhance your visibility right before the conference convenes! APHL will send only one sponsored email message per day during the week prior to the conference to all pre-registered attendees who didn't opt out of receiving conference emails.

Sponsor provides all content; detailed specifications will be shared once space is contracted. Activity metrics (opens and clicks) will be reported by May 23, 2024.

Once space is contracted, the following items should be emailed to ben.moyer@aphl.org no later than **March 29**:

- .html or .txt file with code
- Subject line
- Reply-to email address

Content must be relevant to APHL 2024 and its attendees. APHL requires a non-endorsement legal disclaimer to be added to the top of the email body.



Mobile App Banner Ad

\$350

Place a banner ad in the mobile app attendees will see frequently. Most attendees will be opening their mobile app many times a day to check session times and locations, plus other valuable information they wish to find. Your message will be on a rotating banner ad on their access pages. **Limited quantity available.**

- Draw attention to your brand or message
- Link to your dedicated page within the app or to your specific webpage where you can expand upon the message
- Provide valuable information on your company's display location or other company data
- Provide an opportunity for a call to action
- Be accessible for weeks before the Annual Conference
- Ads rotate every 10 seconds

Mobile App Push Notifications

\$450

Push your messages out to all APHL 2024 Annual Conference Mobile App users to promote your presence at the event and drive traffic to your booth or special event. **Limited quantity available.**

Tote Bag Insert

\$850

Put your company brochure or a promotional item in the hands of every attendee! Hurry to reserve your spot. Only five inserts are available. Items are limited to a double-sided sheet of paper and small enough to fit into a standard tote bag. **Sponsor must supply 1,200 items.**

Contract for Exhibit Space and Sponsorship Opportunities

APHL 2024 Annual Conference
May 6–9, 2024 | Milwaukee, WI | Baird Center

May 6–9, 2024

Milwaukee, WI

APHL 2024
where laboratory science and public health meet

Please reserve space for the in-person and virtual exhibit hall at APHL 2024. We understand that submission of this application becomes a contract when a) the application is signed by us, b) verification of acceptance in writing is received from APHL, and c) the required deposits have been received by APHL. **Email or fax this completed form to terry.reamer@aphl.org or fax to 240.485.2700. Deadline for booth space reservations is March 1, 2024 or until booths are sold.**

COMPANY NAME (to be listed in program as shown) WEBSITE ADDRESS

STREET ADDRESS

CITY | STATE | ZIP

PHONE

FAX

EMAIL ADDRESS

NAME

TITLE

Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed above. We agree to abide by all rules, regulations and restrictions outlined in this contract and in the prospectus.

SIGNATURE

DATE

► EXHIBIT BOOTHS Includes one on-site booth and one virtual booth on the conference platform.

☐ Standard Booth (\$2,750) | Quantity: _____ | Booth Choices 1. _____ 2. _____ 3. _____
\$1,500 deposit per booth is required with application unless you are a sustaining member

► SPONSORSHIPS My company is interested in the following sponsorships:

SOLD ~~Welcome Reception (Mon) \$40,000~~ ☐ Networking Reception (Tue) \$25,000
☐ Lunch (Tue or Wed) \$30,000
☐ AM Coffee/Light Snacks \$7,500 ea | ☐ Wed ☐ Thu
☐ Morning Break \$4,000 ea | ☐ Tue ☐ Wed
☐ Afternoon Break \$8,500 ea | ☐ Mon ☐ Tue ☐ Wed
☐ Mobile App+WiFi Combo \$21,000 ☐ Notepads/Padfolios \$7,500
☐ WiFi Only \$16,000 ~~Totebags \$7,500~~ **SOLD**
SOLD ~~Mobile App Only \$6,000~~ ☐ HQ Hotel Key Cards \$5,500
☐ General Conference Support \$3,000 x _____ Total \$ _____

► ADVERTISING Reserve my space (reserve by **January 26, 2024**):

☐ HTML Email Blast \$3,000 ea Conference Program:
☐ Mobile App Push Notification \$450 ea ~~Back cover \$2,100~~ **SOLD**
☐ Mobile App Banner Ad \$350 ea ☐ Full page \$1,750
☐ Totebag Insert | Qty: _____ \$850 ea ☐ Half page \$1,200
☐ Quarter page \$900

► INNOVATE SESSION

☐ Please send me the Innovate Session registration form.

► CONNECTION CONTEST RAFFLE PRIZE (\$150 or more in value)

My company will donate: _____ at a value of \$ _____

PAYMENT

We are no longer able to accept credit card information via email. Please either fax or mail the contract with credit card information, or email the contract WITHOUT that information and call Terry Reamer at 240.485.2776 with credit card information for payment processing. Contracts received via email with credit card information will be returned.

☐ Check to APHL included ☐ American Express ☐ Visa ☐ MasterCard

CREDIT CARD NUMBER

EXPIRATION DATE

SECURITY CODE

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

☐ I am a 2023–2024 Sustaining Member of APHL. Each full-year member receives one complimentary booth including all benefits. Partial year members and Corporate Colleagues receive the booth space for \$1,250. Additional booths are \$2,750 each.

COMPANY AND PRODUCT/SERVICE

DESCRIPTION to be listed in the final program, mobile meeting app and exhibitor list webpage (Not to exceed 50 words; use another sheet if necessary.)

Please send a high resolution file of your company logo in .jpg or .eps to terry.reamer@aphl.org along with your company description.

Please do not place our booth next to the following companies:

FEE TOTALS

Exhibit Space:

Sponsorship:

Advertising:

Total Enclosed:

APHL USE ONLY

Booth #

Deposit \$

Balance Due \$

Acknowledged:

Company Logo:

Company Description:

Association of Public Health Laboratories
8515 Georgia Avenue, Suite 700
Silver Spring, MD 20910
240.485.2745 | www.aphl.org

Exhibitor Contract Rules and Regulations

A. SPACE RENTAL

1. **Contract for Space.** Application for exhibit space releases the Association for Public Health Laboratories (APHL) and the Baird Center from any and all liabilities to applicant, its agents, licensees, or employees that may arise as a result of submission of an application or participation in this exhibition. APHL determines the eligibility of any company or product for exhibit. Acceptance of an application does not imply endorsement by APHL of the applicant's products or services, nor does rejection imply lack of merit of same.
2. **Refunds.** No refund may be made for space that is unused at any time during the exhibition. If space is unused at the opening of the exhibition, APHL may rent or use it without obligation or refund.

B. CANCELLATION OF EXHIBITOR CONTRACT

1. **Cancellation Policy.** Cancellations refer to the full booth fee only. All cancellations must be submitted in writing. Assignments not rejected by the exhibitor within 14 days of notification of space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract canceled only with the approval of the Exhibit Manager. A written cancellation received on or before March 15, 2024 will be refunded (minus the deposit). There will be no refunds after this date. THERE ARE NO REFUNDS ON DEPOSITS.

C. CONSTRUCTION, INSTALLATION AND USE OF EXHIBITS

1. **Arrangements of Exhibits.** The space provided will be shown on the floor plan insofar as possible but APHL reserves the right to make changes at any time in the locations, size, and display limits of any booth if this is in the best interests of the show.
2. **Use and Purpose of Exhibit Space.** The purpose of the exhibits is to inform and educate attendees regarding products and services of the exhibitors.
3. **Restrictions.** In its exhibit area, APHL endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership. Accordingly, it is understood and agreed that APHL reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. APHL may withdraw permission if they find the material objectionable under the criteria established above.
4. **Construction of Exhibits.** Exhibitors using low side rails must coordinate plans with neighboring exhibits. No materials may be posted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might deface the premises or booth equipment

and furniture. Any damage is payable by the exhibitor.

5. **Decoration of the Exhibit.** A service kit will be provided at least 6–8 weeks before the Conference, which will include information on labor, drayage of furniture, carpeting, lighting, telephones, and electricity. It is the responsibility of the exhibitor to abide by the regulations and deadlines contained therein. All shipments to the conference should be marked with your name, company name, booth number, address, phone number, APHL 2024 and be shipped to the address provided with the service kit.
 6. **Installation and Dismantling of Exhibits.** Information on set-up and dismantling of exhibits will be forwarded with confirmation. No one will be allowed in the hall after these designated hours. All exhibits must be completed and in place by 2:30 pm, May 6, 2024 and remain in place until close of show. The exhibit area must be cleared by 8:00 pm, May 8.
 7. **Fire and Electrical Regulations.** All local regulations will be strictly enforced, and the exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the City of Milwaukee Fire Marshall. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the City of Milwaukee Fire Marshall electrical code.
 8. **Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Baird Center and various labor organizations in accordance with City of Milwaukee union regulations.
 9. **Selling Restrictions.** Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited.
- ### D. LIABILITY
1. **Security.** APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the exhibitor's property. Exhibitor shall not hold APHL liable for any loss, damage, theft or destruction of exhibitor's property, and further, exhibitor shall indemnify APHL and the Baird Center against, and hold them harmless resulting from, the negligence of the exhibitor in connection with the exhibitor's use of space.
 2. **Inability to Perform.** Should any contingency prevent holding of the Conference or Exhibition, the APHL shall not be held liable for any expenses incurred by the exhibitor.
 3. **Interpretation and Arbitration.** These regulations are incorporated as part of the agreement between the exhibitor and the Association of Public Health Laboratories (APHL). APHL has full power of interpretation and enforcement of these rules and may

amend them at any time. All matters in question not covered by these regulations are subject to the decision of APHL and shall be binding on all parties affected by them. Exhibitors or their representatives, who fail to observe these conditions, or conduct themselves unethically, may be dismissed without refund or other appeal. The parties agree that in the event of any claim or dispute concerning questions of fact or law arising out of or relating to this contract, its performance or alleged breach shall be submitted to the arbitration of two disinterested and competent persons, mutually chosen, who shall select a third, whose award, pursuant to the rules of the American Arbitration Association, shall be conclusive and binding on both parties. Exhibitors agree to protect, save, and hold harmless the Association of Public Health Laboratories (APHL), the Baird Center, the City of Milwaukee, and all affiliates, agents, servants and employees thereof, hereinafter collectively referred to as Indemnitees, for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Baird Center and further shall at all times protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs (including attorney fees), damage, liability, or expenses arising from, or out of, or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitor, its agents, employees, and business invitees, that arises from, or out of, or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

E. EXHIBIT GIVEAWAYS

APHL reminds exhibitors and their agents or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry and healthcare professionals, including: 1) Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Healthcare Professionals and 2) Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interaction with Healthcare Professionals.

F. ACCEPTANCE OF TERMS AND CONDITIONS

Exhibitor, if invited to participate in APHL 2024, May 6–9, 2024, and as evidenced by the authorized signature on the contract opposite, agrees to abide by all terms and conditions contained in these policies and procedures.

APHL 2024 Annual Conference Exhibit Hall Floor Plan

May 6–9, 2024 • Milwaukee, WI

Baird Center • Exhibit Hall AB

ALL BOOTHS ARE 10'x10'

□ = column ■ = sold



Please note: This is a preliminary floor plan and may change before the conference. APHL reserves the right to rearrange the floor plan at any time and relocate exhibitors if it becomes necessary for causes beyond the control of APHL or is deemed in the best interests of the conference and APHL. Every effort will be made to accommodate exhibitors' concerns. All space is assigned on a first come, first served basis.