

Exhibitor Guide

May 5–8, 2025

Portland, OR

APHLTM 2025

where laboratory science and public health meet

We are grateful that you'll join us as part of the APHL 2025 Annual Conference. Your support is instrumental to the success of this important meeting for our members, and we thank you for your participation!

At APHL 2025, you'll generate greater awareness of your products and services, and network with influential decision-makers.

All exhibition events will be held in the Oregon Convention Center, Exhibit Hall A-A1.

Exhibit Hall Schedule

Exhibitor Move-in / Set-up

Monday, May 5 • 6:00 am – 2:00 pm

Exhibit Hall Hours

Monday, May 5 • 3:30 pm – 6:30 pm

3:30 pm – 4:00 pm Attendee Break

5:30 pm – 6:30 pm Welcome Reception

Tuesday, May 6 • 10:00 am – 6:30 pm

10:30 am – 11:00 am Attendee Break

11:45 am – 1:30 pm Lunch in Exhibit Hall

2:30 pm – 3:00 pm Attendee Break

5:30 pm – 6:30 pm Networking Reception

Wednesday, May 7 • 9:30 am – 3:30 pm

9:30 am – 10:30 am Attendee Break

12:15 pm – 1:45 pm Lunch in Exhibit Hall

2:45 pm – 3:30 pm Attendee Break/Raffle

Exhibitor Move-out / Break-down

Wednesday, May 8 • 3:30 pm – 8:00 pm

Attendee Demographics

- State, county and city public health laboratory directors and personnel
- Environmental and agricultural laboratory directors and scientists
- Fellows and students interested in public health laboratory science and practice
- Healthcare professionals and clinicians from public health agencies
- Federal agency and state and local public health officials
- Clinical and academic laboratory managers/staff
- Others interested in laboratory issues

Booth Equipment and Services

Each 10x10 space includes:

- One 6-ft, white-draped table
- Two folding chairs
- Wastebasket
- 6"x24" identification sign with booth number
- Back and side drape
- Access to conference Wi-Fi (10 Mbps)
- General cleaning of aisles
- 24-hour peripheral security

Not included:

- Carpet (exhibit hall is NOT carpeted) *not required*
- Electricity
- Hardwired internet (*conference will have WiFi with 25 Mbps*)
- Any other booth decorations, lighting, etc.
- Lead retrieval (*available for a fee*)

For more about supplemental rentals, utilities and shipping/handling specifics, please view the [Service Kit](#).

Pre-Conference

Shipping and Handling

ADVANCE WAREHOUSE

Receiving Dates: April 4–25

Late Receiving (incurs fee): April 28 – May 2

Receiving Hours: Mon–Fri, 8:00 am – 4:00 pm

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Exhibitor Name + Booth #

Viper Tradeshow Services

c/o BTX C/O BRIDGETOWN

ENTERPRISES

7824 N Leadbetter Rd

Portland, OR 97203

SHOW SITE FACILITY

Receiving Date: May 5

Receiving Hours: 6:00 am – 2:00 pm

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Oregon Convention Center

Exhibit Halls A-A1

c/o Viper Tradeshow Services

777 NE Martin Luther King Jr Blvd

Portland, OR 97232

Any shipments sent to the advance warehouse or show site must include your company name and booth number on the freight. If this information is missing, it may result in delays in receiving your freight.

DISMANTLE INFORMATION

Viper Transportation is the official carrier for this show. All other carriers must check in no later than 8:00 pm to avoid freight reconsignment. Exhibitors must start dismantle by 3:30 pm in order to avoid forced labor. If you use FedEx or UPS, we suggest you stay with your shipment until they arrive.

Contact Information

Viper Show Coordinator:

Ashley Castillo | m: 224.795.2832

ashley@vipertradeshow.com

Show Management Contact:

Lauren Writer | conferences@aphl.org

APHL Corporate Relations Manager:

Camille Walker | camille.walker@aphl.org

Important Dates / Deadlines

First Day of Advance Warehouse Receiving

Friday, April 4

Advance Order Discount Deadline

Friday, April 11

Advance Warehouse Late Charges Start Date

Friday, April 25

Last Day of Advance Warehouse Receiving

Friday, May 2

Show Site Receiving

Monday, May 5, 6:00 am – 2:00 pm

Lead Retrieval

American Tradeshow Services will provide on-site lead tracking technology at the APHL 2025 Annual Conference.

A representative from American Tradeshow Services will reach out to all exhibitors to provide a link for ordering lead retrieval services.

Questions? We're here to help! Reach out to exhibitorsalesteam@american-tradeshow.com.

A representative from ATS will be available onsite to assist exhibitors with the lead retrieval service.

Exhibitor Service Kit

For more about supplemental rentals, utilities and shipping/handling specifics, please view the [Service Kit](#).

Booth Promotion

Referencing the Conference in Promotional Materials

When referencing the conference in text, please adhere to the following standards.

Official Name:

APHL 2025 Annual Conference

Short Name:

APHL 2025

Official URL:

www.aphl.org/AC

Social Media

Event hashtag: **#APHL**

Follow us and tag us on social:



APHL



@aphl.org



PublicHealthLabs



@publichealthlabs



@APHL



@APHL

Social Media Images

Use the following in your social promotion strategy! Let your community know about the event, how to register and where to find you. Share via social media using the event hashtag **#APHL** to gain more traction and drive people to your booth.

Portrait Orientation

1080 x 1350 px

Landscape Orientation

1350 x 1080 px



Conference Logo Permission

If you want to use the conference logo in any pre-conference promotions, please email ben.moyer@aphl.org for permission. Include your intended purpose and medium, and a visual/PDF of the intended material. If approved, we'll provide the appropriate format.

Please do not screen shot the logo from other graphic sources.

Pre-conference Attendee List

Exhibitors will receive a pre-registered attendee Excel list on **April 22**, complimentary with their booth purchase to assist with marketing efforts. Fields include: first name, last name, organization, title, street address, state/province, postal code and country (no email addresses).

Sample Social Media Posts

Ahead of the meeting:

[COMPANY NAME] will be at the @APHL Annual Conference in Portland, OR, May 5–8. Find us in the exhibit hall and say hello! **#APHL**

Are you looking for a solution to [INSERT]? Visit the [COMPANY NAME] booth for answers at @APHL 2025! **#APHL**

During the meeting:

The exhibit hall is open at @APHL 2025! Come visit our booth to hear all about [INSERT]. **#APHL**

We are so grateful for you, our public health lab heroes! Come by our booth for a chance to win [INSERT]. **#APHL**

Today is the final day to visit the exhibit hall at the @APHL Annual Conference... we're sad too. But if you haven't made a visit to our booth, come on by! **#APHL**

After the meeting:

While @APHL 2025 might be over, the work continues! Check out our website for more info on [INSERT] and follow us here. **#APHL**

Thanks to @APHL for a productive conference! Be sure to follow us here for updates. **#APHL**

Onsite Experience

Badge Pickup + Registration

Please make sure you have registered your staff for the conference. Pick up your badge at Registration during the following hours:

Sunday, May 4	12:00 pm – 6:00 pm
Monday, May 5	7:00 am – 5:30 pm
Tuesday, May 6	7:00 am – 6:00 pm
Wednesday, May 7	7:00 am – 5:00 pm
Thursday, May 8	7:00 am – 12:00 pm

Exhibit Hall Access

You must have a badge to enter the exhibit hall. Exhibitors can access the hall 30 minutes prior to opening each day.

Onsite Support + Service Desk

The Viper service desk is in the back right corner of the Exhibit Hall A. They can assist with your booth services such as shipping, furniture, cleaning and signage.

Show management can be reached at Registration. Camille Walker and Lauren Writer will be available onsite for any questions or concerns that arise.

Food + Beverage Events (Exhibit Hall)

Boxed lunches will be served in the Exhibit Hall on Tuesday and Wednesday.

Appetizers and beverages are provided at the receptions on Monday and Tuesday evenings.

Snacks, coffee and beverages are provided during attendee breaks.

Beverages will be available in the Exhibit Hall during Move-in and Move-out.

Post-Conference

Post-conference Attendee List

Exhibitors will receive 2 post-show attendee Excel lists, complimentary with their booth purchase. One will be a complete list with mailing addresses only, the other will be a list of those attendees that opted in to share their email addresses.

Fields include: first name, last name, organization, title, street address, state/province, postal code, country and opt-in email addresses.

These lists will be sent to exhibitor representatives by **May 13**. Check your spam or junk folder for this message if you did not receive it in your inbox.

Give Us Your Feedback!

On **May 13**, APHL will email you an online survey. Completing the survey gives us valuable feedback to make our conferences more valuable to you and the attendees.

APHL Sustaining Membership

Sustaining membership can be a valuable tool for your company to engage with the APHL laboratory community.

Sustaining Members receive one complimentary physical booth at the annual conference as well as many other benefits.

Visit www.aphl.org/corporate for more details, or contact Camille Walker, Manager, Corporate Relations, 240.485.2784, camille.walker@aphl.org.

Thank you for all you bring to the conference as one of our valued exhibitors. We look forward to seeing you in May!