



MARCH 13–15, 2023
ATLANTA, GA

Exhibitor and Sponsor Prospectus

www.aphl.org/IDLabCon

APHL's ID Lab Con:

A brand new infectious diseases conference attended by microbiologists and other professionals with an interest in public health



Targeting 300 Participants

- Public health microbiology laboratory professionals at the federal, state and local level
- Clinical microbiologists
- Infectious disease epidemiologists
- Public health researchers with interest in infectious diseases
- Academic microbiologists with an interest in public health
- Infection perfectionists

About ID Lab Con

ID Lab Con 2023 is a new APHL conference that will provide a forum to discuss the latest developments on detection and characterization of infectious diseases of public health concern. This conference provides an opportunity for public health laboratory professionals, clinical laboratorians, leading researchers and diagnostics developers to share their latest findings, technologies and developments and generate solutions to infectious disease problems.



The Association of Public Health Laboratories (APHL) represents members from public health, environmental health, agricultural and other public sector laboratories. After more than 60 years as a 501(c)(3) non-profit organization, APHL is positioned to serve 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.

www.aphl.org



www.aphl.org/IDLabCon



Sponsorship Opportunities

Become the exclusive sponsor of a luncheon, reception or break and ensure that your name is seen by the attendees at prominent sites during the conference!

In addition to visible recognition at the event, you will also be prominently listed in the final program and receive three (3) complimentary registrations to the conference for company VIPs who are not already registered.

Welcome Reception, Mon, Mar 13

Exclusive Sponsorship • \$25,000

Welcome the attendees to the symposium the first evening in the exhibit hall. Be the first major sponsor they see as they gather to discuss the latest information and technology.

Continental Breakfast, Tue, Mar 14 or Wed, Mar 15

Exclusive Sponsorship • \$12,500 each day

Attendees wake up to your company when you host breakfast (with coffee!). Not in the exhibit hall.

Midmorning Coffee Break, Mon, Mar 13 or Tue, Mar 14

Exclusive Sponsorship • \$3,500 each day

Give the attendees a mid-morning wake-up call when you host morning coffee service with snacks in the exhibit hall or foyer.

Luncheon in the Exhibit Hall, Tue, Mar 14

Exclusive Sponsorship • \$20,000

Partial sponsorship available

You are the center of the attention when attendees gather in the exhibit hall for a box lunch.

Afternoon Snack Break, Mon, Mar 13 or Tue, Mar 14

Exclusive Sponsorship • \$4,000 each day

Stand out by hosting a mid-afternoon snack break for the attendees in the exhibit hall.

Educational Grant/General Conference Support

Help build a more educated workforce by providing travel support for members to the conference. This also means an increase in exhibit hall attendees! For each \$2,500 contribution you will receive a quarter page ad in the printed program as well as signage recognition.

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



Location and Hotel Accommodations

Westin Peachtree Plaza Hotel

210 Peachtree St. NW

Atlanta, GA 30303

404.659.1400

For hotel pricing information, please refer to www.aphl.org/idlabcon



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.

www.aphl.org/IDLabCon

Exhibit Space

Cost per booth: \$1,500

Booth size: 10' x 10' standard with pipe and drape

Location: Augusta Ballroom, Westin Peachtree Plaza

Show colors: Blue and white

Booth carpet: Not required (ballroom is carpeted)

Also included:

- Draped aluminum supports, 8'-high back and 3'-high sides
- Furnishings: one 6' draped table, two side chairs, one wastebasket
- A one-line identification sign (7" x 44") with company name and booth number
- Free company listing and description in the printed conference program and the mobile app
- One complimentary full conference registration and one exhibit only registration per paid booth. *APHL requires all exhibitors associated with an exhibit booth to be registered for the conference.*
- Peripheral security service beginning with the end of set-up and concluding with the beginning of the last day's sessions. Staff security is not provided during open hall times.
- General cleaning of the aisles
- Welcome Reception in the Exhibit Hall, Monday, March 13
- Complimentary beverages (coffee, tea, water, sodas) served during morning and afternoon breaks Monday, March 13 – Tuesday, March 14
- Lunch in the Exhibit Hall, Tuesday, March 14

Notes

- Booth electricity is not provided. Email terry.reamer@aphl.org for more information.
- Wi-Fi will be available in the exhibit hall, but if your exhibit relies heavily on an internet connection, it is recommended that a hard line be rented from exhibitor services.

To reserve your booth space:

1. Choose your preferred booth(s) based on the floor plan.
2. Choose your sponsorship(s) and advertising.
3. Read the contract terms carefully and complete the contract.
4. Email/fax contract with required \$1,000 deposit per booth to:
terry.reamer@aphl.org | fax: 240.485.2700
APHL, 8515 Georgia Ave, Suite 700, Silver Spring, MD 20910

APHL no longer accepts credit card information via email. Please fax or mail the contract with payment. Or you can email the form and call Terry Reamer, 240.485.2776, with your credit card information

Final Program Advertising

Advertise where attendees look most!

Build recognition, announce products and draw attendees to your booth with a display advertisement in the ID Lab Con program book, the attendee's complete conference reference.

To sign up, just check the appropriate box on the Exhibitor Contract and include the fee.

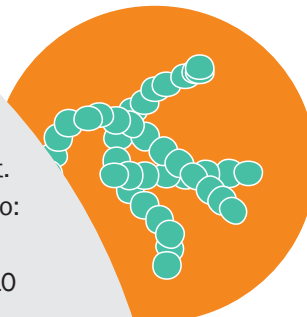
Ad Size	Rate	Live Area	Bleed
Back cover	\$1,600	6" x 9"	6.25" x 9.25"
Full page	\$1,250	5" x 8"	6.25" x 9.25"
Half page	\$900	4" x 5"	na
Quarter page	\$500	4" x 2.5"	na

Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is **January 13, 2023**. Please submit files to Ben Moyer: ben.moyer@aphl.org (240.485.2792).

Partners in Technology Spotlight Sessions

In an informal session, show off your latest innovation for the infectious disease laboratory community! You will have 30 minutes and the freedom to use any media format or presentation style. Basic AV will be provided (LCD projector, mics, audio). We will provide the room and refreshments, you provide the technology and media.

We encourage you to be creative and include real user experiences or challenges. This session takes place on Tuesday, March 14. The cost is \$2,500. Only six slots are available!



www.aphl.org/IDLabCon

All Opportunities: Fees and Package Inclusions

PACKAGES	FEES	INCLUSIONS			
		Program Recognition	Signage/PPT Recognition	Program Ad	Mobile App Alert
General Booth Space	\$1,500	●			
Welcome Reception ¹	\$25,000	●	●	● full page	●
Luncheon in the Exhibit Hall ²	\$20,000	●	●	● full page	●
Continental Breakfast ³	\$12,500 ea	●	●		
Midmorning Coffee Break ⁴	\$3,500 ea	●	●		
Afternoon Snack Break ⁵	\$4,000 ea	●	●		
Mobile App Sponsorship	\$10,000	●	●	● full page	
General Conference Support	\$2,500	●	●	● qtr page	
Partners in Technology Session	\$2,500				
Program Advertising	\$500 +				

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.

NOTES:

1. Welcome Reception: Monday in the exhibit hall. Includes beer, wine and light hors d'oeuvres.
2. Luncheon in the Exhibit Hall: box lunches on Tuesday.
3. Continental Breakfast: Early morning coffee, tea, water, juice, yogurt, fruit and assorted pastries on Tuesday or Wednesday. Price is per break.
4. Midmorning Coffee Break: Coffee, tea and water on Tuesday or Wednesday. Price is per break.
5. Afternoon Snack Break: Afternoon break of coffee, tea, water, soda and assorted snacks on Monday or Tuesday. Price is per break.

Exhibitor-Hosted Events

Exhibitors planning to host educational programs or social activities at ID Lab Con should contact Terry Reamer at terry.reamer@aphl.org or 240.485.2776 in order to minimize conflicts with other functions.

Exhibitor Services

Additional information on exhibitor services will be forthcoming.



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

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Exhibit Hall Schedule

Monday, March 13

10:30 am – 2:30 pm	Exhibitor Set-up
3:00 pm – 6:30 pm	Exhibit Hall Open
3:00 pm – 3:30 pm	Attendee Break
5:00 pm – 6:30 pm	Welcome Reception

Tuesday, March 14

10:00 am – 5:00 pm	Exhibit Hall Open
10:00 am – 10:30 am	Attendee Break
10:00 am – 11:00 am	Partnership Talks
12:00 pm – 1:30 pm	Lunch in the Exhibit Hall
3:30 pm – 4:00 pm	Attendee Break

Exhibit Hall Floor Plan

Augusta Ballroom, 7th Floor
Westin Peachtree Plaza

Exhibitor Deadlines

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

December 14, 2022

Program Ad Reservation

January 13, 2023

Booth Space Reservation

Company Description for Program

Program Ad Artwork

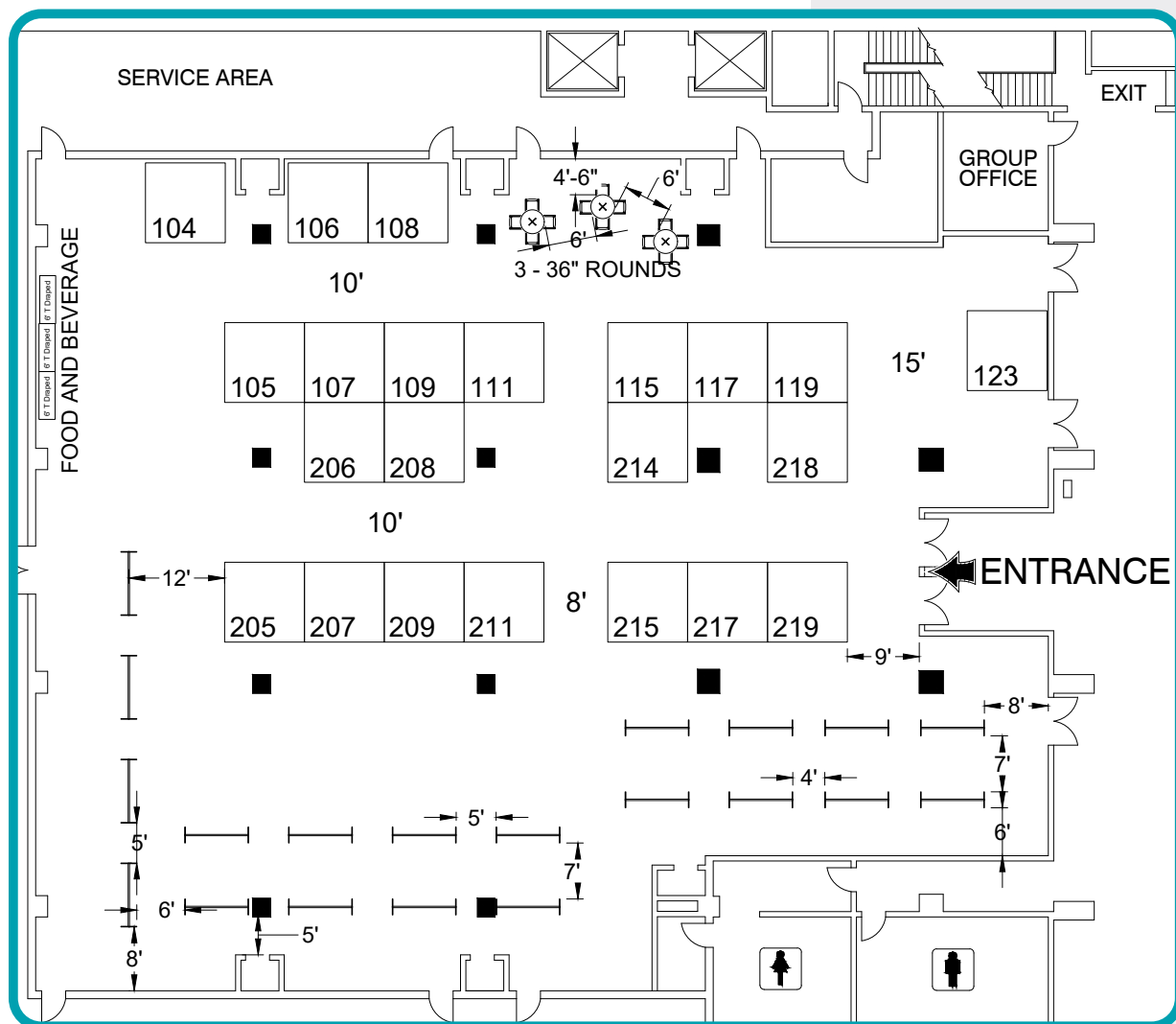
February 1, 2023

Exhibitor Staff Registrations

Digital Insert Advertisement

TBD

Shipping Deadlines for Exhibitors



This preliminary floor plan 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.

Contract for Exhibit Space, Sponsorship and Advertising

ID Lab Con 2023 | March 13–15, 2023 | Westin Peachtree Plaza | Atlanta, GA



Please reserve space for our exhibit at the first-ever ID Lab Con. If our choices have been allocated, we request that APHL contact us for re-assignment or assign us what it considers best of available space. We understand that this application becomes a contract when the application is signed by us and acceptance is received from APHL. **Deadline: January 13, 2023** or until all booths are sold. Email or fax this completed form to id.conference@aphl.org or 240.485.2700. Please send an email notification to terry.reamer@aphl.org upon faxing to ensure receipt.

COMPANY NAME (to be listed in program as shown)		WEBSITE ADDRESS
CONTACT NAME		TITLE
STREET ADDRESS		
CITY STATE ZIP		
PHONE	FAX	EMAIL ADDRESS

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
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EXHIBIT BOOTHS

\$1,000 deposit per booth/table is required with application.

☐ Standard Booth (\$1,500 per 10'x10') | Qty: _____

Booth Choices

1. _____
2. _____
3. _____

SPONSORSHIPS

- | | | |
|---|-----------------|------------------------|
| ☐ Welcome Reception (Mon) | \$25,000 | |
| ☐ Luncheon in the Exhibit Hall (Wed) | \$20,000 | |
| ☐ Continental Breakfast | \$12,500 ea | circle day(s): Tue Wed |
| ☐ Midmorning Coffee Break | \$3,500 ea | circle day(s): Mon Tue |
| ☐ Afternoon Snack Break | \$4,000 ea | circle day(s): Mon Tue |
| ☐ Mobile App Sponsorship | \$10,000 | |
| ☐ General Conference Support | \$2,500 x _____ | Total \$ _____ |

PROGRAM ADVERTISING

- | | |
|---------------------------------------|---------|
| ☐ Back cover | \$1,600 |
| ☐ Full page | \$1,250 |
| ☐ Half page | \$900 |
| ☐ Quarter page | \$500 |

PAYMENT (deposit required) **FAX ONLY**

APHL no longer accepts credit card information via email. Please fax or mail this contract with payment. Or you can email the form and call Terry Reamer at 240.485.2776 with your credit card information.

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

CREDIT CARD NUMBER	EXPIRATION DATE
CARDHOLDER'S NAME	CARDHOLDER'S SIGNATURE

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 ben.moyer@aphl.org along with your company description.

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

PARTNERS IN TECHNOLOGY SPOTLIGHT SESSIONS

30-minute presentations on Tuesday, March 14. Cost: \$2,500

☐ Please reserve a space for my company

FEE TOTALS

Exhibit Space:
Sponsorship:
Advertising:

Total Enclosed:

APHL USE ONLY

Booth #
Deposit \$
Balance Due \$
Acknowledged:
Sponsorship:
Advertising:
Company Logo:
Company Description:

ID Lab Con 2023 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 Westin Peachtree Plaza 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 Meeting Planner. A written cancellation received on or before January 27, 2023 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 siderails 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 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 ID Lab Con 2023 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, March 13 and remain in place until close of show. The exhibit area must be cleared by 9:00 pm, March 14.
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 Atlanta Fire Marshal. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the Atlanta Fire Marshal electrical code.
8. **Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Westin Peachtree Plaza and various labor organizations in accordance with Atlanta 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 Westin Peachtree Plaza against, and hold them harmless resulting from, the negligence of the exhibitor in connection with the exhibitor's use of space. APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property.
2. **Inability to Perform.** Should any contingency prevent holding of the Conference of Exhibition, 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 Westin Peachtree Plaza, 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 Westin Peachtree Plaza 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 ID Lab Con, March 13–15, 2023, 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.