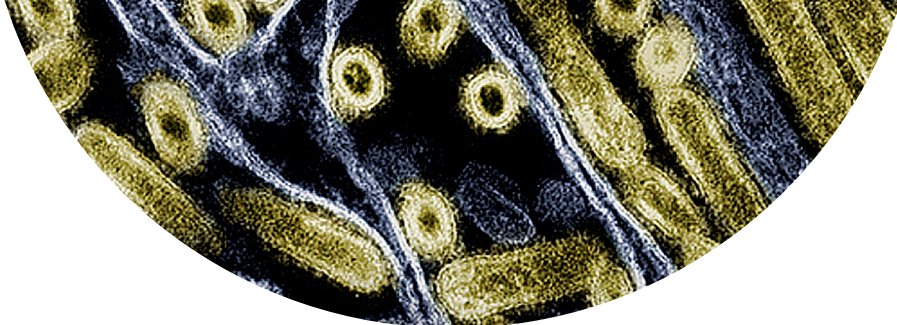




MARCH 25-27, 2025
PASADENA, CA

PASADENA
CONVENTION CENTER



Exhibitor Guide

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

You'll generate greater awareness of your products and services, and network with influential decision-makers.

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

Exhibit Hall Schedule

Exhibitor Move-in / Set-up

Monday, March 24 • 2:00 pm – 5:00 pm

Tuesday, March 25 • 7:00 am – 9:30 am

Exhibit Hall Hours

Tuesday, March 25 • 10:00 am – 6:30 pm

10:00 am – 10:30 am Attendee Break

3:00 pm – 3:30 pm Attendee Break

5:00 pm – 6:30 pm Welcome Reception

Wednesday, March 26 • 10:00 am – 3:00 pm

10:30 am – 11:00 am Attendee Break

12:00 pm – 1:00 pm Lunch in Exhibit Hall

2:30 pm – 3:00 pm Attendee Break/Raffle

Exhibitor Move-out / Break-Down

Wednesday, March 27 • 3:00 pm – 6:30 pm

Attendee Demographics

- Public health microbiology lab 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 preventionists

Booth Equipment and Services

Each 10x10 space includes:

- One (1) 6-ft black-skirted table
- Two (2) chairs
- One (1) wastebasket
- One (1) ID sign (6" x 24")
- Back and side drape
- Access to conference Wi-Fi (25 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*)

Pre-Conference

Shipping and Handling

ADVANCE WAREHOUSE

Receiving dates: February 21 – March 14

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

25 APHL ID LAB CON

Exhibitor Name / Booth #

c/o Viper Tradeshow Services

6150 E. Tropical PWKY, Suite 115

Las Vegas, NV 89115

SHOW SITE FACILITY

Receiving dates: March 24 and 25

Receiving hours: March 24: 2:00 pm – 5:00 pm

March 25: 7:00 am – 9:30 am

Shipments received before these dates are at risk of being refused, and additional charges by the venue or Viper may apply.

25 APHL ID LAB CON

Exhibitor Name / Booth #

Pasadena Convention Center

Pasadena Civic Auditorium

c/o Viper Tradeshow Services

300 E. Green Street

Pasadena, CA 91101

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.

Contact Information

Viper Show Coordinator

Ashley Castillo | 224.795.2832 (mobile)

ashley@vipertradeshow.com

Show Management Contact:

Lauren Writer | 240.638.2015

lauren.writer@aphl.org

APHL Corporate Relations Manager:

Camille Walker | 240.485.2784

camille.walker@aphl.org

Important Dates / Deadlines

First Day of Advance Warehouse Receiving

February 21

Advance Order Discount Deadline

February 28

Advance Warehouse Late Charges Start Date

March 14

Last Day of Advance Warehouse Receiving

March 21

Show Site Receiving

March 24, 2:00 pm – 5:00 pm

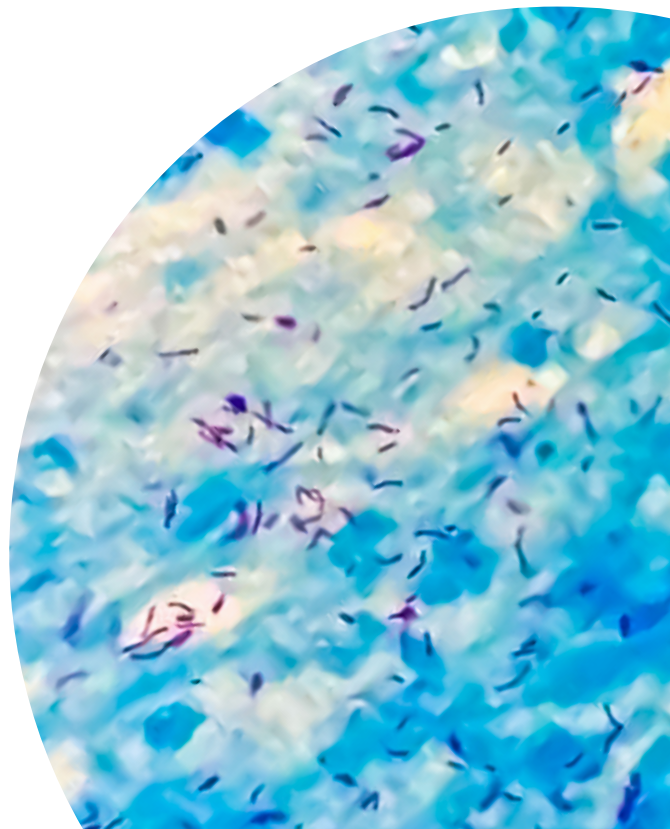
March 25, 7:00 am – 9:30 am

Lead Retrieval

Lead retrieval service will be offered for ID Lab Con. Exhibitor contacts will receive a separate communication about the new lead retrieval service information when more details are available.

Exhibitor Service Kit

For more about supplemental rentals, utilities and shipping/handling specifics, please view the [Service Kit](#) (PDF) or access the [online ordering system](#) (login required; sent by Viper to all booth contacts).



Booth Promotion

Referencing the Conference in Promotional Materials

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

Official Name:

APHL ID Lab Con 2025

Official URL:

www.aphl.org/IDLabCon

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.

Social Media

Event hashtag: **#IDLabCon**

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 **#IDLabCon** to gain more traction and drive people to your booth.

Landscape Orientation

1080 x 1350 pixels

Portrait Orientation

1350 x 1080 pixels

Sample Social Media Posts

Ahead of the meeting:

[COMPANY NAME] will be at @APHL ID Lab Con in Pasadena, March 25–27. Find us in the exhibit hall and say hello! **#IDLabCon**

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

During the meeting:

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

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

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

After the meeting:

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

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



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:

Monday, March 24	4:00 pm – 7:00 pm
Tuesday, March 25	7:00 am – 5:30 pm
Wednesday, March 26	7:00 am – 5:30 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 of Exhibit Hall A–B. 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 on Wednesday
- Appetizers and beverages at the reception on Tuesday evening
- Coffee and beverages during attendee breaks as well as exhibitor move-in and move-out.

Exhibit Hall Raffle

APHL will host a raffle in the exhibit hall on March 26 at 2:30 pm. Attendees must visit every exhibitor and receive a signature from each to be entered into the drawing. Companies may donate prizes with a value of \$100 or more. Raffle items will be due six weeks before the conference.

Please contact Lauren Writer, Lead Specialist, Conferences & Events, at lauren.writer@aphl.org, regarding the prize donations.

You DO NOT have to provide prizes to be included in the raffle contest.

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 **April 4**. *Check your spam or junk folder for this message if you did not receive it in your inbox.*

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.

Give Us Your Feedback!

After the conference, APHL will send you an online survey by email. Completing the survey gives us valuable feedback to make our conferences more valuable to you and the attendees.

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