



March 25–27, 2025
Pasadena Convention Center
Pasadena, CA

Exhibitor and Sponsor Prospectus

www.aphl.org/IDLabCon

APHL ID Lab Con

Unveiling breakthroughs in **public health** microbiology



ID Lab Con 2025 is a forum to discuss the latest developments on detection and characterization of infectious diseases of public health concern.

Hear from renowned experts on the latest advancements in infectious disease diagnosis and surveillance testing. Discover innovative technologies and network with microbiologists and other professionals with an interest in public health microbiology and infectious disease testing.

We welcomed 500 participants to the inaugural ID Lab Con 2023, and we anticipate 600 attendees this year. Attendees include:

- 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

The Association of Public Health Laboratories (APHL) represents members from public health, environmental health, agricultural and other public sector laboratories.

For more than 70 years as a 501(c)(3) non-profit organization, APHL has served 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.



Sponsorship Opportunities

Become the exclusive sponsor of a luncheon, reception or break and ensure that your name is seen by 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, Tue, Mar 25
Exclusive Sponsorship • \$25,000

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

Morning Break with Coffee Service

Tue, Mar 25 | Wed, Mar 26 | Thu, Mar 27

Exclusive Sponsorship • \$6,000 each day

Attendees wake up to your company when you host coffee time! Not in the exhibit hall.

Midmorning Coffee Break

Tue, Mar 25 | Wed, Mar 26 | Thu, Mar 27

Exclusive Sponsorship • \$3,500 each day

Give 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 25
Exclusive Sponsorship • \$20,000

Partial sponsorship available

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

Afternoon Snack Break

Tue, Mar 25 | Wed, Mar 26
Exclusive Sponsorship • \$7,500 each day

Stand out by hosting a mid-afternoon snack break for 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

Pasadena Convention Center

300 E Green St, Pasadena, CA 91101
626.795.9311

For hotel 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

Digital Advertising Opportunities

Mobile App Sponsorship | \$10,000

Exclusive Sponsorship

As the Mobile App sponsor, your company will claim the leadership position on the most widely used resource at ID Lab Con 2025. As the exclusive sponsor, you will receive the following benefits:

Splash Screen Startup Advertisement: Attendees won't miss your ad as it shows whenever they watch the app starting up.

Premium Banner: Your banner will appear at all times at the bottom of the screen while users are in the app.

Premium Exhibitor Listing: Separate yourself from the crowd with your featured exhibitor listing at the top of the list in the app.

Mobile App Push Notification | \$450

Limited quantity available

Push your message out to all ID Lab Con 2025 app users to promote your presence at the conference and drive traffic to your booth or special event.

Mobile App Banner Ad | \$350

Limited quantity available

Place a rotating banner ad that attendees will see frequently as they check session information, poster and exhibitor listings and speaker/attendee profiles.

- Draw attention to your presence, brand or message.
- Link to your exhibitor profile within the app or to your specific website or landing page.

Industry-focused Lunches

Monday, March 25 or Tuesday, March 26

Two available • \$6,000 each

Caters to a small group of targeted attendees, by email invitation only (no more than 30 attendees). Pick and choose attendees based on their organization and job titles from the full registration list, and APHL will email invites on your behalf.

The sponsorship includes box lunches, AV, microphone, classroom layout in one of the convention center conference rooms.

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	Trim Size (WxH)	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	5" x 4"	na
Quarter page	\$500	2.5" x 4"	na

Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is **January 9, 2025**. Please submit files to Ben Moyer: ben.moyer@aphl.org.

Partners in Technology Spotlight Sessions

Wednesday, March 26

Six available • \$2,500 each

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.



Exhibit Space

Cost per booth: \$2,750

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

Location: Pasadena Convention Center Exhibit Hall

Show colors: Blue and white

Booth carpet: Not required

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, Tuesday, March 25
- Complimentary beverages (coffee, tea, water, sodas) served during morning and afternoon breaks Tuesday, March 25 and Wednesday, March 26
- Lunch in the Exhibit Hall, Wednesday, March 26

Notes

- Booth electricity is not provided. Email lauren.writer@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:

lauren.writer@aphl.org | fax: 240.485.2700
7700 Wisconsin Ave., Suite 1000, Bethesda, MD 20814

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 Lauren Writer, 240.638.2015, with your credit card information.

Exhibitor Deadlines

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

January 9, 2025

Program Ad Artwork

January 17, 2025

Booth Space Reservation

Company Description for Program

February 14, 2025

Lead Retrieval Order

Digital Advertising

TBD: Exhibitor Staff Registrations

TBD: Shipping Deadlines for Exhibitors

Exhibit Hall Schedule

Monday, March 24

2:00 pm – 5:00 pm Exhibitor Set-up

Tuesday, March 25

7:00 am – 9:30 am Exhibitor Set-up

10:00 am – 6:30 pm Exhibit Hall Open

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 Exhibit Hall Open

10:00 am – 10:30 am Attendee Break

12:00 pm – 1:30 pm Lunch in the Exhibit Hall

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

3:00 pm – 7:00 pm Exhibitor Tear-down

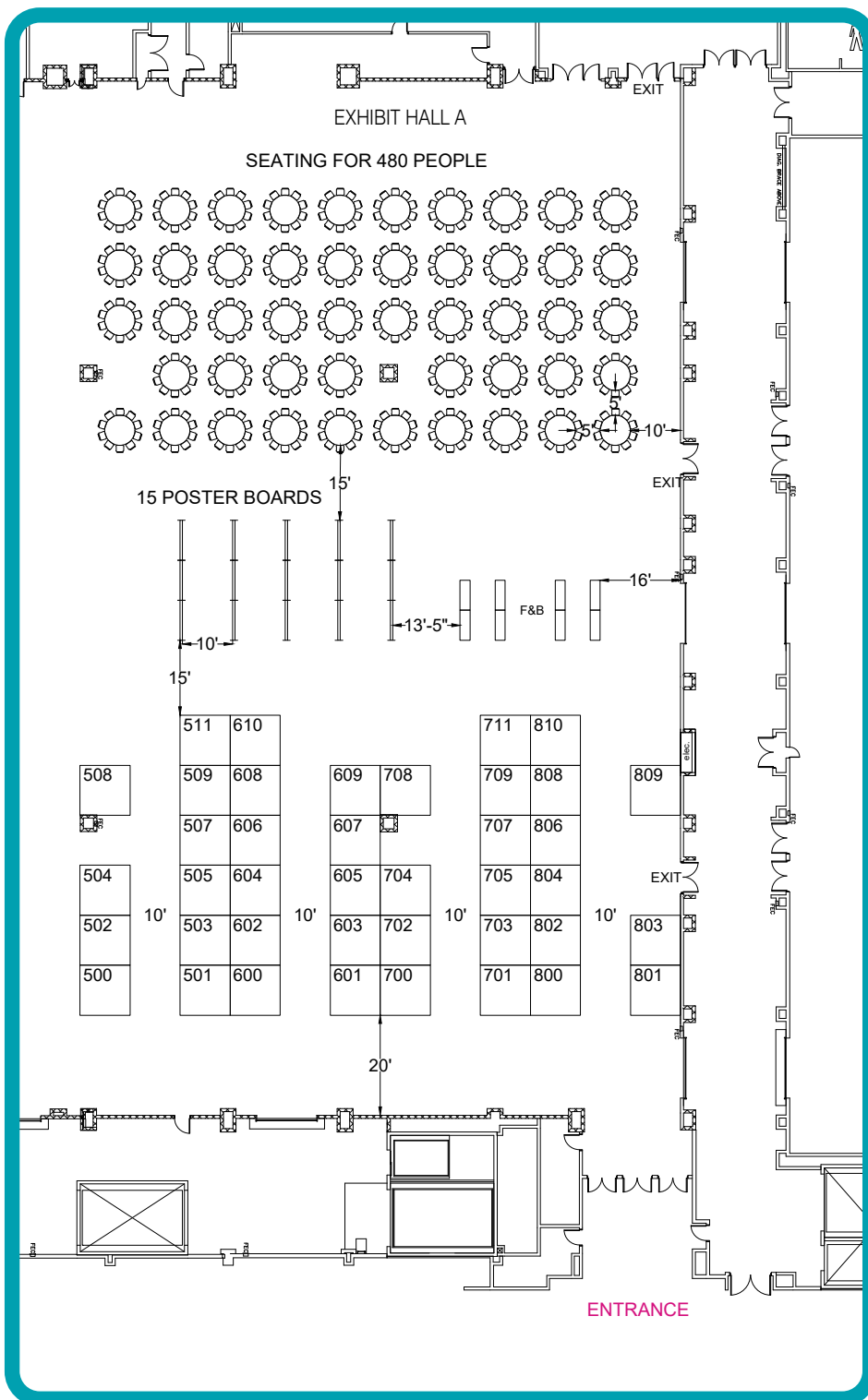
Exhibit Hall Raffle

We invite you to provide prizes for the exhibit hall raffle. APHL will host a raffle in the exhibit hall to encourage the attendees to visit the exhibitors. Attendees must visit every exhibitor and receive a signature from each to be entered into the drawing. Fully completed contest raffle cards will be included in the drawing and the winners will be chosen at the last break on Wednesday. If you would like to participate, we ask that the value of your donation be at least \$100. Raffle items will be due six weeks before the conference. You DO NOT have to provide prizes to be included in the raffle contest.

www.aphl.org/IDLabCon

Exhibit Hall Floor Plan

Pasadena Convention Center



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.

All Opportunities: Fees and Package Inclusions

PACKAGES	FEES	INCLUSIONS			
		Program Recognition	Signage/PPT Recognition	Program Ad	Mobile App Alert
General Booth Space	\$2,750	●			
Welcome Reception ¹	\$25,000	●	●	● full page	●
Luncheon in the Exhibit Hall ²	\$20,000	●	●	● full page	●
Morning Break with Coffee Service ³	\$6,000 ea	●	●		
Midmorning Coffee Break ⁴	\$3,500 ea	●	●		
Afternoon Snack Break ⁵	\$7,500 ea	●	●		
Mobile App Sponsorship	\$10,000	●	●	● full page	
General Conference Support	\$2,500	●	●	● qtr page	
Partners in Technology Session	\$2,500				
Program Advertising	\$500 +				
Mobile App Push Notification	\$450 ea				
Mobile App Banner Ad	\$350 ea				

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: Tuesday in the exhibit hall. Includes beer, wine and light hors d'oeuvres.
2. Luncheon in the Exhibit Hall: box lunches on Tuesday.
3. Morning Break with Coffee Service: Early morning coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
4. Midmorning Coffee Break: Coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
5. Afternoon Snack Break: Afternoon break of coffee, tea, water, soda and assorted snacks on Tuesday or Wednesday. Price is per break.

Exhibitor-Hosted Events

Exhibitors planning to host educational programs or social activities at ID Lab Con should contact Lauren Writer at lauren.writer@aphl.org or 240.638.2015 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.

www.aphl.org/IDLabCon

Contract for Exhibit Space, Sponsorship and Advertising

ID Lab Con 2025 | March 25–27, 2025 | Pasadena Convention Center | Pasadena, CA



Please reserve space for our exhibit at ID Lab Con 2025. 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 17, 2025** 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 lauren.writer@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

COMPANY AND PRODUCT/SERVICE

DESCRIPTION to be listed in the final program, mobile meeting app and exhibitor list webpage. Not to exceed 50 words.

Can I type 30 words into the box?

Please send a high resolution file of your company logo (jpg, ai or eps) to ben.moyer@aphl.org.

EXHIBIT BOOTHS

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

☐ Standard Booth (\$2,750 per 10'x10') | Qty: _____

Booth Choices

1. _____
2. _____
3. _____

SPONSORSHIPS

- | | | |
|---|-----------------|--|
| ☐ Welcome Reception (Tue) | \$25,000 | |
| ☐ Luncheon in the Exhibit Hall (Tue) | \$20,000 | |
| ☐ Morning Break with Coffee Service | \$6,000 ea | ☐ Tue ☐ Wed ☐ Thu |
| ☐ Midmorning Coffee Break | \$3,500 ea | ☐ Tue ☐ Wed ☐ Thu |
| ☐ Afternoon Snack Break | \$7,500 ea | ☐ Tue ☐ Wed |
| ☐ Mobile App Sponsorship | \$10,000 | |
| ☐ General Conference Support | \$2,500 x _____ | Total \$ _____ |
| ☐ Industry-focused Lunch | \$6,000 ea | |
| ☐ Partnerships in Technology Spotlight Session | \$2,500 ea | |

PROGRAM ADVERTISING

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

MOBILE APP ADVERTISING

- | | |
|--|-------|
| ☐ Push Notification | \$450 |
| ☐ Banner Ad | \$350 |

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:

Sponsorship:

Advertising:

Company Logo:

Company Description:

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 Lauren Writer at 240.638.2015 with your credit card information.

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

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

ID Lab Con 2025 Exhibitor Contract Rules and Regulations

A. SPACE RENTAL

1. **Contract for Space.** Application for exhibit space releases the Association of Public Health Laboratories (APHL) and the Pasadena Convention 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 Meeting Planner. A written cancellation received on or before January 31, 2025 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 2025 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 9:30 am, March 25 and remain in place until close of show. The exhibit area must be cleared by 9:00 pm, March 26.
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 Pasadena Fire Marshal. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the Pasadena Fire Marshal electrical code.
8. **Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Pasadena Convention Center and various labor organizations in accordance with Pasadena 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 Pasadena Convention Center 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 or 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 Pasadena Convention Center, 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 Pasadena Convention 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 ID Lab Con, March 25-27, 2025, 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.