

APHL Newborn Screening Symposium 2025



October 5–9, 2025 • Providence, RI

**Early-bird pricing:
Commit by August 1!**

Exhibitor and Sponsor Prospectus



www.aphl.org/NBS2025

#APHLNBS

ABOUT THE SYMPOSIUM

The APHL Newborn Screening Symposium is an annual international gathering of more than 500 public health professionals that includes exhibits featuring the latest in laboratory technology and newborn screening systems practice.

The symposium addresses state, national and international newborn screening, genetic testing and policy issues important to public health newborn screening systems. Topics include molecular technologies, current and upcoming conditions, quality improvement, communicating with families and the public, and short- and long-term follow-up.

APHL invites you to participate in this excellent opportunity to engage with current and prospective clients, spending two and a half days with your target audience.

Who Attends the Newborn Screening Symposium?

500+ attendees from



- newborn screening and genetics laboratory professionals
- newborn screening and genetics program personnel
- newborn screening short- and long-term follow-up personnel
- maternal and child health nurses and service providers
- patient and parent advocacy groups

15 countries and



50 US states

(plus Washington, DC, Puerto Rico, Guam, US Virgin Islands and American Samoa)



- clinical specialists
- genetic counselors
- public health nurses
- pediatricians
- students

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 60 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.

Previous Exhibitors Include:

Agilent Technologies
APHL Career Pathways
Astoria-Pacific
Asuragen, a
Bio-Techne Brand
Baebies
Bio-Rad Laboratories
BSD Robotics
Cambridge Isotope
Laboratories
CDC
DiaSorin Molecular
EBF LLC
EveryLife Foundation
for Rare Diseases

Expecting Health/
Baby's First Test
GelbChem
HCU Network America
iConnect Consulting
ImmunoIVD
International Society for
Neonatal Screening
Labsystems
Diagnostics Oy
Labvantage
Solutions, Inc.
National Coordinating
Center for the Regional
Genetics Network
Natus

Novartis
Pharmaceuticals
Corporation
OpenELIS Foundation
Quantabio
QuidelOrtho
Revvity
Ruvos
Sebia
SNP Biotechnology
R&D Ltd.
Stat Courier Service, Inc.
Thermo Fisher Scientific
Ultragenyx
Waters Corporation
ZenTech, s.a.

SPONSORSHIP PACKAGES

**Early-bird pricing:
Commit by August 1!**

GOLD CIRCLE

\$33,000 early-bird price / \$38,000 regular price
2 packages available

- Two 10' X 10' booth spaces
- 3 complimentary full registrations
- 4 complimentary exhibit-only badges
- Full-page ad in program
- Mobile app push notification
- Pre-conference attendee mailing list
- Pre-conference eblast to attendees
- One 30-minute Innovate! Session
- Recognition: mobile app, printed program and on-site signage

SILVER CIRCLE

\$16,000 early-bird price / \$18,000 regular price
4 packages available

- Two 10' X 10' booth spaces
- 2 complimentary full registrations
- 3 complimentary exhibit-only badges
- Mobile app push notification
- Half-page ad in program
- Pre-conference email blast to attendees
- Recognition: mobile app, printed program and on-site signage

BRONZE CIRCLE

\$5,500 early-bird price / \$6,000 regular price

- One 10' X 10' booth space
- 1 complimentary full registration
- 2 complimentary exhibit-only badges
- Recognition: mobile app, printed program and on-site signage



There are many other opportunities to stand out from the rest! Select from a variety of sponsorships:

Food and Beverage Events	page 5
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Educational Opportunities	page 8
Mobile App and Wi-Fi	page 8
Advertising and Raffle	page 9

All sponsors must be exhibitors.

Please note: Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. They are not deductible as charitable contributions. Please consult your tax advisor for individual assistance in specific situations.

Questions? Contact:

Conferences & Events Staff
240.638.2015 | conferences@aphl.org

EXHIBIT BOOTHS and INCLUSIONS

Standard booth rate of **\$3,000** provides a physical 10'x10' booth and items below.

	BOOTH ITEMS	REGISTRATION	MEETING INCLUSIONS
INCLUDED	10' x 10' draped aluminum supports are 8' high in back, 3' high on sides, 6' draped table 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 setup and teardown.
NOT INCLUDED	- Carpet (exhibit hall is NOT carpeted) not required - Electricity - Hardwired internet (conference will have Wi-Fi with 25 Mbps bandwidth) - Any other booth decorations, lighting, etc. - Lead retrieval	APHL Diamond Level Sustaining Members will receive one complimentary exhibit booth and two complimentary registrations at the 2025 APHL NBS Symposium, as well as many other benefits. If you are not a sustaining member, please consider joining. Visit aphl.org/membership/opportunities for more about the benefits of sustaining membership.	
LEAD GENERATION		Lead retrieval ordering will be handled through American Tradeshow Services (ATS). Information will be emailed prior to the symposium.	
EXHIBITOR SERVICES	Viper Tradeshow Services 2575 Northwest Parkway Elgin, Illinois 60124 United States ESeebold@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 FERN Expo. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper setup at the exposition and to take advantage of discounts.

To reserve your booths and sponsorships:

1. Choose your preferred booth(s) based on the included floor plan, [page 10](#).
2. Choose your sponsorship(s) and advertising.
3. Read carefully and **complete the exhibitor registration form** [here](#).
4. Make sure to complete all steps, including booth choices during the registration process.
5. Complete payment at time of registration. If that is not possible, a deposit check must be received by our office to the address on the invoice no later than 10 business days after registration or by the registration deadline, whichever comes first.

For questions about payment/registration please email conferences@aphl.org.

FOOD and BEVERAGE EVENTS

Sponsor a reception, break or Wi-Fi and mobile app and ensure that your name is seen by the attendees at prominent sites during the Symposium. In addition to visible recognition at the event, you will also be prominently listed in the final program and receive 3 complimentary registrations to the Symposium for company VIPs who are not already registered.

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

Welcome Reception

\$15,000 • Sunday, October 5 | 5:00 – 6:30 pm

Partial sponsorship is available

APHL will offer a pre-sale of discounted drink tickets for the Newborn Screening Symposium 2025 Welcome Reception. The Welcome Reception will be held on October 5 from 5:00 – 6:30 PM.

Sign up for your drink tickets with corporate.relations@aphl.org to purchase them for thirsty attendees who will seek you out before the welcome reception/kick-off event!

Payment will be due upon order. Lauren Writer will send the primary contact an invoice and payment link.

The cost is \$7.50/ticket. Tickets can only be purchased in increments of 10. Reserve ahead of time as there is a limited quantity available on-site (tickets will be \$10 per ticket on-site).

Exhibitors will pick up their drink tickets at the APHL Registration Desk.



NETWORKING BREAKS

Early Morning Coffee

Networking Breaks

Tue, Wed or Thu, October 7, 8 or 9

Exclusive Sponsorship • \$3,300 each day

Attendees wake up to your company when you host morning coffee service on Tuesday, Wednesday or Thursday. Not in the exhibit hall (outside session room(s)).

Midmorning Coffee Break

Mon, Tue, Wed or Thu, October 6, 7, 8 or 9

Exclusive Sponsorship • \$5,700 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.

Afternoon Snack Break

Mon, Tue or Wed, October 6, 7 or 8

Exclusive Sponsorship • \$5,700 each day

Help your company stand out by hosting a mid-afternoon snack break for the attendees in the exhibit hall.

IGNITE PRESENTATIONS

\$250 • Monday, October 6, 5:00 – 5:45 pm

Do you have a special topic, announcement, hobby or interest that you would like to share with fellow attendees at the Symposium?

We are looking for individuals or teams interested in participating in the Ignite session at the [2025 APHL Newborn Screening Symposium](#).

What is an Ignite presentation?

An Ignite presentation is a 5-minute (or less) presentation featuring 15–20 slides with mostly pictures that advance automatically every 15 seconds. Presenter(s) speak about their chosen topic as the slides continue to advance in the background. The most important part about an Ignite presentation is it should be fast, informative and fun!

What should an Ignite presentation be about?

Whatever you want, so get creative! Since slides advance quickly and automatically, speakers need to be more concise and thoughtful than they would be in any other format. Choose a topic that you can speak easily about and are excited to share with your fellow attendees.

The Ignite session will be held on Monday, October 6, from 5:00 pm to 5:45 pm. If you would like to participate in the Ignite session, please email dara.slavin@aphl.org by July 7, 2025, with your presentation topic.

There are limited spots available so presenters will be chosen on a first-come, first-served basis.

Additional information will be sent as we near the Symposium. Please reach out with any questions.



EXHIBIT HALL OPPORTUNITIES

Charging Station

Exclusive Sponsorship • \$6,500

Place your brand on one Velocity Charging tower and (6) portable chargers placed near the main ballroom. Charging tower and portable chargers allow Newborn Screening Symposium attendees to securely charge their phones and laptops while attending sessions. Additional marketing includes logo and company description in the program guide and signage.

Exhibit Hall Ice Cream Social

Exclusive Sponsorship • \$5,000

Place your signs at the front of the exhibit hall while attendees stream in to enjoy an afternoon sweet treat. If desired, your staff can personally help hand out the ice cream bars. You'll be able to relax and chat with them while you're verbally thanked in the exhibit hall!

Experiential Marketing Feature

Exclusive Sponsorship • \$3,500

Your company can serve as the host of a customized experience for conference participants! This new opportunity offers you the chance to create something unique and memorable, at your own discretion and with the help of APHL, that helps provide fun and excitement for the participants while serving as a vehicle for your branding message, either in person, through social media sharing, or both! Sponsorship includes a designated 10 x 10 display area (to be mutually determined between APHL and Sponsor), eBlast, push notification, and inclusion in the conference app and final program. Sponsor is responsible for procuring/shipping the experience to and from the event; all other sponsor benefits apply. Sponsor must purchase the exhibitor package. Please see page 4 for the exhibitor package details.



Sponsor a Yoga/Pilates Wellness Session

2 available • \$3,000 each

Is your company a health-forward workplace? Give Symposium attendees the opportunity to relax and stretch out those tired muscles with a special yoga or pilates session! Dates and times to be determined.

Sponsor a Puppy/Dog Park Experience.

1 available • \$2,000 each

Boost mental wellness and give attendees an opportunity to meet with some furry friends! This service will be sure to bring smiles to faces all day long.



Meeting Space Rental

APHL offers meeting space rental options to accommodate your meeting space needs during the Newborn Screening Symposium. For more information, please contact:

Jennifer Crouse
jennifer.crouse@aphl.org
240.638.2052

EDUCATIONAL OPPORTUNITIES

Innovate! Sessions

Monday, October 6 | 8:00 – 8:30 am

2 available • \$2,500 each

Monday, October 6 | 2:30 – 3:15 pm

2 available • \$3,500 each

Tuesday, October 7 | 8:00 – 8:30 am

2 available • \$2,500 each

Tuesday, October 7 | 2:30 – 3:15 pm

2 available • \$3,500 each

Host a Innovate! Session. These concurrent sessions are held by industry partners and may be educational, advisory group or user group presentations. This is the ideal time to **educate or gather feedback from key opinion leaders in the public health laboratory industry.**

Upon request you will receive an Innovate! Session registration form to gather the needed details. Please indicate your interest in receiving this form by checking the box on the contract for exhibit space and sponsorship opportunities.

Benefits of this sponsorship opportunity will include:

- **Brand Awareness** — One pre-conference e-blast opportunity with your session information.
- **Content Exposure** — Sponsor provides speakers and presents the desired topic during the session.

MOBILE APP and WI-FI

Wi-Fi Internet Access Sponsorship

Exclusive Sponsorship • \$8,000

Provide Wi-Fi Internet access in all conference areas. Signage, table tents and mention in the program book and mobile app will provide strong recognition and visibility for your brand.

Mobile App Sponsorship

Exclusive Sponsorship • \$6,000

Sponsorship includes:

- Splash screen ad
- 1 main screen "sticky" banner ad
- 1 sub-pages banner ad
- 1 main screen "tile" ad
- Mobile app push notification

Mobile app goes live approximately 14 days prior to the start of the meeting.

Mobile App Push Notifications • \$450

Push your messages out to all Newborn Screening Symposium mobile app users to promote your presence at the event and drive traffic to your booth or special event. Limited quantity available.

Educational Grant or General Conference Support

Help build a more educated workforce by providing travel support for attendees (US/Canadian) to get to/from the Symposium. 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.

Industry-Focused Luncheon

Monday, October 6 or Tuesday, October 7

1 available • \$6,000 each

Lunch included. Caters to a small group of targeted attendees, by email invitation only (no more than 25 attendees). Pick and choose attendees based on their organization and job titles from the pre-registered attendee list. APHL will send up to four invitations on your behalf. Sponsor will provide the email subject line and message. The sponsorship includes AV, microphone and classroom layout. Lunches will be provided in meeting room.



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 Newborn Screening Symposium
- Ads rotate every 10 seconds

ADVERTISING and RAFFLE

Final Program Advertising

Advertise where attendees look most!

Build recognition, announce products and draw attendees to your booth with a display advertisement in the Symposium program book, the attendee's complete Symposium reference. Every attendee receives one!

Ad Size	Rate	Live Area	Bleed
Back cover	\$1,975	6"w x 9"h	6.25" x 9.25"
Full page	\$1,550	5"w x 8"h	6.25" x 9.25"
Half page	\$1,075	4"w x 5"h	na
Quarter page	\$ 700	2.5"w x 4"h	na

Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is **August 8, 2025**.



Customized Preconference Email Blast

Limited Availability • \$2,000 each

Stand out from the competition by adding a preconference email blast to your marketing mix! APHL will send only five sponsored email messages to the attendees, enhancing your presence and visibility right before the Symposium convenes.

- The email blast is sent to all pre-registered attendees who didn't opt out of receiving Symposium emails.
- APHL will send one sponsored blast per day during the week prior to the Symposium (end of September).
- Sponsor provides all content; detailed specifications will be shared once space is contracted.
- Deadline to receive art is **August 15, 2025**.



Co-branded Lanyards – SOLD

Lanyards branding is one of the most highly demanded sponsorship opportunities. Newborn Screening Symposium attendees will place your company's logo around their necks. When you purchase the sponsorship for the lanyards, they will be co-branded with APHL's logo. Includes two conference registrations.



Exhibit Hall Schedule

Sunday, October 5

10:00 am – 4:30 pm Exhibitor Set up
 5:00 pm – 6:30 pm Hall Open
 5:00 pm – 6:30 pm Welcome Reception

Monday, October 6

8:30 am – 4:30 pm Hall Open
 8:30 am – 9:00 am Break
 10:30 am – 11:00 am Break
 3:15 pm – 3:30 pm Break

Tuesday, October 7

8:30 am – 3:30 pm Hall Open
 8:30 am – 9:00 am Break
 10:30 am – 11:00 am Break
 1:00 pm – 2:30 pm Lunch in Exhibit Hall
 3:15 pm – 3:30 pm Break

Wednesday, October 8

9:00 am – 4:30 pm Hall Open
 9:00 am – 9:30 am Break
 11:00 am – 11:30 am Break
 1:00 pm – 2:30 pm Lunch in Exhibit Hall
 4:00 pm – 4:30 pm Raffle Drawing
 4:30 pm – 8:00 pm Exhibitor Tear-Down

Dates and times subject to change.

Rhode Island Convention Center Exhibit Hall A

Exhibitor Deadlines

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

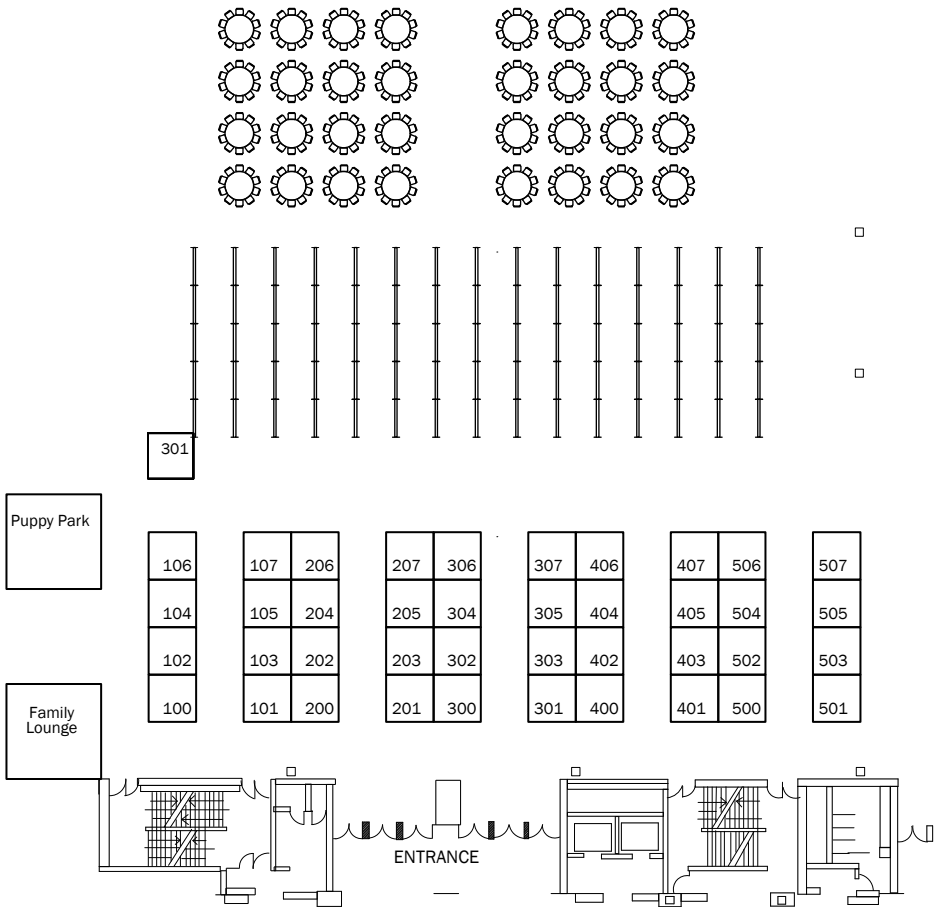
Early-bird Sponsorship Packages Pricing
August 1, 2025

Digital Ads
August 1, 2025

Innovate! Registration
August 1, 2025

Printed Program Listings and Ads
August 1, 2025

Exhibit Booth Registration
August 1, 2025



2025 APHL NBS Symposium 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 Rhode Island 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 Exhibit Manager. A written cancellation received on or before August 8, 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 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 Symposium, 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, 2025 APHL Symposium 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 5:30 pm, October 5 or October 6, 2025 and remain in place until close of show. The exhibit area must be cleared by 8:00 pm, October 9.
- 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 Providence 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 Providence Fire Marshall electrical code.
- 8. Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Rhode Island Convention Center and various labor organizations in accordance with City of Providence 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 Rhode Island Convention 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 the holding of the Symposium of 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 Rhode Island Convention Center, the City of Providence, 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 Rhode Island 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 the 2025 APHL NBS Symposium, October 5-9, 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.