



14th National Conference on **Laboratory Aspects of Tuberculosis**

March 10–12, 2026 | Atlanta, Georgia

Exhibitor and Sponsor Prospectus



#APHLTB

Introduction

The Association of Public Health Laboratories invites you to participate in the 14th National Conference on Laboratory Aspects of Tuberculosis to be held at The Starling Hotel, in Atlanta, GA, March 10–12, 2026.

The conference will focus on discussing ongoing shifts in the TB laboratory system in both diagnostic technology and service delivery. Other topics include new methods to test for drug resistant tuberculosis, the latest data on using molecular methods to test for TB, trouble shooting common problems in the TB laboratory and global implications and practice.

It will also include an exhibit hall containing companies offering the latest in diagnostic technology. This is an excellent opportunity to share your expertise, visit with current and prospective clients and spend two days with your targeted audience. This conference is expected to draw 120 public health laboratory professionals in the fields of tuberculosis and infectious disease, as well as health care practitioners and counselors.

The exhibit hall will be open for two days, Tuesday and Wednesday, March 10–11, consisting of tabletop displays.

www.aphl.org/TBCon



Exhibit Space Reservations

This year's exhibits will be held in Sequoia 2 of The Starling Hotel. The space is carpeted. Show colors are blue and white. Each tabletop costs \$2,000.

Reserving your tabletop:

1. Choose your preferred tabletop(s) based on the floor plan below.
2. Review the Exhibitor Rules and Regulations on page 6.
3. Complete the [online registration form](#).

Exhibit Hall Dates and Times

Tuesday, March 10

7:30 am – 9:00 am	Exhibitor Set-up
10:00 am – 6:00 pm	Exhibits Open
10:00 am – 10:30 am	Break
3:30 pm – 4:00 pm	Break
5:00 pm – 6:00 pm	Reception

Wednesday, March 11

9:30 am – 4:00 pm	Exhibits Open
10:30 am – 11:00 am	Break
3:00 pm – 3:30 pm	Break
4:00 pm – 6:00 pm	Exhibitor Tear-down

Thursday, March 12

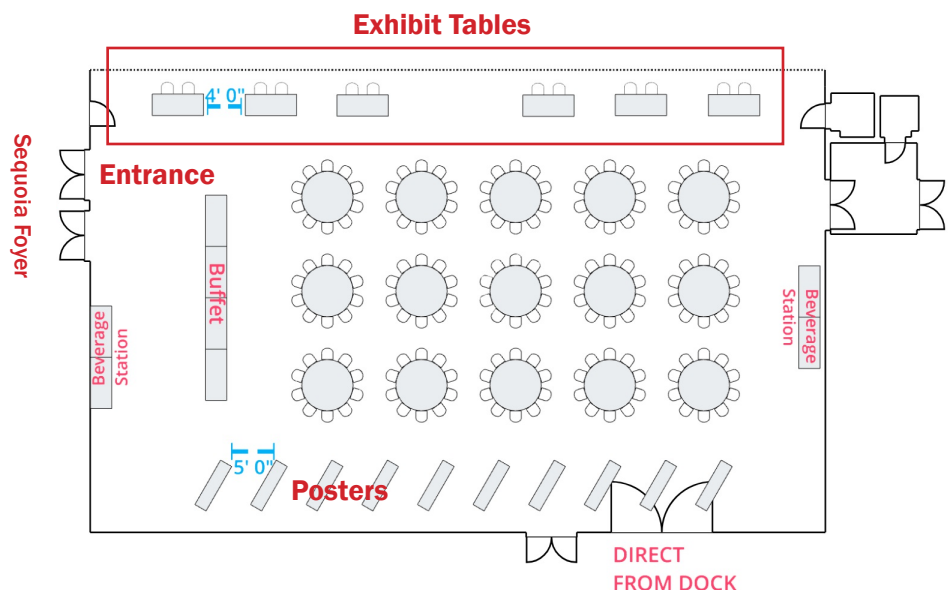
8:00 am – 9:00 am	Flash Talks
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Exhibit space (standard tabletop) includes:

- One 6' draped table
- Two side chairs
- One wastebasket
- A one-line exhibit space identification sign with company name and table number
- Free company listing and description in the conference program
- Complimentary link to company website from the conference electronic program
- One complimentary conference registration per paid tabletop (APHL requires all exhibitors associated with an exhibit to be registered for the conference.)
- Around-the-clock peripheral security service beginning with set-up and concluding after breakdown
- Complimentary beverages (coffee, tea, water) served during morning and afternoon breaks Tuesday and Wednesday, March 10–11
- 4 hours of unopposed exhibit time

Exhibit Hall Floor Plan • The Starling Hotel • Sequoia 2

Please note this floor plan is preliminary and 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.



Conference Flash Talk Sessions

\$1,000 each (limited availability)

Thursday, March 12, 8:00–9:00 am

Brief and punchy, these 15-minute educational and informational presentations are a new way for APHL's industry partners to present release of the newest products and services, tech innovations, perspectives, techniques or research results.

Submission

Please submit the event title, event description (50–75 words) and speakers' names to the Conferences & Events Team at conferences@aphl.org, no later than Wednesday, January 7, 2026. The Flash Talk session title and description are required upon submission.

Guidelines

- Each Flash Talk presentation is limited to 15 power point slides. Slides must adhere to APHL guidelines and receive approval from the conference planning committee.
- Only one presenter per Flash Talk.
- Only one Flash Talk proposal per company.
- No financial/travel benefits are given to Flash Talk presenters.
- A limited number (4) of Flash Talk slots exist. Submissions will be reviewed for relevance.
- Flash Talk presenters must accept a speaker agreement if their submission is accepted for presentation.
- The presenting author (speaker) must register for the conference.
- Flash Talks will not be recorded.



Hotel Accommodations

APHL has reserved a block of sleeping rooms at The Starling Hotel Atlanta, 188 14th Street NE, Atlanta, GA 30361, 404.892.6000. Rooms may be reserved directly through the [online reservation site](#). The sleeping room rate is \$229 single/double (plus tax/fees). This rate is valid until February 9, 2026 or until the block is filled.

Exhibitors planning to host educational programs or social activities at the 14th TB Conference should contact Camille Walker at camille.walker@aphl.org in order to minimize conflicts with other functions.

Exhibitor Services

Since we are using tabletop displays we will not have a service contractor. Shipping, AV or internet may be arranged directly with The Starling Hotel.

Sponsorship Opportunities

Promote your company's name and product by sponsoring a refreshment or dining event or conference materials. Become the exclusive sponsor of a breakfast, reception or break to ensure that your name is seen by the attendees at prominent sites during the conference.

Continental Breakfast • Wednesday and Thursday, March 11 and 12

Exclusive Sponsorship: \$4,000 each day

Invite attendees to a Continental Breakfast in the ballroom foyer each morning.

Morning Coffee Breaks • Tuesday–Thursday, March 10–12

Exclusive Sponsorship: \$1,300 each day

Attendees thank your company when you host morning coffee service in the Exhibit Hall.

Afternoon Snack Breaks • Tuesday and Wednesday, March 10 and 11

Exclusive Sponsorship: \$2,500 each day

Make your company stand out by hosting a mid-afternoon snack break for the attendees in the Exhibit Hall.

Partial sponsorship opportunities are available in the event an exclusive sponsor is not contracted. Exclusive sponsors will receive priority. Contact Camille Walker, camille.walker@aphl.org.

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.

Advertise where attendees look most, in the conference program!

Build recognition, announce products and draw attendees to your booth with a display advertisement in the conference printed program, the attendee's complete reference — everyone receives one! To sign up, just check the appropriate box on the Exhibitor Contract and include the fee. **Deadline to receive art is January 23, 2026.**

Ad Size	Rate	Live Area (width x height)	Bleed (width x height)	Orientation
Back cover	\$1,200	6" x 9"	6.25" x 9.25"	portrait
Full page	\$1,000	5" x 8"	6.25" x 9.25"	portrait
Half page	\$750	5" x 4"	na	landscape
Quarter page	\$500	2.5" x 4"	na	portrait

File type: High-resolution PDF or vector file (eps/ai)

Fonts: Please embed or convert to outlines

Program binding: Saddle stitch



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 Starling Hotel 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 January 9, 2026 will be refunded.

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 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 TB Conference 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 9:00 am, March 10, 2026 and remain in place until close of show. The exhibit area must be cleared by 8:00 pm, March 11.

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 Atlanta 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 Atlanta Fire Marshall electrical code.

8. **Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, The Starling Hotel and various labor organizations in accordance with City of 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 Atlanta Marriott Marquis hotel 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 holding of the Conference 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 Starling Hotel, the City of Atlanta, 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 Starling Hotel 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 14th National Conference on Laboratory Aspects of Tuberculosis, March 10–12, 2026, 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.