



American Society of Crime Lab Directors

# Inspiring Innovation

April 28 – May 2, 2024

Birmingham, Alabama

Birmingham-Jefferson Convention Complex

For more details and information, contact our sales team at:

 (954) 831-3578  [claudine\\_carterpereira@sheriff.org](mailto:claudine_carterpereira@sheriff.org)  [www.ascldsymposium.com](http://www.ascldsymposium.com)

# TABLE OF CONTENTS

About ASCLD.....	3
Attendee Profiles.....	4
2023 Exhibitors.....	6
Tradeshow Information .....	7
Exhibit Hall .....	8
Exhibit Packages .....	9
Additional Sponsorship Opportunities .....	15
Booking Information .....	23
Exhibitor Rules and Regulations .....	24



# ABOUT ASCLD

**The Symposium mission:** to bring together the foremost crime laboratory directors in order to provide training in leadership and management techniques as well as provide networking opportunities among laboratory directors

## Why ASCLD?

“This is our biggest show a year in terms of quality attendees as it relates to sales. You always give us plenty of opportunity to engage with attendees and make it fun in the process.”

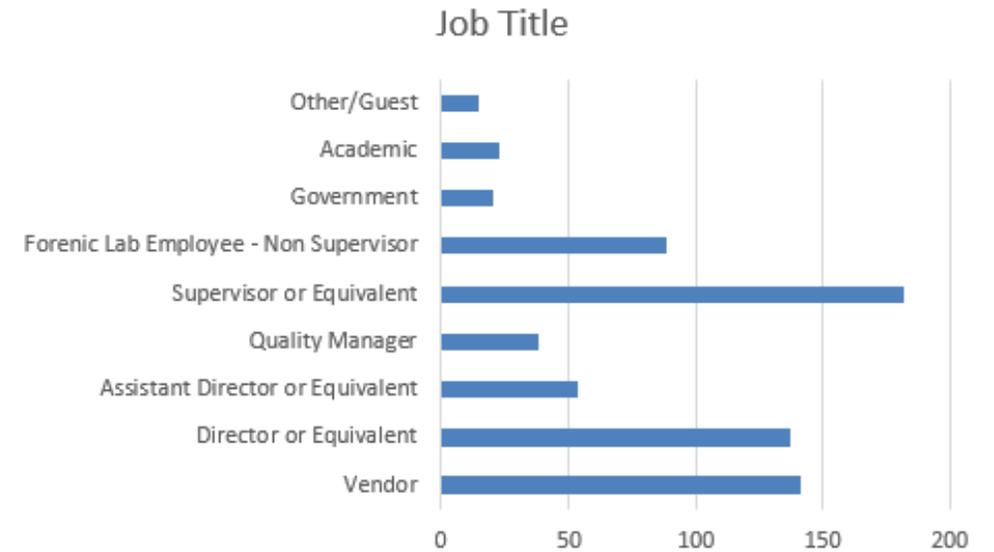
“We feel like this show is by far the most important show of the year. We get a chance to be in front of senior people in the industry from across the country. This is where we come to be in the arms of our customers...there’s just not another meeting like it.”



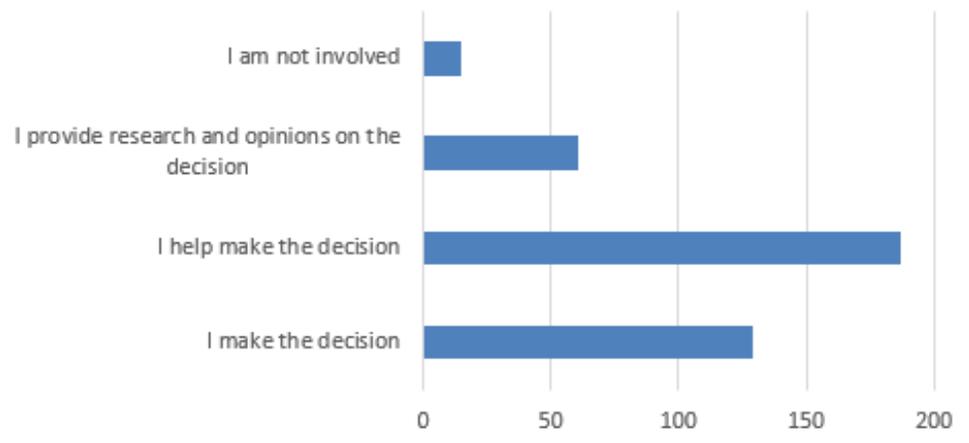
# WHO ATTENDS

Symposium attendees provide excellence in forensic science through leadership and innovation and are considered the leading experts and thought-leaders in the industry. Crime laboratories from all 50 states plus many international countries have attended previous Symposium.

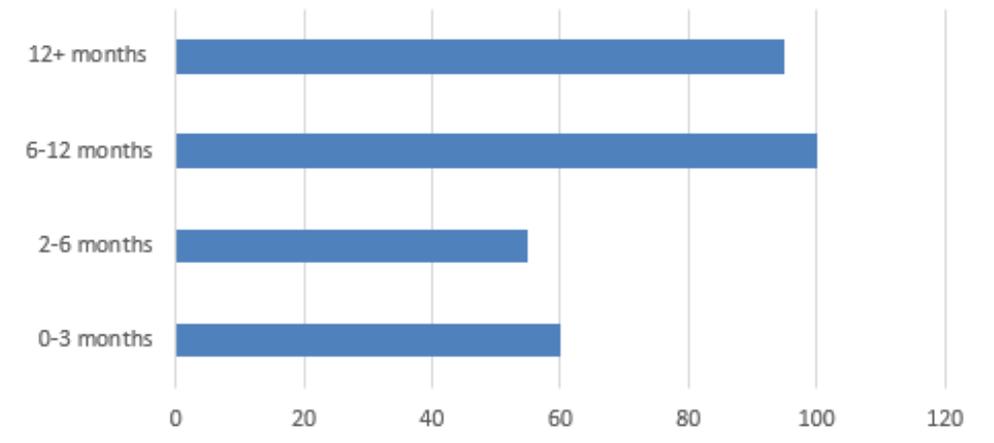
Symposium attendees have proven buying power. A large percentage of the attendees are the primary decision makers when it comes to purchasing decisions for equipment, supplies, and software for their laboratories.



### What roles do you play in equipment purchasing for your company/laboratory?



### Is your organization looking to purchase new equipment in the next:



# 2023 EXHIBITORS AND SPONSORS



Thank you to the supporters that made the 50<sup>th</sup> anniversary ASCLD Symposium possible!



# TRADESHOW DETAILS

## Exhibit Location

Birmingham-Jefferson Convention Complex  
Birmingham, Alabama

## Event Dates

Sunday, April 28 | 8:00 AM – 6:00 PM  
Monday, April 29 | 8:00 AM – 6:30 PM  
Tuesday, April 30 | 7:00 AM – 5:00 PM, 6:30 PM – 9:30 PM  
Wednesday, May 1 | 7:00 AM – 5:00 PM, 6:00 PM – 8:00 PM  
Thursday, May 2 | 7:00 AM – 12:30 PM

## Exhibitor Move In

Monday, April 29 | 10:00 AM – 3:00 PM

## Exhibit Times

Monday, April 29 | 5:00 PM – 6:30 PM  
Tuesday, April 30 | 7:00 AM – 4:00 PM  
Wednesday, May 1 | 7:00 AM – 5:00 PM

## Exhibitor Move Out

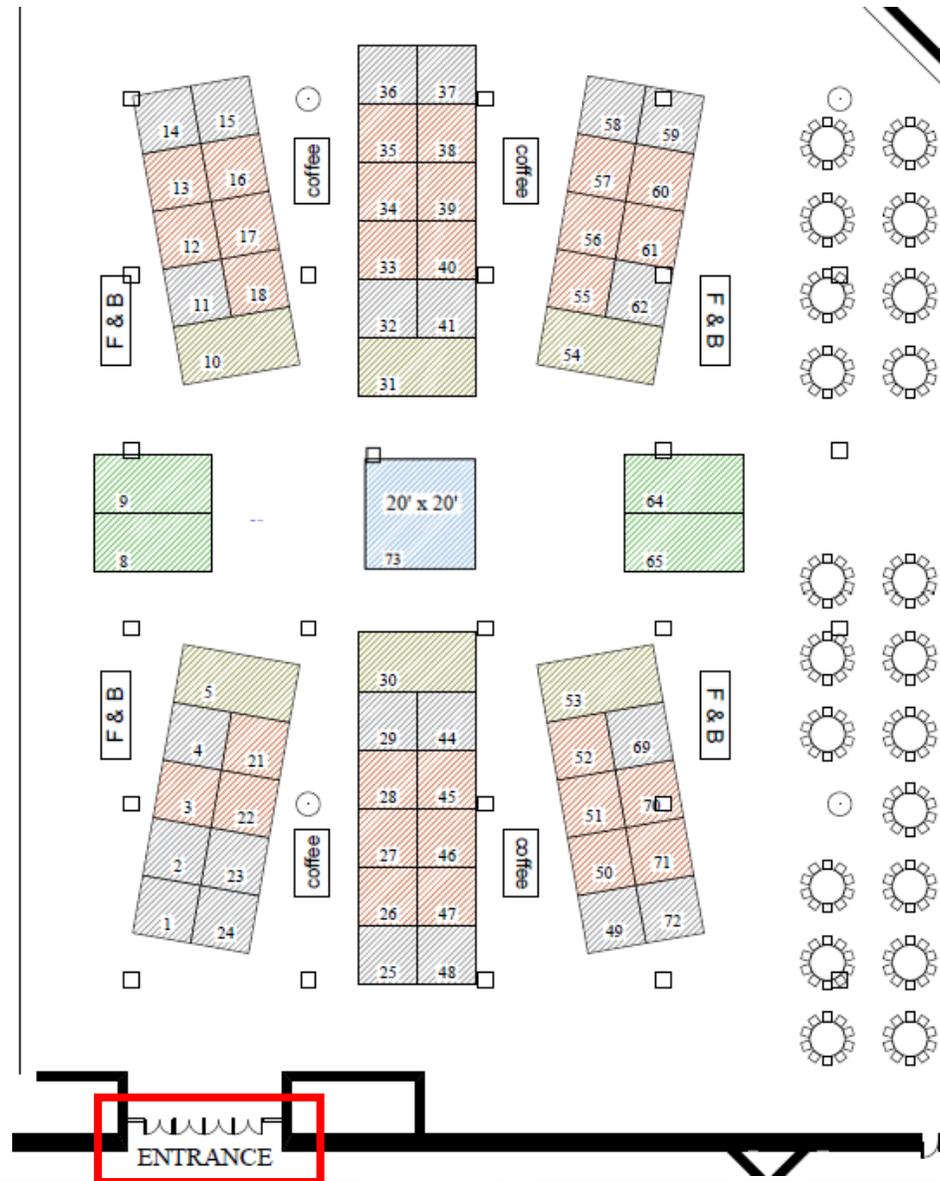
Wednesday, May 1 | 5:00 PM

No entertaining, social functions, focus groups, or other sponsored events may be scheduled in conflict with official ASCLD Symposium programming



# 2024 Floorplan

-  - Diamond Sponsor (1)
-  - Platinum Sponsor (4)
-  - Gold Sponsor (6)
-  - Silver Sponsor (22)
-  - Bronze Sponsor (30)



# DIAMOND BOOTH

\$35,000

- 1 complimentary lead retrieval data collection license with post-conference reporting; additional licenses available for purchase at \$100+ each
- 1 pre-conference and 1 post-conference email blast to ASCLD membership list
- 10 complimentary registrations; additional registrations available for purchase at \$500 each
- 15-minute presentation to the Board of Directors on Sunday
- 2-minute marketing minute video to be played during a general session
- 20'X20' exhibit booth space with (4) 6' draped tables, (8) chairs, (1) wastebasket, and (1) identification sign
- 20-minute general session presentation
- Company logo on all pre-conference emails
- Company logo on conference website with click-thru to company website
- Company name in following year prospectus
- Exclusive sponsorship of the offsite event
- Expanded listing on mobile app: company logo, company name, description, contact information, booth number
- Extra-large logo on exhibit hall entrance unit
- Marketing materials added to the mobile app (i.e. downloadable company or product fact sheet)
- Post-conference attendee list
- Post-conference thank you video to be included in recap email to attendees
- Special recognition signage at exhibit booth



# PLATINUM BOOTH

\$20,000

- 1 complimentary lead retrieval data collection license with post-conference reporting; additional licenses available for purchase at \$100+ each
- 1 pre-conference email blast to ASCLD membership list
- 10'X20' exhibit booth space with (2) 6' draped tables, (4) chairs, (1) wastebasket, and (1) identification sign
- 1-minute marketing minute video to be played during a general session
- 4-hour half day workshop on Sunday
- 5 complimentary registrations; additional registrations available for purchase at \$500 each
- Company logo on all pre-conference emails
- Company logo on conference website with click-thru to company website
- Company name in following year prospectus
- Expanded listing on mobile app: company logo, company name, description, contact information, booth number
- First come, first serve sponsorship choice of key cards, name badges and lanyards, signage, or charging lounge
- Large logo on exhibit hall entrance unit
- Marketing materials added to the mobile app (i.e. downloadable company or product fact sheet)
- Post-conference attendee list
- Post-conference thank you video to be included in recap email to attendees



# GOLD BOOTH

\$10,000

- 1 complimentary lead retrieval data collection license with post-conference reporting; additional licenses available for purchase at \$100+ each
- 1 pre-conference email blast to ASCLD membership list
- 10'X20' exhibit booth space with (2) 6' draped tables, (4) chairs, (1) wastebasket, and (1) identification sign
- 1-minute marketing minute video to be played during a general session
- 3 complimentary registrations; additional registrations available for purchase at \$500 each
- Company logo on conference website with click-thru to company website
- Company name in following year prospectus
- Expanded listing on mobile app: company logo, company name, description, contact information, booth number
- Flyer drop on seats in general session
- Marketing materials added to the mobile app (i.e. downloadable company or product fact sheet)
- Medium logo on exhibit hall entrance unit
- Post-conference attendee list



# SILVER BOOTH

\$5,250

- 1 complimentary lead retrieval data collection license with post-conference reporting; additional licenses available for purchase at \$100+ each
- 10'X10' exhibit booth space with (1) 6' draped tables, (2) chairs, (1) wastebasket, and (1) identification sign
- 2 complimentary registrations; additional registrations available for purchase at \$500 each
- Company logo on conference website with click-thru to company website
- Company name in following year prospectus
- Limited listing on mobile app: company logo, company name, booth number
- Marketing materials added to the mobile app (i.e. downloadable company or product fact sheet)
- Medium logo on exhibit hall entrance unit
- Post-conference attendee list



# BRONZE BOOTH

\$4,600

- 1 complimentary lead retrieval data collection license with post-conference reporting; additional licenses available for purchase at \$100+ each
- 10'X10' exhibit booth space with (1) 6' draped tables, (2) chairs, (1) wastebasket, and (1) identification sign
- 1 complimentary registration; additional registrations available for purchase at \$500 each
- Company logo on conference website with click-thru to company website
- Company name in following year prospectus
- Limited listing on mobile app: company logo, company name, booth number
- Post-conference attendee list
- Small logo on exhibit hall entrance unit



	<b>Diamond</b> \$35,000	<b>Platinum</b> \$20,000	<b>Gold</b> \$10,000	<b>Silver</b> \$5,250	<b>Bronze</b> \$4,600
<b># Available</b>	1	4	6	22	30
<b>Exhibit Booth</b>	20'X20'	10'X20'	10'X20'	10'X10'	10'X10'
<b>Registrations</b>	10	5	3	2	1
<b>Listing on Mobile App</b>	Expanded	Expanded	Expanded	Limited	Limited
<b>Logo on entrance unit</b>	X-Large	Large	Medium	Medium	Small
<b>Lead retrieval</b>	Yes	Yes	Yes	Yes	Yes
<b>Logo on website</b>	Yes	Yes	Yes	Yes	Yes
<b>Logo on pre-conference emails</b>	Yes	Yes	No	No	No
<b>Marketing materials on mobile app</b>	Yes	Yes	Yes	Yes	No
<b>Marketing minute video</b>	2 minutes	1 minute	1 minute	No	No
<b>Pre-conference email blast</b>	1 pre, 1 post	Yes	Yes	Available for purchase	Available for purchase
<b>Post-conference attendee list</b>	Yes	Yes	Yes	Yes	Yes
<b>Company name in following year prospectus</b>	Yes	Yes	Yes	Yes	Yes
<b>Special recognition signage at booth</b>	Yes	No	No	No	No
<b>Post-conference thank you video</b>	Yes	Yes	No	No	No
<b>Extra</b>	<ul style="list-style-type: none"> <li>Offsite event</li> <li>15-minute presentation to the Board of Directors on Sunday</li> <li>20-minute plenary session</li> </ul>	<ul style="list-style-type: none"> <li>Choice of key cards, lanyards, signage, or charging lounge</li> <li>Half day workshop on Sunday</li> </ul>	<ul style="list-style-type: none"> <li>General session flyer seat drop</li> </ul>	No	No

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Maximize your company's presence at ASCLD by investing in a sponsorship package designed to provide high visibility branding and exposure opportunities before and during the event. With a variety of options and investment levels available, high-impact sponsorship packages are available to fit every budget and every need.

**Note:** Exhibit booth selection for the following year is based on seniority and current year dollar spend. Sponsorships are a great way to get an earlier choice booth selection for the following year.



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – GENERAL

- **All day coffee break \$7,500** – sponsor will receive coffee collars and signage with company logo at coffee stations on selected break day, as well as recognition anywhere breaks are listed on the agenda
- **Breakfast \$5,000** – sponsor will receive coffee collars, cocktail napkins, and signage with company logo at buffets on selected breakfast day, as well as recognition anywhere breakfasts are listed on the agenda
- **NEW! Floor clings \$100 for 1, \$250 for 3** – sponsor will receive one floor cling signage with content of their choice, including QR code to company digital presence, to be placed on the floor in event space
- **Lunch \$5,000** – sponsor will receive tablecloths with company logo on buffets at selected lunch, as well as recognition anywhere lunches are listed on the agenda
- **NEW! Restroom \$3,000** – sponsor will receive mirror cling signage with content of their choice in all event space restrooms, along with freshening supplies such as mouth wash, feminine products, perfume, high quality toilet paper, and other items
- **NEW! Room drop price varies** – sponsor will target some or all attendees and deliver a memorable surprise and delight moment directly to their room



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – MOBILE APP

- **Mobile app banner ad \$500** – sponsor will design a banner advertisement to be displayed on a rotating basis in the mobile app
- **Mobile app push notification \$150** – sponsor will be able to send out a personalized message to all attendees via the mobile app
- **NEW! Mobile app splash page \$3,000** – sponsor will design a landing page for the mobile app that attendees will see each time they open the app



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – NETWORKING

- **Leadership Academy reception \$7,500** – sponsor company will join all current and former Leadership Academy receptions for a private reception Sunday night from 5:00 – 6:00 PM
- **Opening reception \$10,000** – sponsor will receive a custom cocktail, customized desserts, and cocktail napkins to be served at the Monday night reception, as well as recognition anywhere the Opening Reception is listed on the agenda
- **NEW! Closing reception \$10,000** – sponsor will receive a custom cocktail, customized desserts, and cocktail napkins to be served at the Wednesday night reception, as well as recognition anywhere the Closing Reception is listed on the agenda
- **NEW! President’s and Awards dinner**
  - **\$2,500** A partial sponsor for the dinner will receive their choice of a custom cocktail, customized desserts, or cocktail napkins to be served at the Wednesday night President’s dinner, as well as recognition anywhere the President’s and Awards Dinner is listed on the agenda
  - **\$25,000** A full sponsor for the dinner will receive the aforementioned items, as well as podium time during the dinner, their company logo on the dinner PowerPoint slides, and a private table for them and their guests during the meal
- **RISEN breakfast reception \$5,000** – sponsor company will join all retiree, international, student, emeritus, and new members for a private breakfast on Tuesday morning from 7:00 – 8:00
- **Drink tickets \$12 each** – sponsor can purchase extra drink tickets to hand out to key customers during evening networking events



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – SESSIONS

- **NEW! Breakout room/session track \$20,000** – sponsor can select a full breakout room for Tuesday through Thursday or a specific track (i.e. DNA, toxicology, etc.) to sponsor, and will receive appropriate branding of the room and sessions throughout the week
- **Keynote speaker \$5,000** – sponsor will have the opportunity to speak for up to five minutes in front of the entire Symposium by introducing the keynote speaker
- **NEW! Session \$2,000** – sponsor can select a specific session to sponsor, and will receive their company logo on that slide deck as well as recognition anywhere the session is listed on the agenda
  - Logo will be accompanied by a disclaimer that the sponsor is not necessarily affiliated with the thoughts, statements, or people made in the presentation
- **NEW! Speaker slide deck \$2,000** – sponsor logo will be featured on every single slide deck, excluding the keynote speaker, throughout the week
  - Logo will be accompanied by a disclaimer that the sponsor is not necessarily affiliated with the thoughts, statements, or people made in the presentation
- **NEW! Speaker ready room \$3,500** – sponsor logo will be featured on all signage and computers for the speaker ready room, where every single speaker will upload, review, and finalize their presentation
- **The Breakfast Club \$7,500** – sponsor will have the opportunity to present the 30 minute Breakfast Club session on Thursday morning at 7:00 AM, with a session accompanied by breakfast and morning libations



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – SUSTAINABILITY

- **NEW! Aluminum water bottles \$7,500** – sponsor will help ASCLD go green with recyclable aluminum water bottles branded with their logo available at all meal functions
- **NEW! Digital signage \$1,500** – sponsor will help ASCLD go green with digital signage branded with their logo that will reduce printed signage waste
- **NEW! Lanyard recycling \$1,000** – sponsor will help ASCLD go green with a TerraCycle recycling container branded with their logo for all name badges and lanyards at the end of the conference



# ADDITIONAL SPONSORSHIP OPPORTUNITIES – TECHNOLOGY

- **Full member email blast \$1,000** – sponsor will receive a one-time pre-or-post conference email blast to be sent out to the entire ASCLD membership
  - Included for Diamond, Platinum, and Gold exhibitors but available for purchase for Silver and Bronze exhibitors or standalone sponsors
- **Registration desk and platform \$10,000** – sponsor will brand the online Symposium registration platform as well as the in-person registration desk with their logo and company colors
- **Social media posts**
  - One post, one platform \$150 – sponsor will create a single social media post to be posted on one of ASCLD’s social media platforms (LinkedIn, Facebook, Twitter, or Instagram)
  - One post, all platforms \$300 – sponsor will create a single social media post to be posted on all of ASCLD’s social media platforms
  - One day, one platform \$300 – sponsor will create a series of social media posts to be posted over the course of one day on one of ASCLD’s social media platforms
  - One day, all platforms \$500 – sponsor will create a series of social media posts to be posted over the course of one day on all of ASCLD’s social media platforms
- **WiFi \$10,000** – sponsor will name the conference WiFi network name and password



Sponsorship	Cost >\$3,000
Drink tickets	\$12 each
Floor clings	\$100
Mobile app push notification	\$150
Social media – one, one	\$150
Social media – buyout, all	\$150
Social media – one, all	\$300
Social media – buyout, one	\$300
Mobile app banner ad	\$500
Full member email blast	\$1,000
Lanyard recycling	\$1,000
Digital signage	\$1,500
Session	\$2,000
Speaker slide deck	\$2,000
President’s Dinner – partial	\$2,500

Sponsorship	Cost <\$3,000
Mobile app splash page	\$3,000
Restroom	\$3,000
Speaker ready room	\$3,500
Breakfast	\$5,000
Lunch	\$5,000
Keynote speaker	\$5,000
RISEN breakfast reception	\$5,000
All day coffee break	\$7,500
Aluminum water bottles	\$7,500
Leadership Academy reception	\$7,500
The Breakfast Club	\$7,500
Closing reception	\$10,000
Opening reception	\$10,000
Registration desk platform	\$10,000
WiFi	\$10,000
Breakout room/session track	\$20,000
President’s Dinner – full	\$25,000
Room drop	Price Varies



# BOOKING INFORMATION

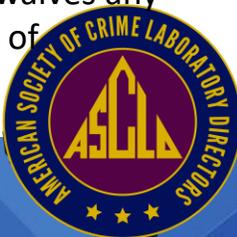
- All booths are reserved, and all sponsorships are purchased, through our online exhibitor portal
- Visit [www.ascldsymposium.com](http://www.ascldsymposium.com) to complete your booth selection, provide company information such as logo and description, and make payment
  - Payment is due in full via check or credit card within 21 business days of booth purchase
  - **Important:** no ACH payments are accepted
  - **Important:** payments not received within 21 days will receive late fees, at the rate of 1% for every 30 days past due
- Upon purchase, an automated confirmation email will be sent to you. Follow up communications about your booth/sponsorship package and attendee registration will begin in December 2023
- **Important:** booths may be cancelled for a \$25 administrative fee until December 1, 2023. Booths may be cancelled for a 50% refund from December 1, 2023 – February 29, 2024. No refunds are available after February 29, 2024.
- **Important:** during the booth purchase process, you will be asked to provide a point of contact for all pre-show communications. This is not your attendee registration. Registration for your booth representatives is separate, and a required step for the ASCLD Symposium. All registrations for the ASCLD Symposium are full conference – inclusion of exhibit hall, general session, and meals. ASCLD does not offer exhibit hall only passes.
- The show decorator (general contractor) is C-1 Tradeshow Services
- The exhibitor kit with order forms for carpet, additional furniture, electrical, audio visual, and freight handling will be sent to exhibitors 3 months before the show



# EXHIBITOR RULES AND REGULATIONS

Rules and regulations governing the show have been briefly written to advise exhibitors of their rights, restrictions, and requirements. Any changes to the rules and regulations must be made in written form prior to the opening of the show. The event management company is referred to as BME. The American Society of Crime Laboratory Directors is referred to as ASCLD.

- **Booth Construction/Damage:** No pins or tacks in drapes, walls, posts, etc. are permitted. No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structure or to any part of the building. Exhibitors will be held responsible for damages.
- **Booth Specifications:** End caps – no end cap booth displays, signs, apparatus, shelving, advertising, etc. may exceed a height of 8' for the middle half of the booth or 3 ½' for each side, which allows visual sight line down each row behind them. In-line booths – booth displays, signs, apparatus, shelving, advertising, etc. are limited to a height of 3 ½' extending from the aisle 6 ½' into the booth and are limited to a height of 8' extending from the back wall 3 ½' into the booth. Island booths – there are no height restrictions, within reason. Exhibitor must not obstruct the view of an adjoining exhibitor's space nor permit an exhibit to be placed or operated in any manner offensive or objectionable, in the reasonable opinion of BME, to the adjacent or surrounding exhibitors or the show as a whole. Booth sharing – for every company listed in the Mobile App there must be at least one 10'X10' booth purchased.
- **Booth Staffing:** Exhibitor shall maintain a responsible individual(s) in the leased space at all times during designated exhibition hours. Exhibitor shall be responsible for the conduct of any employee, agents, visitors or guests of exhibitor in or about the leased space. Exhibitor shall cause all such employees, agents, visitors or guests of exhibitors to be familiar with all show rules and regulations. Recruiting – exhibitors are not allowed to recruit new employees or personnel from their booth to attendees or other exhibitors. Children under the age of 18 are not allowed on the show floor during set-up or dismantle.
- **Cancellation of Tradeshow:** In case the show building shall be destroyed or damaged, or the show fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or by or for any other reason, this contract may be terminated by ASCLD. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of ASCLD shall be to return exhibitor's space payment less a pro-rata share of all costs and expenses incurred and committed by ASCLD.



- **Disagreements:** The decision of BME must be accepted as final in any disagreement between exhibitors, or in the decision to remove from the show any exhibitor or his representative performing any act or practice which, in the opinion of BME, is objectionable.
- **Exhibit Appearance:** Exhibitor, at his own expense, must drape back of unsightly structures if expose to view. All structural work, such as extra shelving, standards, display racks, etc., must meet the approval of show management.
- **Exhibit Dismantling:** All exhibits must remain intact until close of the show. Exhibitors that dismantle early will receive last priority for booth purchasing in the following year.
- **Exhibitor Liability Insurance:** Exhibitors must carry their own liability insurance and furnish proof of this on demand.
- **Exhibit Refusal:** BME reserves the right to refuse and exhibit which would in any way detract from the dignity of the show.
- **Fireproofing:** Should any materials in a booth pose a fire danger, exhibitor must take any precautions requested.
- **Food, Beverages, and Smoking:** No outside food or beverages, including alcohol, may be brought into the exhibit hall. Smoking is prohibited in the complex.
- **Hospitality Suites, Entertainment, and Social Functions:** Exhibitor-sponsored group functions such as hospitality suites, tours, food functions, film showings, speeches, or other activities that would in any way interfere with attendance during open exhibit hours and the seminars are not permitted. ASCLD reserves the right to inspect and prohibit any on-site activity or event which in ASCLD's judgement may detract from the character and purpose of the conference and trade show.
- **ICW Sponsorship:** Adjunct affiliate meetings occur during the ASCLD Symposium. Companies may not sponsor a sub-meeting unless they also purchase a sponsorship from the ASCLD Symposium. All affiliate meetings must be approved by the ASCLD Planning Committee and cannot compete with an ASCLD event as outlined on page 8.



- **Liability:** Neither management, ASCLD, nor the facility in which the exhibits are held can or will be responsible for damage to, loss or theft of property belonging to any exhibitor, his agent, employees, business invitees, visitors or guests. Each exhibitor is expected to carry his own appropriate insurance. Small and valuable exhibit material should be packed away each night. Exhibitor agrees to protect, save and hold management, ASCLD, and/or the facility forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, except for any damages or charges directly caused by the negligence of any of the foregoing indemnified persons or entities, as well as to strictly comply with the applicable terms and conditions contained in the contract agreement between the facility and ASCLD regarding the exhibition premises; and, further, exhibitor shall at all times protect, indemnify, and hold management, ASCLD, and/or the facility forever harmless against and from any losses, costs (including attorney's fees), damage, liability, or expense 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, which arise from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof, except for those matters directly caused by the negligence of the foregoing indemnified person or entities.
- **Noisemakers & Balloons:** Many promotional items may be used in your display area; however, no noise makers may be given out. Helium balloons are not permitted in the exhibit hall.
- **Restriction of Activity Outside Booth:** Demonstrations and distribution of literature, etc. must be made inside of the exhibitor's space. No canvassing outside of a booth is allowed. ASCLD has a no tolerance policy for suitcasing. Non-exhibiting companies are not allowed to distribute materials or samples or promote their company in any way to attendees or exhibitors throughout the whole conference area.
- **Set Up Deadline:** Exhibitors are to have booth set up and ready two hours prior to the opening of the show.
- **Sound Levels:** Use of sound motion pictures and tape recorders will be permitted where appropriate to the display, provided sound is maintained at not more than "conversation" level. Management reserves the right to restrict or prohibit exhibitor's use of sound and other devices which may interfere with the best interest of the show.
- **Special Construction or Service Needs:** Any special carpentry, wiring, gas, steam, water, or draining connection shall be installed at the exhibitor's expense.
- **Subletting:** Subletting of space is prohibited. Two or more firms may not exhibit in a single space unless approved by show management.
- **Matters Not Covered:** All matters not covered in these conditions are subject to the decision of the show management and all exhibitors are to recognize that the show management is to be held harmless for any act of abnormality and for all activities within actual exhibitor booth and acts performed by exhibitor and/or his representative.

