



American Society of Crime Laboratory Directors

# 48<sup>th</sup> Annual Symposium

*Westin Copley Place Boston*

*April 12 – 14, 2021*

**EXHIBITOR AND SPONSOR PROSPECTUS**

[www.ascldsymposium.com](http://www.ascldsymposium.com)

# *About the ASCLD Symposium*

The ASCLD Symposium is an industry-leading conference designed for leaders and managers in the forensic laboratory space. The Symposium boasts workshops and plenary talks designed around all aspects of forensic science, but particularly focuses on enhancing leadership and management in a forensic laboratory.

In addition to the workshops and plenary talks, the ASCLD Symposium is a key event for networking and interacting with the leading authorities in forensic laboratory management.

The ASCLD Symposium will be held in Boston, Massachusetts in April 2021. We look forward to seeing you there!

# *Contributing to a Culture of Excellence*

ASCLD sincerely appreciates the support of all the vendors that make our Symposium possible. We are committed to ensuring that you have a highly productive exhibiting experience and one that maximizes your return-on-investment.

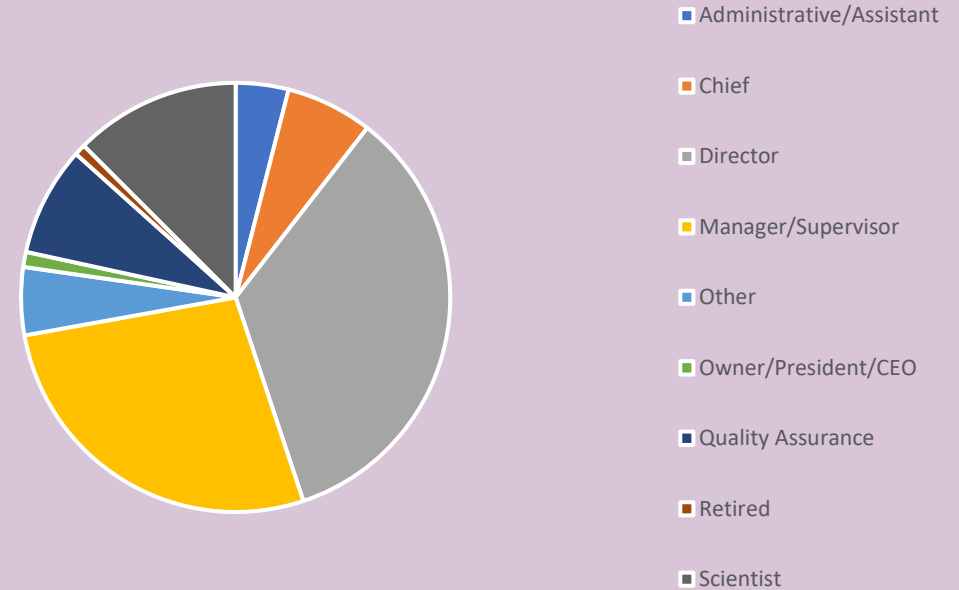
**Why exhibit at ASCLD?** The Symposium Mission: To bring together the leading crime laboratory directors in order to provide training in leadership and management techniques as well as provide networking opportunities among laboratory directors.

Vendors were asked, **“Why do you exhibit at ASCLD?”**

- ANDE: Well, number one is 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 and tell the ANDE story, as well as hear from them things that we need to change or modify, or the messaging that we need to have in our department to make sure that we're in compliance with what they're trying to accomplish.
- Bode Technology: We do so many partnerships with so many crime labs across the country. And we know when we're here, we're talking to those that are the decision makers. This is a conference that we'll always be at.
- JusticeTrax: Well, the answer to that is easy. This is where we come to be in the arms of our customers. As you know, we have a number of labs that use our software, and this is a chance for us to get a catch up with everybody, fill them in on what we've been doing, catch up on what they've been doing. There's just not another meeting like it.

# Who Attends?

Symposium attendees are dedicated to providing 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 been in attendance at previous Symposiums. 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.





A nighttime photograph of a city skyline, likely New York City, featuring several illuminated skyscrapers and a bridge over a body of water. The lights from the buildings and bridge are reflected in the water. The sky is a soft, hazy blue and purple.

# 2021 Exhibit Packages

## *Gold Booth: \$6,600*

- 10' X 20' booth in ultra high traffic location
- 3 complimentary full symposium registrations
- Expanded listing on mobile app (company name, description, contact info, booth number)
- Highlighted logo on exhibit hall entry
- Logo on conference website with click-thru to company website
- Logo recognition on all pre-conference emails
- Marketing materials added to the mobile app (i.e. downloadable company/product fact sheet)
- **NEW!** 30-minute reception Monday night from 5:15 PM – 5:45 PM with New and International Attendees, prior to the Opening Reception
- One-time pre-conference email blast

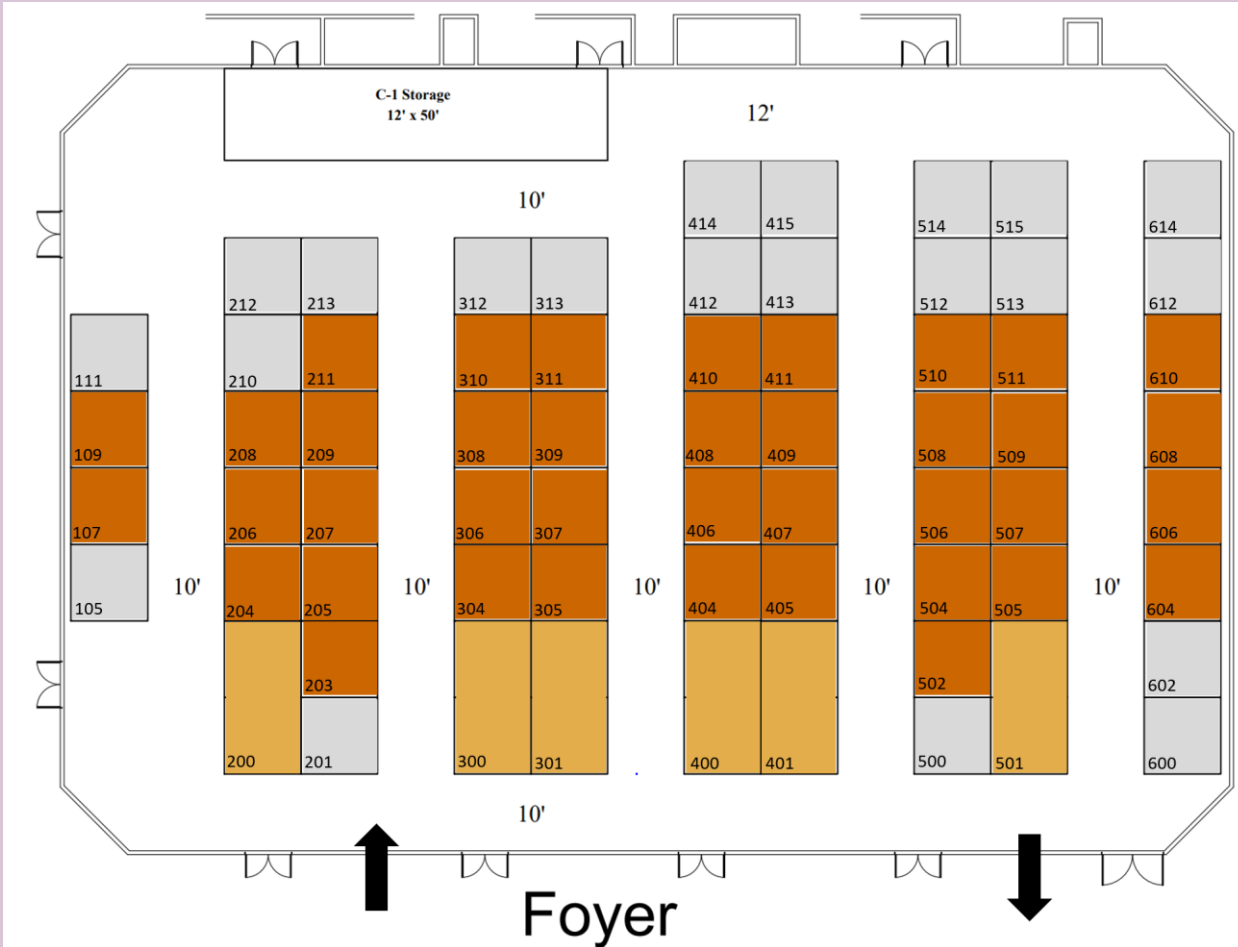
## *Silver Booth: \$3,250*

- 10' X 10' booth
- 2 complimentary full symposium registrations
- Expanded listing on mobile app (company name, description, contact info, booth number)
- Logo on conference website with click-thru to company website
- Marketing materials added to the mobile app (i.e. downloadable company/product fact sheet)
- Sponsorship recognition on opening PowerPoint in General Session

## *Bronze Booth: \$2,600*

- 10' X 10' booth
- 1 complimentary full symposium registrations
- Listing on mobile app (company name, contact info, booth number)
- Logo on conference website with click-thru to company website

# Booth Map





A nighttime photograph of a city skyline, likely New York City, featuring several illuminated skyscrapers and a bridge over a body of water. The lights from the buildings and bridge are reflected in the water. The sky is a soft, hazy blue.

# Additional Sponsorships



# Sample Sponsorship Opportunities



charging lounge



room drop



general session screen



# *NEW! Sponsorship Opportunities*

| Opportunity                          | Price                     | Details   |
|--------------------------------------|---------------------------|---|
| Diamond Sponsorship                  | Minimum spend of \$10,000 | Any companies that spend over \$10,000 on exhibit booths and sponsorships will receive special recognition signage throughout the entire Symposium.   |
| COVID-19 PPE – Face Masks            | \$5,000                   | Protect yourself and others with a custom logoed face mask that will be provided to all Symposium attendees.  |
| COVID-19 PPE – Hand Sanitizer        | \$2,000                   | Keep clean during long days of networking by having individual logoed hand sanitizer bottles distributed to everyone in attendance.   |
| COVID-19 PPE – Reusable Water Bottle | \$1,500                   | Help us eliminate cross contamination by providing each attendee with their own reusable water bottle to use for beverages throughout the week. Each bottle will be branded with your company logo. |
| Onsite Guide Ad                      | \$250                     | Create a one-page advertisement to be printed in the onsite guide for the conference.   |
| Mobile App Banner Ad                 | \$250                     | Keep your company repeatedly top of mind for attendees by having a banner advertisement on the mobile app.  |
| Room Drop                            | Contact ASCLD             | Want to give a promotional item or treat to all members? Let us help you by hand delivering it directly to their hotel room!  |

# General Sponsorship Opportunities

| Opportunity                | Price  | Details  |
|----------------------------|--|--|
| Charging Lounge            | \$7,500 for the full lounge<br>\$2,500 for 1/3 of lounge | Allow attendees to recharge in a lounge with a plethora of outlets for all their devices so they can stay connected. Pairs great with the Coffee Break so attendees can revive their minds while revitalizing their devices. |
| Full Member Email Blast    | \$500  | One-time pre-or-post conference email blast to entire ASCLD membership. Included in the Gold level sponsorship but can be purchased additionally for Silver and Bronze exhibitors.   |
| Push Notification(s)       | \$125  | Get your message out! Personalize a message to send out to all attendees using the mobile app.   |
| Scavenger Hunt Destination | \$125  | A scavenger hunt will be ongoing via the mobile app throughout the Symposium. Give your booth recognition by becoming one of the required destinations throughout the week.  |
| WiFi                       | \$10,000   | Personalize the hotel WiFi network name and password to further brand your company during the Symposium.   |

# *Food and Beverage Sponsorship Opportunities*

| Opportunity          | Price   | Details  |
|----------------------|---|--|
| All Day Coffee Break | \$5,000 for three days<br>\$2,000 for one day   | Sponsor will receive coffee collars and signage with company logo at selected break(s). Pairs great with the Charging Lounge so attendees can revive their minds while revitalizing their devices! |
| Breakfast            | \$3,000 for one day   | Begin the day by having your logos in front of attendees over their morning coffee. Sponsor will receive napkins and signage with company logo at selected breakfast(s).                           |
| Lunch                | \$3,500 for one day   | Keep attendees fueled by having your logo on the napkins and signage displayed at selected lunch(es).  |
| Opening Reception    | \$15,000  | The opening reception sponsor will design a custom cocktail of choice to be served during the two-hour Monday night reception as well as logoed napkins with all hors d'ouvres.                    |
| Water Cooler         | \$1,400 for General Session, Expo Hall, and Workshops<br>\$500 for one of the above locations | Wrap the water coolers in the General Session room, exhibit hall, and/or workshop rooms with your company logo to view as people have water cooler breaks throughout the day.                      |



# Other Sponsorship Opportunities

| Opportunity          | Price         | Details  |
|----------------------|---------------|--|
| Hospitality Suite    | Contact ASCLD | Join the ASCLD Board and their invited attendees by sponsoring the food and beverage for a night in the Hospitality Suite.   |
| Keynote Session      | \$3,000       | Have the opportunity to speak for up to five minutes in front of the entire Symposium by introducing one of our three keynote speakers.  |
| General Session      | \$3,000       | Get on the big screen! By sponsoring a Plenary Session Block your company logo will be displayed on a 70' wide screen prior to and after the session time block.                                 |
| Vendor Showcase Room | Contact ASCLD | Need a space to host a private reception, demonstrate a product, or host a small meeting? Utilize one of ASCLD's contracted rooms! We will also list your meeting on the website and mobile app. |
| Have Your Own Idea?  | Contact ASCLD | Have your own unique idea to draw attention to your business? Contact us, we'd love to help.   |

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# Important Information

## Exhibitor Move In

Monday, April 12  
12:00 PM – 4:00 PM

**Booth Payments** are due within 21 days of receipt of invoice, by check or credit card. If purchase is made within 30 days of the event, payment is due April 1, 2020.

### **Booth Packages** include

- (1) 6' draped table
- (2) padded chairs
- (1) wastebasket
- (1) identification sign

## Exhibit Times

Monday, April 12  
5:15 PM – 5:45 PM (Gold Only)  
6:00 PM – 8:00 PM  
Tuesday, April 13  
7:00 AM – 3:35 PM  
Wednesday, April 14  
7:00 AM – 1:30 PM

**The Exhibitor Kit** with order forms for carpet, tables, chairs, electrical outlets, freight handling, telephone installation, and general contractor information will be sent to exhibitors 3 months before the show.

**Affiliate Meetings** are subject to space availability and may incur charges. Meetings may be held all day Sunday, all day Monday, Tuesday after 5:00 PM, Wednesday between 5:00 – 7:30 PM, or Thursday after 1:00 PM. Organizations requesting meeting space must be a confirmed exhibitor prior to the space request being considered.

## Exhibitor Move Out

Wednesday, April 14  
1:30 PM

### **Event Location**

The Westin Copley Place, Boston  
10 Huntington Ave  
Boston, MA 02116

### **Show Decorator (General Contractor)**

C-1 Tradeshow Services  
P: (724) 260-5576  
F: (412) 774-0309

# *COVID-19 Policies – Subject to Change*

The American Society of Crime Laboratory Directors employs a rigorous, structured approach to evaluate the impact of significant events that may affect the health and safety of our employees and attendees. ASCLD will continue to monitor closely all developments related to health risks associated with the Novel Coronavirus (COVID-19) and will follow all guidelines as imposed by the World Health Organization (WHO), Centers of Disease Control and Prevention (CDC), the state of Massachusetts, the city of Boston, Marriott brand hotels, and the International Association of Exhibitions and Events (IAEE). Please note that our policies are subject to change at any time and will be shared with all exhibiting or sponsoring companies as soon as possible.

- Traffic will flow in one direction around the hall, eliminating back tracking. The entrance and exit will be switched daily to allow ample face time between attendees and exhibitors each day.
- Social distancing is encouraged – limit 4 persons inside one 10'X10' booth at a time, maintaining 6' of distance as possible
- Use of face masks is encouraged
- 8' high drape will be used in between booths to eliminate cross contamination. Please plan accordingly for materials that will be inside of your booth.
- The exhibit hall will be deep cleaned during all non-peak hours. Booth staff will be encouraged to leave their booths at this time to allow for thorough cleaning.
- **CANCELLATION POLICY:** If a company decides to cancel their participation in the event, full refunds minus a \$25 administration processing fee will be available for cancellations in 2020. A 50% refund will be available January 1, 2021 – February 28, 2021. No refunds will be available after February 28, 2021 unless the entire Symposium is cancelled by ASCLD and/or hotel and city regulations; does not apply if the event is taken from in-person to virtual.
- **HYBRID EVENT:** The opportunity for a half in person, half virtual event may arise. To participate only in person or only virtually, package costs remain the same. To participate both in person and virtually, the cost will be \$1,000 above listed package prices. Contact Jennifer McNair at [jmcnair@utah.gov](mailto:jmcnair@utah.gov) to discuss virtual options.



# 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 management. 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 structures 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 1/2' 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 1/2' extending from the aisle 6 1/2' into the booth and are limited to a height of 8' extending from the back wall 3 1/2' 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 management, to the adjacent or surrounding exhibitors or the show as a whole. Booth sharing – for every company listed in the Onsite Program Guide there must be at least one 10'X10' booth purchased.
- **Booth Staffing:** Exhibitor shall maintain a responsible individual or individuals 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 Trade Show:** 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 the show management 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 the management, 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:** The show management 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.
- **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 as a whole.
- **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.

# *Thank you to our 2020 Rollover Symposium Sponsors*

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# Contact Us

## Booth and Sponsorship Sales

Jennifer McNair

[jmcnair@utah.gov](mailto:jmcnair@utah.gov)

(801)-957-8526

## Booth Space, Sponsorship Logistics

Nikki Bibbero

[nikki@bibberoevents.com](mailto:nikki@bibberoevents.com)

303-335-7241

Thank you for your support of the 2021 ASCLD Symposium!