



American Society of Crime Laboratory Directors  
**49<sup>th</sup> Annual Symposium**

*Peppermill Reno*  
*April 24 – 28, 2022*

**EXHIBITOR AND SPONSOR PROSPECTUS**

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



## *About the ASCLD Symposium*

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- 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 Reno, Nevada in April 2022. We look forward to seeing you there!





# *Contributing to a Culture of Excellence*

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- 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.



## *Why ASCLD?*

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- 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 several 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.

## 2021 Attendees

- C-Suite
- Director
- Manager
- Military/Government
- Other
- Professor/Student
- Quality Assurance
- Scientist



# *Who Attends?*

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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 attended 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 vibrant, illuminated sign for 'Big Top' with the text 'LARGEST LITTLE CITY IN THE WORLD'. The sign features large, stylized letters for 'Big Top' in pink and red, and a red banner with white text below it. The background is dark with blue and white vertical stripes and yellow lights.

# 2022 Exhibit Packages

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

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- 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
- **NEW!** Lead retrieval data collection tools and post-conference reporting
- 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!** Marketing minute video to be played during the plenary sessions
- One-time pre-conference email blast to entire ASCLD membership
- Post-conference attendee list

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

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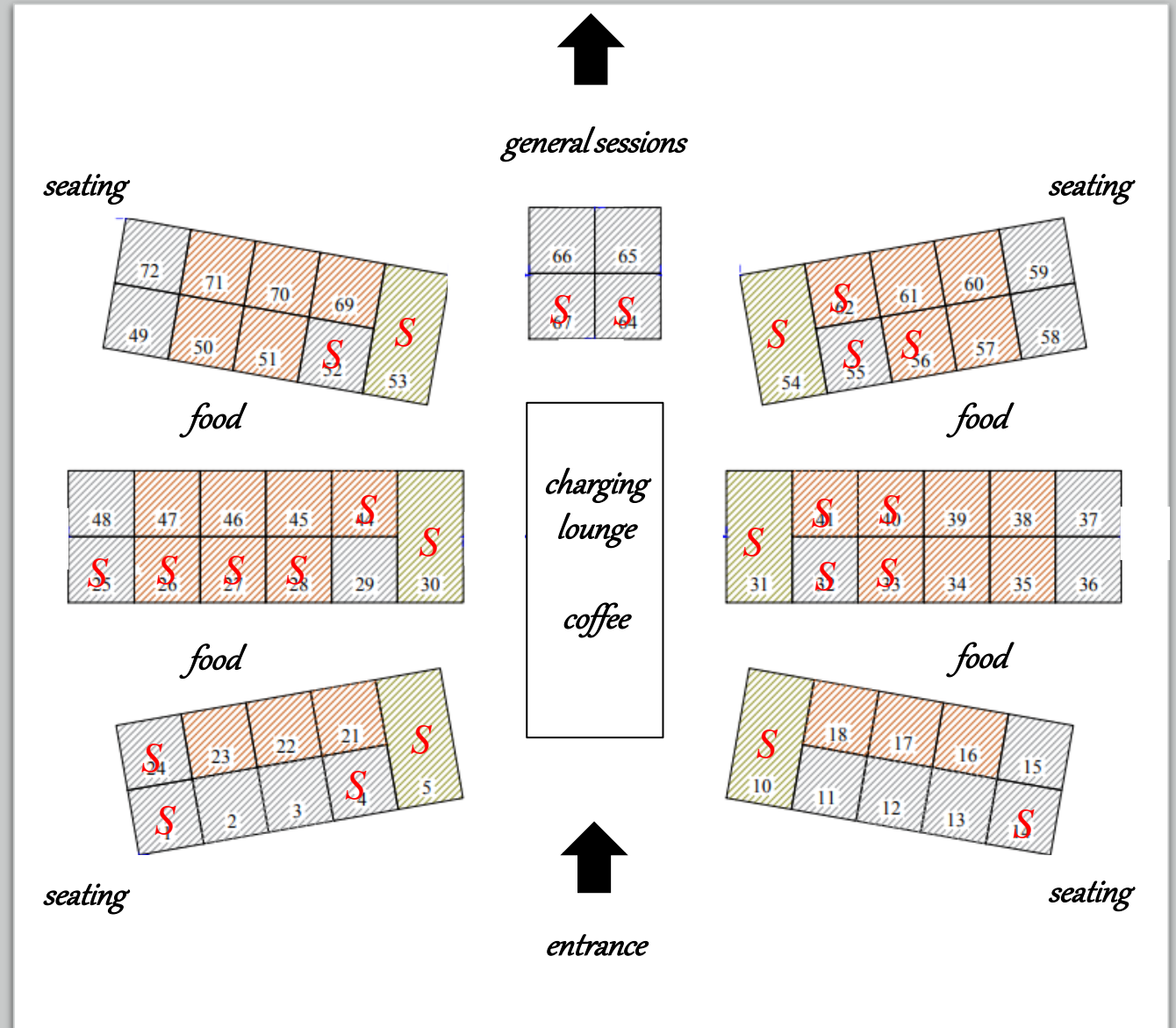
- 10' X 10' booth
- 2 complimentary full symposium registrations
- Expanded listing on mobile app (company name, description, contact info, booth number)
- **NEW!** Lead retrieval data collection tools and post-conference reporting
- Logo on conference website with click-thru to company website
- Marketing materials added to the mobile app (i.e. downloadable company/product fact sheet)
- Post-conference attendee list

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

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- 10' X 10' booth
- 1 complimentary full symposium registrations
- **NEW!** Lead retrieval data collection tools and post-conference reporting
- Listing on mobile app (company name, contact info, booth number)
- Logo on conference website with click-thru to company website
- Post-conference attendee list

# Booth Map







# Additional Sponsorships

# General Sponsorship Opportunities

Opportunity	Price	Details
Charging Lounge	\$7,500 for the full lounge \$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.
Diamond Sponsorship	Minimum spend of \$10,000	Any companies that spend over \$10,000 on exhibit booths and sponsorships will receive special recognition signage and will be able to record a 30-second thank you video to post on the Symposium website
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.
Key Cards	<b>SOLD!</b>	Have your company logo and message shared on the key cards that are distributed by the hotel to all attendees.
Lanyards	\$2,500	Brand the event badges and lanyards with your logo!

# General Sponsorship Opportunities

Opportunity	Price	Details
Mobile App Banner Ad	\$250	Keep your company repeatedly top of mind for attendees by having a banner advertisement on the mobile app
Offsite Event Prizes	In-Kind Donation	Donate a prize for the winners of our casino night! Prizes must be valued at \$100 or less and be able to be packed in a suitcase or shipped by exhibitor directly to attendees' home.
Push Notification(s)	\$125	Get your message out! Personalize a message to send out to all attendees using the mobile app.
Room Drop	\$10 per person plus cost of item	Want to give a promotional item or treat to all attendees? Let us help you by hand delivering it directly to their room!
<b>NEW!</b> Step Competition	Varies based on exact sponsorship	ASCLD attendees will have the opportunity to participate in a range of wellness activities and some healthy competition with their peers. Sponsor the entire competition platform with your logo or sponsor a prize for the competition winner(s).
Vendor Showcase Room	Varies based on room size and event duration	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.



# Reception Sponsorship Opportunities

Opportunity	Price	Details
<b>New!</b> New and International Attendee, Student, and Retiree & Emeritus Reception	\$3,000	Join all new, international, student, retiree, and emeritus attendees for a private reception Monday night from 5:00 – 6:00 PM.
<b>New!</b> Leadership Academy Reception	\$3,000	Join all current and former Leadership Academy students for a private reception Monday night from 5:00 – 6:00 PM
Opening Reception	\$10,000	The Opening Reception sponsor will receive logoed napkins and design a custom cocktail of their choice to be served during the two-hour Monday night reception with all attendees.
<b>New!</b> President's and Awards Reception	\$2,000	The President's and Awards Reception will take place in a private club Tuesday night where sponsors can buy a private lounge area for their representatives and guests. Tables will be branded with sponsor logo and include bottle service.
<b>New!</b> Breakfast Club	\$5,000	Join all early-bird attendees for a private breakfast with a keynote speaker Thursday morning to kick the day off. Mimosas, anyone?
Hospitality Suite	Varies based on exact sponsorship	Join the ASCLD Board and their invited attendees by sponsoring the food and beverage in the Hospitality Suite for an after-hours party.

# *Food and Drink Sponsorship Opportunities*

<b>Opportunity</b>	<b>Price</b>	<b>Details</b>
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 the selected breakfast(s).
All Day Coffee Break	\$5,000 for three days	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!
Lunch	\$3,500 for one day	Keep attendees fueled by having your logo on the napkins and signage displayed at selected lunch(es).

# *Signage Sponsorship Opportunities*

<b>Opportunity</b>	<b>Price</b>	<b>Details</b>
<b>New!</b> Digital Signage	Varies based on location chosen	Showcase a single logo or video loop message from your company on 8'+ high screens stationed throughout the hotel or at the airport. Signage location will be selected at time of purchase.
<b>New!</b> TV Screens	\$2,500	Brand the hotel room tv welcome channels with up to five images to play any time an attendee turns on the tv for the entire week of the Symposium.



# *Session Sponsorship Opportunities*

<b>Opportunity</b>	<b>Price</b>	<b>Details</b>
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 90' wide screen prior to and after the session time block.

A vibrant, neon-lit sign for 'Biggest Little City in the World'. The word 'Biggest' is rendered in large, stylized, multi-colored neon letters (pink, red, orange, yellow). Below it, a red banner with white text reads 'BIGGEST LITTLE CITY IN THE WORLD'. The sign is surrounded by numerous small, glowing yellow lights. In the background, there are blue and white striped structures, possibly part of a fair or festival. A large orange banner with the word 'LIVVO' is visible in the upper left corner.

# Important Information

## Event Dates

Sunday, April 24  
8:00 AM – 5:00 PM

Monday, April 25  
8:00 AM – 8:00 PM

Tuesday, April 26  
7:00 AM – 5:30 PM  
8:00 PM – 12:00 AM

Wednesday, April 27  
7:00 AM – 9:00 PM

Thursday, April 28  
7:00 AM – 12:30 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 no later than April 22.

**Booth Packages** include

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

## Exhibitor Move In

Monday, April 25  
12:00 PM – 5:00 PM

**The Exhibitor Kit** with order forms for carpet, tables, chairs, electrical, audio visual, freight handling, 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 outside of the above listed event dates. Organizations requesting meeting space must be a confirmed exhibitor prior to the space request being considered. **New!** Attendees are free for private dinners with vendors on Tuesday from 5:30 – 8:00 PM.

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

## Exhibit Times

Monday, April 25  
6:00 – 8:00 PM

Tuesday, April 26  
7:00 AM – 4:00 PM

Wednesday, April 27  
7:00 AM – 1:30 PM

## Exhibitor Move Out

Wednesday, April 27  
1:30 PM

**Event Location**  
Peppermill Resort  
2707 South Virginia Street  
Reno, NV 89502

**Show Decorator (General Contractor)**

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



# *Exhibitor Rules and Regulations*

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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.

# *Rules and Regulations*

## *Continued*

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- **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.

# Rules and Regulations

## Continued

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- **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 15.
- **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. right to refuse and exhibit which would in any way detract from the dignity of the show.



# *Rules and Regulations*

## *Continued*

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- **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.

# *Thank you to our 2021 Symposium Sponsors*

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## *Diamond*

JusticeTrax  
Thermo Fisher Scientific

## *Gold*

ANDE  
Bode Technology  
Porter Lee Corporation  
Promega Corporation  
Ron Smith & Associates  
SNA International  
The Arbinger Institute

## *Silver*

Advanced Imaging Systems  
ANSI National Accreditation Board  
(ANAB)  
Aware  
Axcend, LLC  
Crime Lab Design  
DNA Labs International  
Forensic Advantage Systems-Caliber  
Public Safety  
Government Scientific Source  
Labconco  
Othram Inc.  
QIAGEN, Inc.  
Signature Science, LLC  
Spectra Analysis Instruments, Inc.  
STACS DNA, Inc.

## *Bronze*

908 Devices  
A2LA  
Accredit-IT  
AFQAM  
AXO Science  
Collaborative Testing Services, Inc.  
Forensic Assurance, Inc.  
Forensic Foundations Pty Ltd.  
FORESIGHT | Forensic Science  
International: Synergy  
Foster & Freeman  
Gentueri, Inc.  
Hamilton Company  
JEOL USA, Inc.  
Labino AB  
Leeds Forensic Systems, Inc.  
McClaren, Wilson & Lawrie, Inc.  
METTLER TOLEDO  
Mideo Systems, Inc.  
NicheVision Incorporated  
Qualtrax  
Randox Toxicology  
Tri-Tech Forensics, Inc.  
Verogen  
Visionations-CrimePad

# Contact Us

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## Booth and Sponsorship Sales

Jennifer McNair

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

(801)-386-0404

## Booth Space, Sponsorship Logistics

Nikki Bibbero

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

303-335-7241

Thank you for your support of the 2022 ASCLD Symposium!