

American Society of Crime Laboratory Directors **50th Annual Symposium**

Renaissance Austin

April 30 – May 4, 2023

EXHIBITOR AND SPONSOR PROSPECTUS

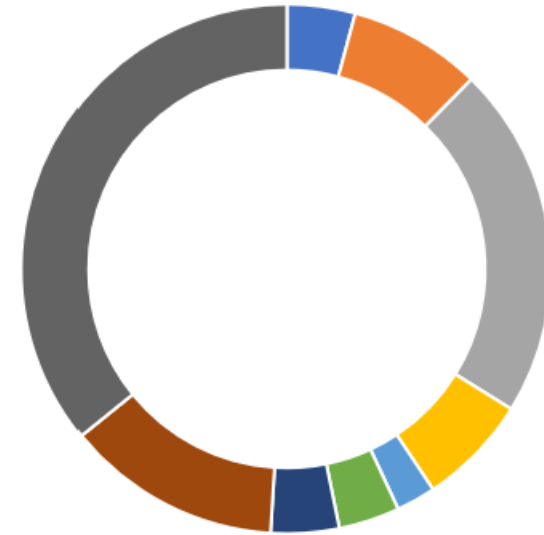


About the ASCLD Symposium

- 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
- 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
- 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

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 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.



Academic

Forensic Lab
Employee – Non
Supervisor

Quality Manager

Assistant Director or
Equivalent

Supervisor or
Equivalent

Director or Equivalent

Government

Other/Guest

Vendor

Why ASCLD?

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

- This is our biggest show a year in terms of quality of 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.

A group of approximately ten men in formal attire (suits and ties) are standing in a line, smiling for a photograph. They are positioned in front of a white backdrop that features a repeating pattern of the ASCLD (American Society of Crime Laboratory Directors) logo. The logo is circular with a blue border and contains the text 'AMERICAN SOCIETY OF CRIME LABORATORY DIRECTORS' around a central emblem. The men are dressed in dark suits, with one man on the far right wearing a blue tuxedo jacket and a bow tie. The overall atmosphere is professional and celebratory.

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.
- The 50th ASCLD Symposium will be held in Austin, Texas, in May 2023. We look forward to seeing you there!

An aerial photograph of a city skyline at dusk. The sky is a deep blue with some light clouds. The city is filled with numerous skyscrapers and buildings, many of which are illuminated with warm yellow and orange lights. A prominent tall, slender skyscraper with a green-lit top is visible in the center. In the foreground, there is a body of water reflecting the city lights, and a bridge with a red railing is visible on the right. The text "2023 Exhibit Packages" is overlaid in the center in a large, bold, black serif font.

2023 Exhibit Packages

Gold Booth: *\$8,600*

- 10'X20' 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
- 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)
- 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: *\$5,250*

- 10'X10' booth
- 2 complimentary full symposium registrations
- Expanded listing on mobile app (company name, description, contact info, booth number)
- 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:
\$4,600

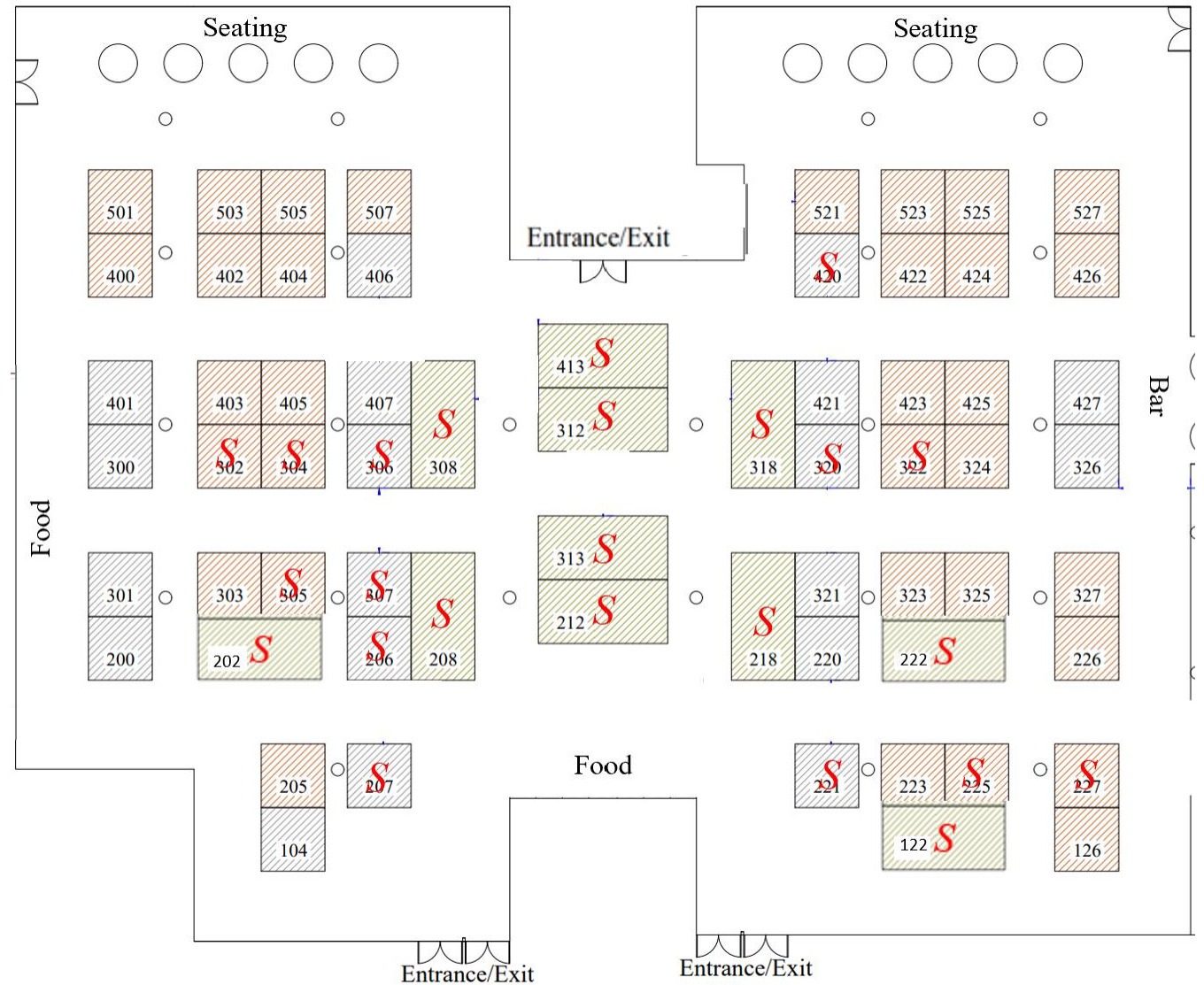
- 10'X10' booth
- 1 complimentary full symposium registration
- Lead retrieval data collection tools and post-conference reporting
- Listing on mobile app (company name, contact info, booth number)
- Logo on conference website with click-thru to company website
- Post-conference attendee list

Package Comparison

BENEFIT	GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
Exhibit Booth	10'X20'	10'X10'	10'X10'
Full Symposium Registrations	3	2	1
Listing on Mobile App	Company name, description, contact info, booth number	Company name, description, contact info, booth number	Company name, contact info, booth number
Logo on Exhibit Hall Entry	Extra Large	Medium	Small
Lead Retrieval	Yes	Yes	Yes
Logo on Conference Website	Yes	Yes	Yes
Logo on Pre-Conference Emails	Yes	No	No
Marketing Materials on Mobile App	Yes	Yes	No
Marketing Minute Video	Yes	No	No
Pre-Conference Email Blast	Yes	No; available for purchase	No; available for purchase
Post-Conference Attendee List	Yes	Yes	Yes

Booth Map

Buy Now!



A panoramic view of a city skyline at dusk. The sky is a mix of light blue and purple. Numerous skyscrapers are visible, many with their windows glowing with warm yellow light. A prominent tall, slender tower with a green-lit top stands out in the center. In the foreground, there's a river with some greenery and a bridge on the right side. The overall scene is a dense urban landscape.

Additional Sponsorships

General Sponsorship Opportunities

Opportunity	Price	Details
Charging Lounge	\$5,000	Help attendees stay connected by sponsoring a charging lounge inside the general session room. Each high-top table will have power outlets, six bar stools, and your company logo across the tabletop!
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.
Exhibit Hall Passport	\$0; prize donation	Looking to increase your booth traffic? Donate a small raffle prize and your company logo will be on the exhibit hall passport scavenger hunt for people to visit you during the week and have a chance to win prizes!
Full Member Email Blast	\$1,000	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.
History Area	\$5,000 <i>1 available</i>	Help ASCLD celebrate 50 years by being the sole sponsor of our history area with special recognition of all our accomplishments.

General Sponsorship Opportunities

Opportunity	Price	Details
Key Cards	\$2,750 <i>1 available</i> SOLD	Have your company logo and message shared on the key cards that are distributed by the hotel to all attendees.
Lanyards	\$3,000 <i>1 available</i> SOLD	Brand the event badges and lanyards with your logo!
Mobile App Banner Ad	\$250	Keep your company repeatedly top of mind for attendees by having a banner advertisement on the mobile app.
Mobile App Push Notification(s)	\$150	Get your message out! Personalize a message to send out to all attendees using the mobile app.
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.

Social Media Take Overs

Opportunity	Price	Details
One Post on One Platform	\$150	One social media post of your creation on one of ASCLD's social media platforms – LinkedIn, Facebook, Twitter, or Instagram.
One Post on All Platforms	\$300	One social media post of your creation on all of ASCLD's social media platforms.
One Day Social Media Takeover on One Platform	\$500	Multiple posts of your creation on one of ASCLD's social media platforms.
One Day Social Media Takeover on All Platforms	\$1,000	Multiple posts of your creation on all of ASCLD's social media platforms.

Reception Sponsorship Opportunities

Opportunity	Price	Details
Breakfast Club	\$7,500 <i>1 available</i>	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.
Leadership Academy Reception	\$5,000 <i>1 available</i> SOLD	Join all current and former Leadership Academy students for a private reception Sunday 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.
President's and Awards Reception	\$2,000	Help us honor the current ASCLD President as well as all 2022 award winners during a special reception Tuesday night.
RISEN Breakfast Club	\$3,000 <i>1 available</i>	Join all retiree, international, student, emeritus, and new members for a private breakfast reception on Tuesday morning from 7:00 – 8:00 AM.

Food and Beverage Sponsorship Opportunities

Opportunity	Price	Details
Breakfast	\$3,000 <i>3 available</i>	Begin the day by having your logo in front of attendees over their morning coffee. Sponsor will receive napkins and signage with company logo at the selected breakfast.
All Day Coffee Break	\$5,000 <i>3 available</i>	Sponsor will receive coffee collars and signage with company logo at selected break.
Lunch	\$5,000 <i>4 available</i>	Keep attendees fueled by having your logo on the napkins and signage displayed at the selected lunch.

Signage Sponsorship Opportunities

Opportunity	Price	Details
50 th Anniversary Entrance Unit	\$500 <i>12 available</i>	Showcase your company logo on the special entrance unit to our new 50 th anniversary history lounge.
Conference Signage	\$5,000 <i>1 available</i>	Have your logo highlighted on every piece of printed signage at the conference with a footer proudly stating, 'X company is the sole sponsor of all ASCLD signage'.

Session Sponsorship Opportunities

Opportunity	Price	Details
Keynote Session	\$3,000 <i>1 available</i>	Have the opportunity to speak for up to five minutes in front of the entire Symposium by introducing our keynote speaker.
General Session	\$3,000 <i>8 available</i>	Get on the big screen! By sponsoring a Plenary Session block your company logo will be displayed extra large on all screens prior to and after the session time block.

A panoramic view of a city skyline at dusk. The sky is a deep blue with a hint of orange from the setting sun. Numerous skyscrapers are visible, many of which are illuminated with warm yellow lights from their windows. A prominent, tall, slender skyscraper stands out in the center. In the foreground, there are green trees and a body of water reflecting the city lights. A bridge with a railing is visible on the right side. The text "Important Information" is overlaid in a large, bold, black serif font in the center of the image.

Important Information

Event Dates and Times

<u><i>Event Dates</i></u>	<u><i>Exhibitor Move</i></u> <u><i>In</i></u>	<u><i>Exhibit Times</i></u>	<u><i>Exhibitor Move</i></u> <u><i>Out</i></u>
Sunday, April 30 8:00 AM – 6:00 PM		Monday, May 1 4:30 PM – 6:30 PM	Wednesday, May 3 1:30 PM
Monday, May 1 8:00 AM – 6:30 PM	Monday, May 1 10:00 AM – 2:00 PM	Tuesday, May 2 7:00 AM – 3:30 PM	
Tuesday, May 2 7:00 AM – 5:00 PM		Wednesday, May 3 7:00 AM – 1:30 PM	
Wednesday, May 3 7:00 AM – 5:00 PM			
Thursday, May 4 8:00 AM – 12:00 PM			

Show Details

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 21.

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.

Event Location
Renaissance Austin
Hotel
9721 Arboretum Blvd
Austin, TX 78759

Booth Packages include

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

Affiliate Meetings are subject to space availability and may incur charges. Meetings may be held outside of the above listed event dates and times.

Organizations requesting meeting space must be a confirmed exhibitor prior to the space request being considered.

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

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.

Rules and Regulations

Continued



- **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



- **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



- **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 2022 Symposium Sponsors

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Booth Space, Sponsorship Logistics

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Thank you for your support of the 2023 ASCLD
Symposium!

www.ascldsymposium.com