

A stylized, low-poly city skyline in shades of blue and purple serves as the background for the text. The skyline features various building shapes of different heights and widths, creating a modern, architectural feel.

American Society of Crime Laboratory Directors 47th Annual Symposium

Hyatt Regency Denver
March 30 – April 2, 2020

EXHIBITOR AND SPONSOR PROSPECTUS

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 Denver, Colorado in March 2020. 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.

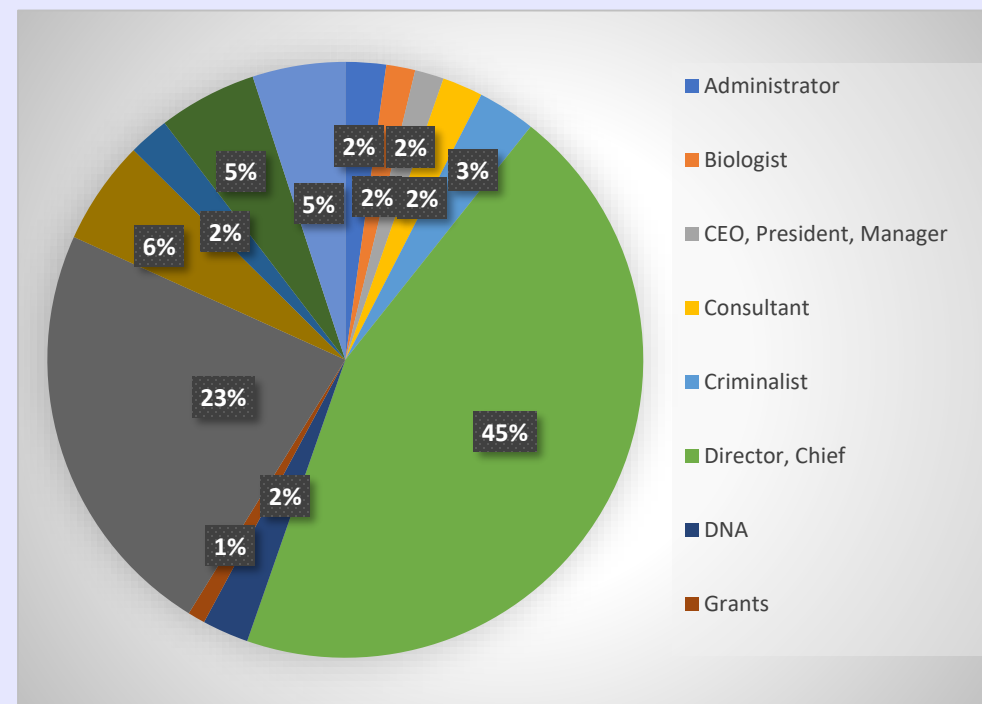
Why exhibit at ASCLD? The Symposium Mission: To bring together the leading crime laboratory directors in order to provide training in leadership and management techniques as well as provide networking opportunities among laboratory directors.

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.
- **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.
- **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.

Who Attends?

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.



2020 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 – 5:45 PM with New and International Attendees, prior to the Opening Reception
 - One-time pre-conference email blast
 - Sponsorship recognition on opening PowerPoint in General Session
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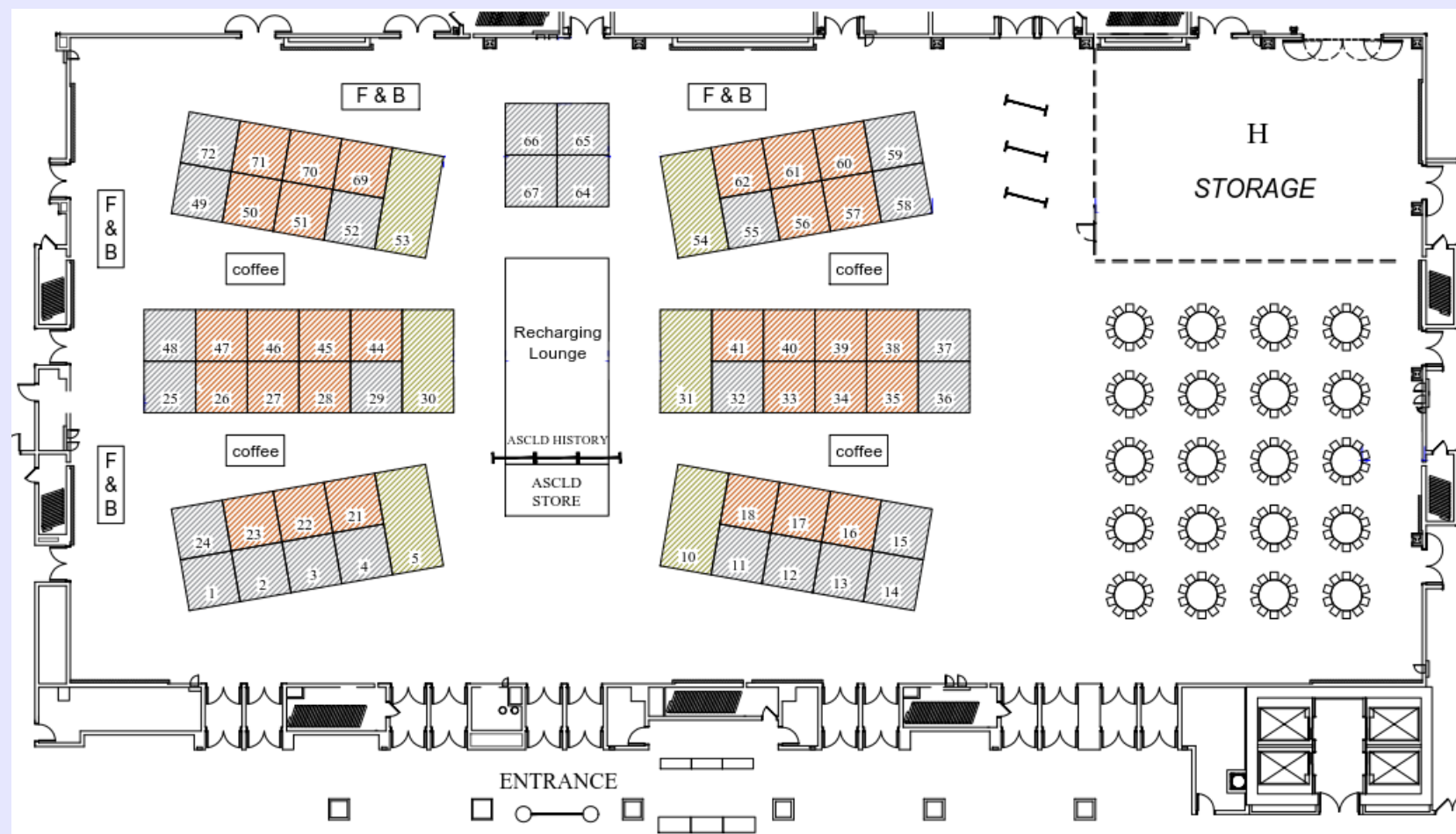
Silver Booth: \$3,250

- 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 registration
- Listing on mobile app (company name, contact info, booth number)
- Logo on conference website with click-thru to company website

Booth Map



[Click here to purchase!](#)

Additional Sponsorships

Offsite Event – Wynkoop Brewery

Tuesday, March 31, 2020

Total Event Sponsorship: \$12,000.00

Inclusive of:

- **Food and beverage**
 - Smokehouse buffet
 - Dessert station
 - Hosted bar
 - Beer sampling
 - Custom 'ASCLD/Your Name Here' keg
 - Custom cocktail napkins with your company logo
- **Entertainment**
 - Pool tables branded with your company logo
 - Darts
 - Custom etched souvenir beer glasses for attendees
- **Venue**
 - Partial buyout of the second floor of Wynkoop Brewery
 - Signage displayed around venue with your company logo



General Session Branding

As we move 'Together Toward Tomorrow', ASCLD is constantly striving to bring the latest technology, innovations, and content to its attendees. As a new feature this year, our General Session screen will be 90' wide – the perfect opportunity for you to get your company logo on a large scale in front of attendees!

General Screen Branding: \$1,000 to have your logo up before/after all sessions for one day

Plenary Session Screen Branding: \$3,000 to have your logo up during one Plenary Block of your choice



Other Sponsorship Opportunities

Opportunity	Price	Details
Charging Lounge	\$7,500.00 for the full lounge \$2,500.00 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 may revive their minds while revitalizing their devices!
Hotel Key Cards	\$2,500.00	Each attendee will see your company logo/design on their hotel room key card at the Hyatt Regency.
Full Member Email Blast	\$500.00	One-time pre-or-post conference email blast. Included in the Gold level sponsorship but can be purchased additionally for Silver and Bronze exhibitors.
Name Badges and Lanyards	\$2,500.00	Brand each attendee that walks through the doors of ASCLD by having your company logo on both the conference name badges and lanyards.
Push Notification(s)	\$125.00	Get your message out! Personalize a message to send out to all attendees using the mobile app.
Scavenger Hunt Destination	\$125.00	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	\$10,000.00	Personalize the hotel WiFi network name and password to further brand your company during the Symposium.

Other Sponsorship Opportunities

Opportunity	Price	Details
All Day Coffee Break	\$5,000.00 for three days \$2,000.00 for one day	Sponsor will receive coffee collars and signage with company logo at selected break(s). Pairs great with the Coffee Break so attendees may revive their minds while revitalizing their devices!
Breakfast	\$3,000.00 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	\$3,500.00 for one day	Keep attendees fueled by having your logo on the napkins and signage displayed at selected lunch(es).
Opening Reception	\$15,000.00	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 Breakouts \$500.00 for General Session OR Expo Hall OR Breakouts only	Wrap the water coolers in the General Session room, exhibit hall, and breakouts with your company logo as people grab water.

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	\$3,000.00	Have the opportunity to speak for up to five minutes in front of the entire Symposium by introducing one of our three keynote speakers.
Panel Discussion/Plenary Session	\$3,000.00	Get on the big screen! By sponsoring a Plenary Session your company logo will be displayed on a 90' wide screen prior to the start of the session.
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.

Important Information

Exhibitor Move In

Monday, March 30

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 March 13, 2020.

A full refund will be given for cancellations on/before February 1, 2020. No refunds will be allowed after February 1, 2020.

Booth Packages include

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

Exhibit Times

Monday, March 30

5:15 PM – 5:45 PM (Gold Only)

6:00 PM – 8:00 PM

Tuesday, March 31

7:00 AM – 3:35 PM

Wednesday, April 1

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 1

1:30 PM

Event Location

Hyatt Regency Denver
650 15th Street
Denver, CO 80202
(303) 436-1234

Show Decorator

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. Kinsley Meetings, the trade show manager, is referred to as Kinsley. American Society of Crime Laboratory Directors is referred to as ASCLD.

- **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 3½' for each side, which allows a visual sight line down each row behind them. In-line booths - Booth displays, signs, apparatus, shelving, advertising, etc. are limited to a height of 3½' extending from the aisle 6½' into the booth, and are limited to a height of 8' extending from the back wall 3½' 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 10x10 purchased.
- **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.
- **Exhibit Appearance:** Exhibitor, at his own expense, must drape back of unsightly structures if exposed to view. All structural work, such as extra shelving, standards, display racks, etc., must meet the approval of show management.
- **Fireproofing:** Should any materials in a booth pose a fire danger, exhibitor must take any precautions requested.
- **Special Construction or Service Needs:** Any special carpentry, wiring, gas, steam, water or drainage connection shall be installed at the exhibitor's expense.
- **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. Suitcasing- ASCLD has a no tolerance policy for suitcasing. Non-exhibiting companies are not allowed to distribute material or samples or promote their company in any way to attendees or exhibitors throughout the whole conference area.
- **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.
- **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.
- **Food, Beverages and Smoking:** No food or beverages, including alcohol, may be brought into the exhibit hall. Smoking is prohibited in the complex.
- **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 exhibitor 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.
- **Set Up Deadline:** Exhibitors are to have booth set up and ready by one hour prior to the opening of the show.
- **Exhibit Dismantling:** All exhibits must remain intact until close of the show.
- **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 the ASCLD's judgment may detract from the character and purpose of the conference and trade show.
- **Subletting:** Subletting of space is prohibited. Two or more firms may not exhibit in a single space unless approved by show management.
- **Exhibit Refusal:** The show management reserves the right to refuse an exhibit which would in any way detract from the dignity of the show.
- **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.
- **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's booth and acts performed by exhibitor and/or his representative.
- **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.
- **Exhibitor Liability Insurance:** Exhibitors must carry their own liability insurance, and furnish proof of this on demand.
- **Liability:** Neither Kinsley, 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 Kinsley, 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 Kinsley, 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 arises from or out of or 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.

Thank you to our 2019 ASCLD Symposium Sponsors!

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Contact Us

Booth and Sponsorship Sales:

Jennifer McNair

jmcnair@utah.gov

(801) 957-8526

Booth Space, Sponsorship Logistics:

Jen Houseman

jen@kinsleymeetings.com

(720) 372-0902

Thank you for your support of the 2020 ASCLD Symposium!