

2015 APHL™ ANNUAL MEETING

and ninth government environmental laboratory conference

May 18–21, 2015
Indianapolis
Indiana Convention Center



***Performance
Driven —
Racing to
Results***

EXHIBITOR AND SPONSORSHIP PROSPECTUS



www.aphl.org/AM

www.aphl.org

GENERAL INFORMATION

The Association of Public Health Laboratories (APHL) invites you to participate in the 2015 APHL Annual Meeting and Ninth Government Environmental Laboratory Conference, a 4-day conference that addresses **public health laboratory issues, trends and technologies** relative to emerging infectious diseases, environmental health, emergency preparedness, informatics, food safety, newborn screening, global health and more. It consists of a member assembly, plenary sessions, general and breakout sessions, roundtables, posters and exhibits.

The Annual Meeting is the APHL membership meeting. Attendees include state, county, city and local public health lab directors, as well as directors of state environmental and agricultural laboratories and senior staff from these laboratories, government and private laboratory personnel, and others interested in laboratory issues. This is the ninth year the state environmental laboratory directors will be meeting with us. **Total anticipated attendance is over 500.**

About APHL

APHL is a non-profit association dedicated to working with our members to actively promote the interest of public health laboratories. Our members are on the front line in protecting our nation's health, and APHL is on the front line in preserving and enhancing their capacity to improve the public's health.

Exhibit Dates and Times

Monday, May 18

10:00 am – 2:30 pm	Exhibitor Set-Up
3:30 pm – 6:30 pm	Hall Open
3:30 pm – 4:00 pm	Break
5:00 pm – 6:30 pm	Welcome Reception

Tuesday, May 19

10:00 am – 6:00 pm	Hall Open
10:00 am – 10:30 am	Break
12:00 pm – 1:30 pm	Lunch in the Exhibit Hall
3:00 pm – 3:30 pm	Break
5:00 pm – 6:00 pm	Networking Reception

Wednesday, May 20

10:00 am – 2:00 pm	Hall Open
10:00 am – 10:30 am	Break
1:30 pm – 2:00 pm	Exhibit Hall Raffle
2:00 pm – 8:00 pm	Exhibitor Tear-Down

EXHIBIT SPACE

Exhibits will be held in Exhibit Hall C of the Indiana Convention Center. It is located just across the hall from the general session room. The space is not carpeted and has a high ceiling; show colors are blue and white. All of the provided food functions during show hours will be held in the exhibit hall. Cost is \$2000 per 8'x10' booth.

Standard commercial booths are 8'd x 10'w and include:

- 8'x10' booth space
- Draped aluminum supports, 8' high in back and 3' high on sides
- One 6' draped table
- Two side chairs
- One wastebasket
- General cleaning of the aisles
- One-line identification sign (7"x 44") with company name and booth number
- Free company listing and description in the conference mobile app and final conference program
- One complimentary conference registration per paid booth (APHL requires all exhibitors associated with an exhibit booth to be registered for the conference. Additional staff beyond this one who will only work the booth may be registered at the Exhibit Hall Only fee of \$250. Session attendance is not included in the Exhibit Hall Only fee.)
- Around-the-clock peripheral security service beginning with the end of set-up and concluding with the beginning of the last day's sessions—Staff security is not provided during open hall times
- Welcome Reception in the exhibit hall, Monday, May 18
- Lunch and Networking Reception in exhibit hall Tuesday, May 19
- Complimentary beverages (coffee, tea, water) served during afternoon break on Monday, morning and afternoon breaks on Tuesday, morning break on Wednesday and during set-up and tear-down.

Sustaining Members

APHL Sustaining Members receive one complimentary booth at the Annual Meeting, as well as many other benefits. If you are a 2014–2015 Sustaining Member, please complete and return the contract, but there is no need to send in a deposit unless you are securing more than one booth. If you have joined mid-year, your total cost for the exhibit booth is \$1,000 and a deposit is required. You must be a 2014–2015 APHL sustaining member to receive this benefit.

If you are not a sustaining member, please consider joining. The APHL membership year runs from July 1 through June 30, and there are several levels of membership available. As a sustaining member of APHL, your company will receive numerous benefits. For more information, see the APHL Sustaining Membership Program packet available at this meeting or online at www.aphl.org or contact Linette Granen at linette.granen@aphl.org.

Exhibitor Services

General service contractor:

National Expo, Inc.

601 Pin Oak Lane

Athens, IL 62613

217.636.8178, fax: 217.636.8180

customerservice@natlexpo.com

www.natlexpo.com

The Exhibitor Service Kit will be emailed prior to the exposition. Requirements for additional furniture, carpet, AV, labor, drayage, special signs, and cleaning should be referred to National Expo. The Indiana Convention Center will handle requests for utilities, internet, AV and catering. Lead retrieval will again be offered at this meeting. Details will be provided in the service kit. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper set up at the exposition and to take advantage of discounts.

HIGH VISIBILITY SPONSORSHIP OPPORTUNITIES

Promote your company's name and product by sponsoring the mobile meeting app at the conference and get unlimited visibility to anyone who downloads the app. Or sponsor the WiFi in the meeting rooms, a lunch, a break, the meeting thumbdrive, the hotel keycard, or another of the many sponsorship items and ensure that your name is seen by all the attendees at the event. All food events are in the Exhibit Hall except for the morning coffee and the Awards Breakfast.

In addition to visible recognition at the event, you will also be prominently listed in the final program and receive three (3) tickets to the event for company VIPs who are not already registered.

Conference Mobile App

A hit with attendees!

Splash screen (loading screen) exclusively yours; includes banner ad.

The mobile app is downloaded by a majority of attendees. It will be heavily marketed to attendees before the event. It provides all the detailed information about sessions, exhibitors, and poster abstracts, but also additional useful features:

- Interactive floor plans of hotel and exhibit hall for easy navigation
- My Show, where one can personalize their experience by tagging sessions, exhibitors, city destinations, and create notes
- Alerts, reminders or changes about the conference
- APHL Blog daily conference summary and other social media
- Sponsor and speaker profiles

Have your sales message hit attendees at the right time: whenever an attendee plans a daily schedule, checks a room number or an educational session, or needs the time and location of meals and other events.



Partial sponsorship opportunities are possible in the event an exclusive sponsor is not contracted. Exclusive sponsors will receive priority. Contact linette.granen@aphl.org with your interest.

To reserve your booths and sponsorships:

1. Choose your preferred booth(s) based on the included floor plan.
2. Choose your sponsorship(s) and advertising.
3. Read carefully and complete the exhibitor contract.
4. Mail or fax the contract with \$1,000 deposit per booth to:

Email to terry.reamer@aphl.org, or fax to 240.485.2700.

Mail to: APHL, PO Box 79117, Baltimore, MD 21279-0117.

(phone: 240.485.2776)

Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. They are not deductible as charitable contributions. Please consult your tax advisor for individual assistance in specific situations.

ALL OPPORTUNITIES: FEES AND PACKAGE INCLUSIONS

	PACKAGE	FEE	INCLUSIONS				
			Program Recognition	Signage/PPT Recognition	Mobile App Recognition	Program Ad	E-insert on Thumbdrive
SOLD							
✓	Welcome Reception Food		Sold to Roche				
	Box Luncheon ¹	\$18,500	●	●	● 1 alert	● full page	●
	Networking Reception ²	\$15,000	●	●	● 1 alert	● full page	●
✓	Awards Breakfast		Sold to Hologic				
	Morning Coffee Break ³	\$3,500 ea	●	●			
	AM Coffee ⁴	\$6,000 ea	●	●			● (if all 3)
	Afternoon Break ⁵	\$6,000 ea	●	●			● (if all 3)
	Conference Mobile App	\$10,000	●	●	● exclusive banner ad and 1 alert	● half page	●
	Totebag	\$6,000	●	●			
	Attendee Notebook	\$6,000	●	●			
	Water Bottles	\$6,000	●	●			
	HQ Hotel Key Cards	\$4,000					
	Flash Drive	\$6,000	●	●			●
	Flash Drive E-insert	\$1,100					●
	Exhibit Hall Raffle ⁶	\$100+ ea	●				

NOTES:

- Box Luncheon:**
Tuesday afternoon in the exhibit hall.
- Networking Reception:**
Tuesday evening in the exhibit hall.
- Morning Coffee Break:**
Mid-morning break of coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
- AM Coffee:**
Early morning coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
- Afternoon Break:**
Afternoon break of coffee, tea and water on Monday, Tuesday or Wednesday. Price is per break.
- Exhibit Hall Raffle:**
APHL will host a raffle in the exhibit hall to encourage attendees to visit exhibitors. This raffle will consist of having attendees visit your booth to receive a signature for their raffle card. All exhibitors will be represented in the contest raffle, so that all attendees must visit each booth to be entered into the drawing. All fully completed contest raffle cards will be included in the drawing and the winners will be drawn at the end of the lunch break on Wednesday. APHL will be providing several prizes, including an airline ticket. We invite you to provide prizes as well. If you would like to participate, we ask that the value of your donation be at least \$100. You DO NOT have to provide prizes to be included in the raffle contest.

QUESTIONS? Contact linette.granen@aphl.org
with questions about sponsorships.

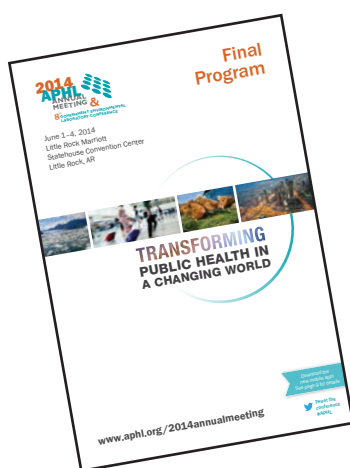
More Opportunities ►

OTHER OPPORTUNITIES

Conference Program

Advertise where attendees look most! Build recognition, announce products and draw attendees to your booth with a display advertisement in the conference program book, the attendee's complete conference reference. Every attendee receives one! Check the sponsorship inclusions, since many of them include advertisements!

Ad Size	Rate	Live Area	Bleed	
Back cover	\$1,975	6" x 9"	6.25" x 9.25"	Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is March 15, 2015.
Full page	\$1,550	5" x 8"	6.25" x 9.25"	
Half page	\$1,075	4" x 5"	na	
Quarter page	\$700	4" x 2.5"	na	

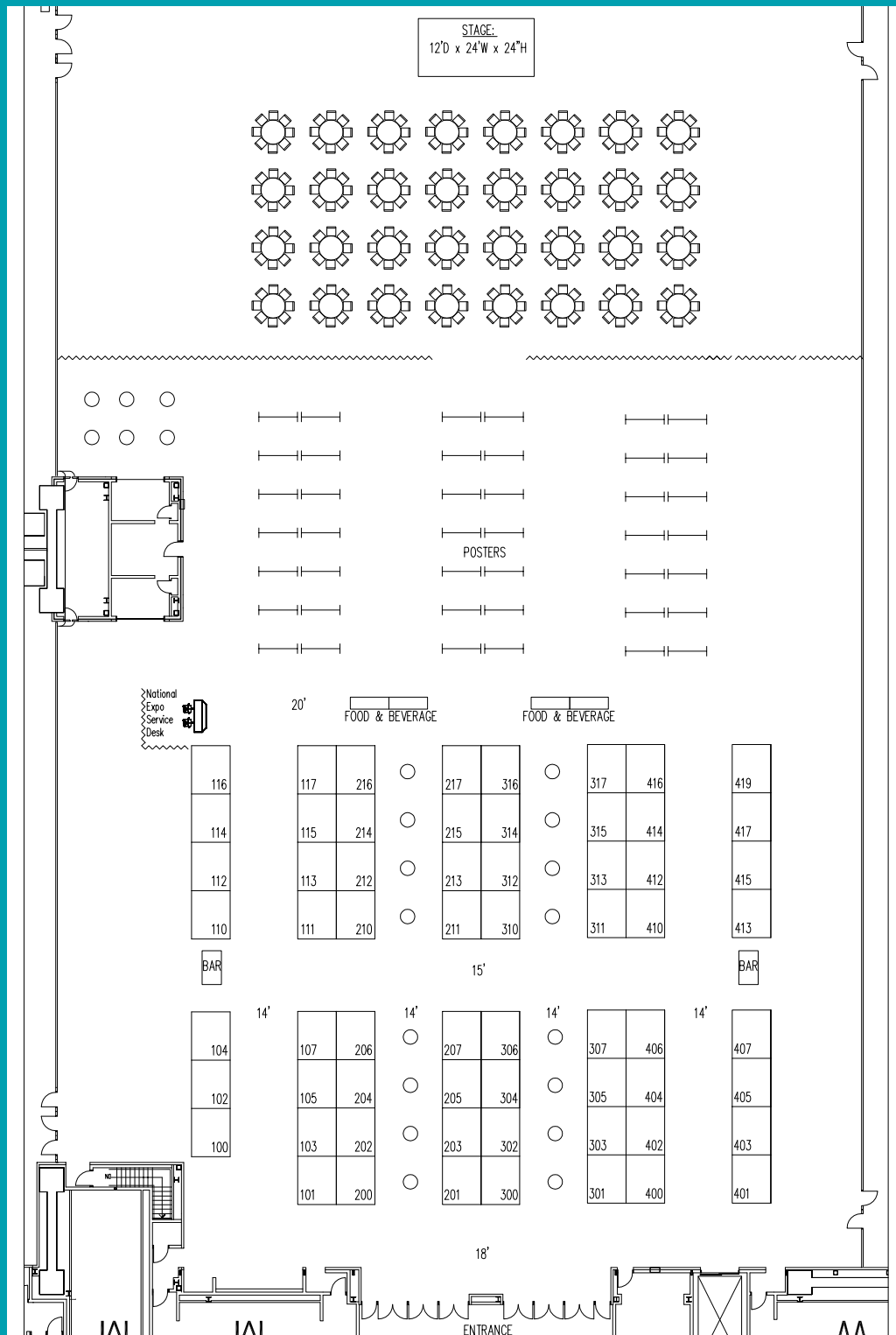


HOTEL ACCOMMODATIONS

Westin Indianapolis Hotel, 50 South Capitol Ave. Indianapolis, IN 46204, 317.262.8100. More information may be found on the conference website as it becomes available — www.aphl.org/AM.

Exhibitors planning to host educational programs or social activities at the APHL Annual Meeting should contact Terry Reamer, terry.reamer@aphl.org, in order to minimize conflicts with other functions.

EXHIBIT HALL FLOOR PLAN



Please note: The above is a preliminary floor plan and may change before the conference. APHL reserves the right to rearrange the floor plan at any time and relocate exhibitors if it becomes necessary for causes beyond the control of APHL or is deemed in the best interests of the conference and APHL. Every effort will be made to accommodate exhibitors' concerns. All space is assigned on a first-come, first-served basis.

Contract for Exhibit Space, Sponsorship and Advertising

2015 APHL Annual Meeting and 9th Government Environmental Laboratory Conference
May 18–21, 2015 | Indianapolis Convention Center | Indianapolis, IN

2015
APHL
ANNUAL
MEETING

Please reserve space for our exhibit at the 2015 Annual Meeting. If our choices have been allocated, we request that APHL call us for re-assignment or assign us what it considers best of available space. We understand that submission of this application becomes a contract when a) the application is signed by us, b) verification of acceptance in writing is received from APHL, and c) the required deposits have been received by APHL. **Email or fax this completed form to terry.reamer@aphl.org or to the attention of Terry Reamer at 240.485.2700.**

Deadline for booth space reservations is March 1, 2015 (or until all booth space is sold).

COMPANY NAME (to be listed in program as shown)

WEBSITE ADDRESS

STREET ADDRESS

CITY | STATE | ZIP

PHONE

FAX

EMAIL ADDRESS

NAME

TITLE

Unless otherwise indicated, all correspondence, including billing, will be conducted with the individual listed above. We agree to abide by all rules, regulations and restrictions outlined in this contract and in the prospectus.

SIGNATURE

DATE

EXHIBIT BOOTHS

Booth Choices

\$1,000 deposit per booth is required with application unless you are a sustaining member.

1. _____

☐ Standard Booth (\$2,000 per 8'x10') | Quantity: _____

2. _____

3. _____

SPONSORSHIPS

My company is interested in the following sponsorships:

<input type="checkbox"/> Conference Mobile App	\$10,000	<input type="checkbox"/> Attendee Notebook	\$6,000
<input type="checkbox"/> Tote Bag	\$6,000	<input type="checkbox"/> Flash Drive	\$6,000
		<input type="checkbox"/> Water Bottles	\$6,000

<input type="checkbox"/> Box Lunch (Tue)	\$18,500		
<input type="checkbox"/> Networking Reception (Tue)	\$15,000		
<input type="checkbox"/> AM Coffee	\$6,000 ea	circle day(s):	Tue Wed Thu
<input type="checkbox"/> Afternoon Break	\$6,000 ea	circle day(s):	Mon Tue Wed
<input type="checkbox"/> Mid-Morning Coffee Break	\$3,500 ea	circle day(s):	Tue Wed Thu
<input type="checkbox"/> Onsite eNewsletter	\$1,500 ea	circle day(s):	Tue Wed Thu

FLASH DRIVE E-INSERTS

I will provide _____ inserts at \$1,100 each. Total \$ _____

RAFFLE PRIZE

(\$100 or more in value) My company will donate:

_____ at a value of \$ _____

ADVERTISING

Reserve my ad in the final conference program (reserve by March 15, 2015):

<input type="checkbox"/> Back cover	\$1,975	<input type="checkbox"/> Half page	\$1,075
<input type="checkbox"/> Full page	\$1,550	<input type="checkbox"/> Quarter page	\$700

PAYMENT (deposit required)

☐ Check to APHL included ☐ American Express ☐ Visa ☐ MasterCard

CREDIT CARD NUMBER

EXPIRATION DATE

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE

☐ I am a 2014–2015 Sustaining Member of APHL. Each full-year member receives one complimentary booth including all benefits. Partial year members receive the booth space for \$1,000. Additional booths are \$2,000 each.

COMPANY AND PRODUCT/SERVICE DESCRIPTION to be listed in the final program, mobile meeting app and exhibitor list webpage (Not to exceed 50 words; use another sheet if necessary.)

Please do not place our booth next to the following companies:

FEE TOTALS

Exhibit Space:

Sponsorship:

Advertising:

Total Enclosed:

APHL USE ONLY

Booth #

Deposit \$

Balance Due \$

Acknowledged:

Sponsorship:

Advertising:

Exhibitor Contract Rules and Regulations

A. SPACE RENTAL

- 1. Contract for Space.** Application for exhibit space releases the Association for Public Health Laboratories (APHL) and the Indiana Convention Center from any and all liabilities to applicant, its agents, licensees, or employees that may arise as a result of submission of an application or participation in this exhibition. APHL determines the eligibility of any company or product for exhibit. Acceptance of an application does not imply endorsement by APHL of the applicant's products or services, nor does rejection imply lack of merit of same.
- 2. Refunds.** No refund may be made for space that is unused at any time during the exhibition. If space is unused at the opening of the exhibition, APHL may rent or use it without obligation or refund.

B. CANCELLATION OF EXHIBITOR CONTRACT

- 1. Cancellation Policy.** Cancellations refer to the full booth fee only. All cancellations must be submitted in writing. Assignments not rejected by the exhibitor within 14 days of notification of space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager. A written cancellation received on or before April 1, 2015 will be refunded minus the deposit. There will be no refunds after this date. THERE ARE NO REFUNDS ON DEPOSITS.

C. CONSTRUCTION, INSTALLATION AND USE OF EXHIBITS

- 1. Arrangements of Exhibits.** The space provided will be shown on the floor plan insofar as possible but APHL reserves the right to make changes at any time in the locations, size, and display limits of any booth if this is in the best interests of the show.
- 2. Use and Purpose of Exhibit Space.** The purpose of the exhibits is to inform and educate attendees regarding products and services of the exhibitors.
- 3. Restrictions.** In its exhibit area, APHL endeavors to arrange for a representative group of displays that will provide cross-sectional appeal to the varied interests of all segments of its membership. Accordingly, it is understood and agreed that APHL reserves the right to make such selections from the applications received that will, in its judgment, most effectively contribute to the achievement of the foregoing objective. Distribution of souvenirs and samples is permitted from the assigned booth space provided there is no interference with other exhibits. APHL may withdraw permission if they find the material objectionable under the criteria established above.
- 4. Construction of Exhibits.** Exhibitors using low siderails must coordinate plans with neighboring exhibits. No materials may be posted, nailed, or otherwise affixed to walls, doors, or other surfaces in a way that might deface the premises or booth equipment

and furniture. Any damage is payable by the exhibitor.

- 5. Decoration of the Exhibit.** A service kit will be provided at least 6–8 weeks before the Conference, which will include information on labor, drayage of furniture, carpeting, lighting, telephones, and electricity. It is the responsibility of the exhibitor to abide by the regulations and deadlines contained therein. All shipments to the conference should be marked with your name, company name, booth number, address, phone number, 2015 APHL Annual Meeting and be shipped to the address provided with the service kit.
 - 6. Installation and Dismantling of Exhibits.** Information on set-up and dismantling of exhibits will be forwarded with confirmation. No one will be allowed in the hall after these designated hours. All exhibits must be completed and in place by 2:30 pm, May 18, 2015 and remain in place until close of show. The exhibit area must be cleared by 8:00 pm, May 20.
 - 7. Fire and Electrical Regulations.** All local regulations will be strictly enforced, and the exhibitor assumes responsibility for compliance with such regulations. All decorations and booth equipment must be fireproofed to meet the requirements of the City of Indianapolis Fire Marshall. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the City of Indianapolis Fire Marshall electrical code.
 - 8. Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Indiana Convention Center and various labor organizations in accordance with City of Indianapolis union regulations.
 - 9. Selling Restrictions.** Selling on the exhibit floor involving the exchange of cash or contracts is strictly prohibited.
- ### D. LIABILITY
- 1. Security.** APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property. However, the provision of this service shall not be construed as an assumption of obligations or duty with respect to the protections of the exhibitor's property. Exhibitor shall not hold APHL liable for any loss, damage, theft or destruction of exhibitor's property, and further, exhibitor shall indemnify APHL and the Indiana Convention Center against, and hold them harmless resulting from, the negligence of the exhibitor in connection with the exhibitor's use of space.
 - 2. Inability to Perform.** Should any contingency prevent holding of the Conference of Exhibition, the APHL shall not be held liable for any expenses incurred by the exhibitor.
 - 3. Interpretation and Arbitration.** These regulations are incorporated as part of the agreement between the exhibitor and the Association of Public Health Laboratories

(APHL). APHL has full power of interpretation and enforcement of these rules and may amend them at any time. All matters in question not covered by these regulations are subject to the decision of APHL and shall be binding on all parties affected by them. Exhibitors or their representatives, who fail to observe these conditions, or conduct themselves unethically, may be dismissed without refund or other appeal. The parties agree that in the event of any claim or dispute concerning questions of fact or law arising out of or relating to this contract, its performance or alleged breach shall be submitted to the arbitration of two disinterested and competent persons, mutually chosen, who shall select a third, whose award, pursuant to the rules of the American Arbitration Association, shall be conclusive and binding on both parties. Exhibitors agree to protect, save, and hold harmless the Association of Public Health Laboratories (APHL), the Indiana Convention Center, the City of Indianapolis, and all affiliates, agents, servants and employees thereof, hereinafter collectively referred to as Indemnitees, for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Indiana Convention Center and further shall at all times protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs (including attorney fees), damage, liability, or expenses 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, that arises from, or out of, or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

E. EXHIBIT GIVEAWAYS

APHL reminds exhibitors and their agents or designees of their responsibility to be aware of and to abide by all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry and healthcare professionals, including: 1) Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Healthcare Professionals and 2) Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interaction with Healthcare Professionals.

F. ACCEPTANCE OF TERMS AND CONDITIONS

Exhibitor, if invited to participate in the 2015 APHL Annual Meeting, May 18–21, 2015, and as evidenced by the authorized signature on the contract opposite, agrees to abide by all terms and conditions contained in these policies and procedures.