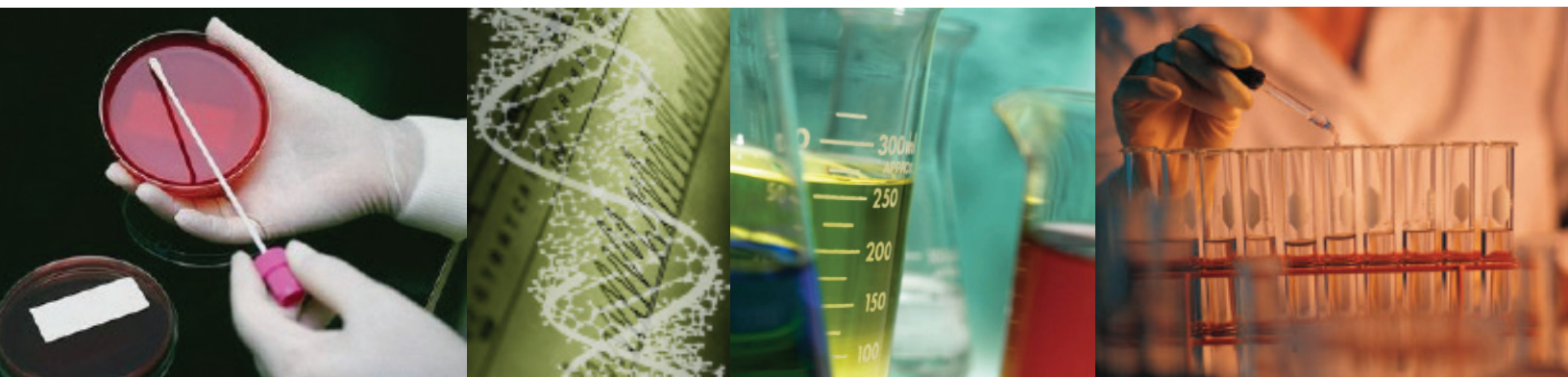




## Corporate Visibility Opportunities



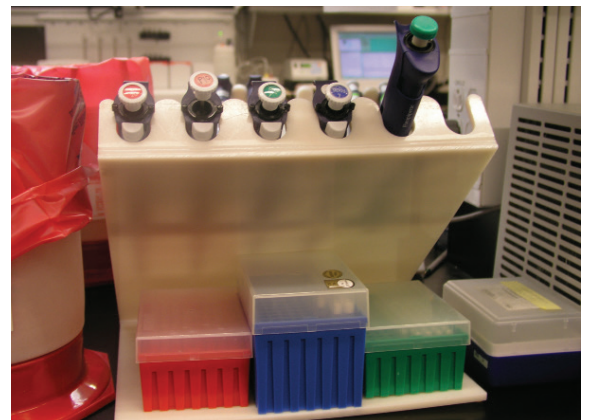
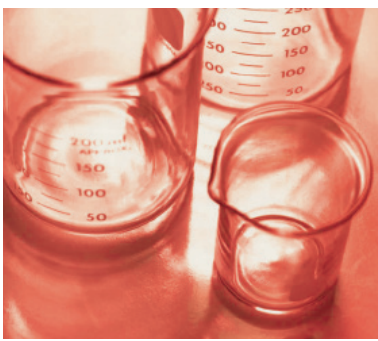
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**PUBLIC HEALTH LABORATORIES**  
ANALYSIS — ANSWERS — ACTION

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## **BACKGROUND**

The Association of Public Health Laboratories (APHL) is a 501(c)(3) non-profit organization uniquely representing state and local public health, environmental, agricultural and other public sector laboratories. APHL serves as a link between member laboratories, federal government agencies, and private sector partners, and is the primary advocate for the laboratories that monitor and detect public health threats. APHL's members are a critical public health resource in identifying and monitoring outbreaks of infectious disease, chemical contaminants in people and the environment, and food borne illness. In addition, these laboratories screen newborns for genetic and metabolic disorders; respond to natural disasters, industrial accidents and suspected biological, chemical and radiologic terrorism; conduct testing that supports enforcement of water, food, dairy and environmental safety laws; research disease trends and develop new laboratory technologies; and contribute to the formulation of state and national health policies.



## **MEMBERSHIP**

APHL's members include state, territorial, and local public health laboratories; state environmental testing laboratories; state agricultural and food safety laboratories; and individual scientists, public health officials, federal agency representatives, academicians, and students. Over 75% of our members either make buying decisions or recommend items for purchase for their laboratories.

# SUSTAINING MEMBERSHIP

**VISIBILITY—INFORMATION—INSIGHT**

## BENEFITS

Membership in APHL guarantees your company visibility to the institutional and individual members of the organization, through complimentary exhibit booth space and full registrations for our Annual Meeting, at least one complimentary set of member mailing labels, discounts on advertising and logo placement on the APHL website.

Your company will gain time-critical information through subscriptions to the weekly *eUpdate* and quarterly *Lab Matters*, as well as other member correspondence.

Join today!



**“The Corporate Leadership Council Meeting is a vital link between industry and the public health laboratories.”**

## FOR INFORMATION ON MEMBERSHIP AND OTHER CORPORATE OPPORTUNITIES, CONTACT:

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240.485.27- 2

[www.aphl.org/corporate](http://www.aphl.org/corporate)



Association of Public Health Laboratories  
8515 Georgia Ave Ste 700  
Silver Spring, MD 20910  
240.485.2745  
[www.aphl.org](http://www.aphl.org)



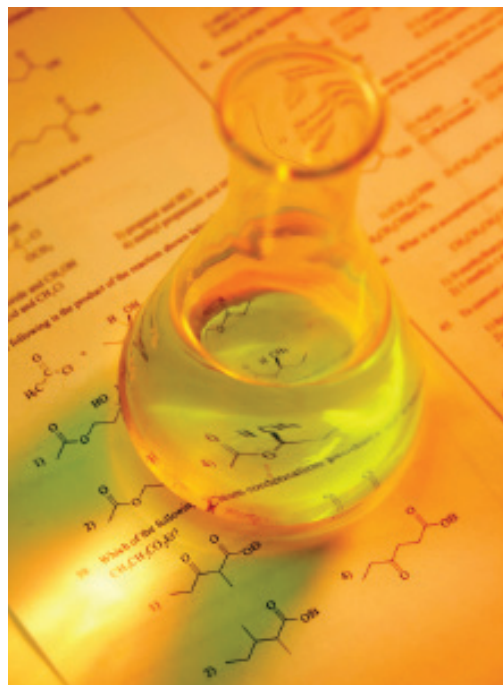
## DIAMOND LEVEL

\$2+~~500~~

Diamond Level membership affords the highest level of visibility. In addition to the benefits shared by other membership categories, Diamond Level members participate in exclusive partnership meetings with leaders of the public health laboratory community. They receive complimentary registrations to all APHL-hosted meetings, and their logos and descriptions are listed first on our website and in all publications. Diamond Level members are given the opportunity to write the Industry Matters column in *Lab Matters*. As a Diamond Level member, five corporate representatives are registered members, receiving all of the benefits of APHL membership.

### Benefits :

- Five member representatives
- Five complimentary full registrations to the APHL Annual Meeting
- Complimentary exhibit booth space at ALL APHL-hosted meetings
- Additional registrations to the Annual Meeting at a member rate for all guests and other employees of the company
- Two complimentary registrations to ALL APHL-hosted meetings with additional registrations at the member rate
- Five complimentary rentals of member mailing list
- Membership directory in both print and searchable online formats
- Five subscriptions to *Lab Matters*, APHL's quarterly full color magazine, and the *eUpdate*, APHL's weekly newsletter
- Company information, logo and link on APHL's website
- Opportunity for two representatives to participate in the Corporate Leadership Council meeting with APHL leadership
- Opportunity to write Industry Matters column for *Lab Matters*
- First right of refusal on sponsorship opportunities
- Ability to add news and product items to the *eUpdate*
- Logo and link in *eUpdate* and the ability to submit news and product information to the *eUpdate*
- Logo placement in all issues of *Lab Matters*
- Opportunity to apply for position on standing committees and submit proposal/abstract/poster for any APHL meeting
- Discount on *Lab Matters* advertisements
- Use of the APHL Sustaining Member Mark
- Access to time-critical policy information
- A certificate of membership for each representative
- An APHL lapel pin for each representative





## PLATINUM LEVEL

\$1\* 500

Platinum Level membership affords high visibility for the member company. In addition to the benefits shared by other membership categories, Platinum Level members participate in exclusive partnership meetings with leaders of the public health laboratory community. They also receive complimentary registrations to APHL-hosted meetings, as well as additional registrations at the member discount. Platinum Level members are given the opportunity to write the Industry Matters column in *Lab Matters*. As a Platinum Level member, two corporate representatives are registered members, receiving all of the benefits of APHL membership.

### Benefits :

- Two member representatives
- Four complimentary full registrations to the APHL Annual Meeting
- Complimentary exhibit booth space at the APHL Annual Meeting
- Additional registrations to the Annual Meeting at the member rate for all guests and other employees of the company
- Two complimentary registrations to one additional APHL-hosted meeting of your choice and additional registrations at the member rate
- Two complimentary rentals of member mailing list
- Membership directory in both print and searchable online formats
- Two subscriptions to *Lab Matters*, APHL's quarterly full color magazine, and the *eUpdate*, APHL's weekly newsletter
- Company information, logo and link on APHL's website
- Opportunity for two representatives to participate in the Corporate Leadership Council meeting with APHL leadership
- Opportunity to write Industry Matters column for *Lab Matters*
- First right of refusal on sponsorship opportunities
- Ability to add news and product items to the *eUpdate*
- Logo and link in *eUpdate* for a limited time and the ability to submit news and product information to the *eUpdate*
- Logo placement in all issues of *Lab Matters*
- Opportunity to apply for position on standing committees and submit proposal/abstract/poster for any APHL meeting
- Discount on *Lab Matters* advertisements
- Use of the APHL Sustaining Member Mark
- Access to time-critical policy information
- A certificate of membership for each representative
- An APHL lapel pin for each representative



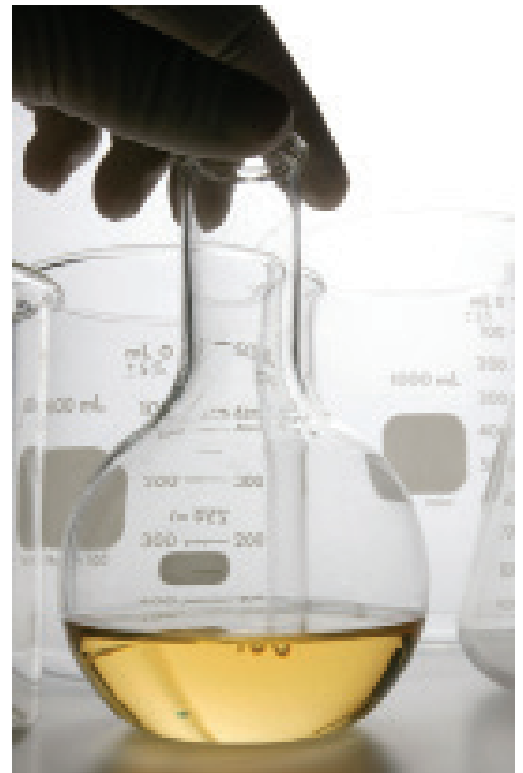
## GOLD LEVEL

\$8,000

Gold Level membership offers the member company visibility to public health laboratories, an opportunity to receive public health updates, and attend the Annual Meeting. It also affords the recognition of the company as a supporter of public health laboratories and public health. As a Gold Level member, one corporate representative is a registered member, receiving all the benefits of APHL membership.

### Benefits :

- One member representative
- Four complimentary full registrations to the APHL Annual Meeting
- Complimentary exhibit booth space at the APHL Annual Meeting
- Additional registrations to the Annual Meeting at the member rate for all guests and other employees of the company
- One complimentary rental of member mailing list
- Membership directory in both print and searchable online formats
- One subscription to *Lab Matters*, APHL's quarterly full color magazine, and the *eUpdate*, APHL's weekly newsletter
- Company information, logo and link on APHL's website
- Ability to add news and product items to the *eUpdate*
- The ability to submit news and product information to the *eUpdate*
- Logo placement in all issues of *Lab Matters*
- Opportunity to apply for position on standing committees and submit proposal/abstract/poster for any APHL meeting
- Discount on *Lab Matters* advertisements
- Limited use of the APHL Sustaining Member Mark
- Access to time-critical policy information
- A certificate of membership
- An APHL lapel pin



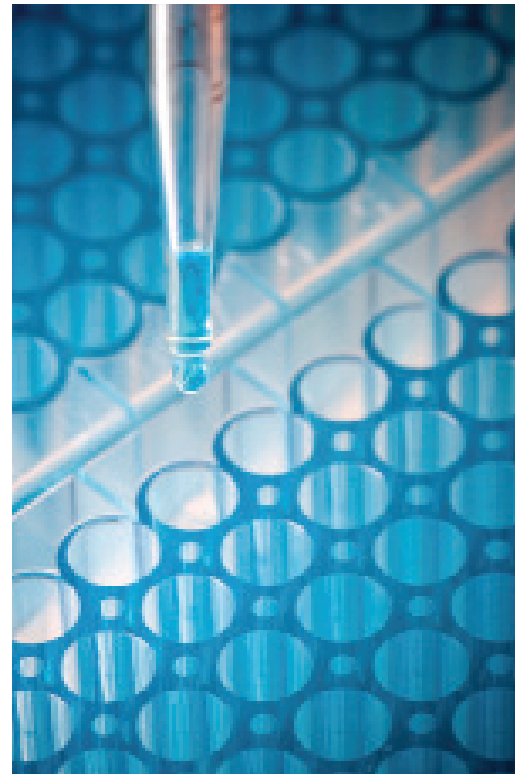
## SILVER LEVEL

\$5,000

Silver Level membership offers the member company a low cost opportunity to attend the Annual Meeting, receive public health updates and connect with public health laboratory professionals. It also affords visibility as a supporter of public health laboratories and public health. As a Silver Level member, one corporate representative is a registered member, receiving all the benefits of APHL membership.

### *Benefits :*

- One member representative
- Two complimentary full registrations to the APHL Annual Meeting
- Complimentary exhibit booth space at the APHL Annual Meeting
- Additional registrations to the Annual Meeting at the member rate for all guests and other employees of the company
- One complimentary rental of member mailing list
- Membership directory in both print and searchable online formats
- One subscription to *Lab Matters*, APHL's quarterly full color magazine, and the *eUpdate*, APHL's weekly newsletter
- Company information, logo and link on APHL's website
- Ability to add news and product items to the *eUpdate*
- The ability to submit news and product information to the *eUpdate*
- Opportunity to apply for position on standing committees and submit proposal/abstract/poster for any APHL meeting
- Discount on *Lab Matters* advertisements
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# EXHIBITS AND SPONSORSHIPS

## BOOTH SPACE

Booth space averages \$2,000 per conference

## SPONSORSHIP

Sponsorship costs range from \$100 to \$35,000

## ADVERTISING

Advertising in conference programs is a cost-effective way to make a lasting impression on all conference attendees.

## CONFERENCES

Annual Meeting and Government Environmental Laboratory Conference

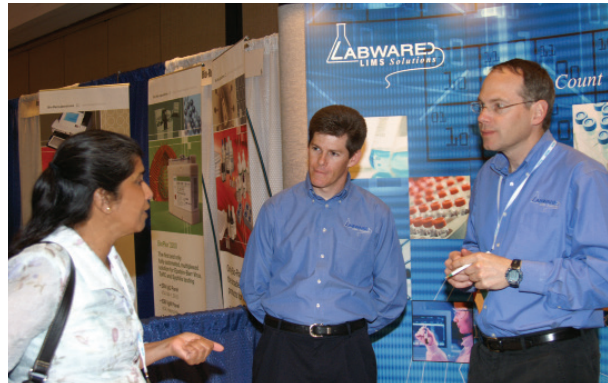
Newborn Screening and Genetic Testing Symposium

HIV Diagnostics Conference

Laboratory Aspects of Tuberculosis

Integrated Foodborne Outbreak Response Management (InFORM) Conference

Laboratory Preparedness Conference





## ADVERTISING

Advertising is available for APHL's quarterly full-color magazine, *Lab Matters*, at affordable rates. *Lab Matters* digital version averages over 10,000 page views per edition and its hard-copy circulation totals more than 500. Over 75% of APHL's membership makes buying decisions or recommends products for purchase.



## MAILING LIST RENTAL

Affordable – Accessible – Comprehensive  
Send out your direct mail materials to the entire APHL membership by requesting a mailing list rental.

## JOB BOARD

Post your jobs on APHL's Job Board at an affordable rate to reach the highest qualified applicants. Gain increased exposure through advertising on the Job Board.



## SUPPORT FOR EDUCATION

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### **Educational Activities**

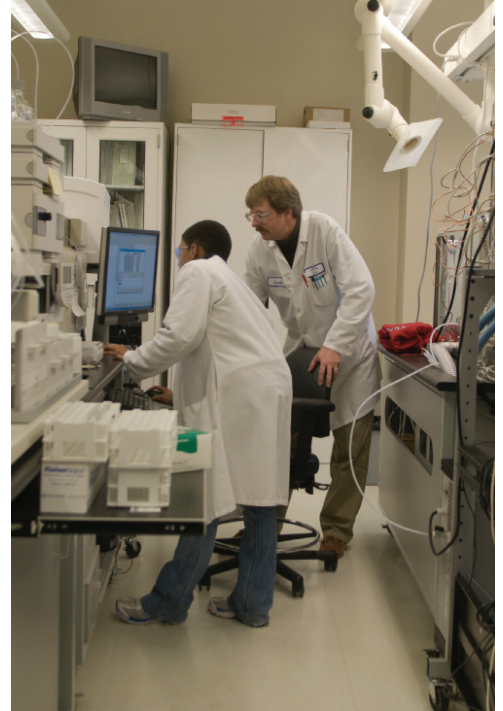
APHL has a long history of providing nationwide cost-effective, relevant laboratory continuing education in a variety of formats to clinical, public health and environmental laboratorians. APHL programs reach thousands of participants each year. Educational grants and in-kind support are accepted for individual programs, as well as the opportunity to partner with APHL to develop customized training and continuing education. Exclusive and partial support is available. In addition, APHL sponsors the National Laboratory Training Network with CDC, offering laboratory continuing education on topics of public health significance.

### **Fellowship Program**

For over 20 years, APHL has placed promising laboratorians into governmental laboratories to perform public health research and gain an appreciation for public health laboratory practice. APHL has the infrastructure and connections to support industry-sponsored Fellows.

### **National Center for Public Health Laboratory Leadership**

Initiatives of the NCPHLL include nationwide leadership forums, emerging leader mentoring, career fairs at high schools and universities and public health laboratory technical assistance. Become a visible part of this laboratory workforce recruitment and retention solution by providing support or an educational grant for any of the initiatives.







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**APHL is:**

Leading the Laboratories Protecting the Nation's Health

Linking Partners to Safeguard Health

Advancing Laboratory Science

Strengthening National Laboratory Systems Worldwide

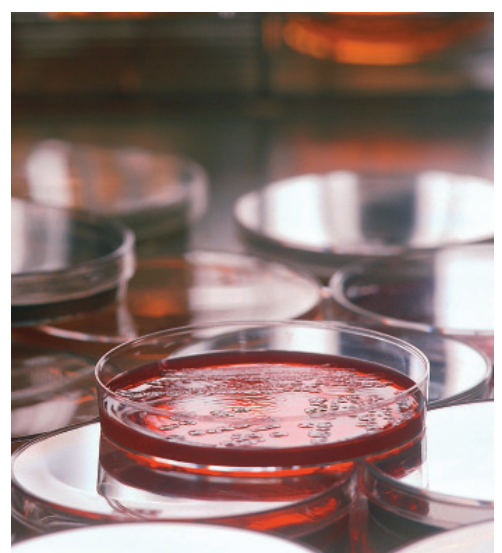
Delivering High Quality Training and Continuing Education

Bolstering Laboratory Systems

Shaping National Health Policy

Developing the Next Generation of Laboratory Leaders

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***Vision***

A healthier world through quality laboratory systems.

***Mission***

Shape national and global health outcomes by promoting the value and contributions of public health laboratories and continuously improving the public health laboratory system and practice.

**FOR INFORMATION ON MEMBERSHIP AND OTHER  
CORPORATE OPPORTUNITIES, CONTACT:**

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