



March 15–18, 2027

Hyatt Regency Atlanta • Atlanta, GA

Exhibitor and Sponsor Prospectus



aphl.org/idlabcon
#IDLabCon

APHL ID Lab Con



Unveiling breakthroughs in **public health** microbiology

ID Lab Con 2027 is a forum to discuss the latest developments on detection and characterization of infectious diseases of public health concern.

Hear from renowned experts on the latest advancements in infectious disease diagnosis and surveillance testing. Discover innovative technologies and network with microbiologists and other professionals with an interest in public health microbiology and infectious disease testing.

We welcomed 400 participants to ID Lab Con 2025, and we anticipate 500 attendees this year. Attendees include:

- Public health microbiology lab professionals at the federal, state and local level
- Clinical microbiologists
- Infectious disease epidemiologists
- Public health researchers with interest in infectious diseases
- Academic microbiologists with an interest in public health
- Infection preventionists

The Association of Public Health Laboratories (APHL) represents members from public health, environmental health, agricultural and other public sector laboratories.

For more than 75 years as a 501(c)(3) non-profit organization, APHL has served as a link between members, federal agencies and private sector companies working toward the goal of strengthening laboratories that protect the health and safety of the public.



Location and Hotel Accommodations

Hyatt Regency Atlanta

265 Peachtree St NE, Atlanta, GA 30303 | 626.795.9311

For hotel information, please refer to aphl.org/idlabcon

Sponsorship Opportunities

Become the exclusive sponsor of a luncheon, reception or break and ensure that your name is seen by attendees at prominent sites during the conference!

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

Exhibit Hall Happy Hour Advertising Opportunity

Place your company's corporate/product brand at the center of an afternoon Happy Hour as attendees gather for drinks and tour the Exhibit and Poster Hall by adding your company's logo on cups and napkins. Your company will receive one sponsored bar. Each sponsored bar will be branded separately (limited availability — 4 bars only). Time slot to be determined.

Happy Hour Schedule:

Branded Happy Hour	Monday, March 15
Networking Reception	6:00 pm – 7:00 pm

Four bars, each one will be branded separately.

Advertising Benefits:

- Advertisers will receive a sponsored bar during each of the afternoon Happy Hours held in the Exhibit and Poster Hall.
- Bars will be placed in the vicinity of the advertiser's booth during a Happy Hour in the Exhibit Hall.
- Bars will be branded with advertiser's corporate/product logo.
- Advertisers will receive 50 drink tickets to distribute to customers of their choosing. Additional drink tickets are available for purchase.

Advertising Dimensions: TBD

Advertising Rate: \$7,500 per bar

Advertisers will be responsible for customized cups and napkins branded with advertiser's corporate/product logo.

Partial sponsorship opportunities are possible in the event an exclusive sponsor is not contracted.

Exclusive sponsors will receive priority. Contact camille.walker@aphl.org with your interest.

Hosted Cocktail Hour

Precedes the Story Collider event to be held on Tuesday, March 16 (\$12,500)

- Hosted pre-event will begin 30 minutes prior to the storytelling event
- Open bar and hot and cold hors d'oeuvres will be served
- Event listed on APHL website's ID Lab Con page
- Event listed in the ID Lab Con Program
- APHL ID Lab Con customized HTML eblast
- Email invite to attendees – APHL will be responsible for messaging
- Company representative/speaker welcome remarks during the 30-minute pre-event

Morning Break with Coffee Service

Tuesday, Wednesday or Thursday

Exclusive Sponsorship • \$6,000 each day

Attendees wake up to your company when you host coffee time! Not in the exhibit hall.

Midmorning Coffee Break

Tuesday, Wednesday or Thursday

Exclusive Sponsorship • \$3,500 each day

Give attendees a mid-morning wake-up call when you host morning coffee service with snacks in the exhibit hall or foyer.

Afternoon Refreshment Break

Tuesday or Wednesday

Exclusive Sponsorship • \$7,500 each day

Stand out by hosting a mid-afternoon snack break for attendees in the exhibit hall.

Educational Grant/General Conference Support

Help build a more educated workforce by providing travel support for members to the conference. This also means an increase in exhibit hall attendees! For each \$2,500 contribution you will receive a quarter page ad in the printed program as well as signage recognition.

Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. Please consult your tax advisor for individual assistance in specific situations.

Digital Advertising Opportunities

Mobile App Sponsorship | \$6,000

Exclusive Sponsorship

As the Mobile App sponsor, your company will claim the leadership position on the most widely used resource at ID Lab Con 2027. As the exclusive sponsor, you will receive the following benefits:

Splash Screen Startup Advertisement: Attendees won't miss your ad as it shows whenever they watch the app starting up.

Premium Banner: Your banner will appear at all times at the bottom of the screen while users are in the app.

Premium Exhibitor Listing: Separate yourself from the crowd with your featured exhibitor listing at the top of the list in the app.

Mobile App Push Notification | \$450

Limited quantity available

Push your message out to all ID Lab Con 2027 app users to promote your presence at the conference and drive traffic to your booth or special event.

Mobile App Banner Ad | \$350

Limited quantity available

Place a rotating banner ad that attendees will see frequently as they check session information, poster and exhibitor listings and speaker/attendee profiles.

- Draw attention to your presence, brand or message.
- Link to your exhibitor profile within the app or to your specific website or landing page.



Customized Preconference Email Blast | \$2,000 each

Limited availability

Stand out from the competition by adding a preconference email blast to your marketing mix! APHL will send only five sponsored email messages to the attendees, enhancing your presence and visibility right before the conference convenes.

- The email blast is sent to all pre-registered attendees who didn't opt out of receiving preconference emails.
- APHL will send one sponsored blast per day during the week prior to the conference (second week of March).
- Sponsor provides all content; detailed specifications will be shared once space is contracted.
- Deadline to receive art is **January 15, 2027.**



Partners in Technology Spotlight Sessions (8 available)

Tuesday, March 16

7:45 am – 8:15 am, 2 available | \$2,500 each

12:15 pm – 1:00 pm, 2 available | \$3,500 each
(concurrent with lunch)

Wednesday, March 17

8:15 am – 8:45 am, 2 available | \$2,500 each

12:15 pm – 1:00 pm, 2 available | \$3,500 each
(concurrent with lunch)

Host a Partners in Technology Spotlight Session!

These concurrent sessions are held by industry partners and may be educational, advisory group or user group presentations. This is the ideal time to educate or gather feedback from key opinion leaders in the public health laboratory industry. Please register for the Spotlight Session of your choice by completing the [exhibitor registration form](#) (log in to an APHL account to access).

Final Program Advertising

Advertise where attendees look most!

Build recognition, announce products and draw attendees to your booth with a display advertisement in the ID Lab Con program book, the attendee's complete conference reference.

To sign up, just check the appropriate box on the exhibitor registration form and include the fee.

Ad Size	Rate	Trim Size (WxH)	Bleed
Back cover	\$1,600	6" x 9"	6.25" x 9.25"
Full page	\$1,250	5" x 8"	6.25" x 9.25"
Half page	\$900	5" x 4"	na
Quarter page	\$500	2.5" x 4"	na

Black/white or 4-color art, high resolution .eps or .pdf required. Deadline to receive art is **January 15, 2027.**

Please submit files to Ben Moyer: ben.moyer@aphl.org.

Exhibit Space

Cost per booth:	\$3,250
Booth size:	10' x 10' standard with pipe and drape
Location:	Hyatt Regency Atlanta
Show colors:	Blue and white
Booth carpet:	Exhibit Hall carpeted

Also included:

- Draped aluminum supports, 8'-high back and 3'-high sides
- Furnishings: one 6' draped table, two side chairs, one wastebasket
- A one-line identification sign (7"x 44") with company name and booth number
- Free company listing and description in the printed conference program and the mobile app
- One complimentary full conference registration and one exhibit only registration per paid booth. APHL requires all exhibitors associated with an exhibit booth to be registered for the conference.
- Peripheral security service beginning with the end of setup and concluding with the beginning of the last day's sessions. Staff security is not provided during open hall times.
- General cleaning of the aisles
- Welcome Reception in the Exhibit Hall, Monday, March 15
- Complimentary beverages (coffee, tea, water, sodas) served during morning and afternoon breaks
- Lunch in the Exhibit Hall, Wednesday, March 17

Notes

- Booth electricity is not provided. Email conferences@aphl.org for more information.
- APHL Diamond Level Sustaining Members will receive one complimentary exhibit booth and two complimentary registrations at the 2027 ID Lab Con as well as many other benefits.
- If you are not a sustaining member, please consider joining. Visit aphl.org/membership/corporate-partners/sustaining-members for more about the benefits of sustaining membership.

To reserve your booths and sponsorships:

1. Choose your preferred booth(s) based on the included floor plan, page 6.
2. Choose your sponsorship(s) and advertising.
3. Read carefully and complete the exhibitor registration form [here](#). Requirements for additional furniture, carpet, electricity, AV, labor, drayage, special signs and cleaning should be referred to Viper Tradeshow services. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper setup at the exposition and to take advantage of discounts.
4. Make sure to complete all steps, including booth choices during the registration process.
5. Complete payment at time of registration. If that is not possible, a deposit check must be received by our office to the address on the invoice no later than 10 business days after registration or by the registration deadline, whichever comes first.

For questions about payment/registration please email conferences@aphl.org.

Exhibitor Deadlines

Below are important dates to remember.
Mark your calendar and reserve early!

January 15, 2027

- Booth Space Reservation
- Company Description for Program
- Program Ad Artwork
- Exhibitor Staff Registrations

February 7, 2027

- Lead Retrieval Order
- Digital Advertising

TBD: Shipping Deadlines for Exhibitors

Exhibit Hall Schedule*

Monday, March 15

8:00 am – 4:00 pm	Exhibitor Setup
5:30 pm – 7:00 pm	Exhibit Hall Open
6:00 pm – 7:00 pm	Welcome Reception

Tuesday, March 16

9:30 am – 6:30 pm	Exhibit Hall Open
10:00 am – 10:30 am	Attendee Break
3:00 pm – 3:30 pm	Attendee Break
5:00 pm – 6:30 pm	Public Health Story-time in the Exhibit Hall

Wednesday, March 17

9:30 am – 3:00 pm	Exhibit Hall Open
10:00 am – 10:30 am	Attendee Break
12:00 pm – 1:30 pm	Lunch in the Exhibit Hall
2:30 pm – 3:00 pm	Attendee Break and Raffle
3:00 pm – 7:00 pm	Exhibitor Teardown

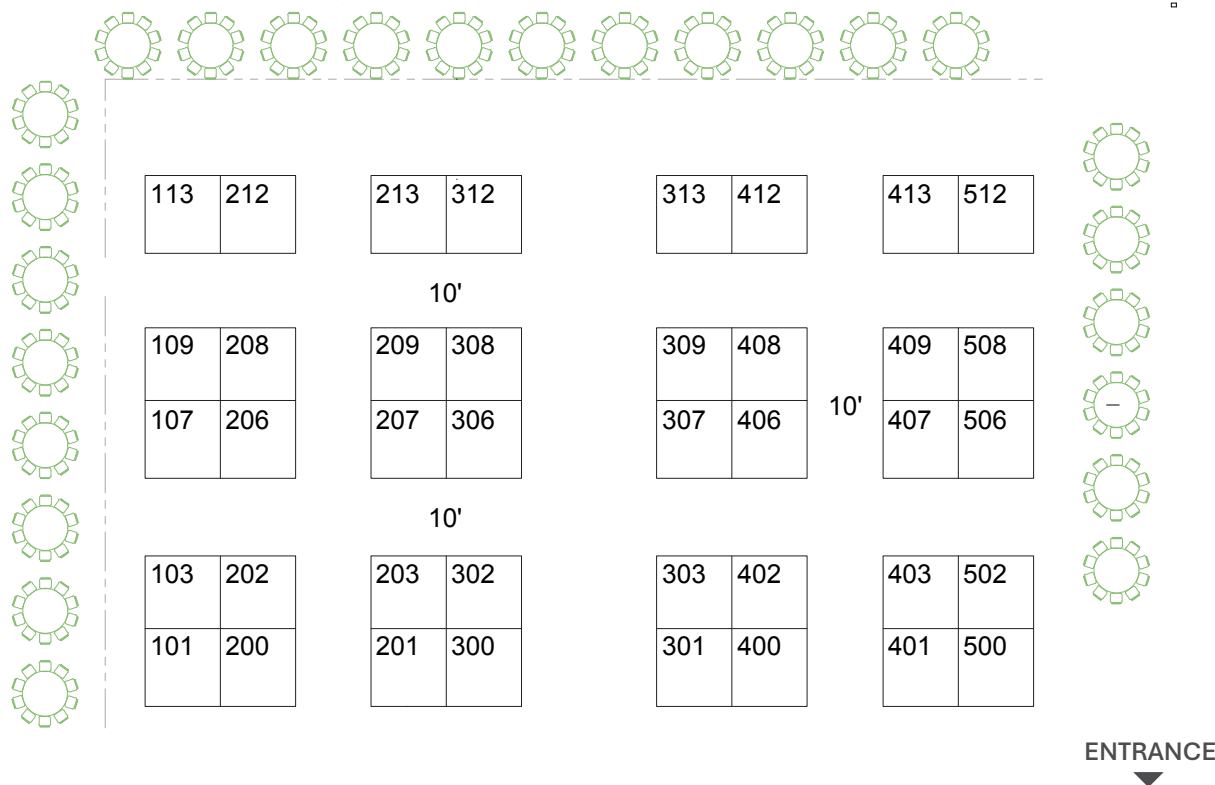
*schedule tentative and subject to change

Exhibit Hall Raffle

APHL will host a digital scavenger hunt to encourage attendees to visit each exhibitor's booth. Attendees must visit every exhibitor and scan their QR code to be entered into the raffle drawing. This raffle will consist of having attendees come by to scan your assigned QR code (provided by APHL) instead of having you sign a printed raffle card. Consider ways to engage them knowing they will be coming by! The winners will be drawn at the end of the afternoon break on Wednesday. If you would like to participate, we ask that the value of your donation be at least \$100. Raffle items will be due six weeks before the conference. You DO NOT have to provide prizes to be included in the raffle contest.

Exhibit Hall Floor Plan

Hyatt Regency Atlanta



This preliminary floor plan 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.



All Opportunities: Fees and Package Inclusions

PACKAGES	FEES	INCLUSIONS			
		Program Recognition	Signage/PPT Recognition	Program Ad	Mobile App Alert
General Booth Space	\$3,250	●			
Branded Happy Hour Networking Reception	\$7,500	●	●	● half page	●
Hosted Cocktail Hour ¹	\$12,500	●	●	● half page	●
Morning Break with Coffee Service ²	\$6,000 ea	●	●		
Midmorning Coffee Break ³	\$3,500 ea	●	●		
Afternoon Snack Break ⁴	\$7,500 ea	●	●		
Mobile App Sponsorship	\$6,000	●	●	● full page	
General Conference Support	\$2,500	●	●	● qtr page	
Partners in Technology Session	\$2,500 +				
Program Advertising	\$500 +				
Mobile App Push Notification	\$450 ea				
Mobile App Banner Ad	\$350 ea				
Sponsored Email Blast	\$2,000 ea				

Under IRS regulations, sponsorship of APHL activities may be deductible for federal income tax purposes as ordinary and necessary business expenses. Please consult your tax advisor for individual assistance in specific situations.

NOTES:

1. Hosted Cocktail Hour: Tuesday in the exhibit hall. includes beer, wine and light hors d' oeuvres.
2. Morning Break with Coffee Service: Early morning coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
3. Midmorning Coffee Break: Coffee, tea and water on Tuesday, Wednesday or Thursday. Price is per break.
4. Afternoon Snack Break: Afternoon break of coffee, tea, water, soda and assorted snacks on Tuesday or Wednesday. Price is per break.

Exhibitor Services

Viper Tradeshow Services

2575 Northwest Parkway, Elgin, Illinois 60124

The exhibitor service kit will be available online. Login information and instructions for accessing it will be emailed prior to the exposition. Requirements for additional furniture, carpet, electricity, AV, labor, drayage, special signs and cleaning should be referred to Viper Tradeshow services. All required forms included in the service kit should be completed and returned to the appropriate contact in advance to ensure proper setup at the exposition and to take advantage of discounts.

Exhibitor-Hosted Events

Exhibitors planning to host educational programs or social activities at ID Lab Con should contact conferences@aphl.org or 240.638.2015 in order to minimize conflicts with other functions.

Meeting Room Space Rental

APHL offers meeting space rental options to accommodate your meeting space needs during ID Lab Con. For more information, please contact: conferences@aphl.org

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

ID Lab Con 2027 Exhibitor Contract Rules and Regulations

A. SPACE RENTAL

1. **Contract for Space.** Application for exhibit space releases the Association of Public Health Laboratories (APHL) and the Hyatt Regency Atlanta 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 canceled only with the approval of the Meeting Planner. A written cancellation received on or before January 9, 2027 will be refunded. There will be no refunds after this date.

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 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, APHL ID Lab Con 2027 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 3:30 pm, March 15 and remain in place until close of show. The exhibit area must be cleared by 8:00 pm, March 17.
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 Atlanta Fire Marshal. Combustible materials shall not be stored in or around exhibit booths. All electrical equipment or apparatus and wiring must conform to the Atlanta Fire Marshal electrical code.

8. **Union Labor.** Exhibitors are required to observe all union contracts in effect between APHL, the official contractors, Hyatt Regency Atlanta and various labor organizations in accordance with Atlanta 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 Hyatt Regency Atlanta against, and hold them harmless resulting from, the negligence of the exhibitor in connection with the exhibitor's use of space. APHL will provide guard service and will take reasonable precautions to safeguard exhibitor's property.
2. **Inability to Perform.** Should any contingency prevent holding of the Conference or Exhibition, 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 Hyatt Regency Atlanta, 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 Hyatt Regency Atlanta 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 ID Lab Con, March 15-18, 2027, 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.