

Corporate Support Opportunities





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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.

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



About APHL

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 foodborne 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.

About Our Members

APHL represents a unique membership of over 1,600 members from public health, environmental, agricultural and food safety laboratories; and individual scientists, public health officials, federal agency representatives, academicians and students, and other public sector laboratories.

Sustaining Membership - Visibility, Information, Insight

APHL's Sustaining Member Program has enabled public health professionals and corporations to partner in new ways to help shape national and global health outcomes by promoting the value and contribution of public health laboratories. APHL has five levels of corporate membership to fit any sized company.

Benefits

The benefits of APHL membership guarantee that your company is visible to the association's institutional and individual members:

- complimentary exhibit booth space and full registrations for the APHL Annual Conference
- exclusive access to laboratory and APHL leadership
- opportunities to serve as thought leader
- discounts on advertising
- logo placement on the APHL website

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

A full listing of benefits is provided on the next page.



APHL MEMBERSHIP

Over 70% of members are state, local and institutional public health labs.



BUYING POWER

Over 75% of members either make buying decisions or recommend items for purchase for their laboratories.



SUSTAINING MEMBERSHIP BENEFITS

MEMBERSHIP YEAR JULY 1 – JUNE 30

	DIAMOND \$35,308	PLATINUM \$21,416	GOLD \$10,998	SILVER \$7,001	CORPORATE COLLEAGUE \$3,473
RECOGNITION • MARKETING • SPONSORSHIPS					
First right of refusal on sponsorship opportunities	✓				
Logo displayed on APHL.org homepage	✓	✓			
Logo and link on all eUpdate mailings	✓	✓			
Logo placement on APHL website *	✓	✓	✓	✓	✓
Your corporate weblink from www.aphl.org	✓	✓	✓	✓	✓
Certificate of Membership ****	✓	✓	✓	✓	✓
Discount on advertising in APHL's quarterly print and digital magazine, <i>Lab Matters</i>	✓	✓	✓	✓	✓
Logo placement in <i>Lab Matters</i>	✓	✓	✓		
Submit abstract/poster for any APHL meeting	✓	✓	✓	✓	
Access to sponsorships at APHL conferences	✓	✓	✓	✓	
Submit news or product listing to eUpdate	✓	✓	✓	✓	
One (1) targeted Email Blast	✓	✓			
Opportunity to write Industry Matters column for <i>Lab Matters</i>	✓	✓	✓		
NEW! Corporate Spotlight Advertorial for <i>Lab Matters</i> (based on availability throughout the year)	✓	✓			
PARTICIPATION • EXHIBITING					
Sustaining Member Representative(s) (Authorized account users)	5 member reps	3 member reps	2 member reps	1 member reps	1 member reps
Complimentary booth at all APHL conferences w/exhibits	✓				
Complimentary booth space at APHL Annual Conference **		✓	✓	✓	Half-price booth space
Opportunity to meet with the Board of Directors	✓				
Opportunity to participate and present to an APHL Committee	✓	✓	✓	✓	
Complimentary full registrations to APHL Annual Conference	5 comp registrations	4 comp registrations	3 comp registrations	2 comp registrations	
Complimentary registrations at all other APHL meetings	2 registrations				
Corporate Member-Associates for \$250 each	2 registrations				
Select group of representatives to participate in the Corporate Leadership Council Meeting w/APHL leadership	2 registrations	2 registrations			
Complimentary registrations at one other APHL conference		2 registrations			
COMMUNICATIONS					
Subscription to <i>Lab Matters</i>	5 subscriptions	3 subscriptions	2 subscriptions	✓	✓
Subscription to APHL eUpdate	5 subscriptions	3 subscriptions	2 subscriptions	✓	✓
Regular APHL emails with timely information	✓	✓	✓	✓	✓
RESOURCES					
FREE Member Mailing List Rental ***	5 total	3 total	2 total	1 total	
Access to the Online Member Search *****	✓	✓	✓	✓	
APHL Sustaining Member mark for use in marketing materials	✓	✓	✓	✓	

* Your company's logo and description will be listed on the Sustaining Members Roster webpage.

** One complimentary booth at the APHL Annual Conference for the calendar year for Platinum, Gold and Silver. Corporate Colleague will pay half of the booth space price.

*** FREE Member Mailing List Rental does not include members' email addresses or phone numbers.

**** Certificate of Membership upon request.

***** Information provided in APHL's online member directory is intended for individual professional, confidential reference and networking purposes only.

APHL CONFERENCES AND MEETINGS

APHL Annual Conference

May 4–7, 2026 | Baltimore, MD

APHL's annual conference brings together more than 1,000 professionals to consider issues, trends and technologies influencing public health laboratory science and practice. Sessions cover the full spectrum of public health laboratory practice, from emerging infectious disease, environmental health and emergency preparedness to informatics, food safety, newborn screening and global health.

Target Audience: APHL members, state, county, city and local public health laboratory directors, directors of state environmental and agricultural laboratories, government and private laboratory personnel, and others interested in public health laboratory issues.

Upcoming

May 17–20, 2027 | Anaheim, CA

www.aphl.org/AC

Newborn Screening Symposium

October 10–14, 2026 | New Orleans, LA

The Newborn Screening Symposium brings together national and international experts to discuss new and emerging technologies, candidate conditions, quality improvement, clinical outcomes and therapeutics, and other developments in the fields of newborn screening and genetics.

Target Audience: Newborn screening and genetic laboratory and program professionals, newborn screening short- and long-term follow-up personnel, maternal and child health nurses and service providers, clinical specialists, genetic counselors, public health nurses, pediatricians, students and patient and parent advocacy groups.

Upcoming

September 12–16, 2027 | Anaheim, LA

www.aphl.org/NBS

GenomeTrakr Meeting

November 2026 | College Park, MD

The US Food and Drug Administration (FDA) Center for Food Safety and Applied Nutrition (CFSAN) in collaboration with the Association of Public Health Laboratories (APHL) will convene the 2026 GenomeTrakr Meeting. Meeting participants will hear updates from FDA and GenomeTrakr collaborators, network with their peers, discuss best practices and common challenges, and learn about how their data is used to detect and speed up the response to foodborne outbreak investigations.

Target Audience: Public health and university laboratory professionals who contribute to the FDA's GenomeTrakr network.



APHL ID Lab Con

March 16–18, 2027 | Atlanta, GA

Join public health laboratory professionals, clinical laboratorians, epidemiologists, leading researchers and diagnostics manufacturers to share the latest findings, technologies and developments and to generate solutions to infectious disease challenges.

Target Audience: Public health microbiology laboratory professionals at the federal, state and local level, clinical microbiologists, infectious disease epidemiologists, public health researchers with an interest in infectious diseases, academic microbiologists with an interest in public health, infection preventionists and others interested in public health laboratory issues.

www.aphl.org/IDLABCON

UPCOMING

Corporate Leadership Council Meeting

September 24, 2026 | Rockville, MD

Hilton Washington DC/Rockville Hotel & Executive Meeting Center

Learn more about opportunities at this meeting.

Exclusive to Diamond and Platinum Level Sustaining Members.

Contact corporate.relations@aphl.org for more information about upcoming conference and meeting dates, locations and exhibiting opportunities.

CORPORATE OPPORTUNITIES

APHL seeks to build partnerships with corporations who provide value and service to our members by creating awareness of their services, brand and work in the public health sector. Many of our sponsorship opportunities are at APHL's highly regarded Annual Conference and events, but there are opportunities throughout the year as well. To exhibit, or to increase your visibility and presence with sponsorship, contact corporate.relations@aphl.org.

Exhibits and Sponsorships

Booth Size: 10'x10' space

Rates*: \$3,250 to \$2,750 per conference

*(*Annual Conference booth rate is \$3,250. Newborn Screening Symposium booth rate is \$3,000. and ID Lab Con booth rate is \$2,750)*

Sponsorship: Costs range from \$2,500 to \$40,000

Increase your profile with these added benefits:

- Exhibit space with all of the benefits provided to exhibitors
- Recognition in the on-site meeting program
- Recognition in select posts on pre-event social media
- Recognition on signage strategically placed in Exhibit Hall for additional exposure
- Exclusive pre-show and post-show registrant mailing list so you can engage with attendees before and after the conferences
- Name badge ribbons for your company representatives identifying your level of support



Sponsorship Opportunities

Education and Travel Support

Help build a more educated workforce by providing travel support for members to conferences. 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 book as well as signage recognition.



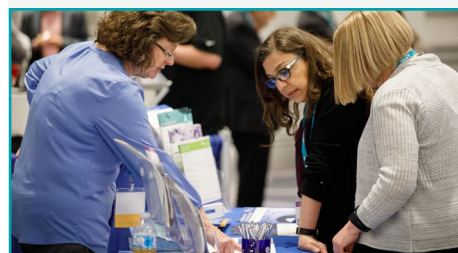
Corporate Leadership Council Meeting

APHL's **Corporate Leadership Council Meeting** offers Diamond and Platinum level sustaining members the opportunity to network with APHL's leadership. This is your opportunity for one-on-one conversations and meaningful collaboration with the leaders of the US public health laboratory system!



Customized Opportunities

APHL seeks to build partnerships with corporations who provide services to the field of public health laboratory science. If you are looking for sponsorship opportunities, but are interested in a more customized approach, let's have a conversation! We are here to work with you to create a sponsorship package that aligns with your strategic goals.



Conference Advertising Opportunities

Conference Program Book

Conference Program Book advertising is a cost-effective way to make a lasting impression on all conference attendees. 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 program reference. Every attendee receives one!

Contact Ben Moyer, ben.moyer@aphl.org, for more information about advertising rates.



Pre-show Promotions

Drive traffic to your booth before the show by sending registrants a pre-show promotion or invitation to visit your booth with the following options.

Digital

- Exhibitor Email Promotion
- Mobile App Push Notifications
- Mobile App Banner ads

Print

- Conference Program Book

Bonus! Exhibitor Social Media Kit

Plan a series of social media posts to announce your presence as an exhibitor at one of our conferences. Posts with images perform better than text-only posts. We will provide you with an exhibitor social media toolkit before the conference.

Free to Exhibitors



For more information about digital conference advertising contact corporate.relations@aphl.org.

Advertising Opportunities - Print and Digital

Lab Matters Magazine

Advertising is available for APHL's quarterly full-color magazine, *Lab Matters*, at affordable rates. This flagship publication offers a range of public health laboratory science content. Targeted exclusively to decision makers in governmental public health laboratories, a niche market. Take advantage of this unique advertising opportunity today!



Lab Matters Digital Platforms

The magazine's digital editions offer readers mobile and "airplane" access, with expanded real estate, multimedia capabilities, links and much more.

The mobile app is available for smartphones and tablets. Anyone can download it for free from mobile app stores (available for iPhone, iPad and Android devices).

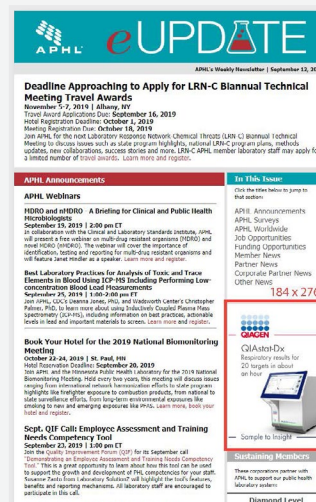
APHL membership is not required to access these editions of the magazine, so ads can reach hundreds of additional people.



eUpdate

APHL's primary publication for timely announcements on funding, programs, initiatives, training and news from LRN members, partners and public health. As such, the membership relies highly on this email newsletter, delivered every Thursday afternoon to all APHL members and partners. *eUpdate* has maintained a loyal, steady readership rate for years, and a good click-through rate that has improved in the past year.

APHL offers only one ad per *eUpdate* issue, making it an **exclusive opportunity!** Includes graphic and embedded hyperlink (or email contact).



Your Ad Here!



Contact corporate.relations@aphl.org for information about ad rates, production deadlines and more.

Advertising Opportunities - Print and Digital

Targeted Email Blasts

APHL's targeted email blasts are an exclusive and efficient method of reaching an already engaged audience, APHL's membership of roughly 1,950 individuals. This limited opportunity is only available to APHL's sustaining members.

Recipients

Our list of approximately 1,950 individuals includes directors, managers, laboratory scientists and specialists in state and local public health laboratories, including environmental, chemical, agricultural and food safety laboratories.

Requirements

Content must be relevant to the work of public health laboratory management and staff. APHL requires a non-endorsement legal disclaimer to be added to the top of the email body.

Advertiser must provide:

- .html or .txt file with code (images hosted on advertiser's servers)
- Subject line (limit 100 characters; recommended length of 50 characters)
- Reply-to email address (optional)

Detailed specifications will be shared if space is contracted.

Rate and Submission

- \$4,000 per email blast deployment
- Materials deadline: 14 days prior to delivery date
- Diamond and Platinum members receive one free (1) email blast per membership year; subject to availability and scheduled on a first-come, first-served basis. Blasts may not be scheduled during the APHL Annual Conference period or between April 15 and May 15.
- Activity metrics (i.e., opens and clicks) will be reported after deployment of the eblast.

For more information contact corporate.relations@aphl.org.

APHL Public Health Pricing List

The Public Health Pricing List is a members only listing of discounts and special offers from our corporate partners and vendors. Laboratories can receive special pricing for instruments, equipment, testing supplies, PPE and more, from your company. Service agreements and informational fliers are included.

The pricing list is only available to the APHL member representatives and member associates who have been given membership rights under their APHL laboratory membership.

For more information about submitting your company's public health pricing list and discount offerings, please contact corporate.relations@aphl.org.



Association of Public Health Laboratories
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Bethesda, MD 20814

www.aphl.org

For Information regarding membership, corporate support, exhibiting and advertising:

Corporate Support Opportunities

Camille Walker, Manager, Corporate Relations
corporate.relations@aphl.org

