

## American Society of Crime Laboratory Directors 42<sup>nd</sup> Annual Symposium

*Exhibitor & Sponsor Prospectus*

Washington Marriott Wardman Park  
April 26 – 30, 2015

[www.ascldsymposium.com](http://www.ascldsymposium.com)



## New in 2015

ASCLD recognizes that this Symposium could not be possible without the continued support of the companies that exhibit and sponsor every year. With that in mind, this year's Symposium planning committee has created additional opportunities for your company to gain exposure and increase your return on investment.

- Exhibit Packages to provide varying amounts of exposure
- Additional Sponsorship opportunities
- Increased exposure to International attendees as ASCLD will be hosting the International Forensic Strategic Alliance meeting in conjunction with the Symposium

"Of all the conferences we exhibit at each year, ASCLD is by far the most productive for our company. The decision makers who control the purse strings are face to face with us in a casual setting which is conducive to good business relationships. We have increased our participation in ASCLD to include their website and a larger footprint at their conference and will continue to do so for years to come. It is money well spent."

- Ron Smith, President of RS&A Inc

## EXCELLENCE IN FORENSIC LEADERSHIP

### 42<sup>nd</sup> Annual American Society of Crime Laboratory Directors (ASCLD) Symposium

Washington Marriott Wardman Park Hotel  
Washington, D.C.

April 26-30, 2015

### 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.

### 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 and some foreign 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.

### Meet Tomorrow's Leaders

ASCLD is bringing back the Leadership Academy – an exclusive Pre-Symposium Workshop dedicated to training tomorrow's laboratory directors and managers. It is never too early to start networking and building relationships with tomorrow's directors and buyers.

### What is included in each booth package?

Each 10' x 10' includes the following:

- (1) 6' draped table
- (2) Padded chairs
- (1) Wastebasket
- (1) Identification sign

For additional details, please see the Exhibit Packages & Sponsorship Opportunities on **page 4**.

## Important Information

### Event Dates

April 26-30, 2015

### Exhibit Dates

April 27-29, 2015

### Exhibitor Move-In

April 27 – 12:00 pm – 4:00 pm

### Exhibitor Move-out

April 29, 2015 – 3:30pm

### **Booth Payment Due**

Payment is due within 21 days of receipt of invoice. If purchase is made within thirty days of the event, payment is due by April 17<sup>th</sup>, 2015

### **Marketing Materials for Sponsorship Recognition Due**

February 27, 2015

### **Dedicated Exhibit Time**

The exhibit hall will open at 5:30pm on Monday evening for the opening reception. The Exhibit hall will open on Tuesday at 7:00am and remain open until 5:30pm and on Wednesday from 7:00am – 3:30pm. Dedicated exhibit times that include food and beverage service in the hall will be as follows:

Opening Reception	Monday, April 27, 2015 – 5:30pm – 7:00pm
Breakfast	Tuesday, April 28, 2015 – 7:00am – 8:30am
Break	Tuesday, April 28, 2015 – 10:00am – 10:30am
Lunch	Tuesday, April 28, 2015 – 12:00pm – 1:30pm
Break	Tuesday, April 28, 2015 – 3:00pm – 3:30pm
Breakfast	Wednesday, April 29, 2015 – 7:00am – 8:30am
Break	Wednesday, April 29, 2015 – 10:00am – 10:30am
Lunch	Wednesday, April 29, 2015 – 12:00pm – 1:30pm
Break	Wednesday, April 29, 2015 – 3:00pm – 3:30pm

*\*Times may vary slightly based on the finalized agenda which will be posted in the beginning of January.*

## SHOW DECORATOR

Brede Exposition Services

P: 303.399.8600

F: 303.321.8694

[www.brede.com](http://www.brede.com)

### **Event Location**

Washington Marriott Wardman Park Hotel  
2600 Woodley Road NW  
Washington, DC 20008  
202-328-2000

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 within two weeks of purchasing a booth.

### **Affiliate Meetings**

If you would like to hold a meeting in conjunction with the 2015 ASCLD Symposium, please contact the ASCLD Event Manager, Jason Piasecki at The Wardman Park Marriott at 202-328-2938. The hotel will then contact ASCLD/Kinsley Meetings for approval. All affiliate meetings must be held outside of ASCLD official meeting times. ASCLD official meeting times are:

Sunday, April 26<sup>th</sup> – 8:00am – 5:00pm

Monday, April 27<sup>th</sup> – 8:00am – 7:00pm

Tuesday, April 28<sup>th</sup> – 7:00am – 10:00pm

Wednesday, April 29<sup>th</sup> – 7:00am – 5:00pm

Thursday, April 30<sup>th</sup> – 7:00am – 4:00pm

Organizations requesting meeting space must be a confirmed exhibitor prior to their space request will be considered.





# 2015 ASCLD Exhibit Packages

## Diamond Level - \$9500 (\$11,725 Value)

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- 20x20 Booth
- First Selection of Booth Space
- 4 Complimentary Symposium Registrations\*
- Logo on Conference Website with click-thru to website
- Banner ad on Mobile App
- Expanded Listing on Mobile App (company name, description, contact info booth number)
- Marketing Materials added to Mobile App Listing (I.e. downloadable company/product fact sheets.)
- Marketing Insert in Conference Bag or on General Session Seat
- Sponsorship Recognition on opening PowerPoint in General Session
- Logo Recognition on all pre-conference emails
- One Time Pre-conference email blast (to be distributed by ASCLD)

## Platinum Level - \$6500 (\$7575 Value)

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- 10x20 Booth
- First Selection of Booth Space
- 3 Complimentary Symposium Registrations\*
- Logo on Conference Website with click-thru to website
- Banner ad on Mobile App
- Expanded Listing on Mobile App (company name, description, contact info booth number)
- Marketing Materials added to Mobile App Listing (I.e. downloadable company/product fact sheets.)
- Marketing Insert in Conference Bag or on General Session Seat
- Sponsorship Recognition on opening PowerPoint in General Session
- Logo Recognition on all pre-conference emails
- One Time Pre-conference email blast (to be distributed by ASCLD)

## Gold Level - \$4000 (\$4775 Value)

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- 10x10 Booth
- First Selection of Booth Space
- 3 Complimentary Symposium Registrations\*
- Logo on Conference Website with click-thru to website
- Expanded Listing on Mobile App (company name, description, contact info booth number)
- Banner ad on Mobile App (Value \$350)
- Marketing Insert in Conference Bag or on General Session Seat
- Sponsorship Recognition on opening PowerPoint in General Session

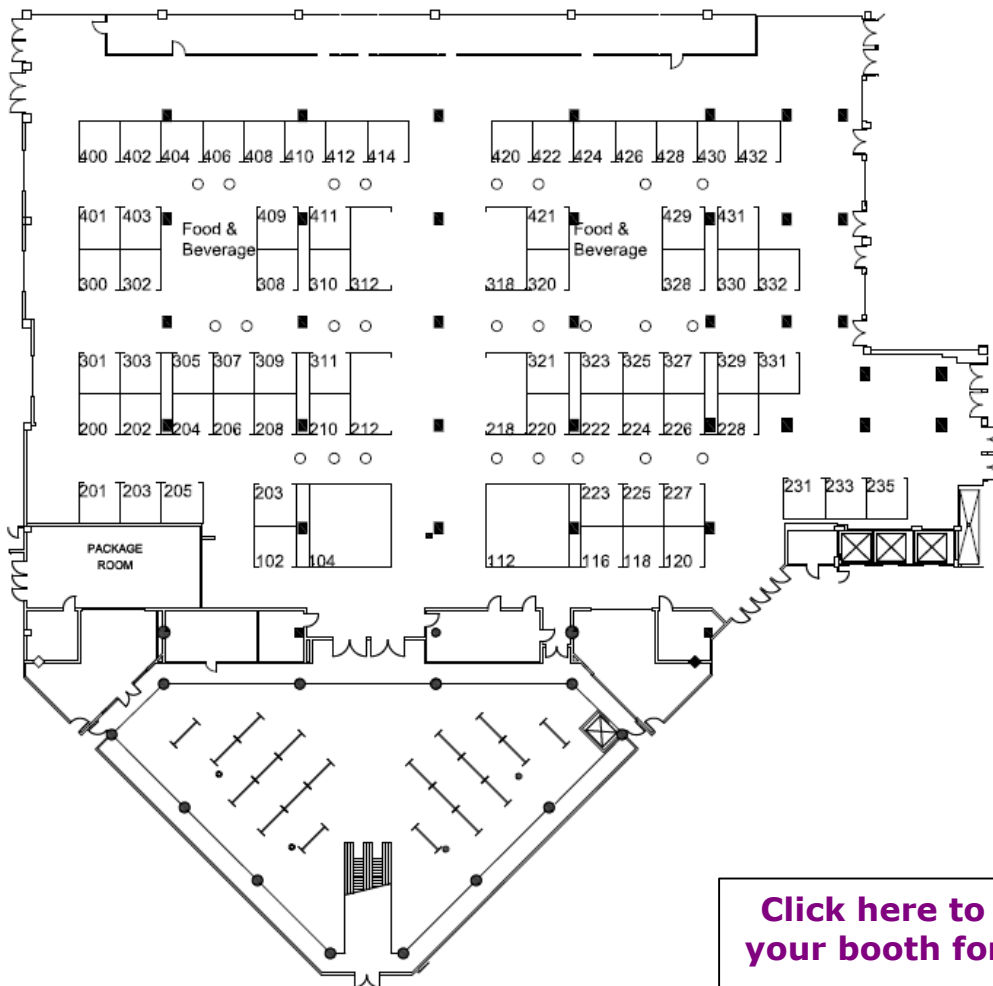
# 2015 ASCLD Exhibit Packages

## Silver Level - \$2850 (\$3300 Value)

- 10x10 Booth
- Selection of Booth Space (after premium date)
- 2 Complimentary Symposium Registrations\*
- Logo on Conference Website with click-thru to website

## Bronze Level - \$2400 (\$2875 Value)

- 10x10 Booth
- Selection of Booth Space (after premium date)
- 1 Complimentary Symposium Registration\*
- Logo on Conference Website with click-thru to website



## 2015 ASCLD Additional Sponsorship

Opportunity	Price	Sponsor Benefit
Conference Bags	N/A	<b>SOLD</b>
Lanyards	N/A	<b>SOLD</b>
<b>Opening Reception Sponsorship</b> <i>(one available)</i>	\$5000	Create an initial welcome experience by being the official sponsor of the Opening Reception. Sponsor will receive napkins with company logo, a specialty drink for attendees created in their honor of being the sponsor of the event, drink tickets with company logo and signage recognition.
<b>Wi-Fi Sponsorship</b>	\$5000	<b>SOLD</b>
<b>Breakfast or Lunch Sponsorship</b> <i>(two of each available )</i>	\$2500	Be responsible for energizing the attendees by providing either breakfast or lunch. Sponsor will receive napkins with logo and signage recognition.
<b>Leadership Academy Sponsorship</b> <i>(one available)</i>	\$2500	Start building relationships with tomorrow's directors and buyers by being the official sponsor of the Leadership Academy. Sponsors will be provided an opportunity to give a five minute introduction and welcome to attendees of the Leadership Academy as well as receive recognition on signage and on the academy certificate.
<b>Scrabble Networking Game</b> <i>(one available)</i>	\$1000	Help reinvent the way attendees' network at the Symposium by being the official sponsor of "Make Words—Make Connections". During this game, attendees meet new people and reconnect with existing contacts while creating words together and scoring points! (Think "in-person" Scrabble®). Sponsors will have podium time at the General Session to announce winners and hand out prizes.
<b>ASCLD Store Bucks</b> <i>(one available)</i>	\$5.00 per attendee	Drive attendees to your booth and the ASCLD onsite store by providing each attendee with a \$5.00 gift certificate. Gift certificates will have your company logo and attendees would need to come by your booth to pick-up their gift card providing increased booth traffic.

## 2015 ASCLD Additional Sponsorship

Opportunity	Price	Sponsor Benefit
Hotel Keycards	\$2000	<b>SOLD</b>
ASCLD Lapel Pins	\$1,000	Each attendee will receive an ASCLD lapel pin with a attached note saying “Compliments of your Company name” along with your logo and contact info.
Conference Bag Insert	\$250	Get some extra exposure this year and provide an item to be inserted into the conference bag.
Keynote Sponsorship	<i>Contact ASCLD for opportunities &amp; details</i>	Sponsor will receive the ability to introduce an already slated keynote as well as signage recognition. <i>Package is flexible based on the keynote negotiations.</i>
Headshot Lounge	<i>Contact ASCLD for opportunities &amp; details</i>	Provide attendees the opportunity to receive a professional quality headshot for their social media accounts, website or resume.
Networking Lounge Area in Exhibit Hall	<i>Contact ASCLD for details</i>	<b>SOLD</b>



## Exhibitor Rules & 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, 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.

## Cancellation or Reduction of 2015 Exhibit Space

All requests for refund must be made in writing (email to Adam Becnel acceptable).  
A full refund will be given for cancellations received on/before Friday, April 3, 2015.  
No refunds will be processed after April 3, 2015.

*Thank you to the following companies for supporting the  
2014 ASCLD Symposium.*

*We look forward to seeing you in Washington D.C.*

3rdTech  
A2LA  
Aegis Sciences Corporation  
Agilent Technologies  
ANSI-ASQ National Accreditation  
Board/FQS  
ASCLD-LAB  
Bode Technology  
Bruker Corporation  
Cellmark Forensics, LabCorp  
Specialty Testing Group  
Collaborative Testing Services Inc.  
CRAIC Technologies, Inc.  
Crime Lab Design  
Csols, Inc.  
Field Forensics Inc.  
FLIR Systems, Inc.  
Foray Technologies  
Forensic Advantage  
Forensics Source  
Foster & Freeman  
GE Healthcare Life Sciences  
Genome ID Group, LLC  
IntegenX Inc.  
JusticeTrax, Inc.

Leeds Forensic Systems, Inc.  
Leica Geosystems Inc.  
Mettler Toledo  
Mideo Systems, Inc.  
MWL Architects  
National Institute of Justice (NIJ)  
Porter Lee Corporation  
Promega Corporation  
Qualtrax, Inc.  
Randox Toxicology  
Ron Smith and Associates (RS&A)  
RTI International  
Shimadzu Scientific Instruments, Inc.  
SmallPond LLC  
Sorenson Forensics  
STaCS DNA, Inc.  
Starlims  
Thermo Scientific  
TriTech Forensics  
Troemner, LLC  
Visionations  
WVU Center for Executive Education