



**SAN ANTONIO, TX • APRIL 30 - MAY 1, 2024**

# KNOWLEDGE**LAB**

Laboratory Management & Leadership Conference



## **EXHIBITION & SPONSORSHIP OPPORTUNITIES**

[ascp.org/kl24](https://ascp.org/kl24)

5-230721







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KnowledgeLab 2024 Live will be one of the most focused events for current and emerging lab leaders. A destination where our extensive community of laboratory directors, managers and executives, as well as technical experts at hospital, government, academic, independent and physician laboratories can instantly connect with and learn from an expansive network of peers, all in real-time.



## *A wealth of unique marketing opportunities*

### **Show Hours**

Events and hours  
subject to change

#### **Monday, April 29**

NOON – 5:00 PM

Exhibitor Load-in and Set-up

#### **Tuesday, April 30**

11:00 AM – 7:00 PM

Exhibits Open

#### **Wednesday, May 1**

9:00 AM – 3:00 PM

Exhibits Open

3:00 PM – 6:00 PM

Exhibitor Move-Out

*All outbound carriers must be  
checked in by 8 PM*



Contact [exhibit@ascp.org](mailto:exhibit@ascp.org)  
for more information.



# More Visibility, Better Results

KnowledgeLab 2024 Live brings you effective, measurable ways to connect and follow up with the key attendees you are seeking.

Your LIVE on-site booth provides the interaction we all enjoy, that is most effective with both attendee and peer-to-peer engagement.

## CONNECT WITH REAL BUYERS WITHIN THE LABORATORY INDUSTRY



**200+**  
attendees



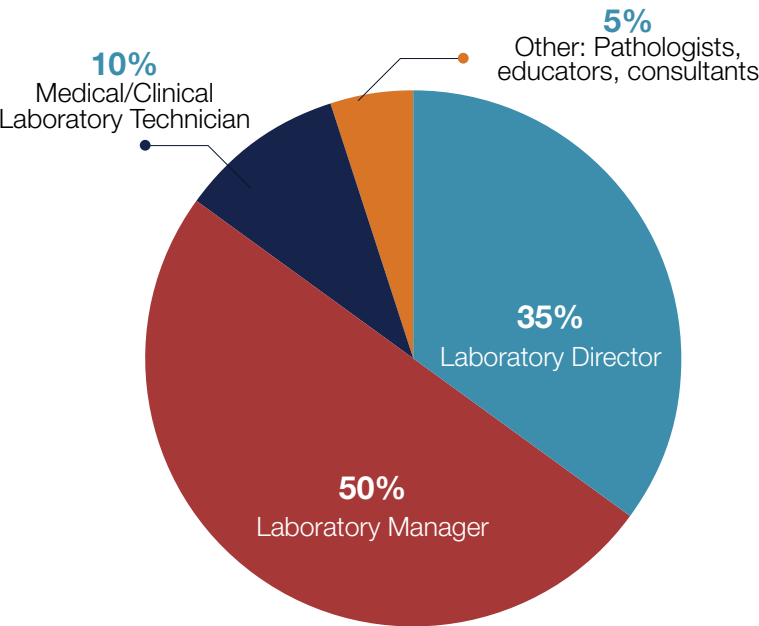
**35%**  
of attendees make the final  
decision on some or all products



**65%**  
of attendees have a role in investigating  
or recommending products

## JOB ROLES

These laboratory leaders represent hospitals and health systems, research hospitals, and independent reference labs—the full spectrum of buyers.





# San Antonio Live Exhibitor and Sponsor Packages

Exhibit options meet your needs with best value.

	<b>Standard</b> <b>\$3,000</b>	<b>Bronze</b> <b>\$6,000</b>	<b>Silver</b> <b>\$12,000</b>	<b>Gold</b> <b>\$20,000</b>	<b>Platinum</b> <b>\$40,000</b>
<b>Booth Size</b> - All 6-foot tabletop exhibits - no backdrop of pipe & drape	6-foot tabletop exhibit	6-foot tabletop exhibit	6-foot tabletop exhibit	TWO 6-foot tabletop exhibit	TWO 6-foot tabletop exhibit
AttendeeMatch Program Pass		✓	✓	✓	✓
Exhibitor registrations	2	3	4	5	6
Pre-meeting opt-in attendee mailing address list (no emails)		✓	✓	✓	✓
Post-meeting opt-in attendee mailing address list (no emails)	✓	✓	✓	✓	✓
(1) Pre-meeting email and (1) post-meeting email distributed by ASCP			✓	✓	✓
ASCP pre- and post-show promotional feature email				✓	✓
Ad in the Guide to the Meeting		Logo Only	Logo Only	1 full page	2 full pages
ASCP social media feature post				✓	✓
ASCP promotional email footer				✓	✓
ASCP app welcome screen banner/callout				✓	✓
Recognition on ASCP registration pages				✓	✓
Recognition at the General Session				✓	✓
Satellite Symposium/Product Showcase				0.5 hour	1 hour

## Additional Exhibitor Enhanced Sponsorship Opportunities

### Symposia and Product Showcase

### Live

- 60 minute Symposium/Product Showcase \$25,000
- 30 minute Symposium/Product Showcase \$15,000
- 15 minute Symposium/Product Showcase \$5,000

There are a limited number of in-person exhibitor packages available.

**Act now for your best package and location.**



Contact [exhibit@ascp.org](mailto:exhibit@ascp.org)  
for more information.





Laboratory  
Management  
& Leadership  
Conference

## Application for Exhibit

### Need help?

Contact Jennifer Clark | 317-218-6501

[Jennifer.Clark@ascp.org](mailto:Jennifer.Clark@ascp.org)

## Contact Information

Company Name

Contact Name

Email

Phone

Address

City State Zip

Country

Signature

Date

☐ I would like to receive communication from ASCP regarding exhibiting opportunities at current and future ASCP meetings.

## Payment and Cancellation

ASCP requires payment in full with application. Failure to make payments does not release the contracted or financial obligation of exhibitor.

### Payment

- A DocuSign Contract will be provided electronically for signature and exhibit selections.
- Purchase order available upon request
- Make checks payable to: ASCP
- ASCP, 3462 Eagle Way, Chicago, IL 60678-1034
- Credit Card Payments: ASCP will provide an electronic invoice for credit card processing over the phone. Please call 312-541-4765 to pay by credit card.

### Cancellation Penalties

- 100% of amount due; no refunds
- Full refund if canceled by ASCP without cause

Terms & Conditions and a DocuSign contract will be provided electronically for signature and exhibit selections.

## Select Your Package & Add-Ons:

### LIVE

- |                                    |          |
|------------------------------------|----------|
| <input type="checkbox"/> STANDARD  | \$3,000  |
| <input type="checkbox"/> BRONZE    | \$6,000  |
| <input type="checkbox"/> SILVER    | \$12,000 |
| <input type="checkbox"/> GOLD      | \$20,000 |
| <input type="checkbox"/> PLATINIUM | \$40,000 |

### SYMPOSIA AND PRODUCT SHOWCASE

- |   |          |
|---|----------|
| <input type="checkbox"/> 60 Minute Symposium/Product Showcase | \$25,000 |
| <input type="checkbox"/> 30 Minute Symposium/Product Showcase | \$15,000 |
| <input type="checkbox"/> 15 Minute Symposium/Product Showcase | \$5,000  |

### ADDITIONAL SPONSORSHIP OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Pre-Meeting Opt-in Attendee Mailing Address List (no emails) | \$2,500  |
| <input type="checkbox"/> Pre-Show Email   | \$2,500  |
| <input type="checkbox"/> Post-Show Email  | \$2,500  |
| <input type="checkbox"/> Pre & Post-Show Email Package                                | \$4,000  |
| <input type="checkbox"/> General Session Sponsor                                      | \$25,000 |
| <input type="checkbox"/> Live Roundtables (1 Hour)                                    | \$25,000 |
| <input type="checkbox"/> Live Roundtables (30 Min)                                    | \$15,000 |

### ADDITIONAL ADD-ONS

- |   |          |
|---|----------|
| <input type="checkbox"/> Additional Live Exhibitor Registration | \$500    |
| <input type="checkbox"/> Meeting Website Ad                     | \$3,500  |
| <input type="checkbox"/> Promotional Flyer                      | \$2,500  |
| <input type="checkbox"/> Door Drop                              | \$6,000  |
| <input type="checkbox"/> Pop-Up Banners                         | \$2,500  |
| <input type="checkbox"/> Live Transition/Welcome Intro          | \$4,000  |
| <input type="checkbox"/> 5 Minute Entertainment Breaks          | \$5,000  |
| <input type="checkbox"/> Welcome Video on Meeting Website       | \$10,000 |
| <input type="checkbox"/> Website Banner Add                     | \$2,500  |

### Exhibitor Move In:

Monday, April 29, 2024  
NOON – 5:00 PM

### Exhibit Hall Hours:

Tuesday, April 30, 2024  
8:00 AM to 6:00 PM

Wednesday, March 1, 2024  
7:00 AM – 3:00 PM

### Exhibitor Move Out:

Wednesday, May 1, 2024  
3:00 PM – 6:00 PM





Need help? Contact Jennifer Clark at [Jennifer.Clark@ascp.org](mailto:Jennifer.Clark@ascp.org)

Submit high-res .jpg or .eps file company LOGO  
to [maria.santiago@ascp.org](mailto:maria.santiago@ascp.org).

<input type="checkbox"/> ANALYTICAL INSTRUMENTS	<input type="checkbox"/> COMPUTER SYSTEMS
<input type="checkbox"/> DIAGNOSTICS AND REAGENTS	<input type="checkbox"/> EMPLOYMENT/RECRUITING
<input type="checkbox"/> LABORATORY INSTRUMENTS	<input type="checkbox"/> PUBLISHED MATERIALS
<input type="checkbox"/> MEDICAL DEVICES	<input type="checkbox"/> BUSINESS SOLUTIONS
<input type="checkbox"/> BILLING SERVICES	<input type="checkbox"/> INFORMATICS
<input type="checkbox"/> DIAGNOSTIC SERVICES	<input type="checkbox"/> OTHER:
<input type="checkbox"/> OPTICAL EQUIPMENT	<hr/>
<input type="checkbox"/> NON-PROFIT ORGANIZATION	<hr/>





## TERMS AND CONDITIONS

- 1. Application and Eligibility.** Application for exhibit space must be made on the printed form provided by the American Society for Clinical Pathology (hereinafter called "ASCP"), contain the information requested, and be executed by an individual who has authority to act for the applicant. Exhibit contents will be limited to only the company and product(s) listed on the application, and are subject to approval by ASCP for accepted and acknowledged efficacy and commercial availability. ASCP may reject the application of any company whose goods or services are not compatible, in the sole opinion of ASCP, with the educational character and objectives of the Annual Meeting. In the event an application is not accepted, any paid fees will be returned.
- 2. Payment Dates.** No exhibit space will be guaranteed until ASCP receives payment. A DocuSign contract will be provided upon request to exhibit for electronic signature and secure online payment.
- 3. Cancellation.** In the event that the exhibitor notifies ASCP of its intent to cancel the contract after acceptance but prior to March 15, 2024, a full refund of monies received, minus a \$250 administrative fee, will be given. No refunds will be made on cancellations accepted after April 1, 2024.  
If for any cause beyond the control of ASCP – such as, but not limited to, the destruction of the meeting/exhibit facilities by an Act of God, the public enemy, authority of the law, fire, or other force majeure – ASCP is unable to comply with the terms of this contract and deliver the exhibitor benefits described, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by ASCP to the date of the termination allocable to the exhibitors after proration thereof among all exhibitors.
- 4. Assignment of Exhibit Space.** Exhibit locations will be assigned according to the date on which the contract and payment are received. In regard to exhibitors, ASCP reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit. Exhibitors who change the size of their booth space are not guaranteed the original location and may be subject to relocation by Show Management.
- 5. Exhibit Booth and Furnishings.** ASCP will provide one 6' table, two chairs and a waste basket. Exhibits must conform to the contracted tabletop space and not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment may not exceed 8 ft. in height without the consent of ASCP. In front 6 ft. of the booth, display material or equipment shall not exceed 42 in. in height. Exceeding allotted space may incur additional charges or result in required removal of excess items. Additional exhibitor services are available at normal charges through the Official Contractor. An exhibitor's service kit will be mailed to all exhibitors approximately 30-60 days prior to the event with complete details and deadline order dates for supplemental booth equipment and services.
- 6. Exhibit Regulations.**  
**Monday, April 29, 2024, NOON – 5:00 PM | Exhibitor Load-in and Set-up.** All exhibits must be set up by 5:00 PM on Monday, April 29, 2024, unless alternate arrangements have been made with show management. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 5:00 PM, exhibits not assembled with no representative present will be assigned to the labor contractor for un-crating and erecting to facilitate the removal of crates and the initial cleaning prior to exhibit opening. Charges will be billed to the exhibitor.  
  
**Dismantling – Wednesday, May 1, 2024, 3:00 PM – 6:00 PM | Exhibitor Move-Out.** The official closing time of the exhibits is 3:00PM on Wednesday, May 1, 2024. All exhibit material must be packed and ready for removal from the exhibit area no later than 6:00 PM. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future ASCP meetings.
- 7. Special Visual and Sound Effects.** Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations in such intensity as in the sole opinion of ASCP does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.
- 8. Exhibit Services.** Exhibitors shall employ only union labor, as made available by the Official Contractor for the installation or dismantling of exhibits, when required by union agreements. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles and in any freight traffic area. An exhibitor using an outside contractor for the above work should employ only union display companies and must notify Show Management no later than 30 days prior to the exhibition. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition.
- 9. Hospitality and Entertainment.** Hospitality suites or events held by the exhibitors must be approved by ASCP. No entertainment may be scheduled to conflict with ASCP's program hours, activity hours, or exhibit hours.
- 10. Insuring Exhibits.** Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by ASCP that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.  
Neither the exhibit facility, ASCP nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of ASCP or the Official Contractor.
- 11. Liability for Damages or Loss of Property.** Guard service is provided by ASCP on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by ASCP for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless ASCP, the exhibiting facility, and the Official Contractor and their respective employees and agents from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of ASCP. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exhibition premises.
- 12. Shipping Instructions.** Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).
- 13. Miscellaneous.** ASCP shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this meeting. Any and all matters not specifically covered herein are subject to decision by ASCP. These terms and conditions may be amended at any time by ASCP upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by ASCP from time to time. This contract shall be interpreted under the laws of the United States and the State of Illinois.