



EXHIBITOR & SPONSORSHIP PROSPECTUS



February 19-24, 2024

Denver, Colorado

Colorado Convention Center

#AAFS2024



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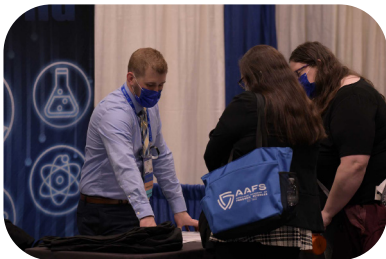
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WHAT OUR EXHIBITORS SAY ABOUT AAFS

"JusticeTrax has participated in the AAFS exposition each year since the late 1990s and this event is one of the five 'must attend' functions for our company. We get to visit with current customers and meet new prospective customers, always building and maintaining relationships, which are so much more important than 'making a sale.'"

– David Epstein

Business Development Manager, JusticeTrax

"The Center for Forensic Science Research & Education had a wonderful experience at this year's AAFS in Orlando. We had over 600 attendees visit our booth to learn about our current job openings, graduate programs, and CE courses. The longer-term results included over 10 enrollments in our paid continuing education courses that were tracked by using our AAFS2023 promo code."

– Carrie Barron

Director of Operations, The Center for Forensic Science
Research and Education

"As a first-time attendee and exhibitor at the AAFS conference, we learned valuable information about the forensic science field while showcasing our product. It was a great experience to meet leaders in this field from different parts of the world and secure potential collaborations/partnerships. We are grateful for all the connections we made through the conference and are excited to collaborate to make advancements in the field of forensic toxicology."

– Niloufar Jafari

Sr. Entrepreneurship Fellow, Brevitest Technologies



ABOUT OUR CONFERENCE



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

ABOUT THE AMERICAN ACADEMY OF FORENSIC SCIENCES

The American Academy of Forensic Sciences (AAFS) is a global, multidisciplinary membership community that provides collaborative research, quality education, and recognized leadership to advance forensic science and to inform its application to the law. For 76 years, the AAFS has served a distinguished and diverse membership of over 6,600 members divided into 12 sections spanning the forensic enterprise.

WHY SHOULD YOU EXHIBIT AT AAFS 2024?

1

The AAFS Annual Conference is the largest and most prestigious gathering in forensic sciences.

2

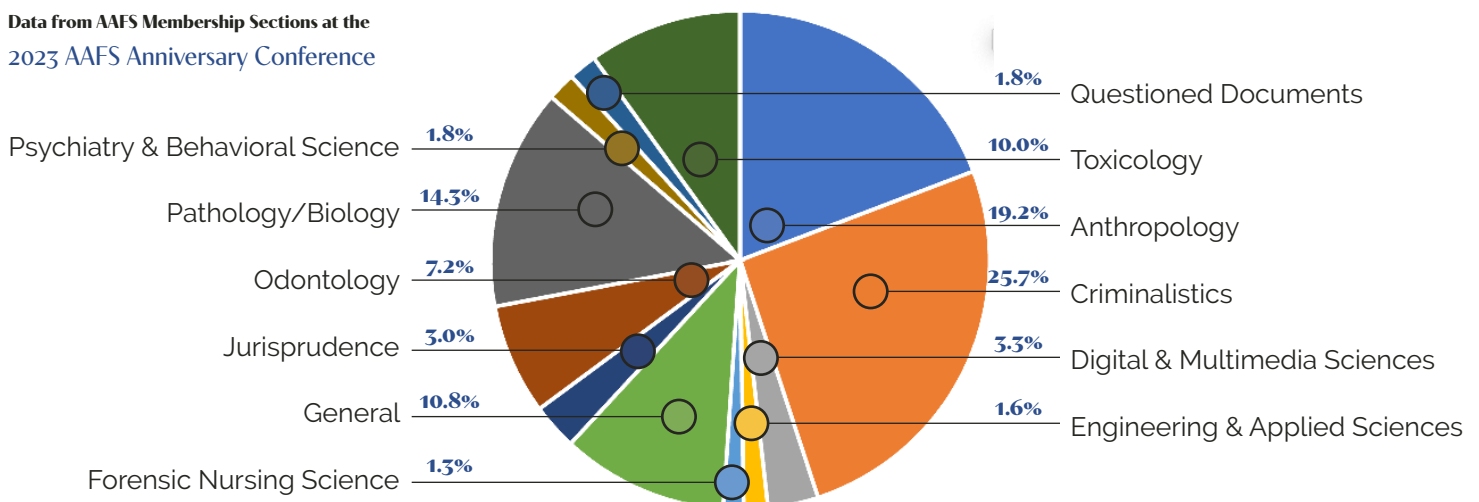
Approximately **3,500** forensic professionals attend each year, representing all 50 United States, Canada, and more than 60 other countries worldwide.

3

Take advantage of the opportunity to build visibility and introduce new products.

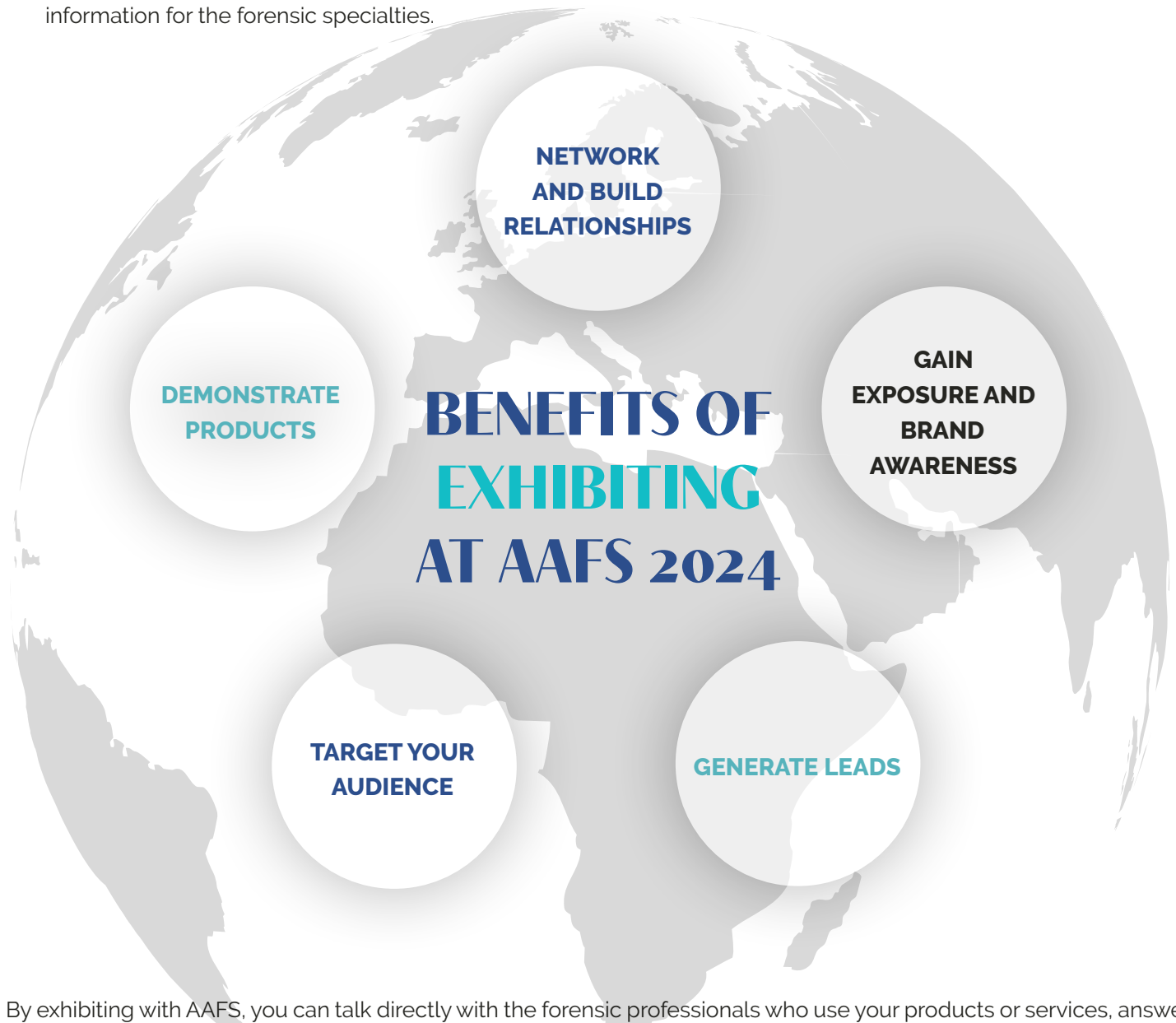
WHO ATTENDS?

Data from AAFS Membership Sections at the 2023 AAFS Anniversary Conference





The AAFS Annual Conference has a variety of exhibitors offering products and services to all aspects of the forensic field. Exhibiting with AAFS is a must for anyone involved in showcasing the latest in resources and information for the forensic specialties.



By exhibiting with AAFS, you can talk directly with the forensic professionals who use your products or services, answer their questions, appeal to their special interests, discover unknown buying influences, and get valuable feedback about their needs. You can develop new customer contacts, demonstrate your products, increase your name recognition, and make known your organization's commitment to the cause of advancing science and promoting justice. Due to the synergistic nature of the audience, you'll reach many qualified prospects usually not encountered on your regular meeting circuit!

EXHIBITOR INFORMATION



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

EXHIBIT LOCATION

Colorado Convention Center
700 14th St.
Denver, CO 80202
EXHIBIT HALL D

EXHIBIT DATES & HOURS

Wednesday, February 21	11:30 a.m. – 4:00 p.m.
Thursday, February 22 (Wine and Cheese Reception)	9:00 a.m. – 2:00 p.m.
Friday, February 23	6:00 p.m. – 8:00 p.m.
	9:00 am – 12:00 p.m.

EXHIBIT MOVE-IN DAYS

Tuesday, February 20	8:00 a.m. - 6:00 p.m.
Wednesday, February 21	8:00 a.m. - 11:00 a.m.*

*All exhibits MUST be set up completely by this time.

EXHIBIT MOVE-OUT

Friday, February 23	12:00 p.m. - 5:00 p.m.
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No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.



EXHIBITOR PRICING

SIZE

10x10 (Inline)	\$2,650
10x10 (Corner)	\$2,900
10x20 (Endcap)	\$5,850
20x20 (Island)	\$11,750
University (10x10 Inline Only)	\$1,800

PRICE

Space sold in width increments of 10 feet. Two or more contiguous spaces may be selected, based on availability and show management approval. Island and endcap configurations include a premium charge. Available for qualifying non-profit universities or colleges with one or more nationally accredited forensic sciences degree programs. Subject to AAFS approval.

EXHIBITOR INFORMATION



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

EXHIBITOR APPLICATION

All booths are reserved through our online exhibitor booking portal. Please complete your booth selection, registration, and payment by visiting [the Exhibitor Portal](#).

EXHIBITOR BOOTH INCLUDES

- Standard Booth Drape will be an 8' High Back Drape and 3' Side Rails
- Alphabetical Listing with Booth Number and Company Website in the Program Guide and Mobile App
- Three (3) Comp Full Conference Registrations Per Company *
- Three (3) Exhibit Hall Only Passes for Staff per 10x10 Space
- Liability Insurance Included
- Pre- and Post-Attendee Mailing List – (Value of up to \$1500)**

**includes attendee access to all plenary and scientific sessions; not valid for CE credit or membership promotions.*

***Mailing lists can **only** be purchased from AAFS through Christine Montoya.*

Please be aware of potential fraudulent list offers.

Please note that table, chairs, and electrical service is not included with your booth equipment.

The exhibit area is not carpeted; however, all booths are required to have carpet or management-approved flooring.

The aisles will be carpeted.

OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR

Freeman has been contracted to receive, warehouse, transfer, and handle all exhibits. There will be a Freeman Service Desk open in the hall throughout the tradeshow. Here exhibitors may verify, check, and adjust their requirements for installation, furniture, equipment, and other auxiliary services.

EXHIBITOR KIT

An Exhibitor Kit, containing detailed show and service-ordering information, will be available 90 days prior to the conference. The Kit will include order forms for shipping, labor, material, handling, furniture, carpeting, lead retrieval, electrical, and other service providers. Exhibitors should make sure to take advantage of the discount pricing available.



AFFILIATE GROUP MEETINGS

Exhibitor/affiliate groups desiring convention center/hotel space outside the exhibit hall for any meetings and social events must submit a written request no later than December 15 to the AAFS Meetings Department by emailing cmontoya@aaafs.org. Costs will be quoted on a case-by-case basis based on space availability and meeting needs.

No entertaining, social functions, focus groups, or industry-sponsored symposia may be scheduled in conflict with official AAFS Annual Conference programming.

FSF SILENT AUCTION

The Forensic Sciences Foundation's (FSF) annual Silent Auction returns in Denver! The FSF Silent Auction relies on donations from members, conference attendees, and exhibitors for a successful auction. We invite exhibitors to consider donating an item that would encourage lively bidding (ex.: author-signed books, apparel, tech items, gift bundles, or other fun, forensic-related items) throughout the week of the event. The proceeds benefit the FSF Endowment Fund, which supports research and educational grants within the forensic science profession.

HOUSING

The official [housing & travel information](#) will be posted on the AAFS website. You can find information on room blocks and reservation information on this page.

Warning!

AAFS is the only official hotel provider associated with the AAFS Annual Conference. We have received reports that other companies are posing as official travel vendors for the Annual Conference and may contact you offering hotels for your trip. They are not endorsed by or affiliated with the conference and entering into financial agreements with such companies is not advised.

PAYMENT POLICY

The total booth payment must be submitted at the time of reservation. Applications cannot be processed or booths assigned without the required payment. If balance payment is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of Exposition Management.

CANCELLATION POLICY

All exhibit booth space cancellations must be submitted in writing and received by AAFS on or before December 15, 2023, for a full refund less a \$500 administration fee. Exhibit booth space cancellations received after December 15, 2023, will not be refunded.

EXHIBITOR INFORMATION



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

AAFS 2023 EXHIBITORS

Abacus Diagnostics
Advanced Detection Solutions (ADS)
Agilent Technologies
Amentum
American Polygraph Association
ANSI National Accreditation Board
Arrowhead Forensics
Attestor Forensics
AXO Science
Bluestar USA
Bode Technology
Bone Clones, Inc.
Brevitest
Bruker
Caliber Public Safety
Cayman Chemical Company
CDS Analytical
Cellebrite
Center for Statistics and Applications
in Forensic Evidence
Center for Forensic Science, Research, &
Education
Collaborative Testing Services, Inc.
CRAIC Technologies, Inc.
Crime Lab Design
Defense POW/MIA Accounting Agency
DNA Labs International
DNA Solutions, Inc.
Electron Microscopy Sciences
EVIDENT

Florida's Forensic Institute for Research,
Security, and Tactics (F1RST)
Forensic Radiology Group
Forensic Technology Center of Excellence
Foster + Freeman
GeneReach
Gentueri, Inc.
GER
Global Forensic and Justice Center at
Florida International University
Independent Forensics
InnoGenomics Technologies, LLC
International Association of Forensic Nurses
International Association of Forensic Sciences
JusticeTrax, Inc.
KUBTEC Scientific
Labconco Corporation
Labino AB
LabVantage
Leeds Forensic Systems
Lodox Systems
Lynn Peavey Company
Magritek
Mawi DNA Technology
McClaren, Wilson & Lawrie, Inc.
MedSchenker
MedTech International Group
MetaSystems Group, Inc.
Mortech Manufacturing
MSAB

M-Vac Systems
Mystaire, Inc.
National Center on Forensics
National Institute of Justice
National Institute of Standards and Technology
NeuroLogica Corp.
Nichevision Forensics, LLC
NMS Labs
Panacea Cooperative Research
PerkinElmer
Projectina AG
Promega Corporation
Puritan Medical Products
QIAGEN
Randox Toxicology
Rofin Australia Pty. Ltd
Safariland
SERATEC GmbH
Signature Science, LLC
Sirchie
SmallPond LLC
SNA International
SoftGenetics
Thermo Fisher Scientific
Tracker Products
Tri-Tech Forensics, Inc.
Verogen
VertiQ Software LLC
Watson Bio Lab
Zarbeco, LLC

**WATCH | Experience the AAFS
2023 Exhibit Hall**

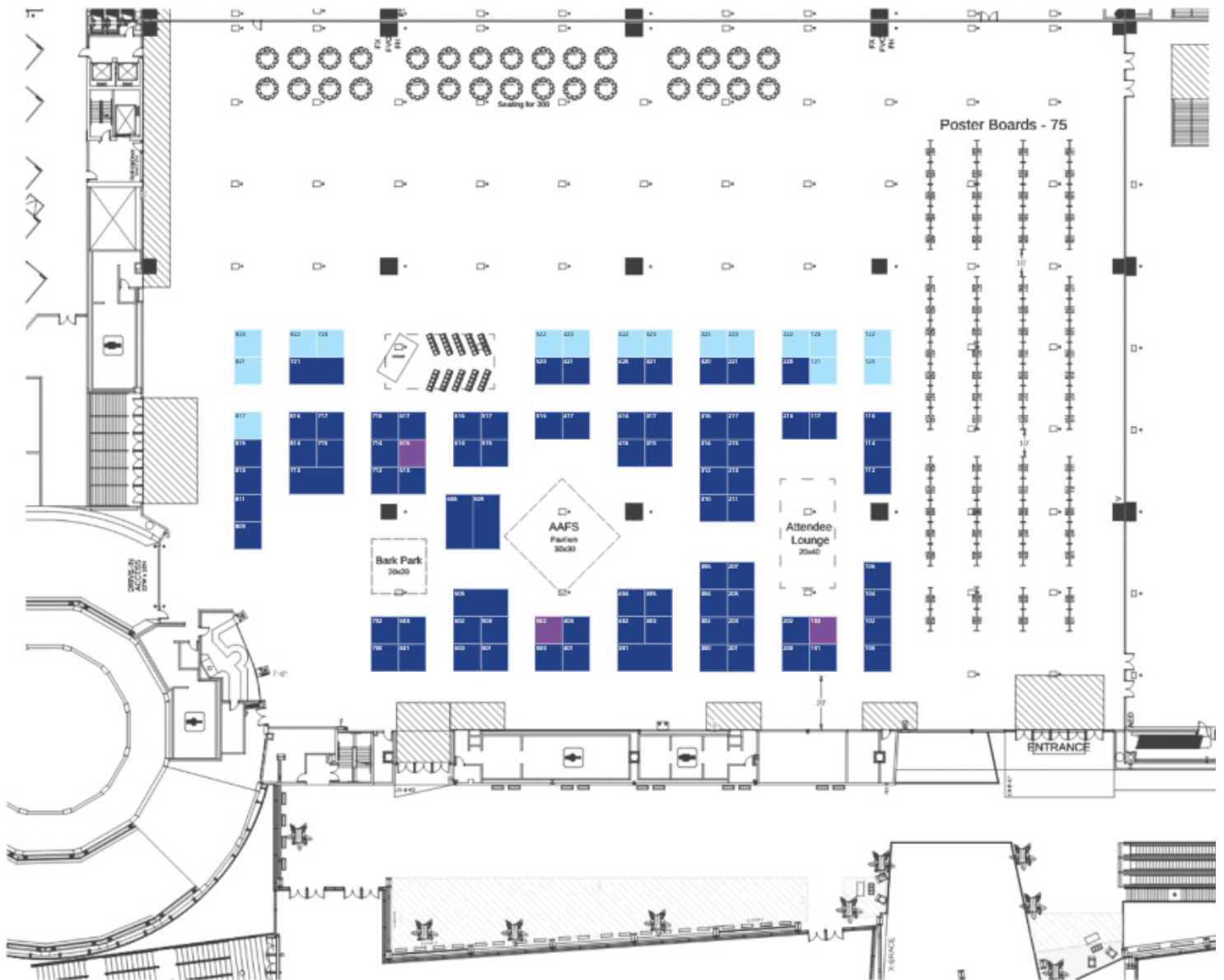


EXHIBIT HALL FLOOR PLAN



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS



RULES AND REGULATIONS

EXHIBITORS



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

- 1. The total booth cost must accompany this application** — Applications will not be processed, nor booths assigned, without the required payment. If payment balance is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of Exposition Management.
- 2. Exhibit Space Cancellation Policy** — All exhibit booth space cancellations must be submitted in writing and received by AAFS on or before December 15, 2023, for a full refund less a \$500 administration fee. Exhibit booth space cancellations received after December 15, 2023, will not be refunded. Please note that Exhibitor registration cancellations must be submitted in writing separately from the exhibit booth space cancellation.
- 3. Termination of Conference and Exposition** — Should the premises in which AAFS's 2024 Annual Conference is to be held become, in the sole judgment of AAFS, unfit for occupancy, or should the conference be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of AAFS, the contract for exhibit space may be terminated. AAFS will not incur liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, Exhibitor expressly waives such liability and releases AAFS of and from all claims for damages and agrees that AAFS shall have no obligation except to refund to Exhibitor pro-rated shares of the aggregate amounts received by AAFS as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the Exhibitor.
- 4. If Exhibitor violates any of the Rules and Regulations set by AAFS at its sole discretion, then this contract may be terminated immediately** — In the event of a default by Exhibitor, as set forth in the previous sentence, Exhibitor shall forfeit as liquidated damages the amount paid by them for their space rental and Exhibitor registrations, regardless of whether or not AAFS enters into a further lease of the space involved.
- 5. Space Assignment** — Where possible, space assignments will be made by AAFS in keeping with the preferences as to location requested by Exhibitor. However, AAFS reserves the right to make the final determination of all space assignments in the best interest of the exposition. Exhibitor is prohibited from subletting or sharing any part of their assigned exhibit space. Exhibitor shall not assign, sublet, or share any part of their assigned exhibit space with another business (including affiliates, subsidiaries, or parents), firm, organization, or entity without prior written consent of AAFS.
- 6. Use of Exhibit Space** — The general rule of the Exhibit Hall is: Be a good neighbor. No exhibits will be permitted to interfere with the use of other exhibits or impede access or the free use of the aisle. Booth personnel, including but not limited to demonstrators, receptionists, contractors, and models are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which Exhibitor has under contract with AAFS, no part of the Exhibit Hall, its grounds, the convention center, or the official conference hotels may be used by any organization other than AAFS for display purposes of any kind or nature. Marketing is prohibited outside of the Exhibit Hall, unless prior written consent is received from AAFS. Exhibitor representatives shall conduct themselves and be attired to maintain the professional and businesslike climate of the conference.
- 7. Conflicting Meetings and Social Activities** — In the interest of the success of the entire conference, Exhibitor agrees not to extend invitations to meetings, receptions, outings, social events, or otherwise encourage attendee absence from the conference or Exhibit Hall during conference and show hours. Exhibitor must obtain prior written approval from AAFS for all activities, whether official or unofficial, planned during the course of the conference. AAFS reserves the right to request and enforce cessation of any non-approved activity as it sees fit and shall not indemnify Exhibitor for any liability, losses, claims, or expenses resulting from cessation of any non-approved activity.

RULES AND REGULATIONS

EXHIBITORS



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

8. **Lost Badge Policy** — Lost, misplaced, stolen, or forgotten badges will incur a replacement fee equal to the original purchase amount of the individual's registration. If the lost badge was complimentary, the fee will be at the prevailing on-site rate.
9. **Installation and Dismantle** — In fairness to all exhibitors, AAFS exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, Exhibitor agrees to comply with all applicable union requirements for the operation of the equipment. Sound presentation, slides, or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. AAFS reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. If the Exhibit Hall is not carpeted, then Exhibitor is required to carpet each booth space contracted for. AAFS reserves the right to make reasonable modifications, additions, or subtractions to exhibit and booth requirements at any time at its sole discretion.

All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations.

The Exhibit Hall has been reserved for exhibit installation during the following hours (times subject to change):

Exhibit Move-In: Tuesday, February 20, 2024: 8:00 a.m. – 6:00 p.m.

Wednesday, February 21, 2024: 8:00 a.m. – 11:00 a.m.*

*All exhibits MUST be completely set by this time.

Dismantle: Friday, February 23, 2024, **removal of all display materials is at 5:00 p.m.**

10. **Health, Fire Regulations, and Public Safety** — To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specifications of the local Fire Underwriters Inspection Bureau. Exhibitor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors, and the sole responsibility is that of Exhibitor.
11. **Care of Buildings** — Cost for repairing any damages to the Exhibit Hall by Exhibitor or Exhibitor representatives shall be billed to and payable by the responsible Exhibitor. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, convention center, or hotel.
12. **Service Personnel will not be allowed on the exhibit floor without work orders and official service badges** — Exhibitors using companies other than AAFS's official service contractors (list will be emailed to Exhibitor and is included in *Exhibitor Service Manual*) must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for contractor management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
13. **Exhibitor's displays may not be dismantled or packed in preparation of removal prior to the official closing time of Friday, February 23, 2024, at 12:00 p.m.** — No equipment may be removed from the Exhibit Hall during the conference without prior written permission from AAFS. Failure to comply with these Rules and Regulations may result in not being invited to exhibit in future years or denied selection of premium booth space.

RULES AND REGULATIONS

EXHIBITORS



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- 14. Insurance** — Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss. AAFS will automatically provide all fully paid Exhibitors with a public liability insurance policy through Rainprotection Insurance, covering against injury to the person, personal effects, and property of others. Guards will be furnished for non-exhibit hours, but the furnishing of such guards shall not be deemed to increase the liability of AAFS, its members, representatives or official service contractors, employees, the official conference hotel, the convention center, their representatives and employees, nor to modify in any way the assumption of risk and release provided for above. All property of the Exhibitor is understood to remain under his custody and control, in transit to and from the confines of the Exhibit Hall, subject to the Exhibitor Rules and Regulations.
- 15. Hold Harmless Clause** — Exhibitor assumes the entire responsibility and liability for losses, damage, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the official conference hotel and/or convention center and shall indemnify and hold harmless AAFS, the general services contractor, the hotel and/or convention center, and their respective directors, agents, officers, employees, affiliates, assignees, and/or successors from any and all such losses, damages, and claims. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.
- 16. Release of Liability** — In no event shall AAFS or its directors, officers, agents, employees, subsidiaries, affiliates, assignees, or successors be liable for payment of any consequential, punitive, incidental, special, or indirect damages, including, without limitation, lost profits, regardless of the basis of the claim and whether AAFS has been advised of the possibility of such damages.
- 17. Royalties, license fees, and other charges** — Exhibitor agrees to pay all royalties, license fees, or other charges accruing or becoming due to any firm, person, or corporation by reason of use of any intellectual property, including, but not limited to, music — either live or recorded or other entertainment of any kind or nature, played, staged, or produced by Exhibitor, its agents, employees, or contractors within the premises, including, but not limited to, royalties or licensing fees due to BMI, ASCAP, or SESAC. Exhibitor agrees to hold harmless AAFS, its agents, and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges.
- 18. Age Requirement** — In accordance with AAFS conference policy, all Exhibitor staff, contractors, and other badge holders MUST be at least 18 years of age at the time of the show. **NO EXCEPTIONS.**
- 19. AAFS reserves the right to make changes to these Rules and Regulations** — Any matters not specifically covered herein are subject to decision by AAFS at its sole discretion. AAFS reserves the right to make such changes, amendments, and additions to these rules (including any or all dates/times noted).



INCREASE YOUR IMPACT

SPONSORSHIP & ADVERTISING REACH BEYOND THE BOOTH AT THE AAFS ANNUAL CONFERENCE!

Maximize your company's presence at the AAFS Annual Conference by investing in a sponsorship package designed to provide high-visibility branding and exposure opportunities before and during the event. With a variety of options and investment levels available, high-impact sponsorship packages are available to fit every budget and every need. Whether you're interested in announcing a new product or technology or increasing your company's brand awareness, becoming a sponsor at the AAFS Annual Conference provides tangible, profit-driving results, beyond the benefits of exhibiting alone. Be a part of this world-class event that brings the best of forensic sciences together! We anticipate over 3,500 attendees from around the globe to attend the AAFS Annual Conference.

SPONSORSHIP PRICING

SPONSORSHIP LEVELS

Based on level of investment, sponsors receive a range of benefits

TITANIUM	PLATINUM	GOLD	SILVER	BRONZE
USD \$35,000 OR MORE	\$20,000 - \$34,999	\$10,000 - \$19,999	\$5,000 - \$9,999	\$2,000 - \$4,999

	TITANIUM	PLATINUM	GOLD	SILVER	BRONZE
10 free guest passes to the exhibition floor	X	X	X		
Company logo on AAFS website	X	X	X	X	X
Company logo on AAFS Mobile App	X	X	X	X	X
Company logo on AAFS 2024 signage*	X	X	X	X	X
Company logo in AAFS <i>Newsfeed</i> article	X	X	X	X	X
Company logo in Official Digital <i>Program</i>	X	X	X	X	X
Include an approved item in attendee bag**	X	X	X	X	
Link your company logo back to your website	X	X			
Increased exposure on signage and/or clings in the Exhibit Hall and large entrance structure	X				

*Must meet required deadlines per signed contract

**Literature may not have product names and/or pricing listed and must be approved by AAFS show management

RECEPTIONS AND EVENTS

SPONSOR AAFS 2024



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

CONFERENCE PARTY | EXCLUSIVE

\$20,000

Exclusive support of the official AAFS Conference Party. Close out the Conference with a bang! Logo-branded signage recognition throughout the reception and more.

DIVERSITY AND INCLUSION RECEPTION | EXCLUSIVE

\$10,000 | SOLD

Exclusive support and commitment to the diversity, equity, and inclusion reception. Logo-branded cocktail napkins, optional table drop, and other logo options throughout.

WELCOME RECEPTION | 4 AVAILABLE

\$5,000

Support the attendee Welcome Reception! This reception will be the official AAFS Annual Conference opening celebration! Logo-branded signage recognition throughout the reception.

WINE AND CHEESE RECEPTION | 4 AVAILABLE

\$5,000

Support the wine and cheese reception! This reception will be a great place to mingle with attendees and industry professionals! Logo-branded signage recognition throughout the reception.

SECTION RECEPTIONS | MULTIPLE

\$2,500

Choose from one of the 12 AAFS Sections: Anthropology, Criminalistics, Digital & Multimedia Sciences, Engineering & Applied Sciences, Forensic Nursing Science, General, Jurisprudence, Odontology, Pathology/Biology, Psychiatry & Behavioral Science, Questioned Documents, or Toxicology. Logo-branded signage recognition at the reception and an invitation to attend.

ASB STANDARDS BOARD RECEPTION | MULTIPLE

\$2,000

Multiple opportunities available to show your support at the ASB Reception. Logo-branded signage recognition throughout reception.

RECEPTIONS AND EVENTS

SPONSOR AAFS 2024



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HOSTED HOTEL ROOM DROPS | LIMITED

\$7,500

Place one promotional item in a specific attendee room at the headquarter hotel. Sponsor to provide the branded item for distribution.

KEYNOTE SPONSORSHIP | EXCLUSIVE

\$5,000

Unlock unparalleled visibility and prestige by becoming the Keynote Sponsor at AAFS! As the premier sponsor, your brand will take center stage in front of a captivated audience of industry leaders, influencers, and decision-makers.

EXPO HALL MEETING ROOM | LIMITED

CALL FOR PRICING

A limited number of hard wall meetings space will be available on the expo hall floor for sponsors to utilize for private meetings. **Each Expo Hall Meeting Room will have the following provided in the rental fee. (1) 10x20 Meeting room structure with locking door, (1) 6ft conference table and (8) conference chairs. (1) 30 amp electrical outlet. Any other items needed would be at the expense of the sponsoring company.**

ATTENDEE LOUNGES | UNIQUE AREAS

SPONSOR AAFS 2024



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EXHIBITOR & SPONSORSHIP PROSPECTUS

BARK PARK | EXCLUSIVE

\$20,000

Be an exclusive sponsor of the most popular area of the Annual Conference and meet your new furry forever friend! Logo on signage during the conference and opportunities for a table drop at the Bark Park with your product information.

STUDENT ACADEMY | MULTIPLE

\$7,500

Support this fantastic learning opportunity for high school students interested in a career in forensic science. Opportunities to distribute approved handouts, logo recognition on communications, and company information in event press releases.

SPEAKER READY ROOM | EXCLUSIVE

\$5,000

Support the Speaker Ready Room, which provides program speakers with a designated room to upload, review, and finalize their presentations. This exclusive sponsorship will have your logo on the background and screen saver of each computer along with signage at the entrance of the room.

RECHARGE LOUNGE | 3 AVAILABLE

\$5,000

This comfortable lounge provides attendees with an opportunity to sit, relax, and recharge. This comfortable lounge in a prime location provides attendees with an opportunity to sit, relax, and recharge in the exhibit hall. Attendees can recharge their mobile phones, tablets, notebooks, etc. via built-in power sources located in the seating group. Logo and product branding is available on the charging station and signage in the lounge, along with a literature rack for sponsor material.

BRAND AWARENESS OPPORTUNITIES

SPONSOR AAFS 2024



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

MEETING SPACE WI-FI | EXCLUSIVE

\$25,000

Keep the AAFS attendees connected during the conference. Your logo will be front and center on the online sign-in page every time the attendees log in to the convention center Wi-Fi.

CONFERENCE BAGS | EXCLUSIVE

\$20,000

Your company's logo will be prominently displayed on one side of these reusable bags, which will be given out at the registration desk. You will see your branding throughout the week as each attendee passes by! The sponsor will also have an opportunity to provide one approved bag insert.

LANYARDS | EXCLUSIVE

\$20,000

Use this high-profile opportunity to promote your company to all attendees! This exclusive sponsorship allows for your logo to be co-branded on the lanyard that holds each required attendee badge.

MOBILE APP | EXCLUSIVE

\$10,000

Smart phone users worldwide will download the annual conference mobile app to peruse events, create their own personalized schedules, network with other attendees, and determine which exhibitors and sponsors they want to visit. Full-screen app landing page with buttons that can lead the user to exhibitor listing within mobile app or webpage URL and one approved conference app push notification alert on Wednesday, Thursday, and Friday.

HOTEL KEY CARDS | EXCLUSIVE

\$10,000

A highly sought-after sponsorship, every time an attendee goes to their hotel room, your brand will be at their fingertips at the conference headquarter hotel.

HOST HOTEL IN-ROOM DIGITAL ADVERTISING | EXCLUSIVE

CALL FOR PRICING OPTIONS

Reach conference attendees in their hotel rooms by broadcasting the unique features of your company's products via the headquarter hotel in-house television channel.

BRAND AWARENESS OPPORTUNITIES

SPONSOR AAFS 2024



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

COFFEE BREAK SPONSOR: KEEP 'EM CAFFEINATED | MULTIPLE **\$2,500**

Help keep attendees awake and ready to learn throughout the event with a coffee break sponsorship. Includes one conference app push notification to announce the sponsored break and logo on signage near the break areas.

CONFERENCE PROGRAM ADVERTISING | MULTIPLE **\$2,500**

Feature your company's products in a full-page color ad to be included in the online conference *Program*. Please contact khoward@aafs.org for more information.

BAG INSERT | MULTIPLE **\$2,000**

Provide your own marketing insert to be placed in the conference bag. Inserts must be approved and no larger than 8.5"x11". *Literature may not have product names or pricing listed and must be approved by AAFS show management.*

NEWSLETTER SPONSOR | MULTIPLE **\$1,500**

Create a custom 700px x 233px banner to be showcased in the weekly AAFS Newsletter sent to over 8,000 AAFS contacts.

E-BLAST TO ATTENDEES | 5 AVAILABLE **\$2,500**

Get in touch with the AAFS 2024 attendees before the conference begins with a customized email blast to showcase your products, gain brand awareness, and encourage attendees to visit your booth.

SIGNAGE AND ADDITIONAL OPPORTUNITIES

SPONSOR AAFS 2024



AAFS 2024

EXHIBITOR & SPONSORSHIP PROSPECTUS

METER BOARDS (2-SIDED) | LIMITED **\$850 EACH**

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

MORNING WELLNESS SESSIONS **CALL FOR PRICING OPTIONS**

Wellness classes will be offered each day of the conference and your brand will be highly visible on signage throughout the activity.

HOST AN ACTIVATION **CALL FOR PRICING OPTIONS**

Already have a booth on the AAFS floor? Connect with attendees in a new and exciting way! **Host an activation and become a Bronze Sponsor.**

PASSPORT TO PRIZES | MULTIPLE **\$500**

Attendees will receive a game card passport in their attendee bag and will visit participating exhibitor booths to receive a stamp on the passport. Sponsor to provide prize that will be given to winners at a drawing on the exhibit hall showcase stage. Sponsors must commit no later than December 15.

EXHIBITOR SHOWCASE PRESENTATIONS | MULTIPLE

We will be offering a free space to exhibitors for showcase presentations and product demonstrations. Time slots are 20 minutes. First come, first served.