Table of Contents

About APHL 3
APHL Membership and Demographics 3
Sustaining Membership Benefits 4
Conferences 5
Sponsorship Opportunities 6-7
Advertising Opportunities 7-8
Additional Sponsorship Opportunities 8

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

APHL is a 501(c)(3) organization that represents a unique membership of more than 1,000 members from public health, environmental, agricultural and other public sector laboratories. With a history of more than 60 years, APHL is positioned to serve as a link between members, government health agencies and private sector partners working to strengthen the laboratories that protect public health and safety. With five levels of membership to choose from, there’s a place for everyone to support public health.
**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.

**Who Our Members Are**

APHL members include state, territorial and local public health laboratories; state environmental testing laboratories; state agricultural and food safety laboratories; and individual scientists, public health officials, federal agency representatives, academicians and students.

**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
- complimentary member mailing list
- 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.
# Sustaining Membership Benefits

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Corporate Colleague</th>
</tr>
</thead>
<tbody>
<tr>
<td>$27,500</td>
<td>$16,500</td>
<td>$8,500</td>
<td>$5,500</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

## Recognition • Marketing • Sponsorships

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Corporate Colleague</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo displayed on APHL Home page</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First right of refusal on sponsorship opportunities</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and link on all eUpdate mailings for a limited time</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Logo placement on APHL website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your corporate weblink from <a href="http://www.aphl.org">www.aphl.org</a></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Certificate of Membership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement in Lab Matters</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount on advertising in APHL's quarterly print and digital magazine, Lab Matters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Submit abstract/poster for any APHL meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Access to sponsorships at APHL Annual Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Submit news or product listing to eUpdate</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

## Participation • Exhibiting

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Corporate Colleague</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Booth at all APHL conferences w/exhibits</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Complimentary booth space at APHL Annual Conference</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>Half-price booth space</td>
</tr>
<tr>
<td>Opportunity to meet with the Board of Directors</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to apply for membership on an APHL committee</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary full registrations to APHL Annual Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Registered Member Representative(s)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations at all other APHL meetings</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Member-Associates for $250 each</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select group of representatives to participate in the Corporate Leadership Council Meeting w/APHL leadership</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary registrations at one other APHL conference</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Communications

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Corporate Colleague</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscription to Lab Matters</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscription to APHL eUpdate</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular APHL emails with timely information</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to write Industry Matters column for Lab Matters</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Resources

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Corporate Colleague</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE Member Mailing List Rental</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to the Online Member Search</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APHL Sustaining Member mark for use in your materials</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Your company’s logo and description will be listed on the Sustaining Members Roster web page.

** 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.
RECENT CONFERENCES

**InFORM Conference**
TBD

Every two years the Integrated Foodborne Outbreak Response and Management (InFORM) Conference brings together public health officials charged with response to foodborne and enteric disease outbreaks. InFORM is jointly sponsored by APHL, the US Centers for Disease Control and Prevention (CDC) Division of Foodborne, Waterborne and Environmental Diseases (DFWED), the National Environmental Health Association (NEHA) and the Council of State and Territorial Epidemiologists (CSTE).

**Target Audience:** Public health laboratory scientists, epidemiologists, environmental health specialists and health communicators will find sessions of interest at this meeting.

[www.aphl.org/InFORM](http://www.aphl.org/InFORM)

**NEW! ID LAB CON**
TBD

A new APHL conference, ID Lab Con addresses the latest developments in the detection and characterization of infectious diseases of public health concern.

**Target Audience:** Public health laboratory professionals, clinical laboratorians, epidemiologists, leading researchers and diagnostics developers.

[www.aphl.org/IDLabCon](http://www.aphl.org/IDLabCon)

**APHL 2021**
May 17–20, 2021
Cleveland, OH

APHL 2021, APHL’s annual conference, brings together more than 600 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 lab directors, directors of state environmental and agricultural laboratories, government and private laboratory personnel, and others interested in public health laboratory issues.

[www.aphl.org/AC](http://www.aphl.org/AC)

**Newborn Screening Symposium**
October 3–7, 2021
Sacramento, CA

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.

[www.aphl.org/NBS](http://www.aphl.org/NBS)
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.

Exhibitor Benefits

**Booth Space:** 10’x10’ booth. Averages $2,300 per conference

**Sponsorship:** Costs range from $100 to $35,000

**Increase your profile with these added benefits:**

- Exhibit space with all of the benefits provided to exhibitors
- Recognition in the onsite 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 registrant mailing list — make contact with attendees before and after the 2021 conferences
- Name badge ribbons for your company representatives identifying your level of support at APHL 2021

Sponsorship Opportunities

For information on sponsorship opportunities and corporate membership, contact Camille Walker, Manager, Corporate Relations at camille.walker@aphl.org.

**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**

APHL’s Corporate Leadership Council offers Platinum and Diamond 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!

**New! 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 business goals.
Conference Advertising Opportunities

Conference Program Book
The 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 Terry Reamer, Sr Specialist, Meetings, terry.reamer@aphl.org for more information about advertising rates.

Pre-Show Mailing List
Build brand awareness and drive booth traffic before the show! Send registrants a pre-show promotion or invitation to visit your booth.

*No email addresses will be provided.*
$1,000 - one time use

Exhibitor Email Promotion
This one-time promotional email, sent a week before the conference, provides exhibitors a platform to invite attendees to their booth.

Each participating company provides a logo, small paragraph and URL or email address. Limited to 10 listings.
$1,500 per listing

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

Contact Camille Walker, Manager, Corporate Relations, camille.walker@aphl.org or 240.485.2784, for more information about digital conference advertising.
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 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 1 ad per *eUpdate* issue, making it an exclusive opportunity! Includes graphic and embedded hyperlink (or email contact).

Contact Camille Walker, Manager, Corporate Relations, camille.walker@aphl.org or 240.485.2784, for information about ad rates, production deadlines and more.
Advertising Opportunities - *Print and Digital*

**Targeted Email Blasts**
Today, companies have more choice than ever when it comes to digital advertising; however, APHL's targeted email blasts remains an efficient method of reaching an already engaged audience and continues to drive significant results. In addition to the significant return on investment, email marketing also provides the following:

- **Instant access to a highly engaged audience at a relatively low cost**
- **Targeted messages**
- **Detailed metrics**

**Email Specifications**
- HTML version (recommended width of 600 px)
- Images in jpg or static gif format You can embed the image links or we can host them on our server
- Subject line: (recommended maximum length of 50 characters)
- List of test and seed emails

**Rate and Submission**
- $5,000 per email blast
- Deadline: 14 days prior to delivery date

Contact Camille Walker, Manager, Corporate Relations, camille.walker@aphl.org or 240.485.2784.

**APHL Job Center**
Increase your exposure and advertise on the APHL Job Center. Display and rotate your banner ad for 30 days or more on the 10 most popular pages visited by job seekers inside the APHL job board.

Contact John Flynn at 727.497.6565 ext 3512 or john.flynn@CommunityBrands.com for more information.

**Mailing List Rental**
Reach APHL members who have opted in to receive direct mail. The most accurate and comprehensive public health laboratories list available includes individual, institutional, state and local public health laboratories as well as environmental, chemical, agricultural and food safety labs.

Contact Camille Walker, Manager, Corporate Relations, camille.walker@aphl.org or 240.485.2784
Association of Public Health Laboratories
8515 Georgia Ave Ste 700
Silver Spring, MD 20910
240.485.2745
www.aphl.org

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

Corporate Support Opportunities
Camille Walker, Manager, Corporate Relations
camille.walker@aphl.org | 240.485.2784