

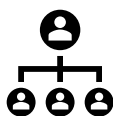


2026 EXHIBIT AND SPONSORSHIP OPPORTUNITIES

Maximize Your Reach, Multiply Your Returns



Total Attendees
450+



Key Audience
Directors and senior
managers of crime
laboratories



Global Reach
All 50 US states
20+ international countries

"The ASCLD Symposium is our premier event for engaging with forensic science managers and fostering key relationships. Since 1997, we've proudly exhibited and sponsored this event, making it our most substantial annual commitment to the forensic science community." – David Epstein, Versaterm

"We choose to be an exhibitor at ASCLD each year because it is well-attended by leaders and influencers in the forensic community. Partnering with ASCLD is well worth the investment because it provides us with opportunities to connect with key decision-makers and showcase our technology!" – Rachel Oefelein, DNA Labs International

May 17 – 21 | Grand Rapids, Michigan | Amway Grand Plaza & DeVos Place Convention Center

PROSPECTUS TABLE OF CONTENTS

About ASCLD.....	3
Attendee Profile.....	4
2025 Symposium.....	5
Tradeshow Information.....	8
Exhibit Hall.....	10
Exhibit Packages.....	11
Additional Sponsorship Opportunities.....	12
Booking Information.....	18

ABOUT ASCLD

ASCLD (pronounced “azz-clad”) is where forensic science leadership converges.

As the premier association for crime lab directors and forensic managers, ASCLD drives excellence through innovation, collaboration, and the highest standards in the field.

The annual Symposium is the only event of its kind – built exclusively for crime lab decision-makers. Attendees come to connect, collaborate, and shape the future of forensic science.

Exhibitors gain direct access to the nation’s top leaders, making it the most valuable conference for anyone looking to reach this high-impact, niche audience.

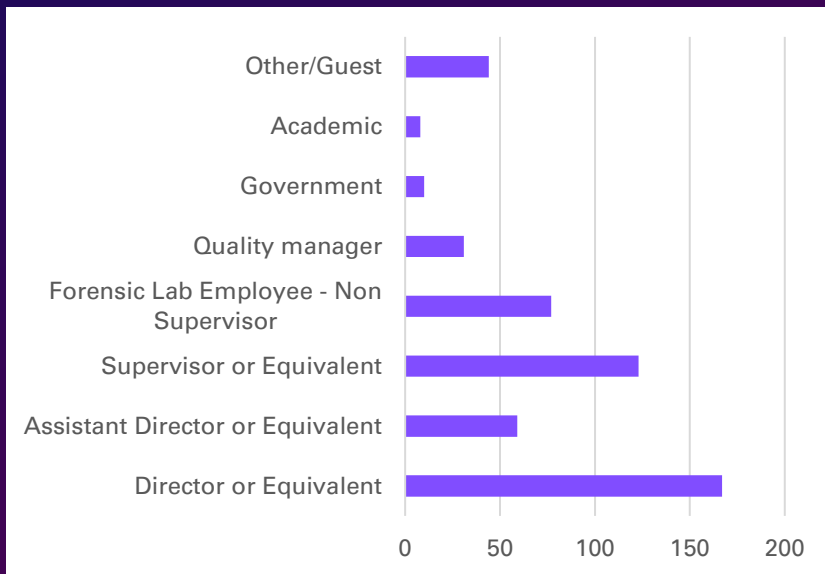
 (605) 584-5054 X 5893

For more details and information, contact our sales team at:

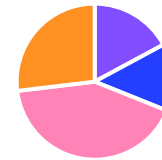
 laura.Tramontin@njsp.gov

 www.ascldsymposium.com

WHO ATTENDS

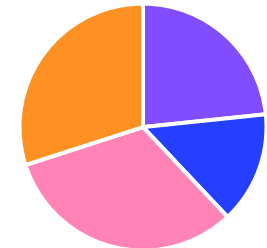


What role do you play in equipment purchasing for your company/laboratory?



- I am not involved
- I provide research and options on the decision
- I help make the decision
- I make the decision

Is your organization looking to purchase equipment in the next:



- 0-3 months
- 3-6 months
- 6-12 months
- 12+ months,

2025 SYMPOSIUM HIGHLIGHTS

- 15 hours of expert-led sessions focused on leadership, innovation, and emerging trends in forensic science
- Over 3,000 leads scanned in through lead retrieval capture tools
- All meals served in exhibit hall and scheduled during exclusive, non-competing times to maximize visibility and engagement with attendees
- Two dedicated exhibitor receptions with high foot traffic and meaningful conversations
- 45 exhibiting companies pre-reserved their booth at the 2026 show before even leaving the 2025 Symposium

2025 EXHIBITORS

DIAMOND

Versaterm

PLATINUM



GOLD



SILVER

2nd Logic

ANSI National Accreditation Board (ANAB)

Collaborative Testing Services

Evidenceiq

Leeds Precision Instruments, Inc.

NMS Labs

Sorenson Forensics

A2LA

Cadre Forensics

Crime Lab Design

Forensic Advantage Systems

Mideo Systems, Inc.

Porter Lee Corporation

Waters Corporation

ANDE Corp.

Center for Human Identification

Docufree

IDEMIA Public Security

Nexsan

Signature Science, LLC

BRONZE

Agilent Technologies

Association of Forensic Quality Assurance Managers

Forensic Assurance

Gentueri Inc.

Mercedes Scientific

Mystaire

Radox

Smallpond LLC

Amped Software USA, Inc.

Forensic Photonics LLC

HealthRFID

Meta Systems Group Inc

NicheVision Forensics, LLC

SCIEX

Tri-Tech Forensics, Inc.

Ascertain Forensics

FARO Technologies Inc.

Foster & Freeman USA

McClaren, Wilson & Lawrie, Inc

METTLER TOLEDO

Qlutch

Securitas Healthcare

UNITRON

INDUSTRY PARTNERS

Forensic Technology Center of Excellence

Spectrometer Experts USA

National Forensic Science Academy

NIST/OSAC

EVENT AND EXHIBIT DETAILS

Event Location

DeVos Place Convention Center
Grand Rapids, Michigan

Event Dates

Sunday, May 17 | 8:00 AM – 6:30 PM

Monday, May 18 | 8:00 AM – 6:45 PM

Tuesday, May 19 | 7:45 AM – 9:00 PM

Wednesday, May 20 | 7:45 AM – 5:30 PM

Thursday, May 21 | 7:45 AM – 12:30 PM

These dates reflect the entirety of the conference. Exhibit hours are on the following page.

Exhibitor Move In

Monday, May 18 | 10:00 AM – 3:00 PM

Exhibit Hours

Monday, May 18 | 5:15 – 6:45 PM

Tuesday, May 19 | 7:45 AM – 3:45 PM

Wednesday, May 20 | 7:45 AM – 5:15 PM

The exhibit hall will close during key session hours, in order to provide a break for exhibitors

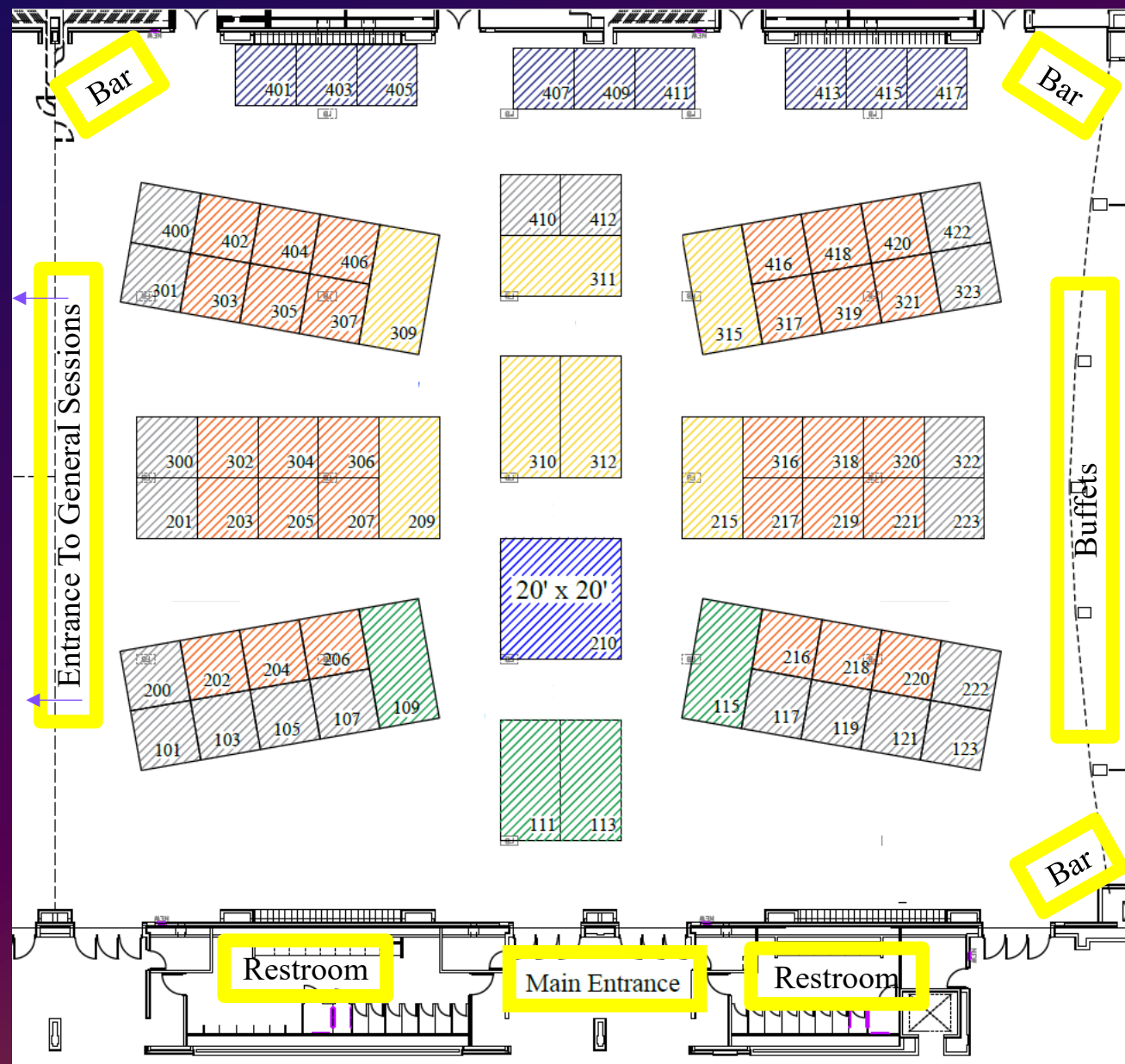
Exhibitor Move Out

Thursday, May 21 | 7:45 AM

No entertaining, social functions, focus groups, or other sponsored events may be scheduled in conflict with official ASCLD Symposium programming. Exhibitors may host functions outside of ASCLD conference hours.

ASCLD depends on our exhibitors and sponsors for successful events. As such, any attendee at an ASCLD Symposium who is observed to be soliciting business in the aisles or other public spaces, or uninvited attendees in another company's booth, will be asked to leave immediately and their conference credentials will be confiscated.

Conversely, known commercial activity conducted from a hotel guest room or hospitality suite, at a restaurant or any other public place in proximity to ASCLD's Symposium by non-participating companies will be shut down if utilizing properties with which ASCLD has an agreement. Those found to be involved with "suitcasing" or "outboarding" will be denied registration to attend future ASCLD events.



- Diamond - 1
- Platinum - 4
- Gold - 7
- Silver - 20
- Bronze - 30
- Industry - 9

		DIAMOND \$35,000	PLATINUM \$20,000	GOLD \$10,000	SILVER \$5,250	BRONZE \$4,600	PUBLIC SERVICE PARTNER \$500
# Available		1	4	7	20	30	9
Booth Size		20' X 20'	10' X 20'	10' X 20'	10' X 10'	10' X 10'	5' X 10'
# of Complimentary Registrations		10	5	3	2	1	0
Lead Retrieval		Yes	Yes	Yes	Avail For Purchase	Avail For Purchase	Avail For Purchase
Listing on mobile app		Expanded	Expanded	Expanded	Limited	Limited	Limited
Logo on entrance unit		X-Large	Large	Medium	Medium	Small	Text Only
Logo on pre-conference emails		Yes	Yes	No	No	No	No
Logo on website		Yes	Yes	Yes	Yes	Yes	Yes
Marketing materials on mobile app		Yes	Yes	Yes	Yes	No	No
Marketing Minute video		2 minutes	1 minute	1 minute	No	No	No
Pre-conference email blast		1 pre, 1 post	Yes	Yes	No	No	No
Post-conference attendee list		Yes	Yes	Yes	Yes	Yes	Yes
Company name in following year prospectus		Logo	Logo	Logo	Text only	Text only	Text only
Post-conference thank you video		Yes	Yes	No	No	No	No
Extra		1. Paws for a Break 2. Special recognition signage 3. 15-minute Board of Directors presentation 4. 20-minute general session 5. Private reception with ASCLD BOD and VIPs	1. Choice of key cards, lanyards, signage, or charging lounge 2. Half day workshop 3. Private reception with ASCLD BOD and VIPs	Table tent with QR code on lunch tables	Mobile app banner ad	Mobile app push notification	None

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Maximize your company's presence at ASCLD 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 here to fit every budget and every need.

Booth purchase NOT required for sponsorship purchase.

LEAD GENERATION AND RELATIONSHIP BUILDING

Direct access to attendees and deeper conversation

- **Hospitality suite** *\$1,000; 5 nights available* Nightly relaxed, drop-in networking environment in private suite at Amway Grand Plaza Hotel
- **Leadership Academy reception** *\$3,000; 1 available* Engagement with future crime lab leaders at Woodrow's Duckpin Bowling on Sunday evening prior to the official event kick off

BRAND AWARENESS

Maximize logo visibility and repeated brand impressions

- **Conference WiFi** *\$3,000; 1 available* “Powered by” branding with frequent usage by all attendees throughout conference
- **Branding (floor clings, windows, escalators, elevators, hanging banners, etc.)** *\$price varies by opportunity; unlimited available* Dominant onsite presence throughout all public spaces at Center
- **Branded donut wall** *\$2,500; 1 available* Donut wall with your logo or company colors on each, served at an event coffee break
- **Mobile app splash page** *\$1,500; 1 available* Brand appears upon every launch of event mobile app
- **Mobile app banner ad** *\$500; unlimited available* Consistent visibility inside the app with rotating headliner graphic
- **Conference registration platform and registration desk** *\$10,000; 1 available* Brand exposure from first touchpoint when signing up for Symposium and continuing through onsite check in
- **Symposium website advertisement** *\$500; 4 available* Pre-event digital awareness and SEO benefit through clickable image on home page of Symposium website
 - **Banner ad and website advertisement combo pack** *\$850; 4 available*

ENGAGEMENT AND ACTIVATION

Interactive, memorable, or emotionally resonant touchpoints

- **Offsite Event** Contact ASCLD for more information!
- **Morning workouts** *\$1,500; 5 available* Wellness-minded audience interaction like rooftop pickleball, sunrise yoga, and the ASCLD Fun Run
- **Coffee breaks** *\$2,500; 9 available* Brand tied to one of attendees' favorite perks
- **Mobile app push notification** *\$250; unlimited available* Prompt booth traffic or session attendance
- **Nook work pods** *\$4,000; 3 available* Branded focus spaces for meetings and work in a private yet accessible pod with a work desk and power outlets

THOUGHT LEADERSHIP AND CONSIDERATION

Showcase expertise and align with content

- **Keynote speaker** *\$5,000; 1 available* High-profile positioning opportunity with introductory remarks for event headlining speaker
- **Breakout track (themed sessions)** *\$1,500; 12 available* Topic ownership and content credibility for up to 3 consecutive sessions
- **Individual breakout session** *\$500; TBD available* More focused subject matter alignment for 1 focused session

HOSTED EVENTS AND HOSPITALITY

Positive brand association through food and social experiences

- **Breakfast** \$5,000; 3 available
- **Lunch** \$5,000; 4 available
- **Opening reception** \$20,000; 1 available
 - Interested in the reception but can't afford the whole sponsorship? Talk to us about being the beverage sponsor, or bringing in a fun activation to the space, or things we can do directly in your booth!
- **Closing reception** \$20,000; 1 available
 - Interested in the reception but can't afford the whole sponsorship? Talk to us about being the beverage sponsor, or bringing in a fun activation to the space, or things we can do directly in your booth!

HOW TO BECOME AN EXHIBITOR

- All booths are reserved, and all sponsorships are purchased, through our online exhibitor portal, found at www.ascldsymposium.com, beginning September 29, 2025
- At the time of purchase, you are asked to provide company information such as logo and description. You will have the ability to log back and edit these items later. The portal utilized for purchase will be your exhibitor portal throughout the show, where you will upload any supporting materials and deliverables for the conference.
- Payment is due within 30 days of booth purchase
 - Payment reminders are not sent out within the first 30 days post-purchase
 - Your invoice can be accessed through your purchase confirmation email and through your portal
 - No ACH payments are accepted
 - Payments not received within 30 days will receive late fees at the rate of 1% for every 30 day past due
- Details and next steps regarding your purchase will be sent in late fall 2025 for individuals purchasing before Christmas; details will be sent within one week of purchase for any commitments January onward
- Booths may be cancelled for a \$25 administrative fee until December 31, 2025. Booths may be cancelled for a 50% refund from January 1 – February 28, 2026. No refunds are available on or after March 1, 2026.
- During the booth purchase process, you will be asked to provide a point of contact for all pre-show communications. This is not your attendee registration. Registration for your booth representatives is separate, and a required step for the ASCLD Symposium. All registrations for the ASCLD Symposium are full conference – inclusive of the exhibit hall, sessions, and meals. ASCLD does not offer exhibit hall only passes.
- The show decorator (general contractor) is C-1 Tradeshow Services. The exhibitor kit will come directly from C-1, including order forms for carpet, additional furniture, electric, audio visual, freight handling, and food and beverage. This will be sent approximately 3 months before the show.
- Exhibitors must be familiar with and abide by the IAEE [Guidelines for Display Rules and Regulations](#). Failure to comply may result in modifications to your booth by show management or banning from Symposium.

EXHIBIT AND SPONSORSHIP SALES

Laura Tramontin

(605) 584-5054 X 5893

Laura.Tramontin@njsp.gov

www.ascldsymposium.com