



®

ASCLD Symposium

Request for Proposal (RFP): Audio Visual Services

2027 ASCLD Symposium

April 11 – 15, 2027

Madison, Wisconsin

Issued by: American Society of Crime Laboratory Directors (ASCLD)

Prepared by: Bibbero Meetings and Events

RFP issue date: January 22, 2026

Proposal due date: February 28, 2026

The American Society of Crime Laboratory Directors invites qualified audio visual partners to submit proposals to support the 2027 ASCLD Symposium and potential future events.

1. About ASCLD and the ASCLD Symposium

About ASCLD

The American Society of Crime Laboratory Directors (ASCLD, pronounced “azz-clad”) is where forensic science leadership converges. ASCLD is the premier professional association for crime laboratory directors and forensic managers, dedicated to advancing excellence in forensic science through leadership, innovation, collaboration, and the highest professional standards.

The ASCLD Symposium is the only event of its kind built exclusively for crime lab decision-makers. This annual gathering serves as the primary forum for leaders in forensic science to connect, collaborate, and shape the future of the field. For exhibitors and partners, the Symposium provides direct access to the nation’s top forensic leaders, making it the most valuable conference for reaching this highly specialized and influential audience.

Learn more at:

<https://www.ascldsymposium.com/>

<https://www.ascld.org/>

Who Attends

The ASCLD Symposium brings together forensic laboratory supervisors, assistant directors, and directors who guide strategy, set standards, and make critical operational decisions within their organizations. Attendees represent all 50 U.S. states and more than 20 countries worldwide, making this a truly global convening of forensic leadership.

Alongside these decision-makers, exhibitors and partners showcase tools, technologies, and services supporting the forensic community, including SaaS platforms, specialized laboratory equipment providers, and architecture and design firms building the next generation of forensic facilities.

Education & Events

The ASCLD Symposium is an immersive, multi-day experience designed to educate, inspire, and connect. Over five days, attendees participate in:

- Seminars, workshops, and keynote sessions led by experts and thought leaders
- Extensive networking in the exhibit hall, at receptions, the offsite event, and through curated pre-conference excursions
- Wellness and connection activations such as morning workouts, specialty coffee experiences, and therapy dog breaks

This blend of education, engagement, and experience ensures attendees leave with actionable insights and meaningful professional connections.

Mission

ASCLD is a nonprofit professional society of crime laboratory directors and forensic science managers dedicated to excellence in forensic science through leadership and innovation.

2. Event History

Recent ASCLD Symposium host locations include:

- 2025 – Hyatt Regency Denver at the Colorado Convention Center (approximately 580 attendees and exhibitors)
- 2024 – Birmingham Jefferson Convention Complex (624 attendees and exhibitors)
- 2023 – Renaissance Austin Hotel (50th Anniversary event; 623 attendees and exhibitors)
- 2022 – Peppermill Resort Spa Casino, Reno
- 2021 – The Westin Copley Place Hotel, Boston

Attendance and program complexity have grown year over year and are expected to continue as such, precluding any government restrictions and mandates.

3. Future Events

ASCLD has secured host venues for multiple future Symposia, underscoring the organization's long-term planning horizon and interest in potential multi-year AV partnerships.

- May 17 – 21, 2026 – DeVos Place Convention Center, Grand Rapids, Michigan
- April 11 – 15, 2027 – Monona terrace Community and Convention Center, Madison, Wisconsin
- May 14 – 18, 2028 – Town and Country Resort, San Diego, California
- April 22 – 26, 2029 – Philadelphia Marriott Downtown, Philadelphia, Pennsylvania
- April 14 – 18, 2030 – Baltimore Marriott Waterfront, Baltimore, MD

While the immediate focus of this RFP is the 2027 Symposium, vendors are encouraged to consider how they would support ASCLD across multiple venues and years.

4. Project Overview and Scope of Services

The ASCLD Symposium is a multi-day program with varied meeting formats and production needs. A typical Symposium includes:

Board of Directors Meeting

- Saturday
- Approximately 20 participants

- Screen, projector, audio, and basic video conferencing

Pre-Conference Workshops and Academies

- Sunday and Monday
- Up to 10 concurrent sessions
- Sessions run 8:00 AM – 5:00 PM
- 20 – 60 participants per room
- Standard set up with screen, projector, and audio

Examples from previous events:



General Sessions

- Full day Tuesday and Wednesday, half day Thursday
- Up to 500 attendees
- Large-format general session with staging, LED screens, audio, graphics, and show flow support

Example from previous event:



Breakout Sessions

- Full day Tuesday and Wednesday, half day Thursday
- Up to three concurrent sessions per time block, outside of the general session room
- Approximately 100 attendees per room
- Reuse of workshop spaces with enhanced production as appropriate

Ancillary and Support Needs

- Speaker ready room

- Registration desk technology (printer and basic tech needs)
- Exhibitor-related AV support in the exhibit hall
- Pop-up or ad hoc meetings as needed
- Daily 60-minute morning workout session requiring wireless headset microphone and audio

Final scope may fluctuate slightly year over year based on venue layouts and program evolution.

5. Proposal Requirements

ASCLD is seeking a long-term AV partner who can deliver reliable execution and proactively contribute ideas that elevate the event year over year.

Vendors should respond clearly and concisely to sections below. Marketing decks and generic boilerplate are discouraged.

Response guidance: do not include detailed equipment or gear lists

a. Company overview and team structure

- Brief company overview and years in business
- Experience supporting conferences of similar size and complexity
- Overview of the core team supporting ASCLD (account lead, onsite/show lead, key roles)

b. Account management and onsite support model

- Account management structure and staffing approach
- Primary points of contact pre-event and onsite
- Approach to team consistency year over year

c. Communication, planning, and run of show execution

- How you plan and collaborate pre-event
- How the run of show is built, reviewed, and executed
- What information you require from the event planner
- How cues, transitions, and speaker support are managed onsite
- How responsibilities are divided during live sessions

ASCLD is seeking a partner who can confidently call the show, anticipate needs, and ensure nothing is missed.

d. Industry involvement and professional development

- How your team stays current on AV trends and best practices
- Conferences, trainings, or professional organization involvement
- Any leadership roles within industry associations

e. Relevant experience and references

- Examples of work for similar scope conferences
- Up to three references or case examples

f. Venue experience and labor considerations

- Prior experience at upcoming ASCLD venues
- Familiarity with union labor requirements, where applicable
- How labor considerations are incorporated into budgeting

g. Pricing, multi-year options, and innovative ideas

- Overall estimated cost for the 2027 Symposium
- Any proposed multi-year pricing options or discounts
- Innovative ideas or value-adds relevant to ASCLD's audience

ASCLD is not providing a target budget. Vendors should submit their best and most competitive offer.

6. Proposal Evaluation Criteria

Proposals will be evaluated using a weighted scoring system:

Evaluation Area	Weight
Overall price and value	40%
Run-of-show execution and show calling	25%
Relevant experience and references	15%
Proposal quality and strategic thinking	10%
Industry involvement and professional development	5%
Venue experience and labor knowledge	5%

7. Timeline for RFP Process

- Proposal submission deadline: Saturday, February 28, 2026
- Proposal review by ASCLD Board of Directors: March 1 – 31, 2026
- Vendor interviews (if needed): March and April, 2026
- Target award date: April 17, 2026

Vendors may attend the 2026 Symposium (May 17 – 21, 2026) at their own expense to observe operations. Please notify the event planner in advance.

A two-day planning visit for the 2027 Symposium will take place in Madison, Wisconsin during the week of June 8, 2026. The selected vendor should plan to attend.

8. Key Contacts and Submission Instructions

Primary Contact

Nikki Bibbero
Founder & CEO, Bibbero Meetings and Events
Event Planner, ASCLD Symposium
nikki@bibberoevents.com

Secondary Contact

John Byrd
Executive Director, ASCLD
executivedirector@ascld.org

All questions must be submitted to Nikki Bibbero no later than Friday, February 13, 2026.

Final proposal must be submitted via one single email sent to both contacts.

9. Disclaimer

The scope outlined reflects a typical ASCLD Symposium and may fluctuate slightly based on venue configuration, program needs, and evolving event priorities. ASCLD reserves the right to modify requirements, request clarification, or adjust scope as needed.