

Sponsorship and Exhibitor Prospectus

COLA Laboratory Enrichment Forum



*Driving the Future
of Laboratory
Medicine*

May 3-4, 2023

Worthington Renaissance Hotel
Fort Worth, Texas



COLA's Laboratory Enrichment Forum is the laboratory conference to attend!

COLA's Laboratory Enrichment Forum is a great place to join clinical laboratory professionals and industry thought-leaders committed to quality and excellence in laboratory medicine. Keynote speakers, highly relevant instructor-led training sessions and interactive panels are combined to offer an informative, engaging experience for everyone.

In addition to the valued continuing education credits for laboratorians and physicians, the 2023 Laboratory Enrichment Forum offers attendees, sponsors and exhibitors the opportunity to:



Learn from industry thought leaders about the future of laboratory science



Advance professional development



Learn during technical and regulatory sessions focused on core, molecular and pathology laboratory testing



Study best practices to strengthen laboratory operations and to accelerate efficiencies



Expand your network to include professionals and regulators who care deeply about quality



Participate in round-table discussions which enrich the experience for everyone

The 2023 Forum theme is focused on Driving the Future of Laboratory Medicine. Many of us were challenged during the height of the pandemic. We faced those trials courageously and are now left with a new appreciation of our own capacities, talents and skills. The question for each of us at the 2023 Forum will be how do I aspire to collaborate with others to drive the future of laboratory medicine?

We offer a number of opportunities for exhibitors and sponsors to showcase their brand, products and services to attendees at the Laboratory Enrichment Forum. Many of you participated in our event in 2022 and we would love to have you join us in Fort Worth Texas in 2023!

The nationwide laboratory workforce shortage has reached a breaking point. COLA will host a Summit on May 2, 2023 the day prior to the Laboratory Enrichment Forum. The Summit will shine a light on the latest innovations in workforce development and offer unique roundtable discussions among invited leaders with the goal of identifying key actions to work on together. If you would like more information about becoming a supporter of the Summit, you can email COLA at WAA@cola.org to request a Summit prospectus.



Nancy Stratton, CEO of COLA

A special opportunity to interact with physicians, laboratory professionals and thought leaders about

THE FUTURE OF LABORATORY MEDICINE.

The Finer Points for Exhibiting- \$2,900

Thank you for choosing to exhibit at COLA's 2023 Laboratory Enrichment Forum! Below we have outlined the additional details you need to proceed with your reservation. COLA takes great care to ensure that the conditions are optimal for traffic flow through the exhibitor area to maximize those opportunities to engage with attendees.

DATES AND TIMES

Exhibitor Move In

Tuesday, May 2
8:00 a.m. – 5:00 p.m.

Exhibit Hours

Wednesday, May 3
8:00 a.m. – 5:00 p.m.

Thursday, May 4
7:00 a.m. – 4:30 p.m.

Exhibitor Move-Out

Thursday, May 4
4:30 p.m. – 6:30 p.m.

EXHIBITOR BENEFITS

- ✓ Conference Platform and Mobile App for engaging attendees
- ✓ Lead generation app (optional for a nominal fee)
- ✓ Post conference attendee list
- ✓ Company Logo on Event Website and within the Mobile App
- ✓ Exhibitor Portal
- ✓ Exhibitor badges for two authorized representatives with access to all sessions
- ✓ Breakfast, lunch and refreshments for two authorized representatives

Booth Description

Booth size 10' x 10'

One (1) Eight-Foot Black Drape

One (1) ID sign

Two (2) Side Chairs

Additional furniture and electricity is available at an additional cost



How to Reserve your Exhibit Space

Payment for your reservation to exhibit can be made when you register via our event website. If you have questions about exhibiting, please contact Angelissa McArthur at amcartur@cola.org or (800) 981-9883, ext 3724.

Once you make payment for your reservation, you will receive a link to access the Exhibitor Portal of our Event Website where you can complete all tasks leading up to the event. As an exhibitor, your company will receive two badges for the two-day event. Within the Exhibitor portal you can add the names, titles and email addresses of your authorized representatives for the event. Your two staff members will be able to access all sessions with their badges. If you wish to register additional staff you may do so in the public registration area of our event website.

It is COLA's wish to offer the Exhibit Hall in full to attendees throughout the full two-day event, which comes to an end on Thursday, May 4th at 4:30 p.m. If for any reason, you anticipate needing to break down your exhibit prior to 4:30 p.m. on May 4th please inform COLA in advance.

Special Sponsorship Opportunities to Elevate Your Visibility

The Opportunity to Sponsor

Choosing to be a Sponsor at the Laboratory Enrichment Forum is a way to further enhance your company's visibility with attendees throughout the event.



Platinum Level Sponsor \$14,500

The premiere sponsorship level – an incredible opportunity offered to just one company to sponsor the Keynote Speaker for the Forum. In a nutshell, this is the chance to make your brand visible during the main event of our program!

Gold Level Sponsor \$10,900

COLA is offering two Gold Level Sponsorship opportunities in 2023. This level of sponsorship is focused on the Main Interactional Events of our program – the Welcome Reception on Tuesday, May 2nd and the Networking Event on Wednesday, May 3rd, both of which were very well attended in 2022. The choice of the Welcome Reception or Networking Event is offered on a first-come, first-serve basis so declare your intentions early!

Silver Level Sponsor \$8,900

With inflation, the cost of every good and service has risen, including the costs to provide meals for speakers, attendees, special guests, exhibitors and sponsors. For this reason, all of our sponsorship levels have increased, including the Silver Level Sponsorship, which is focused on providing meals throughout the Forum. There are six opportunities to serve as a Silver Level Sponsor including two breakfasts, two lunches, and two breaks. Those who register first as a Silver Level sponsor will have more choices in the selection of which meal to sponsor so sign up early!

Bronze Level Sponsor \$5,500

This is the entry-level sponsorship for you to showcase your brand on one of the items which will be integral to the Forum proceedings. These items may include Pens, Tote Bags, Webcam Covers, Charging Stations, Wi-Fi Sponsorship and Hotel Keycards.

Sponsorship Level Benefits	Bronze \$5,500	Silver \$8,900	Gold \$10,900	Platinum \$14,500
Logo Recognition on Selected Item	✓			
Web Banner Ad on Event Site	✓			
Promotional insert in tote bag	✓	✓	✓	✓
Logo recognition as a sponsor on the event website		✓	✓	✓
Logo recognition in the event mobile app		✓	✓	✓
Logo recognition in the printed and digital program		✓	✓	✓
Acknowledgement as sponsor prior to general sessions		✓	✓	✓
Logo and acknowledgement sign for sponsored meal		✓		
Logo and special acknowledgement of sponsor during Welcome Reception or Networking Event			✓	
One Complimentary guest pass (not eligible for continuing education credits)		✓	✓	
Meeting with COLA staff to discuss special event			✓	
One Complimentary guest pass (eligible for continuing education credits)				✓
Showcase recognition during the Keynote Address				✓

Payment for your sponsorship can be made when you register as a sponsor via our event website. After you have completed your Sponsorship registration, you will receive a link to access the Sponsor Portal where you can complete all tasks. If you will exceed your allotment of guest passes for your Sponsorship level, your additional authorized representatives can register as an attendee and will be eligible to attend all sessions and, if they wish, pursue continuing education credits.

COLA is grateful for your Sponsorship of the Laboratory Enrichment Forum and a COLA representative will reach out to answer any questions you may have and to discuss any additional details.

If you are not quite ready to say yes and have some additional questions about being a sponsor or exhibitor at COLA's Laboratory Enrichment Forum, please contact Angelissa McArthur at amcarthur@cola.org or (800) 981-9883, ext. 3724.

None of the sponsorship levels above include exhibit space. If you want to exhibit, you will need to reserve your exhibit space independent of sponsorship. Thank you!

Conference Hotel

Worthington Renaissance Fort Worth Hotel

200 Main Street
Fort Worth, Texas 76102

Phone:
1-800-468-3571

Special Conference Early Bird Rate

COLA has contracted with the limited number of rooms at a discounted rate. Those rooms will be made available on a first-come, first-serve basis. Hotel room rates of \$209 are subject to applicable state and local taxes, in effect at the time of check-out. If you miss the room block cutoff date or if our room block fills quickly, COLA cannot guarantee a discounted rate so be sure to make your hotel reservations early!

Deadline to reserve a room at a discounted rate:
April 10, 2023.

Shipping Information

Any exhibits and exhibit materials you wish to ship to the Worthington Renaissance Fort Worth Hotel should arrive no earlier than Thursday, April 27, 2023. The Hotel will not be responsible for any loss or damage to materials sent to Hotel.

All packages and exhibits shipped to the hotel must be clearly marked as follows:

Renaissance Worthington Hotel
200 Main Street
Fort Worth, TX 76102

Attention: Lori Prestwood

Hold for: Dani Stroughton-Duncan
Function dates of 5/1-5/4/2023

*Send tracking number to [Dani Duncan Stroughton](#) upon shipping.



Things to Do in Fort Worth

If you are planning to arrive early or extend your stay a few days, there are many wonderful experiences to have in Fort Worth. Below is just a few activities you might wish to enjoy while in Fort Worth.

- ✓ Fort Worth Zoo
- ✓ Sundance Square
- ✓ Fort Worth Stockyards National Historic District
- ✓ Fort Worth Water Gardens
- ✓ Kimbell Art Museum
- ✓ Fort Worth Botanic Garden
- ✓ Fort Worth Japanese Garden
- ✓ Texas Motor Speedway
- ✓ Modern Art Museum of Fort Worth
- ✓ SeaQuest Fort Worth
- ✓ Amon Carter Museum of American Art



COLA would like to express our appreciation for the Exhibitors and Sponsors who attended the
2022 LABORATORY ENRICHMENT FORUM

2022 Laboratory Enrichment Forum Sponsors



2022 Laboratory Enrichment Forum Exhibitors



Contact Information

Book your sponsorship opportunity today! We are just a phone call away.

Angelissa McArthur
Director of Marketing, Communications & Sales
(800) 981-9883, Ext. 3724
amcarthur@cola.org

For more information about the Laboratory Enrichment Forum speakers, sessions or continuing education credits, please contact Dani Stroughton Duncan at dduncan@cola.org