

Sponsorship and Exhibitor Prospectus

# COLA Laboratory Enrichment Forum



*Medical Laboratory  
Science:  
The Hidden Gem  
of Healthcare*

**May 7-9, 2024**

Destin-Fort Walton Beach Convention Center  
Emerald Coast, Florida

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Workforce Shortage Panel: Edna Garcia, MPH, Cary Montalvo, MT(ASCP), MHA, Shawn Wierzbowski, Marisa James and Lisa Lock, MLS(ASCP)cmBB

## Why you should participate in COLA's Laboratory Enrichment Forum

Showcase your products and services to clinical laboratory professionals and industry thought leaders at the COLA-hosted 2024 Laboratory Enrichment Forum. This event is popular among laboratory professionals because of the prestigious keynote speakers, continuing education credits and highly relevant instructor-led training sessions. Sponsors and exhibitors can take advantage of the following opportunities:



**Lead Generation:** Generate leads and build relationships with potential customers and partners.



**Brand Exposure:** Showcase your brand to a targeted audience of laboratory professionals and industry thought-leaders.



**Networking:** Connect with a diverse group of professionals committed to the highest standards of laboratory medicine.

The 2024 Laboratory Enrichment Forum has the theme "Medical Laboratory Science: The Hidden Gem of Healthcare." Medical laboratory science plays a valuable role in the healthcare infrastructure, and the Forum aims to highlight the profession and elevate its role in healthcare.

Don't miss out on this opportunity to connect with industry leaders, showcase your brand and contribute to the advancement of medical laboratory science in healthcare. Register now to secure your spot at the 2024 Laboratory Enrichment Forum hosted by COLA in Fort Walton Beach, Florida.



# The Finer Points for Exhibiting

Thank you for choosing to exhibit at COLA's 2024 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 opportunities to engage with attendees.

## Booth Options:

### Standard Booth- \$2,900

Booth size 10' x 10'

One (1) ID sign

Two (2) Side Chairs

Skirted table

Waste basket

*\*Additional furniture and electricity is available at an additional cost*

### Large Booth- \$5,365

Booth size 20' x 20'

Two (2) ID sign

Four (4) Side Chairs

Skirted table

Waste basket

## Exhibitor Set-Up

May 7, 2024

8:00 a.m. - 3:00 p.m.

## Exhibitor Hours

May 7, 2023

4:00 - 6:00 p.m.

May 8, 2023

7:30 - 10:30 a.m.

11:30 - 1:30 p.m.

4:00 - 5:00 p.m. *Exhibitor Hour*

5:00 - 6:00 p.m. *Network Happy Hour in Exhibit Hall*

May 9, 2023

7:30 - 10:30 a.m.

11:30 - 2:30 p.m.

## 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 Dani Stroughton Duncan at dduncan@cola.org](mailto:dduncan@cola.org) or (800) 981-9883, ext 3734.

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.

## 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
- ✓ Exclusive exhibitor hours with physicians participating in the Laboratory Director Track
- ✓ 1 hour dedicated exhibitor time added to the program agenda
- ✓ Network Happy Hour held within the Exhibitor Hall





# Special Sponsorship Opportunities to Elevate Your Visibility

## The Opportunity to Sponsor

You can increase your business's visibility with attendees at the Laboratory Enrichment Forum by selecting to be a sponsor of the event. Exhibit booths are included in the sponsorship packages; however, space is limited and is reserved on a first-come, first-served basis. By registering as soon as possible, you can benefit from the additional offer of the exhibitor space as a sponsor up until the exhibitor hall is full.



### Platinum Level Sponsor \$20,000

The premiere sponsorship level – an incredible opportunity 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!

**Added Value: Exhibit Booth (until all available spaces are filled) and Email/Social Post announcing sponsorship**

### Gold Level Sponsor \$10,900

COLA is offering two Gold Level Sponsorship opportunities in 2024. This level of sponsorship is focused on the Main Interactional Events of our program – the Welcome Reception and the Networking Event. The choice of the Welcome Reception or Networking Event is offered on a first-come, first-serve basis so declare your intentions early! **Added Value: Exhibit Booth (until all available spaces are filled) and Email/Social Post announcing sponsorship**

### Silver Level Sponsor \$8,900

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!

**Added Value: Exhibit Booth (until all available spaces are filled) and Email/Social Post announcing sponsorship**

### Bronze Level Sponsor \$6,500

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 and Wi-Fi Sponsorship.

**Added Value: Exhibit Booth (until all available spaces are filled)**

Sponsorship Level Benefits	Bronze \$6,500	Silver \$8,900	Gold \$10,900	Platinum \$20,000
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				✓
Exhibit Booth	✓	✓	✓	✓
Email/Social Post announcing sponsorship		✓	✓	✓

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 Dani Stroughton Duncan at [dduncan@cola.org](mailto:dduncan@cola.org) or (800) 981-9883, ext. 3734.

Thank you!



COLA would like to express our appreciation for the Exhibitors and Sponsors who attended the

**2023 LABORATORY ENRICHMENT FORUM**

2023 Laboratory Enrichment Forum Sponsors



2023 Laboratory Enrichment Forum Exhibitors



## Contact Information

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

Dani Stroughton Duncan  
Director of Education

(800) 981-9883, Ext. 3734

[dduncan@cola.org](mailto:dduncan@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](mailto:dduncan@cola.org).