



Sponsorship and Exhibitor Prospectus

# **COLA Laboratory Enrichment Forum**

***Laboratory Science: Supporting  
The Healthcare Ecosystem***

**May 6-8, 2025**

**Gila River Resorts & Casinos  
Chandler, Arizona**



Keynote Speakers from the 2024 Laboratory Enrichment Forum (Left) Lee A. Fleisher, MD (Right) Rochelle Walensky, MD, MPH

## 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 2025 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 2025 Laboratory Enrichment Forum has the theme "Laboratory Science: Supporting The Healthcare Ecosystem." 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 2025 Laboratory Enrichment Forum hosted by COLA in Chandler, Arizona.



# The Finer Points for Exhibiting

Thank you for choosing to exhibit at COLA's 2025 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.

## Exhibitor Space:

### Standard Booth- \$2,900

- Booth size 10' x 5' or 10' x 10'
- One (1) ID sign
- Wastebasket
- Two (2) side chairs
- 6' table

*\*Extra furniture and electrical outlets are available at an additional cost*

*\*\*Limited first come, first serve, options for 10' x 10' booth.*

## Exhibitor Setup

May 6, 2025

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

## Exhibitor Hours

May 6, 2025

4:00 - 6:00 p.m.

May 7, 2025

7:30 - 10:30 a.m.

11:30 a.m. - 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 8, 2025

7:30 - 10:30 a.m.

11:30 a.m. - 2:30 p.m.

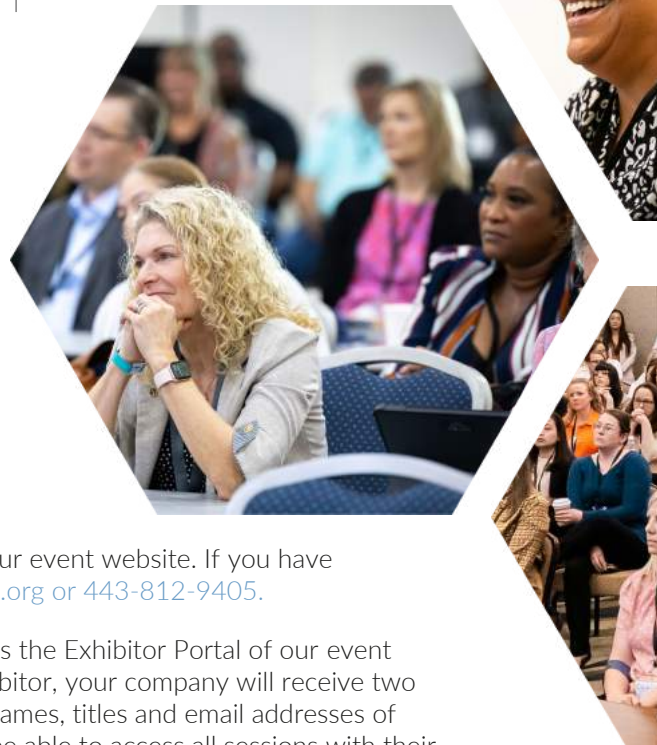
## How to Reserve Exhibit Space

Payment for your reservation to exhibit can be made when you register via our event website. If you have questions about exhibiting, [please contact Jeannie St. Pierre at jstpierre@cola.org](mailto:jstpierre@cola.org) or 443-812-9405.

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

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. **Bonus ad space** available to **Silver Level and above** if registered before **Jan. 31, 2025**.

### Platinum Level Sponsor \$10,900

The premier 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!

**Added Value: Exhibit booth and email/social post announcing sponsorship**

### Gold Level Sponsor \$8,900

COLA is offering two Gold Level Sponsorship opportunities in 2025. 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 and email/social post announcing sponsorship**

### Silver Level Sponsor \$6,900

There are six opportunities to serve as a Silver Level Sponsor including two breakfasts and two lunches. 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 and email/social post announcing sponsorship**

### Bronze Level Sponsor \$4,500

This is the entry-level sponsorship for you to showcase your brand on one of the items that 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**

Sponsorship Level Benefits	Bronze \$4,500	Silver \$6,900	Gold \$8,900	Platinum \$10,900
Logo recognition on selected item	✓			
Web banner ad on event website	✓			
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 acknowledgment 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 attendees 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. 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 Jeannie St. Pierre at [jstpierre@cola.org](mailto:jstpierre@cola.org) or 443-812-9405.





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

## 2024 LABORATORY ENRICHMENT FORUM

2024 Laboratory Enrichment Forum Sponsors



2024 Laboratory Enrichment Forum Exhibitors



## Contact Information

Book your sponsorship opportunity today!

We are just a phone call away.

Jeannie St. Pierre  
Director of Business Development

443-812-9405

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