

ADVANCED LATERAL FLOW CONFERENCE 2025



SPONSORSHIP OPPORTUNITIES

LEADERSHIP IN DIAGNOSTICS



CONTENTS

3	What is the Advanced Lateral Flow Conference?
4	Who You Will Reach
5	Sponsorship Levels
6	Sponsorship Opportunities
10	Previous Sponsors
11	How To Sponsor

About

Hosted by DCN Dx, the Advanced Lateral Flow Conference is a two-day seminar tailored for developers and manufacturers of rapid diagnostic tests and their associated products. Engage with leading professionals in the diagnostics industry as they discuss emerging trends and best practices and share valuable insights on producing and commercializing point-of-care diagnostic devices. With over 300 highly engaged attendees, this premier event offers sponsors a unique opportunity to connect with a highly targeted audience.

Benefits of Sponsoring

The Advanced Lateral Flow Conference presents an array of opportunities for sponsors to gain valuable exposure to a high-profile audience of influential decision makers.

By sponsoring the Advanced Lateral Flow Conference, your company will gain access to an engaged audience of decision makers, industry experts, and potential collaborators, raising awareness and positioning your brand as a thought leader in the lateral flow diagnostics space. Sponsors forge meaningful connections through networking with attendees in the exhibit space during breaks, as well as participate in exclusive networking events hosted each evening at vibrant, exciting venues in La Jolla, California.

Don't miss the opportunity to showcase your company's expertise and build lasting connections at this highly regarded event.

Why Sponsor?

Building on years of successful events, the Advanced Lateral Flow Conference has established itself as the "Premier Diagnostics Event," earning an exceptional reputation among its attendees and sponsors alike.

- ✓ **100% of respondents say they would recommend the event to a colleague**
- ✓ **An impressive 90% retention rate of previous sponsors!**



Testimonials

"This is the most important event we attend for the LFA side of our business."

ALFC 2024 Sponsor

"Wow! Can't wait for next year!"

ALFC 2024 Sponsor

"Overall excellent event—very fun, very welcoming, and very valuable."

ALFC 2021 Sponsor

"Impressive speakers and panelists!"

ALFC 2024 Sponsor

"The entire event was great: from the meals and entertainment to the content of the presentations."

ALFC 2021 Sponsor

"The ALFC exceeded my expectations."

ALFC 2021 Sponsor

Who You Will Reach

Reach a global audience of over 130,000 professionals through our targeted marketing channels! By sponsoring the Advanced Lateral Flow Conference, your company will gain unparalleled exposure to a diverse and influential audience of professionals in the diagnostics industry. Our extensive reach includes:

7,800+

LinkedIn Followers

106,000+

Website Visitors

17,000+

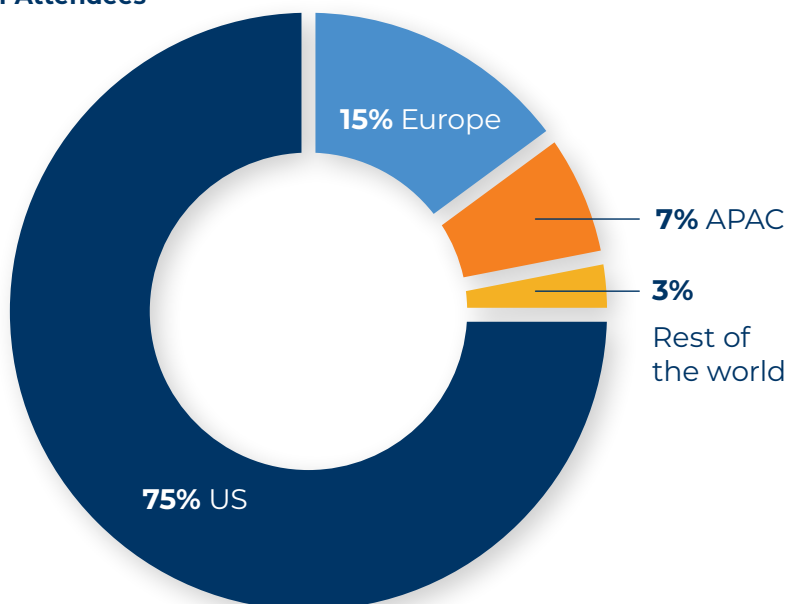
Marketing Database
Contacts

300+

Event Attendees

C-LEVEL LEADERSHIP TEAMS
PRESIDENT, CEO, CSO, CTO
CLINICAL RESEARCH
PRODUCT MANAGER
INVESTORS
SALES AND BUSINESS DEVELOPMENT
MANUFACTURING
R&D SCIENTIST/ENGINEER
MARKETING

Geographic Distribution of Attendees



"The face-to-face connections that I made were invaluable."

ALFC 2021 Sponsor

Sponsorship Levels

Elevate your brand and establish your company as an industry leader with exclusive exposure and recognition at the event. **Our sponsorships SOLD OUT in 2024—don't delay!**

DIAMOND: \$18,000

The Diamond Sponsor level is the most prestigious sponsorship available. It is limited to only TWO companies, offering unparalleled visibility and benefits.

- First choice preferred placement of 10'x10' exhibit booth
- Custom-branded item distributed to all attendees (e.g., gift in attendee bags or at conference seating, subject to event organizer's approval)
- Speaker placement of a thought leader on a relevant panel
- 1-minute video commercial (included in event sponsor reel)
- Special recognition during conference opening remarks
- Full-page ad in event app
- Company logo on ALFC website, event signage, and promotional materials
- Exclusive interview with thought leadership article on the event website and in the pre-event event newsletter
- Full attendee passes included
- Customized registration QR code to share with your professional network
- Co-sponsor of the Exhibitors' Welcome Reception on Monday evening (with one other Diamond Sponsor)
- Deluxe digital promotional package:
 - o 1 dedicated email promotion pre- or post-event to attendees
 - o Advertising banner/promotion within one pre-event marketing email
 - o Social promotions pre- and post-event

PLATINUM: \$12,000

Platinum sponsors are limited in quantity to a select few companies. These sponsors enjoy high levels of visibility and premium benefits.

- Priority placement of 10'x10' exhibit booth
- Custom-branded item distributed to attendees (e.g., gift in attendee welcome bags, subject to event organizer's approval)
- 1-minute video commercial (included in event sponsor reel)
- Full-page ad in event app
- Company logo on ALFC website, event signage, and promotional materials
- Exclusive interview with thought leadership article on the event website and in the event newsletter
- Full attendee passes included
- Customized registration QR code to share with your professional network
- Access to exclusive exhibitor-only networking event on Monday evening
- Digital promotional package:
 - o Advertising banner/promotion within one pre-event marketing email
 - o Social promotion pre-event
- Opportunity to purchase a speaking slot on a relevant panel for an additional \$4,500 (LIMITED NUMBER AVAILABLE)

GOLD: \$5,000

Gold sponsors maximize brand exposure with consistent visibility throughout the event's promotional period and the event itself.

- Table-top display in exhibition hall (6-foot table included)
- Promotional item or brochure included in attendee welcome bags (subject to event organizer's approval)
- 30-second video commercial (included in event sponsor reel)
- Full-page ad in event app
- Company logo on ALFC website, event signage, and promotional materials
- Pre-event promotion on social media channels (acknowledging Gold Sponsor)
- Full attendee passes included
- Customized registration QR code to share with your professional network
- Access to exclusive exhibitor-only networking event on Monday evening
- Opportunity to purchase a speaking slot on a relevant panel for an additional \$4,500 (LIMITED # AVAILABLE)

**All video commercials must be provided by sponsors and not exceed the stated time limit. If video production is desired, ALFC can produce a video clip on your behalf for an additional \$2,500.*

***CUSTOM SPONSORSHIP OPPORTUNITIES ALSO AVAILABLE! (SEE SELECTION ON FOLLOWING PAGE)**

ALFC 2025

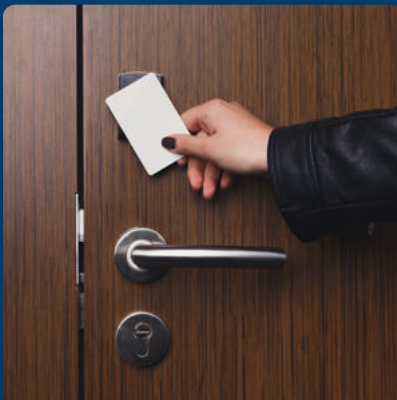
SPONSORSHIP OPPORTUNITIES

Discover a world of opportunity at ALFC 2025 by becoming a valued sponsor!

Our diverse range of sponsorship packages is designed to provide maximum exposure, meaningful connections, and a unique platform to showcase your brand. As a sponsor, you'll benefit from heightened visibility, targeted brand promotion, and an unparalleled opportunity to engage with industry leaders and decision-makers.

Act now to secure your sponsorship—prime opportunities are filling fast!

HOTEL BRANDING



Key Card Branding (Limit 1)

Make a memorable first impression and elevate your brand: greet conference guests with custom-branded key cards!

- Exclusive branding on key cards for all guests
- Company logo on ALFC website and promotional materials
- One complimentary attendee registration

Sponsorship: \$7,500

One Attendee Registration Included



Gift Bag Swag

Leave a lasting impression with unique, customized gift bag swag that keeps your brand top of mind well beyond the event.

- Personalized branding, coupons, or messaging on all attendee gifts
- Company logo on ALFC website and promotional materials
- One complimentary attendee pass

Sponsorship: \$2,500 (plus cost of gifts)



Lanyard Sponsorship (Limit 1)

Maximize brand exposure throughout the conference with your logo featured prominently on attendee badge lanyards.

- Exclusive logo placement on conference lanyards
- Recognition through event signage and branding
- Company logo on ALFC website and promotional materials
- One complimentary attendee pass

Sponsorship: \$7,500



WiFi Sponsorship (Limit 1)

Choose a branded WiFi network name and password that leaves an impression.

- Unique branding through WiFi naming
- Dedicated space on collateral and onsite signage
- Company logo on ALFC website and promotional materials
- One complimentary attendee pass

Sponsorship: \$10,000



Exhibit Lounge Sponsor (Limit 1)

Facilitate engaging conversations and networking opportunities by providing a comfortable and inviting space for attendees to relax and recharge.

- Event signage and branding in the exhibitor lounge
- Recognition during conference sessions (i.e., public reminders to “take a break with our sponsor...”)
- Company logo on ALFC website and promotional materials

Sponsorship: \$15,000

EVENT SPONSORSHIP



Key Location Sponsor (Limit 1)

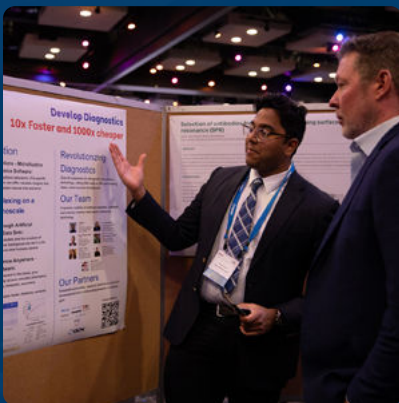
Showcase your brand and captivate attendees from the moment they enter the venue with eye-catching signage at key locations (3 days).

Choose from one of these high-impact options:

- OPTION A: Glass in lobby entrance (3 days)
- OPTION B: Digital point-of-display wall behind check-in counter (2 days)
- OPTION C: Elevator doors (3 days)
- OPTION D: Elevator landing (3 days)

Sponsorship: \$10,000

POSTER SYMPOSIUM SPONSORSHIP



Poster Symposium Sponsor (Limit 1)

Your sponsorship highlights your company's commitment to advancing research and supporting the next generation of industry leaders.

- Prominent event signage recognizing your exclusive sponsorship
- Sponsorship of three \$1,000 travel stipends to support traveling presenters
- Sponsorship of a \$1,000 Poster Award, presented at the closing reception and awards ceremony, with recognition for your company
- Company logo featured on the ALFC website, event signage, and in promotional materials
- Recognition during the Poster Symposium sessions and closing awards presentation

Sponsorship: \$8,000

THOUGHT LEADERSHIP



Speaking Opportunities

Position your company's executive as an industry expert and thought leader by participating in engaging panel discussions, fireside chats, or key opinion-leader sessions that showcase their knowledge and insights.

- Opportunity for executive participation in a thought-provoking session (not to be used for direct promotion)
- Available exclusively as an add-on to higher-level sponsor packages

Sponsorship: \$4,500

RECEPTION SPONSORSHIPS



Formal Reception Sponsor (Limit 1)

Elevate your brand by sponsoring Day 1's sophisticated off-site evening reception. Showcase your company throughout the evening with signage and acknowledgments.

- Prominent signage during the off-site evening reception
- Logo inclusion in all promotional materials for the evening reception
- Company logo on ALFC website and promotional materials
- Three complimentary attendee passes
- Digital package featuring email and social promotions

Sponsorship: \$15,000



Closing Reception (Limit 1)

Champion the unforgettable closing event at the venue on Day 2. Provide attendees with a memorable experience while amplifying your brand visibility.

- Signage and branding at the event
- Logo inclusion in promotional materials for the evening reception
- Recognition during conference closing remarks
- Company logo on ALFC website and promotional materials
- Three complimentary attendee passes
- Digital package featuring email and social promotions

Sponsorship: \$15,000

DIGITAL OPPORTUNITIES



Digital Add-Ons

Expand your brand's reach and engagement with digital add-ons, available exclusively to sponsors that have purchased another sponsorship package. These opportunities may include:

- Pre- and/or post-event mailings to attendees
- Featured advertisements in newsletters or promotional emails
- Dedicated social media posts
- Co-produced content, such as guest post articles
- Guest appearance on *Expert Insights*, the official DCN Dx podcast—showcase your expertise and raise awareness of your innovations in diagnostics through a targeted, high-visibility audio platform promoted to 17,000+ industry professionals

LAST YEAR'S SPONSORS

ALFC: Trusted by Leading Brands in Diagnostics

DIAMOND SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



EXHIBITOR LOUNGE SPONSOR



LUNCH SPONSOR



MEDIA SPONSOR

BIG4BIO

ADVANCED LATERAL FLOW CONFERENCE 2025

How to Sponsor

This is your opportunity to connect with key players in the lateral flow diagnostics market, expand your brand's visibility, and establish your company as a thought leader in this rapidly growing industry. Secure your sponsorship now and make the most of this exceptional opportunity to reach a highly engaged and influential audience.

Visit
alfc2025.com/sponsor
to secure your sponsorship



Contact
contact@alfc2025.com