

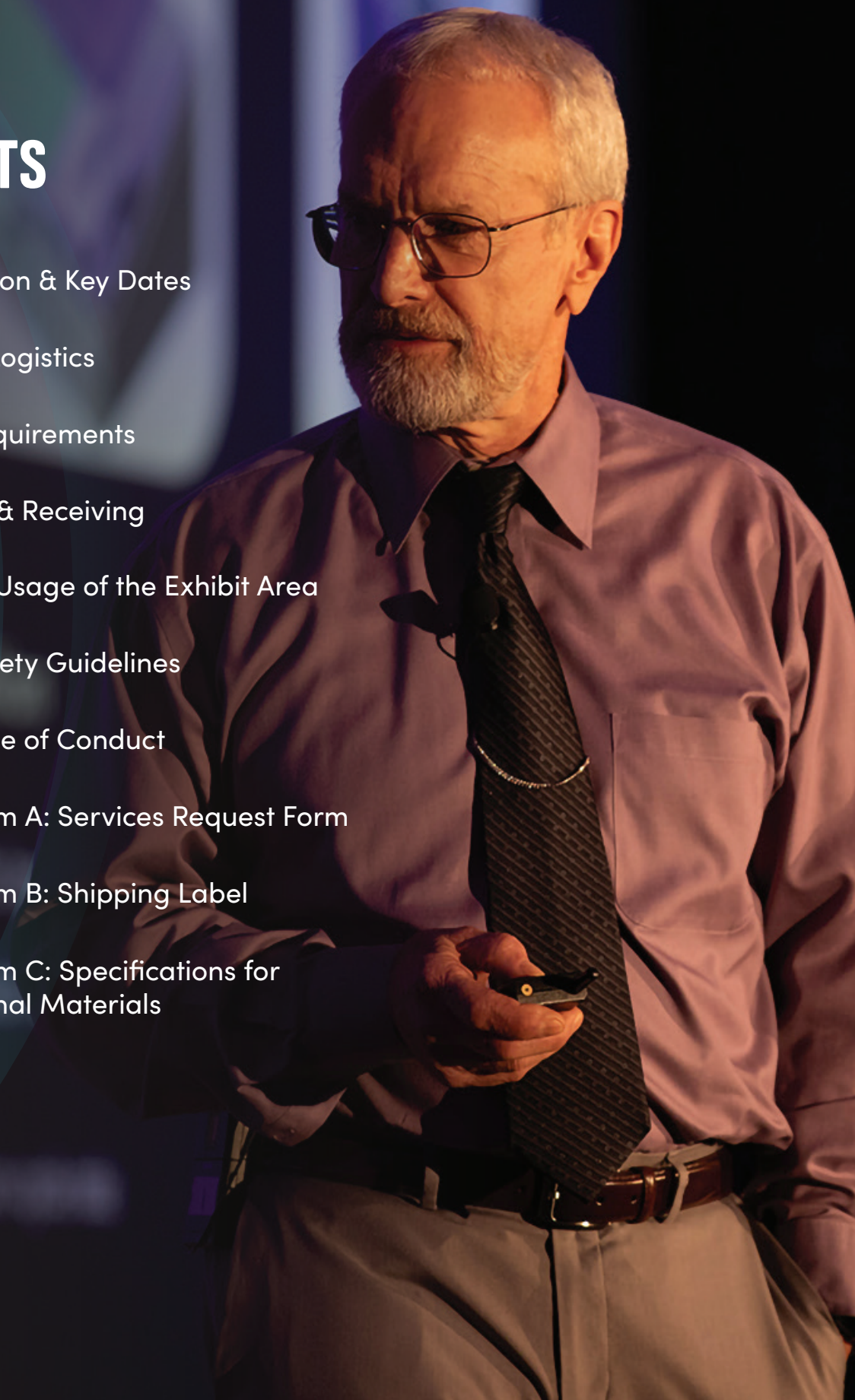


EXHIBITOR MANUAL

ADVANCED
LATERAL
FLOW CONFERENCE
2025

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INTRODUCTION

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.

The Exhibitor Experience

The ALFC exhibit area is a key aspect of the ALFC experience, presenting attendees with a broad range of cutting-edge products, services, and technologies from our event sponsors.

The size of a sponsor's exhibit is determined by their sponsorship tier. Diamond and Platinum sponsors occupy 10' x 10' booth spaces at high-visibility locations, while Gold sponsors are placed at strategically located 6' tables within the exhibit room.

Exhibitor Features & Benefits

- **Exhibitor Reception (October 13):** A dedicated evening event in the exhibit area facilitating valuable networking opportunities and industry discussions between exhibitors and attendees.
- **Networking Opportunities:** Scheduled breaks during the conference will be held in the exhibit area, stimulating interaction between attendees and exhibitors.
- **Interactive Demonstrations:** Exhibitors are encouraged to provide live demonstrations of their products and technologies, allowing attendees to get a hands-on understanding of the offering.

Key Dates for Exhibitors

August 29, 2025:

- Deadline to submit advertising materials to ALFC organizers for the official event app, sponsor video reel, and custom sponsorships.
- Deadline to request event logistics services, including AV services.
- Deadline to submit registration information for sponsor attendees.

October 11, 2025:

- Earliest delivery date of exhibit materials to the venue.

Oct. 13, 2025:

- Exhibitor move in and setup: 7 a.m.–5 p.m.
- 5:30 p.m.: Exhibitor networking event in the exhibit area.

Oct. 14, 2025:

- First day of ALFC 2025.
- No exhibit setup allowed on this day.

Oct. 15, 2025:

- Final day of ALFC 2025.
- Exhibitors must have their booths completely broken down, packed, properly marked for shipment, and ready for removal from the exhibit area before 6 p.m. on Oct. 15, 2025. Please do not begin breaking down your booth before 3:15 p.m. on this day.

Oct. 17, 2025:

- Deadline for freight pickup of exhibit material from the hotel freight area.

GENERAL LOGISTICS

ALFC 2025 Location

Hilton La Jolla Torrey Pines
10950 N. Torrey Pines Rd.
La Jolla, CA 92037

Locations

- Exhibit Area: Grande Ballroom D, E
- Conference: Grande Ballroom A, B, C

Exhibitor Point of Contact

ALFC 2024 Organizing Committee
contact@alfc2025.com

Food & Catering

No outside food or beverages of any kind are allowed to be served from the booths, including bottled water and alcohol.

Internet Connectivity

General wifi access will be available for attendees. For more advanced internet options, contact INSPIRE Solutions via email or access the INSPIRE services site by visiting shop.inspiresolutions.com, search for the event or hotel name, and input the password "ALFC25". To order an item for the entire event, simply add it to your cart once, then checkout with a card.

Devon Bright, Director of Event Technology

INSPIRE Solutions
Devon.Bright@inspiresolutions.com
Office: +1 (858) 450-4594
Mobile: +1 (206) 650-4344

Jackson Montgomery, Sales Manager

INSPIRE Solutions
jacksonm@inspiresolutions.com
avsales_torreypines@INSPIREsolutions.com
+1 (858) 450-4594

Exhibitor Registration/Sign In

Please check in at the ALFC 2025 registration desk upon your arrival.

Badges and Event Access

Exhibitors are granted ALFC 2025 passes based on their organization's level of sponsorship. The deadline for submitting attendee registration information is August 29, 2025.

Exhibitor Parking

The Hilton La Jolla Torrey Pines offers valet parking for \$55.00 and self-parking for \$37.00 with in-and-out privileges for overnight guests per day. Parking rates may be subject to state and local taxes and may change without notice.

BOOTH REQUIREMENTS

Booth Dimensions

Diamond-Level Booths

- Includes: One 10' x 10' booth space on the exhibition floor (first-choice preferred placement)
- Requirements: Booths must not exceed 10' in height nor exceed the stated dimensions above

Platinum-Level Booths

- Includes: One 10' x 10' booth space on the exhibition floor (priority placement)
- Requirements: Booths must not exceed 10' in height nor exceed the stated dimensions above

Gold-Level Displays

- Includes: One 6' table-top display in the exhibition hall (table provided)
- Requirements: Displays must not exceed 10' in height nor exceed the stated dimensions above

SERVICES & SUPPORT

Exhibit Services & Support

All internet/wifi, rigging, power requirements, and related requests are handled exclusively by INSPIRE Solutions. Contact INSPIRE Solutions via email or access the INSPIRE services site by visiting shop.inspiresolutions.com, search for the event or hotel name, and input the password "ALFC25". A dedicated NEMA 5-15 service with power strip is available to each exhibitor booth in Grande Ballroom DE.

If you need something not listed on the site or a single-day rate for exhibitors attending only part of the show, contact us directly for a custom order.

Devon Bright, Director of Event Technology

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Devon.Bright@inspiresolutions.com
Office: +1 (858) 450-4594
Mobile: +1 (206) 650-4344

Jackson Montgomery, Sales Manager

INSPIRE Solutions
jacksonm@inspiresolutions.com
avsales_torreypines@INSPIREsolutions.com
+1 (858) 450-4594

On-Site Services & Support

INSPIRE Solutions provides on-site support for exhibitors who have placed orders for power or other services for their booth. If any issues arise with these services, their support team will be available throughout the event to troubleshoot and resolve any problems. For those who have not placed an order, INSPIRE Solutions will be on-site to assist with any issues and help facilitate the placement of new orders as needed.

SHIPPING & RECEIVING

Key Dates

August 29, 2025:

- Deadline to submit advertising materials to ALFC organizers for the official event app, sponsor video reel, and custom sponsorships.
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Oct. 17, 2025:

- Deadline for freight pickup of exhibit material from the hotel freight area.

Shipping/Receiving Inquiries

All shipping/receiving inquiries should be directed to the Hilton La Jolla Torrey Pines. (NOTE: Please review the section "Shipping Labels & Forms" for details on required labelling).

Marisa Claudio

marisa.claudio@hilton.com
858-241-1032

Freight Shipping Requirements/Restrictions

All freight shipments (including the crate) must be below the following dimensional constraints. Please refer to the dock access diagram in Addendum A for entry points and pathways.

Grande A Doorway Dimensions: 95" (7'11") W x 95" (7'11") H

Loading Dock Vertical Clearance: 13'6"

Loading Dock Horizontal Clearance: 131" (wall to wall), 115" (wall to curb)

PLEASE NOTE: The freight elevator at the loading dock does not provide access to the Grande Ballroom, as both are on the same floor. For dock access scheduling and additional freight handling details, please coordinate with Marisa Claudio.

Marisa Claudio

marisa.claudio@hilton.com
858-241-1032

Shipping Labels & Forms

All shipments must have a shipping label formatted as follows:

HILTON LA JOLLA TORREY PINES

ALFC 2025

[YOUR COMPANY NAME]

ATTN: [NAME OF PERSON FROM YOUR ORGANIZATION THAT WILL CLAIM THE PACKAGE]

10950 N TORREY PINES RD

LA JOLLA, CA 92037

In addition to properly labeling your shipment, **you must complete and submit the Box Package Handling Form at least 3-5 days before the event** to ensure your packages are delivered to your designated meeting room. If we do not receive this form, we will not deliver your boxes.

The Box Package Handling Form is provided in Addendum B of this manual. Please email the completed form to Marisa Claudio at marisa.claudio@hilton.com.

Load In/Load Out

Freight load-in and load-out must take place at the loading dock, which is open 24/7. Please note that on-site storage is limited, so shipments should arrive the week of the event to avoid storage issues. Exhibitors receiving palletized shipments are responsible for providing their own forklift or pallet jack for unloading.

Storage of Freight Crates & Other Materials

Due to limited storage space, freight crates and other materials will be left on the loading dock until the meeting room becomes available for delivery.

When Do I Need to Have My Materials Off the Premises?

All freight must be removed from the Hilton La Jolla Torrey Pines no later than Oct. 17.

Rules for Usage of the Exhibit Area

Agreement to Terms, Conditions, & Rules

The Exhibitor agrees to observe and abide by the Terms, Conditions, and Rules set forth hereafter and by such additional Terms, Conditions, and Rules made by the ALFC and Hilton La Jolla Torrey Pines ("Hotel") for the efficient and safe operation of ALFC 2025. This includes, but is not limited to, those contained in the printed and online Sponsor Prospectus, the Exhibitor Manual, and any correspondence from ALFC or its agent(s).

Cancellations

Sponsorships are non-cancelable and non-refundable. In case the event is canceled due to circumstances beyond the organizer's control (e.g., natural disasters, public health emergencies), sponsors may be given the option to reprogram their sponsorship to a future event year. This accommodation is made at the event organizer's sole discretion.

Responsibilities

The exhibitor will be held responsible for the activities of its employees and any agents on its behalf. It is the responsibility of the exhibitor to disseminate all the rules and regulations among its staff and affiliates. Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) with regard to their booth space.

Booth Staffing

Exhibitors are required to ensure that their booths are staffed during dedicated exhibit area events and hours.

Subletting

Exhibitors are not permitted to sublet their space or exhibit goods other than those manufactured or sold by them in the regular course of their business.

Promotional Materials & Giveaways

Exhibitors may distribute promotional materials and giveaways only within the confines of their own booths.

Food & Beverage

Exhibitors are not allowed to serve food and beverages at their booths.

Waste Management

Exhibitors are encouraged to minimize waste and dispose of it properly.

Use of Hotel's Name in Signs & Displays

Exhibitors should not display signs in the hotel or use the name or logo of the hotel or any franchisor of the hotel in any promotional materials without prior written approval of the General Manager of the hotel. Exhibitors further agree that no sign, banner, or display shall be affixed to any part of the hotel without the prior written consent of the ALFC 2025 organizers. Exhibitors will be responsible for the cost of repairing any damages caused to the walls, fixtures, or carpet caused by any such sign, banner, or display.

General Restrictions

- **Drone Usage:** A form must be completed and sent to the security team.
- **Confetti Usage:** Allowed, but with an added cleaning fee.
- **Smoke/Fog Machine Usage:** Allowed, but with an added firewatch fee.
- **Affixing Posters or Signs to the Venue Walls:** Not allowed

Sound Restrictions

At no time should music, videos, or any electrical or other mechanical apparatus be played at a level that interferes with a neighboring exhibitor's booth activities. Computers and televisions screens using audio/visual may be placed in booths provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided that the sound is held at a low level. Speakers and other sound devices must be positioned so sound is directed into the booth rather than into an aisle. ALFC 2025 organizers reserve the right to determine what is appropriate regarding music, music volume, and video noise, and reserve the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

FDA Regulations & Restrictions

All medical devices or pharmaceutical products either exhibited or described in exhibitor literature must satisfy U.S. Food and Drug Administration (FDA) requirements and be in full compliance with applicable FDA approvals as well as with its guidelines regarding display, promotion, and marketing of medical products. If an exhibited product remains under clinical investigation or investigational new drug application (INDA) procedures, that fact must be prominently disclosed. (Information regarding FDA regulations and approvals may be secured from the FDA.)

Observance of Rules & Laws

The exhibitor must comply with all laws, rules, regulations and ordinances of federal, state, and local government authorities and all rules of the Hotel.

Rules for Usage of the Exhibit Area (cont.)

Security

The hotel and ALFC 2025 organizers may require additional security procedures because of the size or nature of the ALFC 2025 organizers' and exhibitors' use of the hotel. These procedures may include the assignment of additional security personnel employed by the hotel or the hotel's independent contractor.

Damage to Hotel Premises

To the fullest extent permitted by law, exhibitors assume full responsibility for any damage done to the hotel to the extent that such damage is caused by the exhibitor, its employees, guests, agents, or contractors (other than the Hotel and its subcontractors), including any damage resulting from the installation, placement, and removal of exhibitor's displays, equipment, exhibits, or other items.

Indemnification

Exhibitors shall indemnify, defend, and hold harmless the ALFC organizers, the Hilton La Jolla Torrey Pines, its owner, its management company, their respective affiliates, and all of their officers, directors, partners, members and employees from and against all demands, suits, judgments, settlements, claims, damages to persons and/or property, fines, liens, losses and other liabilities, including reasonable attorneys' fees (collectively, "Claims") arising out of or related to the negligence or intentional misconduct of the Exhibitor, its contractors, or their respective employees, agents, contractors or attendees.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury, property damage, theft, fire, and any other forms of property loss.

For additional requirements, see the "Requirements for Certification of Insurance" in Addendum B.

Children in the Exhibit Hall & Receptions

Children under the age of 18 are not permitted entry into session rooms or the exhibit area and poster area during setup or dismantling hours. Children must remain with the parent/guardian at all times in the exhibit and conference areas.

Fire Protection

Exhibitors must comply with all local fire regulations. Booth decorations must be flameproofed and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the hotel and ALFC 2025 organizers reserve the right to cancel all or such part of the exhibit as may be irregular.

Drug & Alcohol Policy

Participants are expected to adhere to local laws and regulations pertaining to the consumption of alcohol and use of controlled substances. Overconsumption of alcohol, use of illegal drugs, or any substance abuse is strictly prohibited and could result in removal from the event and future events.

Fire & Safety Guidelines

Smoking

The Hilton La Jolla Torrey Pines is a non-smoking facility. Smoking is not permitted in any interior areas of the building. We thank you for your cooperation in enforcing this policy.

Firefighting & Emergency Equipment

Firefighting and emergency equipment may not be blocked or obstructed under any circumstances. All fire hose connections, extinguisher cabinets, and fire alarm call stations must be visible at all times. Exhibit booths may not block access to firefighting equipment.

Exits

For your safety, exit doors may not be obstructed at any time and for any duration.

Open Flames

Open flame devices and candles are not permitted in exhibit booths.

Compressed Gases/ Flammable Liquids/Aerosols

The use, display, or storage of compressed gases, flammable liquids, or dangerous chemicals is prohibited without prior written authorization. Pressurized containers having flammable propellants (aerosols) are prohibited without prior written authorization.

Hazardous Materials

Certain waste products are classified as hazardous waste, and may only be used, handled, stored, and disposed of in accordance with OSHA and EPA material handling guidelines. These products include paint, ink, certain chemicals, particularly petroleum-based and ketone-based, and certain medical supplies. Special handling is required for the proper disposal of hazardous material or substances and must be coordinated with the Hilton La Jolla Torrey Pines. No one may bring such material into the Hotel without prior written approval from the Hotel.

Hazardous Chemicals

Hazardous chemicals, including pool chemicals, pesticides, and herbicides, are prohibited without prior written approval.

ALFC Code of Conduct

The Advanced Lateral Flow Conference (ALFC) is committed to providing an environment that encourages the free expression and exchange of scientific ideas and promotes equal opportunities and respectful treatment for all participants. All participants are expected to treat others with respect and consideration, follow venue rules, and alert ALFC staff or security of any dangerous situations or anyone in distress. ALFC prohibits and will not tolerate any form of harassment or bullying at its events.

“Harassment” is unwanted and unwelcome attention or other conduct that creates an environment where a reasonable person would feel unwelcome, intimidated, excluded, or abused. Harassment based on gender, race, religion, national origin, age, marital status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, genetic information, disability, matriculation, political affiliation, and any other personal characteristic is strictly prohibited.

This code of conduct applies to all interactions involving the ALFC, including online and digital interactions related to the event, on social media platforms, in email communications, and through any digital tools provided by the ALFC for communication between participants.

Participants are expected to adhere to local laws and regulations pertaining to the consumption of alcohol and use of controlled substances. Overconsumption of alcohol, use of illegal drugs, or any substance abuse is strictly prohibited and could result in removal from the event and future events.

Participants are expected to treat all venue property with respect. Any form of vandalism or deliberate misuse of property will not be tolerated and may result in immediate expulsion from the event.

ALFC will investigate all complaints of harassment, and investigations will be conducted in an unbiased manner. Violation of this code of conduct may result in the participant being asked to leave the event at which the incident occurred, without warning or refund; being barred from attending ALFC events in the future; and, if relevant, being barred from or revocation of membership in the ALFC. Event security and local police may be contacted in the event violators pose an imminent threat to others or are disrupting the event. If an ALFC staff member is found to be in violation, action regarding an ALFC staff member may result in termination of employment.

This policy applies to all attendees, speakers, exhibitors, contractors, volunteers, and guests at ALFC events. If a participant experiences or is witness to harassment, he/she should contact ALFC staff (ALFC staff are identifiable by their ALFC staff name badge) as soon as possible or contact security if they feel unsafe. All complaints will be responded to promptly and treated seriously and, to the extent possible, confidentially. Complaints that require broader investigation will be handled by the appropriate authorities selected at the ALFC’s discretion. ALFC expressly forbids any retaliation against individuals for reporting harassment.

In the event that an individual knowingly provides false information regarding a harassment situation, ALFC may take similar disciplinary action.

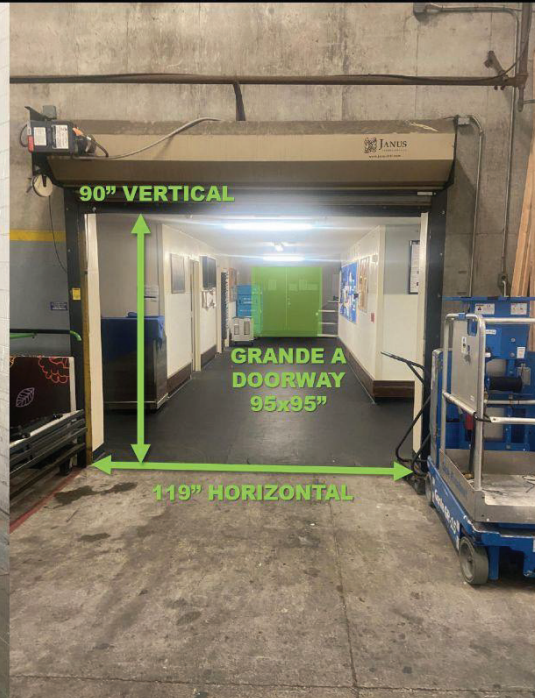
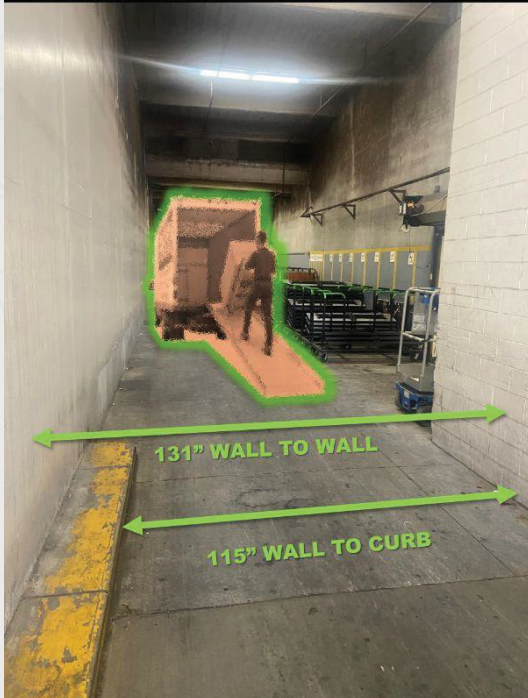
ADDENDUM A

DOCK ACCESS DIAGRAM





CONTACT YOUR HILTON SALES MANAGER/ HILTON SECURITY TO COORDINATE DOCK ACCESS TIMES





ADDENDUM B

SHIPPING FORM & INSURANCE REQUIREMENTS

BOX PACKAGE HANDLING FORM

GROUP/PROGRAM:

PROGRAM DATES:

BOX/CRATE HANDLING CHARGES

ITEMS:	Qty.	Rate	Total
Box/Crate (1-75lbs)		\$25/Each	
Boxes/Crates (76-200lbs)		\$75/Each	
Boxes/Crates (201lbs to 300lbs)		\$150/Each	
Boxes/Crates (301lbs to 500lbs)		\$200/each	
Pallets (ANY size)		\$250/Each	
		Total Charges	

Exhibitor Information

Additional Notes

GROUP NAME:

COMPANY NAME:

CONTACT NAME:

BOOTH NAME:

BOOTH #:

PHONE NUMBER:

EMAIL:

On-Site Contact:

ORDERED BY:

STREET ADDRESS:

CITY:

STATE/ZIP CODE:

INSTALLATION DATE:

TIME:

REMOVAL DATE:

TIME:

Visa
 Mastercard
 American Express

Credit card #:

Pre-payment must accompany all orders unless prior arrangements have been made.

Charge to Guest Room:

Name on room:

CARDHOLDERS NAME:

SIGNATURE:

I WARRANT AND REPRESENT THAT I AM AUTHORIZED TO AGREE THAT CHARGES ARE POSTED TO THIS CREDIT CARD/GUEST ROOM

ALL REQUESTS MUST BE RECEIVED AT LEAST 3-5 DAYS PRIOR TO PROGRAM
Note if form has not been received, boxes will not be delivered to dedicated meeting room
PLEASE EMAIL FORM TO THE HOTEL CONTACT:

SHIPPING LABEL INFO:
 HILTON LA JOLLA TORREY PINES
 CONFERENCE NAME
 YOUR COMPANY NAME /Meeting Room Name
 ATTN: NAME OF PERSON THAT WILL CLAIM THE PACKAGE
 10950 N TORREY PINES RD
 LA JOLLA, CA 92037

REQUIREMENTS FOR CERTIFICATION OF INSURANCE

Certificate Holder:
Hilton La Jolla Torrey Pines
Attn: Director of Finance
10950 North Torrey Pines Road
La Jolla, CA 92037

Named as Additional Insured:
1. CHH Torrey Pines Tenant Corp
2. DBA Hilton La Jolla Torrey Pines

Insurance Requirements

1. Commercial General Liability (including contractual and products liability):
\$1,000,000 per occurrence
2. Workers' Compensation of Employer's Liability
 - a) Workers' Compensation – Statutory Limits
 - b) Employer's Liability – \$1,000,000
3. Automobile Liability (covering all owned, non-owned and hired vehicles):
\$1,000,000 per occurrence

Please advise this office if you have any additional questions or concerns regarding your Certificate of Insurance at (858) 450-4512.

ADDENDUM C SPECIFICATIONS FOR PROMOTIONAL MATERIALS



SPECIAL
MANUFACT
SOLUTIO

CONC
ERCI

TEAM Technologies
Helping those who help others

From Concept to Commercialization
Specialty manufacturing solutions for every stage of your diagnostic device.

- Providing Over 30 Years of Specialty Solutions:
- Mold Design & Development
- Automated Assembly of U.S. and other Disposables
- Flexible Converting and Backing Cards
- Contact Packaging and Backing Cards

423.587.7099 info@teamtech.com www.teamtech.com

Deadlines

All materials must be submitted by August 29, 2025, to ensure inclusion in event collateral. Failure to submit materials by the deadline runs the risk of exclusion from event collateral. All sponsor materials are subject to final approval from event organizers before inclusion.

File Delivery & Naming Conventions

- All files should be submitted to contact@alfc2025.com.
- Name your files according to the following convention: **<company name>_ALFC2025_<intended use (e.g., official app)>**

Company Logo Requirements

To have your logo included in official ALFC marketing materials, please email your logo to contact@alfc2025.com by the deadline.

- **File Formats:** Vector (AI or EPS) or high-resolution PNG, JPG, or TIF
- **Resolution:** Minimum 300 DPI
- **Color:** CMYK for print; RGB for web

Custom Sponsorship Opportunities

For all ALFC 2025 Custom Sponsorship Opportunities (as outlined in the ALFC 2025 Sponsorship Opportunities handbook), please contact contact@alfc2025.com for specific requirements and specifications.

Speaker & Presenter Bios

If you are a speaker or presenter at ALFC 2025, please submit the following to contact@alfc2025.com by the deadline for inclusion in the official event app. Ensure all materials adhere to the following guidelines:

- **Full Name:** Provide your name as you wish to see it in print.
- **Official Title:** Include your professional designation or title.
- **Organization:** Specify the name of your organization.
- **Portrait:** Submit a portrait in JPG, PNG, or TIF format. The image must meet a minimum resolution of 300 DPI and measure at least 5"W x 5"H (1500px x 1500px). ALFC reserves the right to crop your image for space and suitability.
- **Personal Biography:** Submit a biography of no more than 190 words (or 1,280 characters, including spaces). ALFC reserves the right to edit biographies for space limitations.

Official Event App Advertisements

If you qualify for an ad in the official ALFC 2025 event app, please submit your materials by the deadline to contact@alfc2025.com. For best results, adhere to the following specifications.

(**Please note:** Ads submitted in dimensions other than specified may be adjusted to fit available space, while ads not meeting the minimum quality standards risk suboptimal print results).

Full-Page Ad

- **Dimensions:** 7" x 9.2569" (Portrait)
- **File Formats:** PDF, JPG, PNG, or TIF (PowerPoint and MS Word files are strongly discouraged)
- **Resolution:** Minimum 300 DPI
- **Fonts:** Outline all fonts
- **Color:** CMYK

Half-Page Ad

- **Dimensions:** 7" x 4.6" (Landscape)
- **File Formats:** PDF, JPG, PNG, or TIF (PowerPoint and MS Word files are strongly discouraged)
- **Resolution:** Minimum 300 DPI
- **Fonts:** Outline all fonts
- **Color:** CMYK

Quarter-Page Ad

- **Dimensions:** 3.4375" x 4.5625" (Portrait)
 - **File Formats:** PDF, JPG, PNG, or TIF (PowerPoint and MS Word files are strongly discouraged)
 - **Resolution:** Minimum 300 DPI
 - **Fonts:** Outline all fonts
 - **Color:** CMYK
-

Videos

Submit all videos via email to contact@alfc2025.com as either an attachment or a download link to an asset stored in the cloud.

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 cost of \$2,500 USD. Please contact contact@alfc2025.com for more information.

1-Minute Video Commercial for Event Sponsor Reel

- **Duration:** 60 seconds
- **File Formats:** MP4 or MOV
- **Resolution:** Minimum 1080p
- **Aspect Ratio:** 16:9
- **Closed Captions:** Videos will be played in various settings, some of which necessitate silent playback. If your video relies on the spoken word, and you desire closed captioning on your video, please provide a Word document with the script and video timestamps for caption lines. Alternatively, a .SRT file can be submitted.

30-Second Video Commercial for Event Sponsor Reel

- **Duration:** 30 seconds
 - **File Formats:** MP4 or MOV
 - **Resolution:** Minimum 1080p
 - **Aspect Ratio:** 16:9
 - **Closed Captions:** Videos will be played in various settings, some of which necessitate silent playback. If your video relies on the spoken word, and you desire closed captioning on your video, please provide a Word document with the script and video timestamps for caption lines. Alternatively, a .SRT file can be submitted.
-

Custom-Branded Items for Attendee Distribution

Sponsors may contribute custom-branded items for attendee distribution. All proposed items require prior ALFC approval. Submit a description and any associated imagery to contact@alfc2025.com by August 29, 2025. Approved items must be shipped in a quantity of 325 to DCN Dx, ATTN: ALFC 2025, 3193 Lionshead Ave, Suite 200, Carlsbad, CA 92010 USA. Delivery should occur no later than 10 business days before the event begins.

Sponsored Articles (Diamond and Platinum Sponsors Only)

Diamond and Platinum Sponsors have the option of publishing an exclusive interview or thought leadership article on the ALFC website and in the pre-event newsletter. Topics require prior ALFC approval and must be submitted by July 18, 2025, to contact@alfc2025.com. Article length must not exceed 1,000 words. The ALFC reserves editorial rights, including adjustments for space and propriety. Edited drafts will be returned for one round of revisions, due from you no later than August 29, 2025.

Digital Promotional Package Assets

Dedicated Email Promotions

Qualified sponsors may contribute written content and two images for promotional emails sent by ALFC. Deadline for submissions is August 29, 2025. Email materials to contact@alfc2025.com. Images should be a minimum of 1,200 pixels wide and 150 dpi. Keep content below 600 words for optimal impact, tailored to the ALFC audience (e.g., featuring products or services that you'll be promoting at ALFC, or info about your talk at ALFC).

Banner in Pre-Event Marketing Email

- **Dimensions:** 600px W x 150px H at 150dpi.
- **File Formats:** JPEG or PNG. Please include both your editable and flattened files.



ADVANCED
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FLOW CONFERENCE
2025