

The CollABorate Iowa Clinical Laboratory Conference is the single largest gathering of clinical laboratory professionals, from testing personnel to administrative decision makers, in the state of Iowa. This conference offers a two-day educational program that emphasizes networking opportunities with other laboratory professionals and our industry partners.

Tentative Conference Schedule

Monday, April 27, 2026

- 7:00 p.m. – 9:00 p. m. Industry Partner Move-In

Tuesday, April 28, 2026

- 8:30 a.m. – 9:30 a.m. Welcome followed by Opening Keynote Session
- 9:00 a.m. – 11:00 a.m. Industry Partner Move-In
- 9:45 a.m. – 4:45 p.m. Educational programming, Industry Engagement, Networking
- 12:00 p.m. – 3:00 p.m. Industry Engagement and Networking
- 3:15 p.m. Industry Partner Move-Out

Wednesday, April 29, 2026

- 8:00 a.m. – 4:00 p.m. Educational programming, Networking

**All Times Central time.*

ENGAGEMENT PACKAGES

Successful companies and organizations will engage attendees where they are, which includes educational programming, networking opportunities, and social events. The partner listing in the digital meeting platform should be used to give attendees access to key information directly and provide a means for further engagement, either through a virtual meeting room hosted by industry partners or a custom microsite that can be used to track engagement and facilitate remarketing.

Engagement packages are designed to be right-sized and all-inclusive for any industry partner's needs. However, we anticipate that some individual companies will have unique needs that require custom solutions. We are pleased to work with partners to create customized solutions that meet the partner's business goals for their investment and participation.

Benefits/Packages	Budget	Standard	Premium
⚙️=Included, \$=Option to purchase			
Display table size	6 feet	6 feet, with electric	12 Feet, with electric
Additional 6-foot table	NA	\$xx	NA
Full Meeting Registration and Lunch Included <i>Registrants can engage with attendees during all elements of the meeting including educational sessions.</i>	1 Lunch \$	2 Lunches \$	4 Lunches \$
Email: Pre-Conference	⚙️	⚙️	⚙️
Email: Daily Schedule Reminder - Highlighted			⚙️
Attendee email list provided (<i>note: only includes those attendees who agree to have info shared</i>)			⚙️
Exhibitor Listing in the Event App	Directory, Web Footer	Directory, Web Footer, Web Header	Directory, Web Footer, Web Header, Mobile App Header
30-Minute Commercial Symposium	NA	If Available, \$150	First Refusal, \$150
Recognition via Social Media Post from Facebook, Twitter, and LinkedIn accounts		⚙️	⚙️ – Pre and post event; partners tagged
Inclusion in Post Event Email to All Attendees sent by CollABorate (with content provided by partner)			⚙️
Brand recognition on Welcome Slide	Name	Color Logo	Color Logo

PREMIUM PACKAGE - \$1000.00 INVESTMENT (LIMITED NUMBER AVAILABLE)

Registration Advantages

- Premium placement of exhibit space - includes two six-foot tables (12 feet total) for table-top display, two chairs, and electrical outlet (one 20-amp outlet).
- Includes four (4) full meeting registrations (\$600 value) with lunch included. Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events.

Engagement Opportunities

- Inclusion in the Daily Schedule Reminder sent directly to attendees with content of the partners choosing and Pre-Conference Email.
- Right of first refusal on purchase for a 30-minute Commercial Symposium at the discounted rate of \$150 that runs in a standard educational meeting room unopposed by CE. Symposia are promoted by meeting organizers and are included in the meeting schedule and are open to all attendees.
- Attendee contact list (name and email address) provided pre-event. *Note: only includes those attendees who agree to have their information shared with premium partners.*

Brand Awareness

- Recognition as partner on the meeting website.
- Featured Exhibitor Listing in the attendee app and website.
- Includes enhanced branding and recognition on walk-in slides with color company logo.
- Pre and post event recognition via social media tagged posts.
- Inclusion in post-meeting follow up email sent to all attendees by CoLABorate on behalf of the partner.

STANDARD PACKAGE - \$750.00 INVESTMENT

Registration Advantages

- Includes one six-foot table for table-top display, two chairs, and electrical outlet (one 20-amp outlet).
- Includes two (2) full meeting registrations (\$300 value) with lunch included and the option to purchase additional registrations at a discounted rate of \$100 each. Industry partners are encouraged to participate fully in the meeting, including educational programming, social/networking events.

Engagement Opportunities

- Eligible to purchase any available Commercial Symposia slots for \$150. Symposia are promoted by meeting organizers with mobile application alerts, are included in the meeting schedule and are open to all attendees.

Brand Awareness

- Recognition as partner on the meeting website.
- Exhibitor Listing in the attendee app and website.
- Recognition as partner via social media post.
- Includes enhanced branding and recognition on walk-in slides with color company logo.

BUDGET PACKAGE - \$500.00 INVESTMENT

Registration Advantages

- Includes one six-foot table for table-top display, two chairs (electricity not included)
- Includes one full registration (\$150 value) including. Industry partners are encouraged to participate fully in the meeting, including educational programming, social and networking events.
- May purchase one additional full registration at member with lunch at discounted rate (\$100).

Brand Awareness

- Recognition as partner on the meeting website.
- Only one Budget Package available per organization.
- Recognition of company name on Walk-In Slides.

INVESTMENT LEVELS

Attendees will be able to identify the investment levels of our partners via distinct sponsorship levels. Recognition of total investment, including sponsorships and engagement packages, is offered at the following levels:

Platinum – Total investment \$2001 and above

Gold – Total investment between \$1001 and \$2000

Silver – Total investment between \$751 and \$1000

Bronze – Total Investment up to \$750

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Sponsorships are an excellent way to raise awareness of brands, products, and initiatives through high-profile presence at key locations or events. Interested organizations/institutions/companies can contribute to the conference while increasing visibility and name recognition for themselves and helping achieve business objectives.

Attendee Badges (\$500, limited to one sponsor): The conference badge is the first thing attendees look at when speaking with each other and is required to access conference activities. The sponsor's logo is printed on all attendee badges.

Breakfast- Tuesday (\$750) –Recognition of the sponsor is provided via sponsor name and logo on signage at tables.

Luncheon - Tuesday (\$1000) –Recognition of the sponsor is provided via sponsor name and logo on signage at tables.

Break - Tuesday (\$500): Recognition of the sponsor is provided via sponsor logo on signage throughout the break area.

Breakfast - Wednesday (\$750) –Recognition of the sponsor is provided via sponsor name and logo on signage at tables.

Luncheon - Wednesday (\$1000) –Recognition of the sponsor is provided via sponsor name and logo on signage at tables.

Break - Wednesday (\$500): Recognition of the sponsor is provided via sponsor logo on signage throughout the break area.

Additional Visibility (variable): Additional options for signage and brand building throughout the hotel and meeting space are available upon request. Please contact meeting planners to discuss this opportunity.

REGISTRATION

To secure an engagement package or sponsorship opportunity, visit <https://collaborateiowa.square.site/> and register today. For more information, contact:

Amanda Vaske, MLS^{CM}

Email: Amanda.vaske@unitypoint.org

Phone: (507) 360-3341

PARTNERSHIP RULES, REGULATIONS AND SERVICES

[Please Read Carefully]

1. **CONTRACT:** This application, properly executed by applicant (Partner), shall upon written acceptance and notification of space assigned by Meeting Management constitute a valid and binding contract.
2. **PURPOSE:** To impact practice at the cutting edge in clinical laboratories and maximize the impact of clinical laboratory professionals on patient care. Partner displays will serve to introduce products, publications and services, and to educate individuals. Only Partners whose materials are related to those purposes will be allowed to maintain displays. Meeting Management reserves the right to determine, in its sole discretion, whether Partners' materials relate to the purpose of the meeting.
3. **ASSIGNMENT OF SPACE:** Space assignment is based on the kind of package and size of space requested, the date the contract is received, and utility requirements. The assignment of space is final and shall constitute an acceptance of the Partner's offer to occupy space. Space assignments may be revoked or changed by Meeting Management any time that the minimum payment schedule is not met.
4. **SUBLETTING OF SPACE:** Partners agree not to assign, sublet or apportion the whole or any part of the space allowed without the knowledge of and written consent of Meeting Management.
5. **ARRANGEMENT OF SPACE:** Partner agrees to arrange space so as not to obstruct the general view and not to hide other partner spaces. Partner may not use space outside the 12 inches on either side of the bounds of the table width or more than 12 inches in front of the table.
6. **ADVERTISING MATTER:** Meeting Management reserves the right to refuse to permit distribution of souvenirs, advertising matter or anything else which it may consider objectionable. Distribution elsewhere than from within a Partner's assigned space is forbidden.
7. **SAFETY PRECAUTIONS:** Partner agrees to take the necessary measures to safeguard visitors in their area from any hazards associated with partner's equipment.
8. **CODE OF CONDUCT AND TERMS OF SERVICE:** Partner agrees to adhere to the following Code of Conduct

"Participant" in this policy refers to anyone present at an ASCLS-IA and ASCP Iowa (Collaborate) event, including contractors, vendors, exhibitors, sponsors, venue staff, members, and all attendees. This policy includes all events, including ancillary events, official and unofficial social gatherings, and interactions online and on social media. Event venues may be shared with members of the public; please be respectful to all patrons of these locations. All participants must abide by the following policy:

Expected Behavior

- Be considerate of those around you.
- Be respectful of others and viewpoints that may be different from your own.
- Be mindful of your words and actions.
- Act in a way that keeps you, and those around you, safe and healthy.

Unacceptable Behavior

Unacceptable behaviors may include, but are not limited to:

- Failure to comply with policies designed to maintain health and the wellbeing of all participants.
- Visual harassment, such as sexual images or sexual language, including presentations and slide decks.
- Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech or actions by any participant, including online communications, carried out in the context of an ASCLS-IA and ASCP Iowa event or auxiliary events.
- Harmful or prejudicial verbal or written comments or visual images related to gender, sexual orientation, race, religion, disability, age, appearance, or any other personal characteristic.

- Inappropriate or gratuitous use of nudity, sexual images, or stereotyped images in public spaces (including presentation slides).
- Deliberate intimidation, stalking or following a person online.
- Harassing photography or recording.
- Sustained disruption of talks or other events.
- Unwelcome and uninvited attention or contact in person or online, including unwelcome touching or groping.
- Real or implied threat of physical harm or of professional or financial damage or harm.
- Any other illegal activity not already covered above.

Consequences of Unacceptable Behavior

Unacceptable behavior will not be tolerated and could result in debarment from current, and/or any future ASCLS-IA and ASCP Iowa events. If a participant is found to be engaging in unacceptable behavior, ASCLS-IA and ASCP Iowa reserves the right to take any and all actions it solely deems appropriate, up to and including expulsion from the event without warning or refund. If appropriate, local law enforcement may be engaged.

Reporting

Anyone subject to witness to someone else being subjected to behavior that violates this Code of Conduct may report their concerns to any ASCLS-IA and ASCP Iowa Planning Committee Member by visiting the Registration Desk. All complaints will be treated seriously and responded to promptly. All reports are kept confidential to the extent possible. Planning Committee Members will take steps to assist the targets and witnesses of Code of Conduct violations to feel safe for the duration of the event. These may include providing an escort, finding accommodation at a different hotel, or changing travel plans. Staff will NOT contact venue security or local law enforcement unless requested to do so by the target of the Code of Conduct violation or if the conduct is illegal per se.

9. **PAYMENT AND CANCELLATION:** The space contract agreement may be canceled by Partner by written notice to the address set forth in this contract. However, in the case of cancellation, the following charges are payable by the Partner:

Before April 1, 2026

\$50.00 (processing fee)

On or after April 1, 2026

100% of space fee

Also, in the event of cancellation, Meeting Management shall have the right to use said space to suit its own convenience, including reselling the space to another Partner, without any rebate or allowance to the defaulting Partner except as provided above.

10. **OCCUPANCY OF MEETING FACILITY:** Meeting Management may terminate this contract in the event the Meeting Facility is destroyed or damaged, or if the Meeting fails to take place as scheduled, is interrupted, discontinued or access is prevented due to any of the following causes: strike, lockout, injunction, emergency, act of God, act of war or any other cause beyond the control of the Meeting Management.

In such event, Partner agrees to waive any and all damages and claims for damages and agrees that the sole liability of Meeting Management and Sponsoring Society shall be to refund to Partner all payments made for Meeting space, less a proportionate share of all expenses incurred and committed by Meeting Management and the Sponsoring Society.

11. **SHIPPING AND RECEIVING:** Due to limitations in secure storage space at the hotel venue, the hotel will only accept packages as follows:

Boxes/packages may be sent for arrival a maximum of three (3) working days prior to group arrival and will be marked with the responsible party's name, ASCLS/ASCP Joint Spring Meeting, plus "Hold for Arrival Date of 04/28/2026".

A storage fee of \$3.00 per day, per box will be applied to any materials shipped earlier than three (3) days prior to the event.

Boxes left on the premises for longer than one (1) week after departure without shipping instructions will be discarded.

12. **INSTALLATION AND DISMANTLING:** Partner agrees to install all displays no less than one hour prior to the opening of the

dedicated exhibit time at 11:00 a.m. CT on Tuesday, April 28, 2026. Partner agrees not to dismantle any display nor to engage in any packing before 3:15 p.m. CT on Tuesday, April 28, 2025. Delivery or removal of any portion of a display is not permitted outside of these times without permission from Meeting Management.

13. **REJECTIONS AND PENALTIES:** Management reserves the right to restrict, reject, prohibit or eject any partner, in whole or in part, which because of position, safety hazards or for other prudent reasons becomes objectionable. If any display or Partner is ejected for violation of these rules and regulations, no return of rental fee shall be made.
14. **INSURANCE AND LIABILITY:** Meeting Management and Meeting Facility will use reasonable care to protect Partner against loss. However, they will not be liable for damage or loss to property or injury to Partner, his agents or employees, through theft, damage by fire, accident or other cases. Partner should insure his/her property against such loss. Partner agrees to make no claim against and to protect, indemnify and hold harmless Meeting Management, Sponsoring Society and Meeting Facility against loss, theft or damage to Partner's property or for any injury to persons in Partner's area. In the event that Meeting Management or Sponsoring Society shall be held liable resulting from Partner's act or failure to act, Partner agrees to indemnify them and hold them harmless.
15. **MEETING MANAGEMENT:** The phrases "Meeting Management" and "Sponsoring Society" as used herein refer to the American Society for Clinical Laboratory Science - Iowa (ASCLS-IA) and American Society of Clinical Pathologist – Iowa Chapter (ASCP Iowa).
Partner further agrees that the conditions, rules and regulations of Meeting Management are made part of this contract, and that said Partner agrees to be bound by each and all of these rules and regulations and agrees that Meeting Management shall have full power to interpret, amend and enforce all rules and regulations in the best interest of the show.