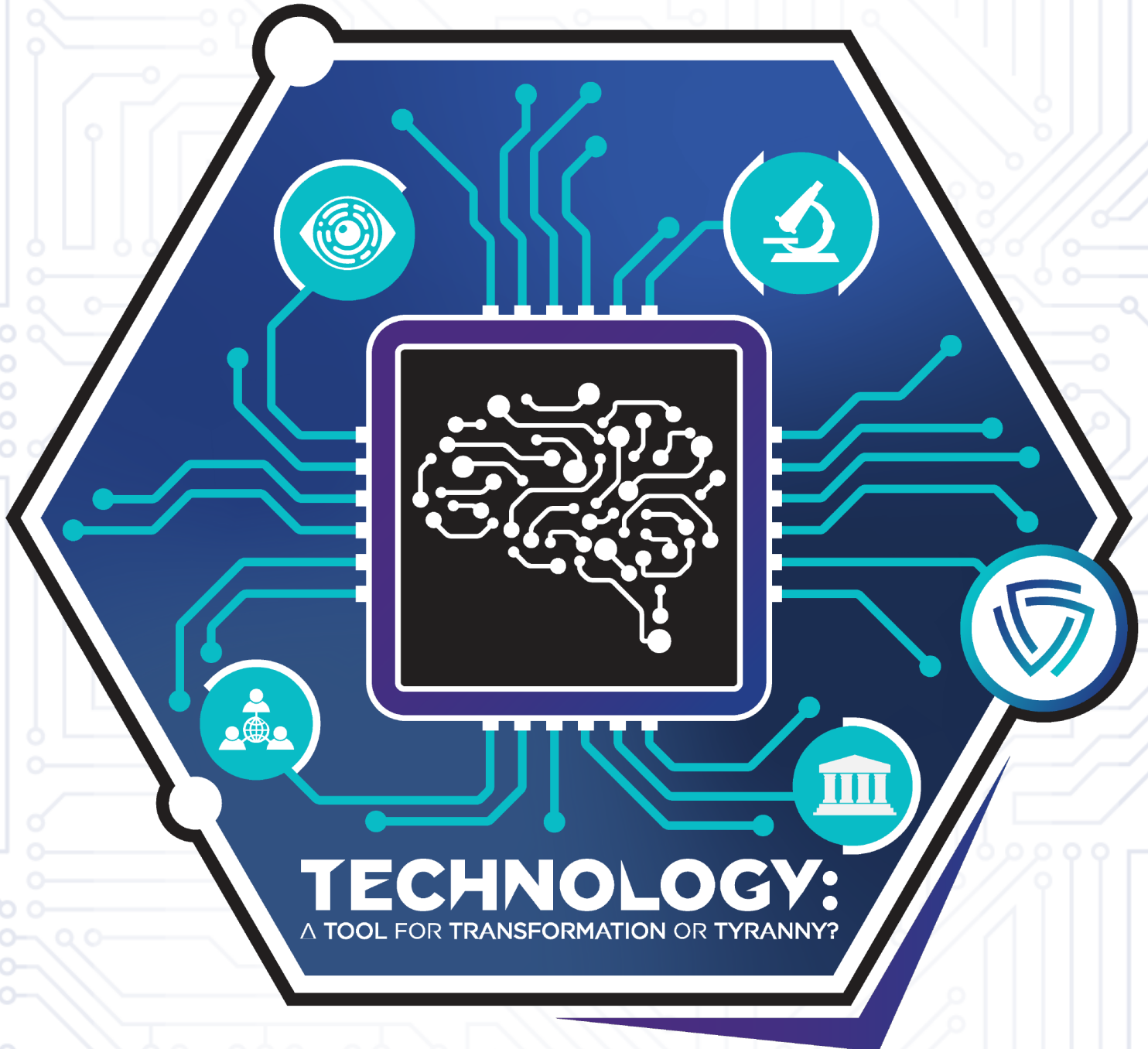


# EXHIBITOR & SPONSORSHIP PROSPECTUS



**February 17-22, 2025**  
**Baltimore Convention Center**  
**#AAFS2025**



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EXHIBITOR & SPONSORSHIP PROSPECTUS



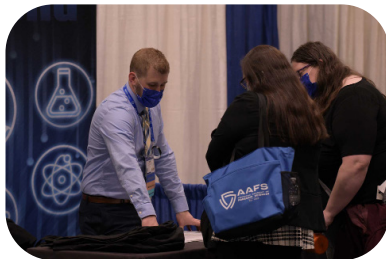
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## WHAT OUR EXHIBITORS SAY ABOUT AAFS

"JusticeTrax has participated in the AAFS exposition each year since the late 1990s and this event is one of the five 'must attend' functions for our company. We get to visit with current customers and meet new prospective customers, always building and maintaining relationships, which are so much more important than 'making a sale.'"

**– David Epstein**

Business Development Manager, JusticeTrax

"The Center for Forensic Science Research & Education had a wonderful experience at this year's AAFS in Orlando. We had over 600 attendees visit our booth to learn about our current job openings, graduate programs, and CE courses. The longer-term results included over 10 enrollments in our paid continuing education courses that were tracked by using our AAFS2023 promo code."

**– Carrie Barron**

Director of Operations, The Center for Forensic Science Research and Education

"As a first-time attendee and exhibitor at the AAFS conference, we learned valuable information about the forensic science field while showcasing our product. It was a great experience to meet leaders in this field from different parts of the world and secure potential collaborations/partnerships. We are grateful for all the connections we made through the conference and are excited to collaborate to make advancements in the field of forensic toxicology."

**– Niloufar Jafari**

Sr. Entrepreneurship Fellow, Brevitest Technologies



# ABOUT OUR CONFERENCE

## ABOUT THE AMERICAN ACADEMY OF FORENSIC SCIENCES

The American Academy of Forensic Sciences (AAFS) is a global, multidisciplinary membership community that provides collaborative research, quality education, and recognized leadership to advance forensic science and to inform its application to the law. For 77 years, the AAFS has served a distinguished and diverse membership of over 6,600 members divided into 12 sections spanning the forensic enterprise.

## WHY SHOULD YOU EXHIBIT AT AAFS 2025?

1

The AAFS Annual Conference is the largest and most prestigious gathering in forensic sciences.

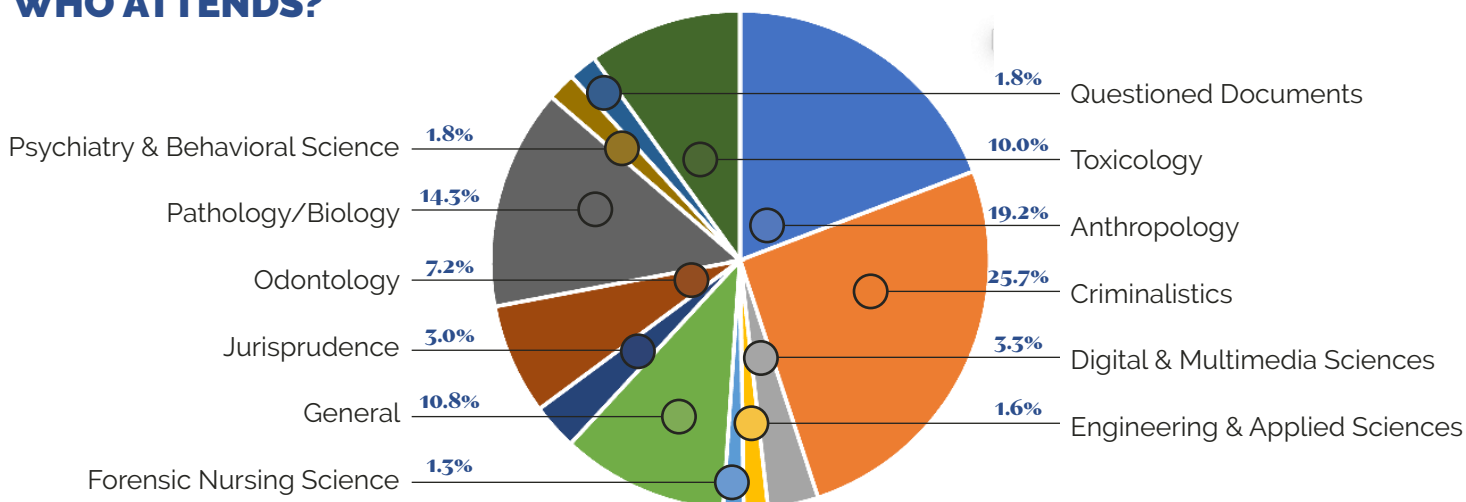
2

Approximately **3,500** forensic professionals attend each year, representing all 50 United States, Canada, and more than 60 other countries worldwide.

3

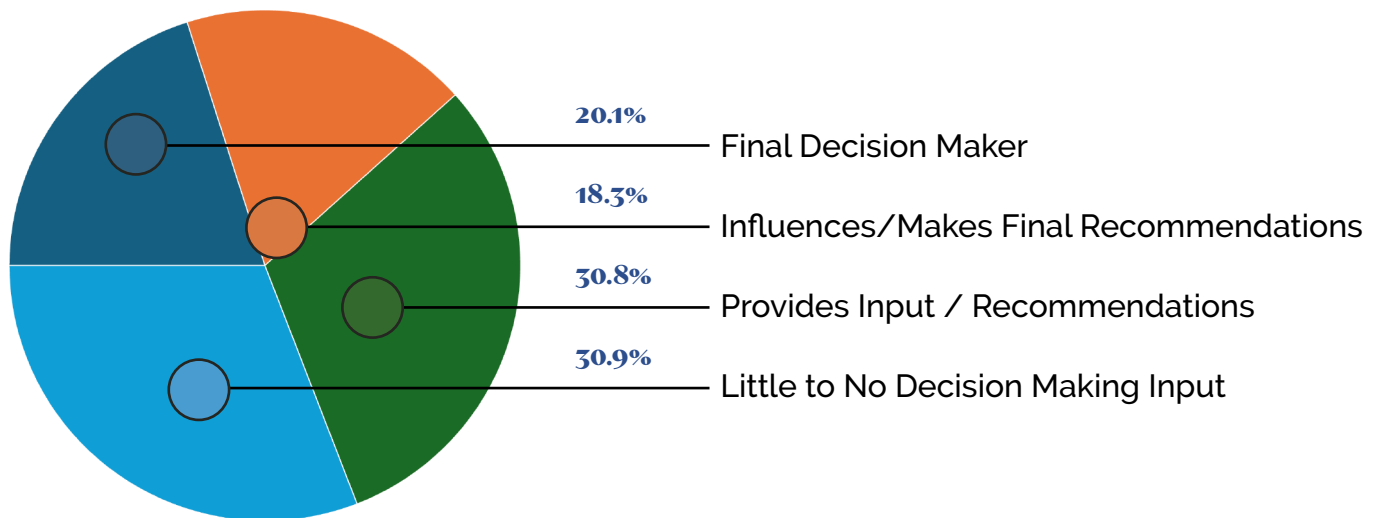
Take advantage of the opportunity to build visibility and introduce new products.

## WHO ATTENDS?

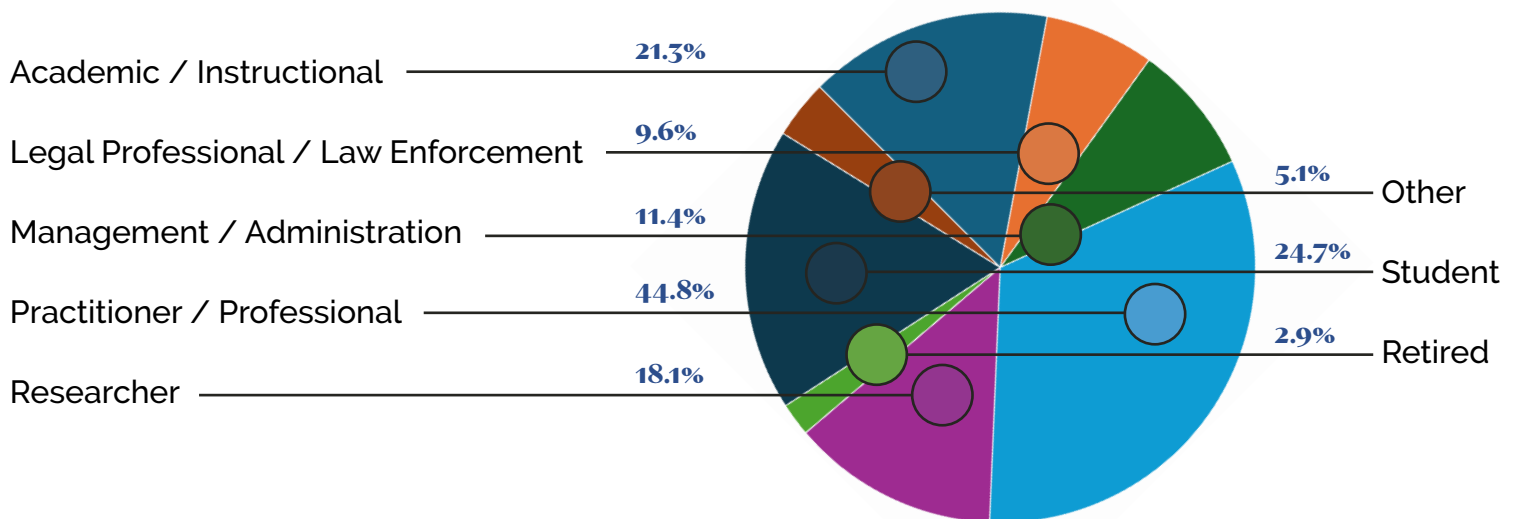


# ABOUT OUR CONFERENCE

## DECISION MAKERS AT THE AAFS SCIENTIFIC CONFERENCE



## ATTENDEE VOCATIONAL ROLES

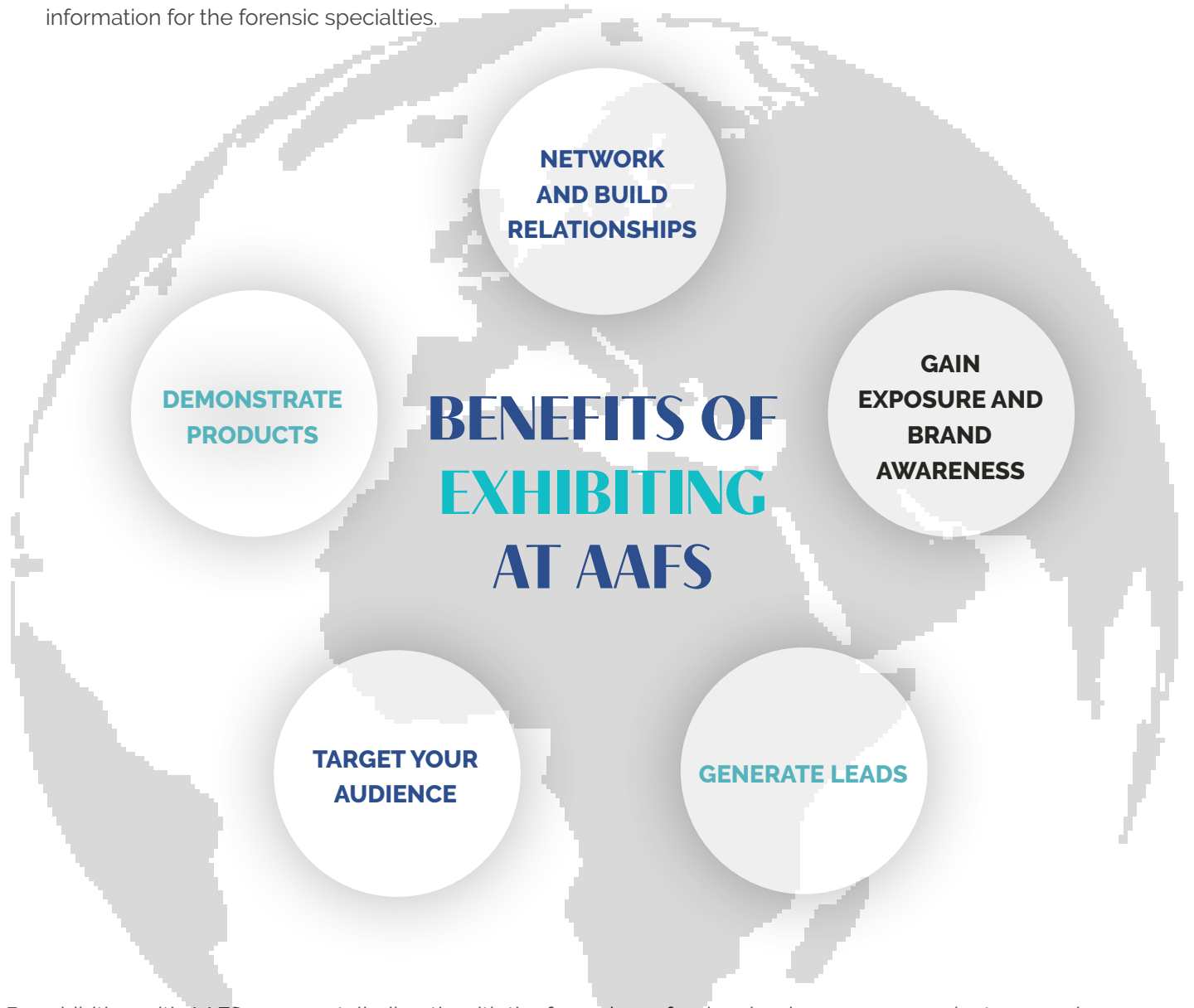


# EXHIBITOR INFORMATION

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

The AAFS Annual Conference has a variety of exhibitors offering products and services to all aspects of the forensic field. Exhibiting with AAFS is a must for anyone involved in showcasing the latest in resources and information for the forensic specialties.



By exhibiting with AAFS, you can talk directly with the forensic professionals who use your products or services, answer their questions, appeal to their special interests, discover unknown buying influences, and get valuable feedback about their needs. You can develop new customer contacts, demonstrate your products, increase your name recognition, and make known your organization's commitment to the cause of advancing science and promoting justice. Due to the synergistic nature of the audience, you'll reach many qualified prospects usually not encountered on your regular meeting circuit!

# EXHIBITOR INFORMATION

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## EXHIBIT LOCATION

**BALTIMORE CONVENTION CENTER**  
**1 W PRATT ST.**  
**BALTIMORE, MD 21201**  
**EXHIBIT HALL AB**

## EXHIBIT DATES & HOURS

Wednesday, February 19	11:30 a.m. – 4:00 p.m.
Thursday, February 20 (Wine and Cheese Reception)	9:00 a.m. – 2:00 p.m.
Friday, February 21	6:00 p.m. – 8:00 p.m.
	9:00 a.m. – 1:00 p.m.

## EXHIBIT MOVE-IN DAYS

Tuesday, February 18	8:00 a.m. – 6:00 p.m.
Wednesday, February 19	8:00 a.m. – 11:00 a.m.*

\*All exhibits MUST be set up completely by this time.

## EXHIBIT MOVE-OUT

Friday, February 21	1:00 p.m. – 5:00 p.m.
---------------------	-----------------------

No packing of equipment or literature or dismantling of exhibits is permitted until exhibit closing time.



## EXHIBITOR PRICING

SIZE	PRICE
10x10 (Inline)	\$2,900
10x10 (Corner)	\$3,200
10x20 (Endcap)	\$6,450
20x20 (Island)	\$12,925
University (10x10 Inline Only)	\$1,975

Space sold in width increments of 10 feet. Two or more contiguous spaces may be selected, based on availability and show management approval. Island and endcap configurations include a premium charge. Available for qualifying non-profit universities or colleges with one or more nationally accredited forensic sciences degree programs. Subject to AAFS approval.

# EXHIBITOR INFORMATION

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## EXHIBITOR APPLICATION

All booths are reserved through our online exhibitor booking portal. Please complete your booth selection, registration, and payment by visiting [the Exhibitor Portal](#).

## EXHIBITOR BOOTH INCLUDES

- Standard Booth Drape will be an 8' High Back Drape and 3' Side Rails
- Alphabetical Listing with Booth Number and Company Website in the Program Guide and Mobile App
- Three (3) Comp Full Conference Registrations per Company \*
- Three (3) Exhibit Hall Only Passes for Staff per 10'x10' Space
- Liability Insurance Included
- Pre- and Post-Attendee Mailing List (Value of up to \$1500)\*\*

\*Includes attendee access to all plenary and scientific sessions; not valid for CE credit or membership promotions.

\*\*Mailing lists can **only** be purchased from AAFS through Christine Montoya.

Please be aware of potential fraudulent list offers.

*Please note that table, chairs, and electrical service is not included with your booth equipment.*

*The exhibit area is not carpeted; however, all booths are required to have carpet or management-approved flooring.*

*If the Exhibitor has not ordered booth carpet by one hour prior to the end of exhibitor move-in, AAFS will order the carpet and Exhibitor agrees to pay for all charges incurred.*

*The aisles will be carpeted.*

## OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR

Freeman has been contracted to receive, warehouse, transfer, and handle all exhibits. There will be a Freeman Service Desk open in the hall throughout the tradeshow. Here exhibitors may verify, check, and adjust their requirements for installation, furniture, equipment, and other auxiliary services.

## EXHIBITOR KIT

An Exhibitor Kit, containing detailed show and service-ordering information, will be available 90 days prior to the conference. The Kit will include order forms for shipping, labor, material, handling, furniture, carpeting, lead retrieval, electrical, and other service providers. Exhibitors should make sure to take advantage of the discount pricing available.

[Click here for 2025 Exhibitor Rules and Regulations](#)

AAFS Exhibitor and Sponsorship Contact: **Christine Montoya** | [cmontoya@aafs.org](mailto:cmontoya@aafs.org) | **BOOK NOW**



# EXHIBITOR INFORMATION

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## AFFILIATE GROUP MEETINGS

Exhibitor/affiliate groups desiring convention center/hotel space outside the exhibit hall for any meetings and social events must submit a written request no later than December 16 to the AAFS Meetings Department by emailing [cmontoya@aafs.org](mailto:cmontoya@aafs.org). Costs will be quoted on a case-by-case basis based on space availability and meeting needs.

**No entertaining, social functions, focus groups, or industry-sponsored symposia may be scheduled in conflict with official AAFS Annual Conference programming.**

## FSF SILENT AUCTION

The Forensic Sciences Foundation's (FSF) annual Silent Auction returns in Baltimore! The FSF Silent Auction relies on donations from members, conference attendees, and exhibitors for a successful auction. We invite exhibitors to consider donating an item that would encourage lively bidding (ex.: author-signed books, apparel, tech items, gift bundles, or other fun, forensic-related items) throughout the week of the event. The proceeds benefit the FSF Endowment Fund, which supports research and educational grants within the forensic science profession.

## HOUSING

The official houseing and travel information will be posted on the AAFS website. You can find information on room blocks and reservation information on this page. [Coming Soon!](#)

### **Warning!**

AAFS is the only official hotel provider associated with the AAFS Annual Conference. We have received reports that other companies are posing as official travel vendors for the Annual Conference and may contact you offering hotels for your trip. They are not endorsed by or affiliated with the conference and entering into financial agreements with such companies is not advised.

## PAYMENT POLICY

The total booth payment must be submitted at the time of reservation. Applications cannot be processed or booths assigned without the required payment. If balance payment is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of Exposition Management.

## CANCELLATION POLICY

All exhibit booth space cancellations must be submitted in writing and received by AAFS on or before December 13, 2024, for a full refund less a \$500 administration fee. Exhibit booth space cancellations received after December 13, 2024, will not be refunded.



# EXHIBITOR INFORMATION

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## AAFS 2024 EXHIBITORS

A.D. Valor Technical Cleaning  
Abacus Diagnostics  
Advanced Detection Solutions  
Agilent Technologies  
Ahlstrom  
Air Science USA, LLC  
Alpha Engineering Associates, Inc.  
Amentum  
American Board of Medicolegal Death Investigators  
Amped Software USA Inc  
Arrowhead Forensics  
ASAP Analytical  
Attestor Forensics  
AXO Science  
Barrier By Design  
Bode Technology  
Bone Clones, Inc.  
Bruker Applied Mass Spectrometry  
Cayman Chemical Company  
CDS Analytical, LLC  
Cellebrite  
Center for Statistics and Applications in Forensic Evidence  
CRAIC Technologies, Inc.  
Crime Lab Design  
Defense POW/MIA Accounting Agency  
DNA Doe Project, Inc.  
DNA Labs International  
DNA Solutions Inc.  
Docus Lumus GmbH

Electron Microscopy Sciences  
Elementar  
Evidence IQ, Inc.  
EVIDENT  
Forensic Advantage Systems  
Forensic Radiology Group  
Forensic Technology Center of Excellence  
Foster + Freeman  
France Casting  
Gentueri, Inc.  
HealthRFID  
Hygia Reagents Inc  
Independent Forensics  
JusticeTrax Inc.  
LabVantage Solutions INC  
Leeds Forensic Systems  
LifeNet Health  
Lodox Systems  
Lynn Peavey Company  
Magritek  
McClaren, Wilson & Lawrie, Inc  
MetaSystems Group, Inc.  
Mitotyping Technologies LLC  
Mobimedical  
Mopec  
M-Vac Systems  
National Institute of Standards and Technology  
Nichevision Forensics, LLC  
NMS Labs  
Office of Justice Programs (OJP)  
Panacea Cooperative Research

Pierce Medical Examiners Office  
PinPoint Testing  
Porter Lee Corporation  
Projectina AG  
Promega Corporation  
QIAGEN  
Randox Toxicology  
Restek  
Revware Inc  
Reigl USA  
Rofin Australia Pty. Ltd  
Safariland  
SafePoint Scientific LLC  
Salam International, Inc  
SERATEC GmbH  
Signature Science, LLC  
Sirchie  
SNA International  
SoftGenetics  
The Center for Forensic Science Research & Education  
Thermo Fisher Scientific  
Tri-Tech Forensics, Inc.  
TubeWriter  
UNITRON  
University of Florida: Forensic Science Graduate  
University of Missouri School of Medicine  
VertiQ Software LLC  
Wellness Consultants  
West Technology Forensics Inc.

**WATCH | Experience the AAFS 2024 Exhibit Hall**

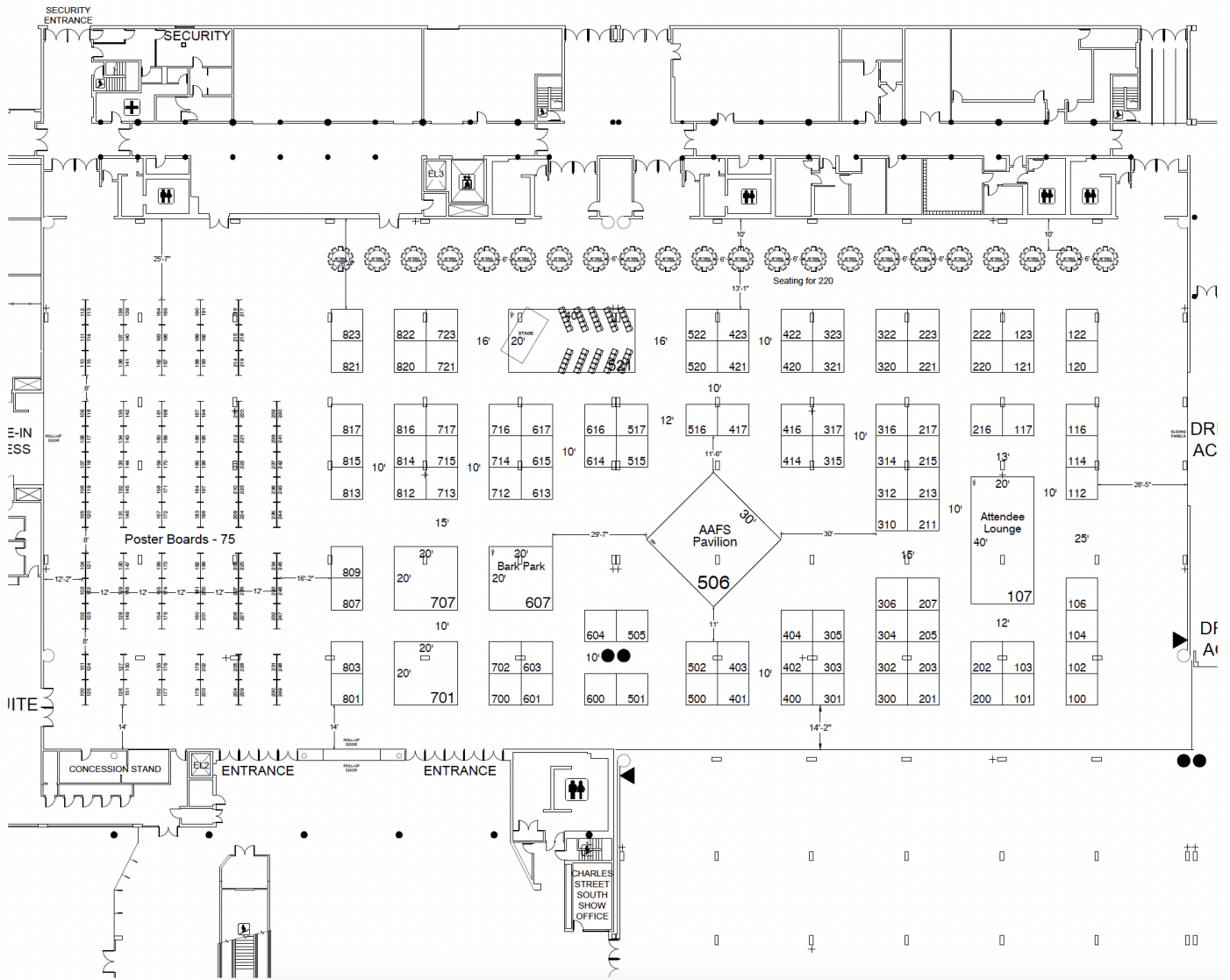


# EXHIBIT HALL FLOOR PLAN

## AM ACDMY OF FORENSIC SCIENCES - ANNUAL MTG

02/17/25 - 02/22/25

BALTIMORE CONVENTION CENTER - EXHIBITION HALLS A-B - BALTIMORE, MD



**For the most up to date floorplan including any sold or merged booths, please login to the exhibitor portal to view.**

# SPONSOR AAFS 2025

## INCREASE YOUR IMPACT

### SPONSORSHIP & ADVERTISING REACH BEYOND THE BOOTH AT THE AAFS ANNUAL CONFERENCE!

Maximize your company's presence at the AAFS Annual Conference by investing in a sponsorship package designed to provide high-visibility branding and exposure opportunities before and during the event. With a variety of options and investment levels available, high-impact sponsorship packages are available to fit every budget and every need. Whether you're interested in announcing a new product or technology or increasing your company's brand awareness, becoming a sponsor at the AAFS Annual Conference provides tangible, profit-driving results, beyond the benefits of exhibiting alone. Be a part of this world-class event that brings the best of forensic sciences together! We anticipate over 3,500 attendees from around the globe to attend the AAFS Annual Conference.

## SPONSORSHIP PRICING

### SPONSORSHIP LEVELS

Based on level of investment, sponsors receive a range of benefits

	PLATINUM \$20,000 - \$34,999	GOLD \$10,000 - \$19,999	SILVER \$5,000 - \$9,999	BRONZE \$2,000 - \$4,999
10 free guest passes to the exhibition floor	X	X		
Company logo on AAFS website	X	X	X	X
Company logo on AAFS Mobile App	X	X	X	X
Company logo on AAFS 2024 signage*	X	X	X	X
Company logo in AAFS <i>Newsfeed</i> article	X	X	X	X
Company logo in Official Digital <i>Program</i>	X	X	X	X
Include an approved item in attendee bag**	X	X	X	
Link your company logo back to your website	X			
Increased exposure on signage and/or clings in the Exhibit Hall and large entrance structure	X			

\*Must meet required deadlines per signed contract

\*\*Literature may not have product names and/or pricing listed and must be approved by AAFS show management

# RECEPTIONS AND EVENTS

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## CONFERENCE PARTY | 4 AVAILABLE

**\$10,000**

Support of the official AAFS Closing Conference Party. Close out the Conference with a bang! Logo-branded signage recognition throughout the reception and more.

## DIVERSITY AND INCLUSION RECEPTION | EXCLUSIVE

**\$10,000**

Exclusive support and commitment to the diversity, equity, and inclusion reception. Logo-branded cocktail napkins, optional table drop provided by the sponsor, and other logo options throughout.

## WELCOME RECEPTION | 4 AVAILABLE

**\$5,000**

Support the attendee Welcome Reception! This reception will be the official AAFS Annual Conference opening celebration! Logo-branded signage recognition throughout the reception.

## WINE AND CHEESE RECEPTION | 4 AVAILABLE

**\$5,000**

Support the wine and cheese reception! This reception will be a great place to mingle with attendees and industry professionals! Logo-branded signage recognition throughout the reception.

## SECTION RECEPTIONS | MULTIPLE

**\$2,500**

Choose from one of the 12 AAFS Sections: Anthropology, Criminalistics, Digital & Multimedia Sciences, Engineering & Applied Sciences, Forensic Nursing Science, General, Jurisprudence, Odontology, Pathology/Biology, Psychiatry & Behavioral Science, Questioned Documents, or Toxicology. Logo-branded signage recognition at the reception and an invitation to attend.

## ASB STANDARDS BOARD RECEPTION | MULTIPLE

**\$2,000**

Multiple opportunities available to show your support at the ASB Reception. Logo-branded signage recognition throughout reception.

# RECEPTIONS AND EVENTS

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## KEYNOTE SPONSORSHIP | EXCLUSIVE \$5,000

Unlock unparalleled visibility and prestige by becoming the Keynote Sponsor at AAFS! As the premier sponsor, your brand will take center stage in front of a captivated audience of industry leaders, influencers, and decision-makers. Sponsor provided seat drop and promotional video or logo to be displayed on the screen as attendees enter and depart keynote presentation.

## EXPO HALL MEETING ROOM | LIMITED CALL FOR PRICING

A limited number of hard wall meetings space will be available on the expo hall floor for sponsors to utilize for private meetings. **Each Expo Hall Meeting Room will have the following provided in the rental fee. (1) 10x20 Meeting room structure with locking door, (1) 6ft conference table and (8) conference chairs. (1) 30 amp electrical outlet. Any other items needed would be at the expense of the sponsoring company.**

# ATTENDEE LOUNGES | UNIQUE AREAS

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## **BARK PARK | EXCLUSIVE**

**\$15,000**

Be an exclusive sponsor of the most popular area of the Annual Conference and meet your new furry forever friend! Logo on signage during the conference and opportunities for a table drop at the Bark Park with your product information.

## **STUDENT ACADEMY | MULTIPLE**

**\$7,500**

Support this fantastic learning opportunity for high school students interested in a career in forensic science. Opportunities to distribute approved handouts, logo recognition on communications, and company information in event press releases.

## **SPEAKER READY ROOM | EXCLUSIVE**

**\$5,000**

Support the Speaker Ready Room, which provides program speakers with a designated room to upload, review, and finalize their presentations. This exclusive sponsorship will have your logo on the background and screen saver of each computer along with signage at the entrance of the room.

## **RECHARGE LOUNGE | 3 AVAILABLE**

**\$5,000**

This comfortable lounge provides attendees with an opportunity to sit, relax, and recharge. This comfortable lounge in a prime location provides attendees with an opportunity to sit, relax, and recharge in the exhibit hall. Attendees can recharge their mobile phones, tablets, notebooks, etc. via built-in power sources located in the seating group. Logo and product branding is available on the charging station and signage in the lounge, along with a literature rack for sponsor material.

## **EXHIBITOR LOUNGE | MULTIPLE**

**\$2,500**

Sponsor the exhibitor lounge throughout the duration of the tradeshow which will provide refreshments and light snacks exclusive to exhibitors.

# BRAND AWARENESS OPPORTUNITIES

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## MEETING SPACE WI-FI | EXCLUSIVE

**\$25,000**

Keep the AAFS attendees connected during the conference. Your logo will be front and center on the online sign-in page every time the attendees log in to the convention center Wi-Fi.

## CONFERENCE BAGS | EXCLUSIVE

**\$20,000**

Your company's logo will be prominently displayed on one side of these reusable bags, which will be given out at the registration desk. You will see your branding throughout the week as each attendee passes by! The sponsor will also have an opportunity to provide one approved bag insert.

## LANYARDS | EXCLUSIVE

**\$20,000**

Use this high-profile opportunity to promote your company to all attendees! This exclusive sponsorship allows for your logo to be co-branded on the lanyard that holds each required attendee badge.

## MOBILE APP | EXCLUSIVE

**\$10,000**

Smart phone users worldwide will download the annual conference mobile app to peruse events, create their own personalized schedules, network with other attendees, and determine which exhibitors and sponsors they want to visit. Full-screen app landing page with buttons that can lead the user to exhibitor listing within mobile app or webpage URL and one approved conference app push notification alert on Wednesday, Thursday, and Friday.

## HOTEL KEY CARDS | EXCLUSIVE

**\$10,000**

A highly sought-after sponsorship, every time an attendee goes to their hotel room, your brand will be at their fingertips at the conference headquarter hotel.

## HOST HOTEL IN-ROOM DIGITAL ADVERTISING | EXCLUSIVE

**CALL FOR PRICING OPTIONS**

Reach conference attendees in their hotel rooms by broadcasting the unique features of your company's products via the headquarter hotel in-house television channel.

# BRAND AWARENESS OPPORTUNITIES

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## **COFFEE BREAK SPONSOR: KEEP 'EM CAFFEINATED | MULTIPLE** **\$2,500**

Help keep attendees awake and ready to learn throughout the event with a coffee break sponsorship. Includes one conference app push notification to announce the sponsored break and logo on signage near the break areas.

## **DIGITAL CONFERENCE PROGRAM ADVERTISING | MULTIPLE** **\$3,000**

Feature your company's products in a full-page color ad to be included in the online conference *Program*.

## **BAG INSERT | MULTIPLE** **\$2,500**

Provide your own marketing insert to be placed in the conference bag. Inserts must be approved and no larger than 8.5"x11". *Literature may not have product names or pricing listed and must be approved by AAFS show management.*

## **NEWSLETTER SPONSOR | MULTIPLE** **\$1,500**

Create a custom 700px x 233px banner to be showcased in the weekly AAFS Newsletter sent to over 14,000 AAFS contacts.

## **E-BLAST TO ATTENDEES | 3 AVAILABLE** **\$4,000**

Get in touch with the AAFS 2024 attendees before the conference begins with a customized email blast to showcase your products, gain brand awareness, and encourage attendees to visit your booth.

## **CONFERENCE GUIDE BACK COVER AD | EXCLUSIVE** **\$5,000**

Create your company's products or services in a full page color ad to be printed on the back cover of the AAFS official Conference Guide.



# BRAND AWARENESS OPPORTUNITIES

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## KNOW BEFORE YOU GO ATTENDEE EMAIL | EXCLUSIVE

**\$2,500**

Your 600x128 horizontal banner and URL hyperlink included in an attendee email sent out one week prior to the conference to get in front of attendees prior to the show.

## AAFS GOLF CARTS | EXCLUSIVE

**\$7,500**

Your branding on the official AAFS Conference golf carts to assist attendees in getting around the convention center.

## HOSTED HOTEL ROOM DROPS | LIMITED

**\$7,500**

Place one promotional item in a specific attendee room at the headquarter hotel. Sponsor to provide the branded item for distribution.

# SIGNAGE AND ADDITIONAL OPPORTUNITIES

SPONSOR AAFS 2025

AAFS 2025

EXHIBITOR & SPONSORSHIP PROSPECTUS

## **METER BOARDS (2-SIDED) | LIMITED** **\$850 EACH**

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

## **HOST AN ACTIVATION** **CALL FOR PRICING OPTIONS**

Already have a booth on the AAFS floor? Connect with attendees in a new and exciting way! **Host an activation and become a Bronze Sponsor.**

## **PASSPORT TO PRIZES | MULTIPLE** **\$750**

Attendees will receive a game card passport in their attendee bag and will visit participating exhibitor booths to receive a stamp on the passport. Sponsor to provide prize that will be given to winners at a drawing on the exhibit hall showcase stage. Sponsors must commit no later than December 15.

## **EXHIBITOR SHOWCASE PRESENTATIONS | MULTIPLE** **\$1,500**

Speak directly to attendees and present an in-depth tour of your product, service, or technology from the Showcase Stage in the exhibit hall. These presentations and product demonstrations run for 20 minutes. Time slots are first-come, first-served. The presentation is promoted in the agenda and ends with an AAFS-hosted raffle.

## **GENERAL SUPPORT SPONSORSHIP | MULTIPLE** **\$500-\$5000**

Support AAFS in various ways, including overall section specific support. Sponsor Logo recognition on website and mobile app.