

# International Symposium on Human Identification

2024 Exhibitor Prospectus



INTERNATIONAL SYMPOSIUM  
ON HUMAN IDENTIFICATION

SAN ANTONIO, TX | SEPTEMBER 23–26, 2024

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# About ISHI

Celebrate your passion for forensic science at the 35<sup>th</sup> Anniversary of the International Symposium on Human Identification this September in San Antonio.

Join thought leaders from across the globe and discover the latest developments in forensic DNA typing for human identification. Connect with other forensic scientists, learn about new technologies and meet vendors demonstrating new tools and techniques.

# Attendees

Attendees at ISHI are involved in all aspects of DNA typing and come from state, federal and local crime labs in the US and abroad, parentage and testing laboratories, academic institutions, governmental research agencies and policy think tanks. More than 80% of the attendees self-identify as Technical Leaders, Laboratory Directors, DNA Analysts or Scientists.



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# Why Should You Attend?

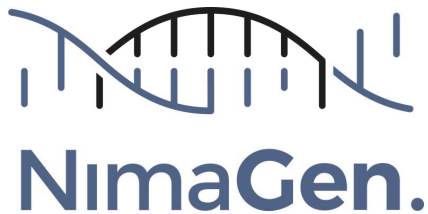
- Two and a half days of General Session talks featuring industry leaders and emerging technologies
- 90+ Scientific Poster presentations over the course of two days
- An exhibit hall featuring 45+ vendors in the forensic field
- Organized networking opportunities on Monday and Wednesday evenings
- Focused topic lunches on Tuesday and Wednesday
- Pre and post-conference workshop options focusing on probabilistic genotyping, forensic genetic genealogy, leadership, collaborating to solve cold cases, and more.



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# Thank You To Our 2023 Sponsors



# And Exhibitors



DNASolutions®





# What's New This Year

In a rapidly evolving industry landscape, our event team has undertaken a strategic reevaluation of our sponsorships to ensure we are offering the most value to our exhibitors, sponsors and attendees. This proactive approach has enabled us to enhance our event experiences and create more meaningful connections. New opportunities at ISHI this year include:

- Lunch Symposium
- Vendor Spotlights in Exhibit Hall
- ISHI Central Sponsors
- Welcome Reception and Young Scientist Reception Sponsors

In response to the rising operational costs of hosting conferences, ISHI has been compelled to adjust the pricing for our exhibition and sponsorship packages. This was not an easy decision, particularly knowing the stringent budgets our exhibitors must adhere to. It's important to note that this is only the second time in a decade that we've had to implement such an increase.

To mitigate the impact of this change, we've enhanced our sponsorship packages with additional benefits, ensuring that our partners receive unparalleled value for their investment. The ISHI team is deeply grateful for your continued support, which is vital in maintaining the symposium's reputation as a premier event.

Lastly, ISHI will require 50% exhibitor/sponsorship payment at registration. Full payment will be due 30 days before the ISHI symposium. If full payment is not received within this time frame, ISHI reserves the right to release your booth space with no refund.

# Tradeshow Details

## 2024 Floor Plan

### Location

Nelson Wolff Exhibit Hall,  
Lower Level of the JW Marriott

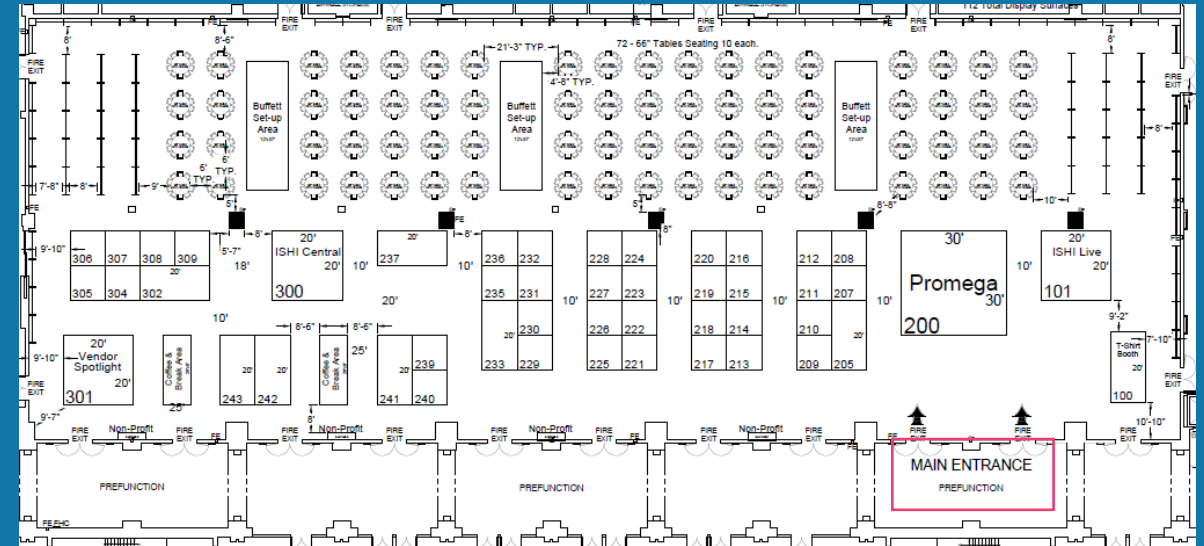
### Exhibit Hall Dates and Hours

Exhibitor Move In: Monday  
September 23rd- 10AM – 5PM

### Exhibit Hours:

- Tuesday, September 24<sup>th</sup> :  
Exhibitor Breakfast - 7:00AM  
Exhibits Open to Attendees - 7:15AM
- Wednesday, September 25<sup>th</sup>  
Exhibitor Breakfast - 7:15AM  
Exhibits Open to Attendees - 7:30AM
- Thursday, September 26<sup>th</sup>  
Exhibitor Breakfast – 7:45AM  
Exhibits Open to Attendees – 8:00AM

Exhibitor Move Out: Thursday – 10:30AM



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# Platinum Booth

## \$20,000

- 10x20 Island Booth
- 4 Full Symposium Staff Registrations, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on ISHI Website, Mobile App, ISHI Program
- Company Logo on ISHI 35 event Signage/Structures
- Ad Placement in ISHI Notebook
- Bag Insert
- Advertorial in ISHI News Report
- Half Page Ad in ISHI News Report
- 30 Second Video Message to Attendees during General Session
- Lunch Symposium for up to 150 attendees. Grab and Go lunch and AV included.
- Sponsored Blog Post on ISHI News Social Media and Website
- Meet our sponsor blog post on ISHI News Social Media
- Pre Event Email Blast on behalf of sponsor
- Digital Ad in ISHI Central
- One lead retrieval license



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# Gold Booth

## \$15,000

- 10x20 Booth
- 4 Full Symposium Staff Registrations, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on ISHI Website, Mobile App, ISHI Program
- Company Logo on ISHI 35 event Signage/Structures
- Ad Placement in ISHI Notebook
- Bag Insert
- Advertorial in ISHI News Report
- 30 Second Video Message to Attendees during General Session
- Tuesday Evening or Wednesday Morning Vendor Showcase (Standard AV included, F&B on own, Seating based on room set up.)
- Sponsored Blog Post on ISHI News Social Media and Website
- Meet our sponsor blog post on ISHI News Social Media
- Pre Event Email Blast on behalf of sponsor
- Digital Ad in ISHI Central
- One lead retrieval license



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# Silver Booth \$10,000

- 10x20 Booth
- 3 Full Symposium Staff Registrations, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on ISHI Website, Mobile App, ISHI Program
- Company Logo on ISHI 35 event Signage/Structures
- Ad Placement in ISHI Notebook
- Half Page Ad in ISHI News Report
- 30 Second Video Message to Attendees during General Session
- 30 Minute Vendor Spotlight in Exhibit Hall
- Sponsored Blog Post on ISHI News Social Media and Website
- Meet our sponsor blog post on ISHI News Social Media
- Digital Ad in ISHI Central
- One lead retrieval license



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# Bronze Booth

\$7,500

- 10x10 Booth including 8' black and white back drape, 3' high black side drape, one 6' draped table, two chairs, wastebasket and an ID sign
- 2 Full Symposium Staff Registrations, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on ISHI Website, Mobile App, ISHI Program
- Company Logo on ISHI 35 event Signage/Structures
- Banner Ad in ISHI News Report
- Meet our sponsor blog post on ISHI News Social Media
- Digital Ad in ISHI Central



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# Standard Booth

\$4,000

- 10x10 Booth including 8' black and white back drape, 3' high black side drape, one 6' draped table, two chairs, wastebasket and an ID sign
- 2 Full Symposium Staff Registrations, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on Mobile App
- Listing in the ISHI Program



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# University Booth \$2,500

- 10x10 Booth including 8' black and white back drape, 3' high black side drape, one 6' draped table, two chairs, wastebasket and an ID sign
- 1 Full Symposium Staff Registration, Wednesday Dinner Event Included
- Company profile on Exhibit Hall Floorplan
- Company Logo on Mobile App



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# Non-Profit Tabletop \$1,500

- 6' Skirted Table and a chair
- 1 Full Symposium Staff Registrations\*
- Company profile on Exhibit Hall Floorplan
- Company Logo on Mobile App
- Listing in the ISHI Program

*\* Ticket to Wednesday ISHI Dinner Event not included, can be purchased separately.*



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	Platinum - 1 Available	Gold - 2 Available	Silver	Bronze	Standard
Investment	\$20,000	\$15,000	\$10,000	\$7,500	\$4,000
Booth Size	10x20 Island	10x20	10x20	10x10	10x10
#Included Registrations	4	4	3	2	2
Company Profile on Exhibit Hall Floorplan	X	X	X	X	X
Company Logo on ISHI Website	X	X	X	X	
Company Logo on ISHI Mobile App	X	X	X	X	X
Company Logo on ISHI Mobile App	X	X	X	X	
Company Logo on ISHI 2024 Signage	X	X	X	X	
Company Logo on ISHI Program	X	X	X	X	
Ad Placement in ISHI Notebook	X	X	X		
Bag Insert	X	X			
Advertorial in ISHI News Report	X	X			
Half Page Ad in ISHI News Report	X		X		
Banner Ad in ISHI News Report				X	
30 Second Video Message to Attendees During General Session	X	X	X		
Vendor Showcase - Tuesday Evening		X			
Lunch Symposium	X				
30 Minute Vendor Spotlight			X		
Sponsored Blog Post on ISHI News Social Media ands Website	X	X	X		
Meet our Sponsor Post on ISHI News Social Media	X	X	X	X	
Pre-Event Email Blast on Behalf of Sponsor	X	X			
Digital Ad in ISHI Central	X	X	X	X	
Lead Retrieval Licence	X	X	X		



# Additional Sponsorship Opportunities

## Advertising Opportunities

- Digital Ad in ISHI Central - **\$500**
- Email Blast on behalf of Sponsor - **\$1000**  
(2 Available)
- Advertorial in ISHI News Report - **\$1,500**  
(1 per issue, first pick reserved for sponsors, remaining issues reserved first come basis.)
- Half Page Ad in ISHI News Report - **\$900**  
(2 per issue, first pick reserved for sponsors, remaining issues reserved first come basis.)
- Banner Ad in ISHI News Report - **\$600**  
(4 per issue, first pick reserved for sponsors, remaining issues reserved first come basis.)



February 2024

## The ISHI Report

*News from the World of DNA Forensics*

[Start Reading](#)

# Additional Sponsorship Opportunities

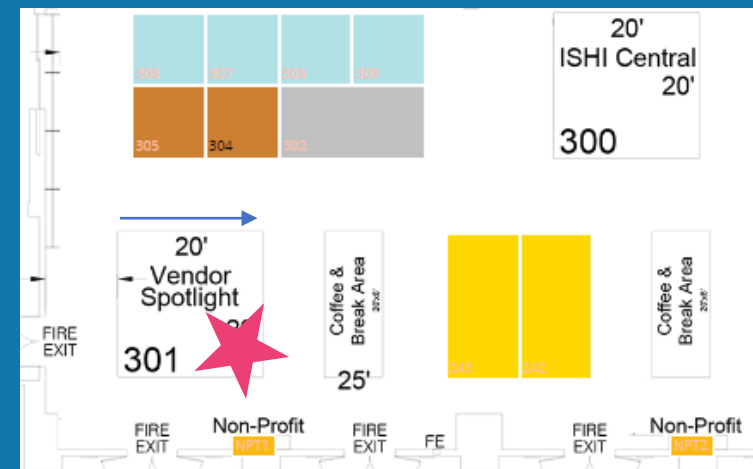
## Presentation Opportunities

- 30 Minute Vendor Spotlight in Exhibit Hall. Monitor, microphone, podium included. (4 Available on a first come first serve basis.) - **\$1,000**
- 2 Hour Vendor Showcase: Option of Tuesday Evening or Wednesday Morning. (2 available per day on a first come basis.) Exhibitors may use this time to showcase their technologies, products, and/or services. The Vendor Showcases are only available to companies exhibiting at the Symposium and may not be shared by two companies, except for parent & subsidiary companies

Standard AV included, F&B on own. Seating capacity is based on room set up. - **\$3,000**

## Activation Area Opportunities

- ISHI Central Sponsorship: Take over ISHI Central Space during breaks and engage with attendees. Branded coffee sleeves, snacks, charging station, and signage included. - **\$5,000**
- Welcome Reception Sponsor: Branded signage and napkins at the event. Sponsor listing in ISHI Program and App. - **\$5,000**
- Young Scientists Reception Sponsor: Branded signage and napkins at the event. Sponsor listing in the ISHI Program and App. - **\$2,500**



# Registration Information

## Booking a Booth

- Visit <https://www.ishinews.com/> to reserve a booth.
- 50% payment is due upon booking to hold your booth. Payment will be accepted by check, credit card, or wire transfer. The remaining balance is due 30 days before ISHI.
- Cancellation Policy:  
If space is cancelled before June 1, show management will refund 75% of total booth cost.  
If space is cancelled after June 1, but before July 1, show management will refund 50% of total booth cost.  
If space is cancelled after July 1, but before July 15<sup>th</sup>, show management will refund 25% of total booth cost.  
After July 15<sup>th</sup>, no refund will be given.
- Exhibitor kit will be released Summer 2024.

## Registering Booth Staff

- Providing a point of contact or listing the names of your booth staff when reserving a booth is separate from officially registering any attendees, exhibitors included. All booth staff must be officially registered.

## Freeman is the official show decorator.

ISHI has not contracted any third-party services for registration, hotel registration, transportation, etc.  
Please beware of these scams.



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# Exhibitor Rules and Regulations

To ensure a successful, efficient, and fair exhibiting experience for all participants, exhibitors must adhere to all IAEE guidelines for Display Rules and Regulations.

Exhibitor cooperation helps maintain a professional and organized environment, facilitating optimal visibility and access for all exhibitors. It ensures that each booth complies with standards that promote safety, accessibility, and fairness, preventing conflicts and confusion that could arise from inconsistent booth sizes, designs, and setups.



# Exhibitor Rules and Regulations

Moreover, following these rules can enhance the overall attendee experience, making the tradeshow more enjoyable and productive for visitors, which in turn can lead to better engagement and opportunities for exhibitors. Compliance with IAEE guidelines also demonstrates a commitment to industry best practices, potentially improving the exhibitor's reputation among peers and customers alike.

Additional ISHI Symposium rules and regulations will also be available in the exhibitor portal.



# Contact Information



Kaylanie Story  
ISHI Exhibits Liaison

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- 608.210.5883



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