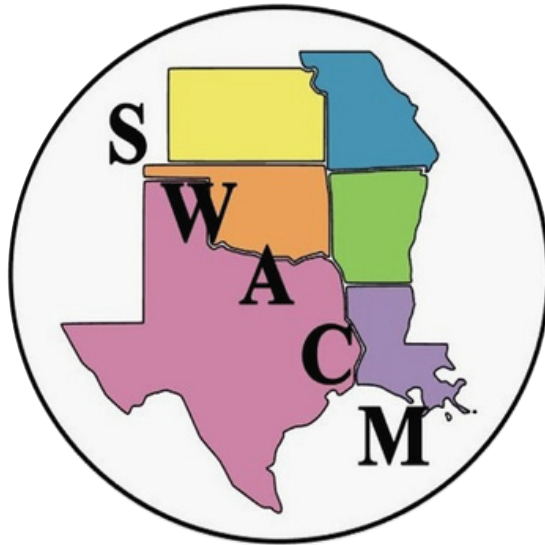
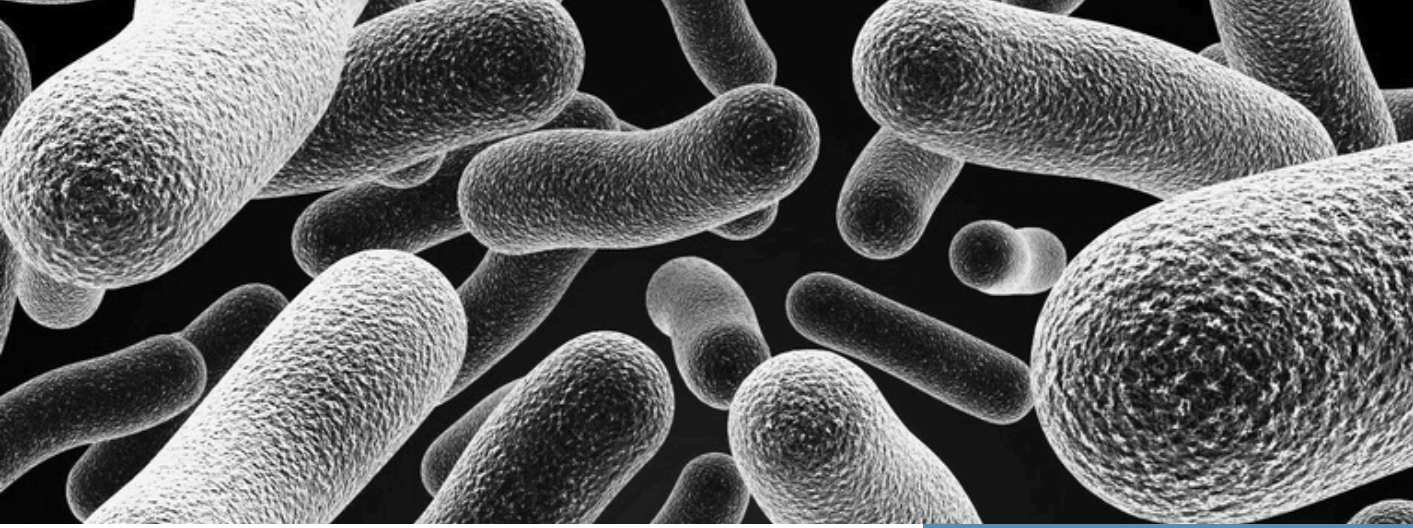


SPONSORSHIP PROSPECTUS

2025 SWACM Annual Meeting



September 3-5
Dallas, Texas



OVERVIEW

The 2025 SWACM annual meeting will be held September 3-5 in Dallas, Texas at The Westin Dallas Park Central.

The first day will consist of morning and afternoon workshops, and following days will consist of symposia.

SWACM is a large regional organization committed to the clinical laboratorians and associated scientific communities throughout Arkansas, Kansas, Louisiana, Missouri, Oklahoma, and Texas. Approximately 25% of SWACM's membership is from non-SWACM states.

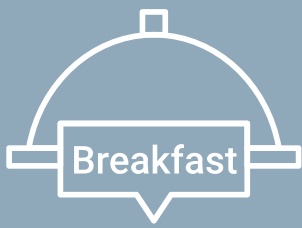
SWACM's mission is to provide regional clinical microbiology education, focused on the bench-level technologist.

Approximately 150-200 registered attendees participate in the annual SWACM meeting. Attendees are predominantly clinical microbiologists, ranging from bench-level scientists to doctoral-level directors. Additionally, attendees include infection control staff, pharmacists, and educators.

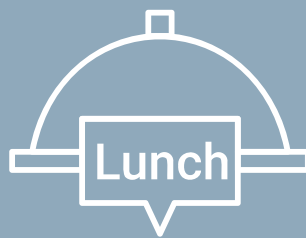
INDUSTRY-SPONSORED EDUCATIONAL SESSIONS

These sessions provide an educational setting for your company to present on a topic of your choice. Sessions run unopposed to other programming and are offered on a first-come, first-serve basis. Sponsors will work directly with the hotel event and catering coordinators to select the menu; there is no added upcharge from SWACM.

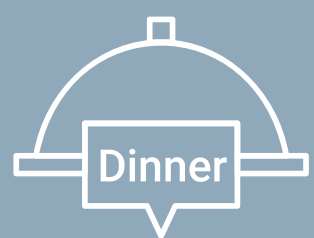
A reserved room and seating are provided. Audiovisual equipment is available at an added cost. Your company will have the opportunity to display roll-up banners during the session and provide branded napkins, cups, or other service items. SWACM will also promote these sessions in the program agenda and marketing communications.



Breakfast sessions are available on Wednesday and Friday and are 45 minutes in length (7-7:45 am).



Lunch sessions are available on Wednesday, Thursday, and Friday and are one hour in length.



Dinner sessions are available on Wednesday and Thursday and are one hour in length.



NETWORKING OPPORTUNITY



Coffee Break | \$2,000

Offer attendees a much-deserved coffee break. Coffee breaks are each 15 minutes and spread out through the meeting. Several coffee breaks on Wednesday, Thursday, and Friday are available for sponsorship. Your company will have the opportunity to display roll-up banners during the breaks and provide branded napkins, cups, or other service items.

BRANDING AND ADVERTISING OPPORTUNITIES



Lanyards | \$5,000

Receive high-level visibility through sponsorship of the workshop lanyard! Lanyards are distributed to each attendee at registration and your logo will be prominently featured throughout the workshop.



Reusable Tote Bags | \$2,500

Reusable tote bags with your company logo prominently displayed are distributed to each attendee at registration.



Notebooks and Pens | \$2,500

A notebook and pen set with your company logo prominently displayed are distributed to each attendee at registration.



Printed Programs | \$2,500

Your company logo will be prominently displayed on the front cover of the printed program.



WiFi | \$2,500

Attendees can access high speed WiFi from the hotel via their laptops, smartphones, and other devices during the sessions. WiFi network password will be branded with your company's name or product.



Meeting Emails | \$1,000

Your banner ad will be featured in both the pre- and post-meeting email that will be sent to every registered attendee.



EXHIBITING OPPORTUNITY

Exhibit Booth | Single: \$850 Double: \$1,500

Connect with attendees during 5 hours of dedicated exhibit time. A tabletop exhibit allows you to showcase your products and solutions to attendees.

Each booth is 10' wide x 8' deep and will have a 6 ft table, two chairs, and a wastebasket. Pipe and drape will be provided. Electricity is available at an added cost.

Additionally, complimentary attendance is provided to the symposia sessions on Thursday and Friday. Registration is required for workshops on Wednesday.

CONTACT INFORMATION

Sponsorships

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