

USCAP | 100<sup>TH</sup>  
ANNUAL MEETING

**EXHIBIT DATES:**  
Mon., February 28 – Wed., March 2, 2011

**MEETING DATES:**  
Sat., February 26 – Fri., March 4, 2011

UNITED STATES & CANADIAN  
ACADEMY OF PATHOLOGY  
LEADING PATHOLOGY EDUCATIONAL EXCELLENCE



## INFORMATION FOR EXHIBITORS

### 100<sup>TH</sup> ANNUAL MEETING

San Antonio, TX

February 26 – March 4, 2011  
Henry B. Gonzalez Convention Center

Click [here](#) for interactive map of the Exhibit Hall »



**THE USCAP MEETING/EXHIBIT CONTINUES TO GROW!** Last year, we had another sell-out exhibit area with a record 234 booths and a record number of professionals in attendance — another reason why the USCAP meeting has been twice named one of Tradeshow Weekly's Fastest 50 Growing Shows. We look forward to another strong meeting in San Antonio, TX.

2010: The General Registration of the meeting was the second highest in the history of USCAP attendance - over 4100 (one year ago in Boston being the highest--4262). These attendance figures continue to make the annual meeting of the Academy the largest gathering, by far, of physician-pathologists in the world. Indeed, for the past nine years we have regularly had 3000-4200 physician-pathologists or more in attendance. 947 of the registrants/attendees at the Washington DC meeting were from international countries outside of the US and Canada. The countries (and the number of international visitors from each country) included: United Kingdom (77), Spain (69), Japan (67), Italy (57), Brazil (55), France (54), Germany (45), Ireland (42), S. Korea (42), Australia (40), Mexico (40), Netherlands (34), Portugal (29), Argentina (26), Switzerland (25), Turkey (25), Taiwan (17), Austria (16), Greece (14), Colombia (13), Belgium (11), and all the other countries 1-10 friends. Thus, in total, 947 international visitors from 68 countries outside of the USA and Canada were in attendance (23 % of our total registrants). Pathologists from all 50 states of the US and 8 Canadian provinces were in attendance.

The exhibits will be held in the Exhibit Hall A of the Henry B. Gonzalez Convention Center. To encourage a good flow of traffic throughout the hall, this floor plan includes poster presentations within the exhibit area. As in the past, coffee will be served only in the exhibit area during morning and afternoon dedicated program breaks.

On the evening of Tuesday, March 1st, 2011 there will be, a a USCAP Art Show and Sale and Reception for both exhibitors and attendees. The location of the reception will be listed in the final Program and be part of Tuesday evening's closing announcement in the exhibit hall.

**The market you need to reach will be in attendance and will include:**

Decision makers in the field of pathology and the related specialties of toxicology, oncology and immunology from hospitals, private laboratories, and the government.

We hope you will be among those who take advantage of this outstanding marketing opportunity and we look forward to the early return of your completed application. Please note point priority cut-off date of Friday, October 29th, 2010 in the brochure.

**Kristofer S. Herlitz**

The Herlitz Company, Inc.  
Exhibit Management

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## **RULES AND REGULATIONS FOR EXHIBITING AT THE 100th ANNUAL MEETING OF THE UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY**

*Please read the following Rules and Regulations ("Rules") carefully. By submitting an application for exhibit space for the event described on the first page herein, you, as agent for the exhibiting company (the "Exhibitor"), agree that you have the authority to bind the Exhibitor to these Rules and that the Exhibitor agrees to follow and be bound by the Rules. These Rules form a contractual relationship between Exhibitor and The United States and Canadian Academy of Pathology, Inc. ("USCAP" or "Academy").*

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### **SPACE ASSIGNMENT & FEES**

#### **Presentation of Products or Services**

The purpose of the United States and Canadian Academy of Pathology exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to the physician's professional interests.

#### **Exhibit Hours and Dates:**

**Monday, February 28th, 2011 | 9:30 a.m. - 4:30 p.m.**

**Tuesday, March 1st, 2011 | 9:30 a.m. - 4:30 p.m.**

**Wednesday, March 2nd, 2011 | 9 a.m. - 4 p.m.**

EXHIBIT BOOTH MUST BE STAFFED AT ALL TIMES DURING EXHIBIT HOURS. Exhibitors are advised to be in their booths one-half hour prior to show opening each day.

#### **Scheduled Coffee Breaks:**

Monday: 9:30 a.m.- 11 a.m.; 3 - 4:30 p.m.

Tuesday: 9:30 a.m.- 11 a.m.; 2:45 p.m. - 4 p.m.

Wednesday: 9:30 a.m. - 11 a.m.; 2:30 p.m. - 3:45 p.m.

As a courtesy to the scientists and your fellow exhibitors, the Academy requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Management desk to remove any material or equipment prior to Wednesday, March 2nd, 2011. Once the exhibit opens

for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4:00 p.m. at which time no pass is required. Security will not check equipment leaving the exhibit area after 4:00 p.m., Wednesday, March 2nd, 2011. Strict security will be in effect at all other times.

#### **Space Assignment**

Applications for exhibit space are subject to the approval of the Academy, in its sole discretion, not to be unreasonably withheld. A 65-word description of specific products and/or services must be sent in with the application form.

#### **Priority Points System**

Priority in space assignment will be accorded to previous exhibitors on the basis of one point for each year of exhibiting without regard to the number of booth spaces utilized. If more than one company has the same number of priority points, assignments will be made in date of receipt order. Mergers: In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (whichever is highest) will be used. Exhibit Management must be notified in writing of such changes, including a public announcement of the transaction.

To take advantage of your point priority, applications and deposits must be received by October 29th, 2010. Applications received after that time will be assigned space based upon date of receipt of application. Platinum, Gold, and Silver sponsors will receive priority placement in the exhibit hall.

## Sharing Space

No subletting or sharing of exhibit space is permitted without written consent from USCAP.

## Co-Marketing

If two or more companies wish to be assigned exhibit space adjacent to one another, all companies must attach a letter from each of the other companies explaining the request, and note the request on each space application. Exhibit Management is not responsible for adjacent space assignment if space applications arrive separately or without documentation. The space assignment will then be made by averaging the co-marketing companies' points. Exhibit Management will locate adjacent exhibits based on the best use of the exhibit floor space, and requests for specific locations may not be honored.

If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All housing, badges and Exhibitor Technical Guide listings will be conducted in one name only. Multiple housing blocks and listings are not permitted.

When two or more companies have joint rights to a product, and the contract stipulates all company names must appear with the product, the Academy reserves the sole right to determine how or if the name of the non-exhibiting company will appear on all exhibit related materials. The Academy will make reasonable efforts to accommodate such requests after considering the facts and circumstances of the situation.

## Non-Contracted Exhibit Space

Persons, companies, or organizations that have not contracted with USCAP to occupy space in the exhibit hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the Henry B. Gonzalez Convention Center, parking lots, or any hotel contracted by USCAP.

## Charge for Space

**In-line booth** (bounded by a front aisle only) is \$2,000.00(us)

**Corner booth** (bounded by a front and side aisle) is \$2,150.00(us)

Exhibitors wishing to create their own island booths or requesting island space other than those islands that preexist on the exhibit floor plan will be charged the full cost of any booths deleted to create such island.

## Booth Space Cancellations or Space Reductions

To cancel or reduce space, Exhibitors are required to both:

1. Telephone Kristofer Herlitz, Exhibit Management at (914) 833-1979 AND
2. Send a confirming letter of cancellation or space reduction to Kristofer Herlitz, The Herlitz Company, Inc., 1890 Palmer Ave., Suite 202-A, Larchmont, NY 10538. The date the Exhibitor's written notice is received will be the official cancellation/reduction date.

Reduction of island space dimensions after assignment has been confirmed may result in relocation of the exhibit booth. USCAP may cancel exhibitor rooms and room blocks held by a company canceling booth space.

## It is agreed that:

- a. As a reasonable calculation of liquidated damages for cancellation, and not as a penalty, it is agreed that: If a company cancels after November 29th, 2010 a 25% of booth cost administrative fee will be charged. If a company cancels its space between November 30th, 2010 and December 30th, 2010, it will be responsible for paying 50% of the total cost of the space.
- b. If a company cancels its space after December 30th, 2010, it will be responsible for paying 100% of the originally contracted price.

- c. In the event the entire exhibit area is sold out, only an administrative fee of 25% of the cancelled booth's cost will be charged and the balance of monies received will be refunded.
- d. Space not claimed and occupied by 9:30 a.m. on Monday, February 28th, 2011 will be forfeited by the Exhibitor, and the Exhibitor will pay as liquidated damages 100% of the total contracted booth space fee.

## Cancellation of Meeting and Exhibit

It is mutually agreed that in the event the USCAP Exposition is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Washington and the eastern United States as substantiated by governmental warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, earthquakes, hurricanes, unseasonable extreme inclement weather, shortages or disruption of the electrical power supply causing blackouts or rolling blackouts in Washington, or any other comparable conditions or circumstances occur either in the location of USCAP's meeting or in the countries/states of origin of at least thirty percent (30%) of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible, the Application and Contract for exhibit space will be terminated. In such an event, the affected party shall not be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

## Liability

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the United States and Canadian Academy of Pathology, The Herlitz Company Inc, the Henry B. Gonzalez Convention Center and Brede National Exposition Services—to include employees and agents—harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's own installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Henry B. Gonzalez Convention Center, Brede National Exposition Services, The Herlitz Company Inc., the United States and Canadian Academy of Pathology, their employees and agents. In addition, Exhibitor acknowledges that the United States and Canadian Academy of Pathology, The Herlitz Company Inc., the Henry B. Gonzalez Convention Center and Brede National Exposition Services do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain liability, business interruption and property damage insurance covering such losses by Exhibitor.

USCAP shall in no event be liable to an Exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of USCAP to the Exhibitor for any breach of this contract shall be for the refund of all amounts paid by the Exhibitor pursuant to this contract, as an exclusive remedy.

## Enforcement of Rules and Regulations

The Rules and Regulations of the United States and Canadian Academy of Pathology Exhibits are intended to bring order and fairness to the medium. In addition to being subject to restriction or termination of an exhibit (see General Character of Exhibits), exhibitors who violate regulations will be subject to the following sanctions:

- 1st violation** - Loss of current year priority point.
- 2nd violation** - Loss of one-half accrued points.
- 3rd violation** - Loss of remainder of points.
- 4th violation** - One year suspension of exhibit privilege.

NOTE: Exhibitors who dismantle before 4 p.m., Wednesday, March 2nd, 2011 will be subject to a one-year suspension of exhibit privilege.

For major rule violations, which USCAP in its sole discretion will determine, a one-year suspension of exhibition privilege may be issued as a sanction. Also, USCAP reserves the right to refuse future applications for exhibit space based upon prior, major rule infractions.

#### **Use of Academy's Name, Insignia, Logo, or Acronym (USCAP)**

The use of USCAP's name, insignias, logos, and acronyms is expressly forbidden on signs inside and outside the exhibit area and on descriptive product literature and websites. References may be made to the meeting only as the "United States and Canadian Academy of Pathology's 100th Annual Meeting" on Exhibitor's advertising materials, provided that the specific use is first approved by USCAP in the precise manner in which the reference will appear. Place names and dates appearing with the reference will be acceptable. This policy applies before, after, and during the meeting. The United States and Canadian Academy of Pathology's name, insignias, logos, and acronyms are trademarks of the Academy and may not be used in any event without prior written permission.

#### **Security**

Security for the exhibits will be provided, but the United States and Canadian Academy of Pathology, The Herlitz Company, Inc., the Henry B.

Gonzalez Convention Center, and Brede National Exposition Services do not guarantee to protect the Exhibitors against any loss or damage of any kind. Exhibitors are advised to be in their booths one-half hour prior to show opening each day.

#### **Package Removal Policy**

Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Management office to remove any material or equipment prior to Wednesday, March 2nd, 2011. Once the exhibit opens Wednesday morning for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4 p.m., at which time no pass is required. Security will not check equipment leaving the exhibit area after 4 p.m., Wednesday, March 2nd, 2011. Strict security will be in effect at all other times.

#### **Insurance**

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy. This will protect them against loss through theft, fire, damage, etc. Exhibitors utilizing independent contractors must provide The Herlitz Company, Inc. with a certificate of insurance of not less than U.S. \$1,000,000 by Tuesday, February 1st, 2011.

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## **BOOTH DESIGN & USE OF EXHIBIT SPACE**

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act within its booth and assigned exhibit space.

Each exhibit space will have an 8' high blue, gray and white drape background, and 36" high blue drape dividers defining the sides of the space. Drapes will not be provided in island units. A booth identification sign measuring 7" x 44" and showing only Company Name, City, and State will also be supplied in all linear booths. Please note that the exhibit hall is not carpeted so Exhibitors are required to order or provide carpeting in their own booth space – no booth may be without carpet.

Important: These booths will be 10 ft. wide x 10 ft. deep (10' x 10'). The booth height may be maintained up to 50% of the distance from the back wall toward the front of the space. No obstructions in the front half of the booth above the height of 48 inches will be permitted. No exhibit may span an aisle by roofing or floor covering. Hanging signs and banners from the ceiling is permitted only over Island booths and the top of the sign may not be over the 16' height limit..

Nothing shall be posted, tacked, nailed, or otherwise attached to the walls, floors, or other parts of the exhibit facility or furniture contained in the facility. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of the Exhibit Management, will install draping and charge the Exhibitor.

In Peninsula booth units, the peninsula should not cause a visual disadvantage to the adjacent exhibits that is greater than would be caused by an in-line booth in the immediately adjacent space. In-line booth restrictions apply to the 10' portion of the exhibit that borders on another Exhibitor's booth; island specifications/restrictions apply to the remaining portion of the peninsula booth. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval.

In Island booth units, bound on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval.

NOTE: Anything required to be submitted for approval to Exhibit Management in this section should be submitted prior to Friday, January 21st, 2011.

#### **Demonstration Areas**

Demonstration areas may not be set on the aisle line of the exhibit; space must be left within the exhibit area to absorb the spectators. Should the spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation must be limited or eliminated. Exhibitors are responsible for the safety (structural, fire, etc.) of their booths. NOTE: Cybercafés (Internet access stations) are not permitted within a company's booth space.

#### **Exhibitor Advisory Committee**

The USCAP has an Exhibitor Advisory Committee (EAC). The purpose of the EAC is to provide a communication link between USCAP and its exhibitors, specifically to:

- Review and comment on current and proposed exhibitor regulations;
- Review and comment on current and proposed practices affecting exhibitors;
- Advise ways in which exposition could be improved, both from the exhibitor's viewpoint and from the attendee's viewpoint;
- Identify additional information useful to exhibitors; and
- Provide a forum for discussion of problems of mutual concern.

Members of the EAC each serve a five year term. The committee meets once a year on Tuesday during the exposition. Exhibitors are encouraged to make their viewpoints and concerns known to USCAP and/or a Committee member. Exhibitor Advisory Committee members are as follows:

#### **Member Society Representatives**

Dr. Stuart J. Schnitt, President  
Dr. Greg Fuller, President-Elect  
Dr. Linda D. Ferrell, Vice President  
Dr. Fred G. Silva, Executive Vice President  
Dr. Richard J. Zarbo, Past-President  
Kerry Crockett, CMP, Director of Operations and Meetings  
Kristofer S. Herlitz, Exhibit Management

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## INDUSTRY REPRESENTATIVES

### Reagents

Colleen Scott  
Covance (CRP)  
180 Rustcraft Road  
Dedham, MA 02026  
888-COVANCE

### Information Systems

Katie Leary  
Cerner Corporation  
2800 Rockcreek Parkway  
Kansas City, MO 64117  
816/201-7518

### Laboratory Supplies

David Phan  
Invitrogen  
413 Callippe Court  
Brisbane, CA 94005  
415/859-5630

### Instruments

Kimberly Montanye  
ThermoScientific  
4481 Campus Drive  
Kalamazoo, MI 49008  
269/544-5711

### Publications & Education Products

Acasia Dalmau-Lopez  
Springer  
233 Spring Street  
New York, NY 10013  
212/460-1600

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## BOOTH ACTIVITIES & PERSONNEL

### General Character of Exhibits

In its sole discretion, at any time, USCAP may require modification of exhibits to bring them into compliance with this section and with the Rules. USCAP may, alternatively, require an Exhibitor to cease exhibiting if USCAP determines in good faith that no modification will suffice to correct harm done by Exhibitor's breach of the Rules.

The character of the exhibits is subject to approval by the Academy. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.

### Conditions of Contract

Exhibitors agree to abide by the contract conditions published in this prospectus and on the USCAP Web site and by all conditions stipulated by the Henry B. Gonzalez Convention Center that will be included in the Exhibitors Service Kit. Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them as well.

### Lead Retrieval System

A rental lead retrieval system will be available to exhibitors. Each attendee will have a large, easy-to-read badge with their contact and demographic information encoded on the front of the badge. Attendee e-mail addresses will only be included if the attendee selects this option when registering for the meeting. Complete information will be included in the Exhibitor Service Kit that will be available in December, 2010.

### Messages

Messages cannot be delivered to exhibit booths nor is a paging system provided.

### Models

USCAP expects Exhibitors to use prudent judgment when live models are used. Professional dignity and discretion should be observed at all times. The use of minors as live models is prohibited. Models contracted to assist with demonstrations in an exhibitor's booth may not wear tight fitting, exposing, or other inappropriate garments, such as leotards, t-backs, and short shorts.

### Printed Materials

Distribution of printed educational material by industry or its agents is limited to the area rented by the exhibiting company in the USCAP exhibit hall. These materials are not permitted in the registration area, poster

session areas, meeting rooms and corridors of the Henry B. Gonzalez Convention Center.

### Selling of Products or Services

Sales and order-taking are permitted provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors selling tangible goods must meet requirements of the City of San Antonio Finance Revenue Division. Exhibitors should contact the Revenue Division at (210) 207-6950. Further details are available at <http://www.sanantonio.gov/finance/divisions.asp>. Exhibitors are responsible for any and all licenses or permits required by law, as well as the payment of any taxes owed from sales.

Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers are prohibited.

### Distribution of Give-Aways

Give-aways will be limited to those items relevant to the professional interests of the registrants, and have a value of \$10.00 or less per item. Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor. All giveaways and handouts, with the exception of literature, must have the written approval of Exhibit Management prior to the meeting. Such requests must be submitted to Exhibit Management by Tuesday, February 1st, 2011. Requests received after Tuesday, February 1st, 2011 will not be approved. The Academy will request removal of unapproved items.

### Mailing Lists

The Academy offers one-time rental of mailing lists including registrants from the annual meeting.

The USCAP 2011 pre-registrant list will be available in December, 2010, with a final registrant list available after March 18th, 2011. Only USCAP 2011 exhibitors may rent the pre-registration list. Mailing list rental guidelines and order forms will be provided in the Exhibitor Service Kit. A copy of the proposed mailing piece must be submitted with the order form.

The mailing list(s) may not be used for any mailings other than that for which it is provided by USCAP, and may not be provided to any other party other than those to which permission was given.

In addition, Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by swiping attendees name badges that visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at USCAP 2011 to send follow-up information requested by the attendee.

Exhibitors violating these guidelines are subject to loss of all accrued priority points and/or a one-year suspension from exhibiting at the Academy's annual meeting.

## Exhibitor Registration

Each exhibiting company will be entitled to six badges per booth space. Booth personnel may pre-register using the online exhibitor center. Exhibitors may pick up their badges at the Exhibitor Registration desk from Saturday, February 26th, 2011 throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in San Antonio, TX. Exhibitor badges must be worn at all times while in the exhibit area. Supplementing this identification with business cards, ribbons or company logotypes is not permitted. Exhibitor badges may be made out only in the name of the company shown on the application for space.

## Admission to Sessions

Badged exhibit personnel may attend scientific sessions that do not require a ticket on a first-come, first-served, space-available basis only, after scientific attendees have been seated. Overcrowding may subject a session to be shut down by the Fire Marshal. USCAP reserves the right to decline admission to any session in the interest of safety and comfort.

## Guest Badges

Each exhibiting company will be entitled to six Guest of Exhibitor badges per booth space. These badges allow entrance to the exhibit hall during show hours only and may only be made out in the name of the exhibiting company requesting the Guest badge. Guests are considered anyone who is not an employee of that exhibiting company. Badges remain the property of the Academy and must be relinquished upon request from the Academy. The Academy reserves the right to limit the number of passes at any time.

Guest badges will be registered on-site by a representative of the exhibiting company and do not permit the bearer to attend the annual meeting scientific sessions.

## Work Passes

All pre-approved Exhibitor-designated contractors must obtain work passes for all personnel at the Exhibitor registration desk. Work passes must be visible at all times while on the premises of the hotel. Work passes are valid during installation and dismantle only.

In the interest of safety, only those individuals directly responsible for the installation and the dismantling of the booth will be permitted in the exhibit hall during move-in and move-out times. Under no circumstances will children or guests be allowed within the exhibit area until the official opening of the exhibits at 9:30 a.m., Monday, February 28th, 2011.

## Tobacco Policy

It is a policy of USCAP that the use of tobacco products, including smokeless tobacco, is strictly prohibited within all areas of the Henry B. Gonzalez Convention Center (including set up and dismantle of exhibits) and all hotel meeting rooms hosting USCAP events. Please inform all employees, agents, contractors, and guests accordingly. Thank you for not using any tobacco products.

## Hotel Information

The Hotels listed are offering discounted room rates for our meeting attendees.

### Marriott RiverCenter

101 Bowie Street  
San Antonio, TX 78205  
P: 210-223-1000

### Marriott RiverWalk

889 East Market Street  
San Antonio, TX 78205  
P: 210-224-4555

**Room Rates:** Single/Double \$235.00/night; plus 16.75% tax

Reservations for Marriott: For reservations call 1-800-648-4462 and identify yourself as a member of the USCAP or book on line at:  
<http://resweb.passkey.com/go/uscap>

**Discounted Room Rates will not be available after January 24, 2011.**

### Hotel Contessa

306 W. Market St.  
San Antonio, TX 78205  
P: 866-435-0900

**Room Rates:** Single/Double \$185.00/night; plus 16.75% tax

### Emily Morgan Hotel

705 E. Houston St  
San Antonio, TX 78205  
P: 800-824-6674

**Room Rates:** Single/Double \$159.00/night; plus 16.75% tax

### Historic Menger Hotel

204 Alamo Plaza  
San Antonio, TX 78205  
P: 800-345-9285

**Room Rates:** Single/Double \$119.00/night; plus 16.75% tax

## Prohibited Promotional Practices

1. Give away items that do not comply with stated policy
2. Sub-leasing exhibit space
3. Canvassing or distributing any material outside the Exhibitor's own space
4. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers
5. The wearing of buttons, unofficial badges, company name plates, etc.
6. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the dates of the meeting
7. Soliciting participation in surveys or otherwise harassing registrants
8. The use of any advertisements and/or displays of signs outside the exhibit space as well as any advertisement within the exhibit space that does not comply with USCAP Rules.
9. Entering another Exhibitor's booth or taking photographs of another Exhibitor's booth without permission
10. Operating X-ray equipment
11. Using noisy electrical or mechanical apparatus that interferes with other Exhibitors
12. The use of balloons or glitter products.
13. Stick-on decals and/or similar adhesive backed promotional items may not be distributed or used in the Henry B. Gonzalez Convention Center. Relevant portions of the foregoing prohibited practices are applicable to non-Exhibitors at all times.

## Sponsorship Opportunities

See information including Sponsorship Opportunities, Payment, and Cancellation Policy online at [www.uscap.org](http://www.uscap.org).

## Sound Restrictions

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management, and the Exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors. Noisy electrical or mechanical apparatus interfering with other exhibitors is prohibited.

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## FACILITY SPECIFICATIONS

### Electricity-Air-Water-Drain

These services will be provided by the Henry B. Gonzalez Convention Center. Order forms will be provided to each Exhibitor in the Service Kit.

Please send an email to [kris@herlitz.com](mailto:kris@herlitz.com) if water and drainage locations are required since these locations are limited. All orders must be returned at least 21 days prior to the meeting dates.

### Telephone and Internet

Telephone and rental of telephone instruments and Internet service must be ordered through the Henry B. Gonzalez Convention Center on forms which will be included in the Exhibitor Service Kit.

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## INSTALLATION & DISMANTLING

### Service Desk

A service desk will be open during installation to assist Exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The desk will also be staffed throughout the meeting.

### Exhibitor Service Manual

An Exhibitor Service Manual containing a complete set of service forms will be posted online by December, 2010 and an e-mail with the link will be sent to each exhibiting company. Exhibitors are urged to order all required services in advance.

### Installation of Exhibits

Due to the increase in the size of the USCAP Exhibit Program a second day of Installation has been added.

**Saturday, February 26th, 2011 | 8 a.m. - 4 p.m.**

**Sunday, February 27th, 2011 | 8 a.m. - 4 p.m.**

A labor crew will be available for the set-up and dismantling of exhibits, in accordance with advance orders. Exhibitors are urged to order all services in advance. All exhibit material must be unpacked by 2:00 p.m. on Sunday, February 27th, 2011. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, February 28th, 2011 (the first day of exhibiting), or may be ordered set up by Exhibit Management and the cost charged to the Exhibitor. Please Note: No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area Sunday evening. Exhibitors are urged not to litter the floor in the booths or aisles after the final cleaning since time will not permit a sweeping of booths or aisles on opening day.

### Union Regulations

Exhibit Installation and Dismantling: Currently we have an agreement with the local union to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full time employees can provide must be rendered by the Union. Labor can be ordered in advance by returning the Labor Order Form, or at show-site at the service desk. Proof of full time employment status may be requested by the Union Steward of any personnel working in your booth.

### Material Handling

Full time employees of the exhibiting companies may move their own materials to their booth spaces with 2 wheel dollies ONLY. Vehicles being unloaded must be owned or leased and operated by a full time employee of the exhibiting company. No pallet jacks nor motorized forklifts can be operated by anyone other than the Official Freight Service Company. Hotel Bellman, Porters, Taxi Drivers, Day Laborers, etc. are not allowed on the show floor and cannot move any materials to and from the exhibitor's

### Booth Cleaning

Arrangements have been made to have each Exhibitor's booth floor cleaned the night prior to the opening of exhibits without charge. Any additional cleaning will be at the expense of the Exhibitor. Order forms will be provided in the Service Kit.

### Flammable Materials

No volatile or flammable fluids, substances, or materials of any nature prohibited by San Antonio's fire ordinances, the fire prevention bureau, or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited.

booth. Brede Exposition Services will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by Brede Exposition Services. Please refer to the Exhibitor Service Kit for complete guidelines.

### Safety

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Brede National Exposition Services cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Exhibitor Service Kit.

### Freight Handling

Brede National has the responsibility of receiving and handling all exhibit material and empty crates. It is Brede's responsibility to manage the dock area and to schedule vehicle deliveries for the smooth and efficient move in and move out of the exhibition. Exhibitors may hand carry their own materials into the exhibit hall. Exhibitors are not permitted to use dollies, flat trucks, and other mechanical equipment. Brede National will control access to the loading docks to provide for a safe and efficient move in and move out. Brede National will not be responsible, however, for any materials that Brede does not handle.

### Floor Load

The exhibit floor load of the Henry B. Gonzalez Convention Center is 300 lbs. per square foot. For heavy machinery or displays, contact Brede National Exposition Services. Work lighting runs at 50 percent.

### Gratuities

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has 15-minute paid breaks. Meal breaks are one half hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Brede National's show-site Manager.

Please refer to the Exhibitor Service Kit for complete guidelines.

### Cleaning/Jurisdiction

Arrangements have been made through Brede National to have each exhibitor's booth floor cleaned Sunday night prior to the opening of exhibits without charge. Exhibitors are allowed to maintain their exhibit space but are restricted to using their own company personnel. Any additional cleaning of exhibit space will be at the expense of the Exhibitor. Order forms will be provided in the Exhibitor Service Kit.

## **Furniture-Carpeting-Labor-Rental Display Units**

### **The official convention decorator is:**

Brede/National Exposition Services  
6801 Mid Cities Avenue  
Beltsville, MD 20705  
Telephone: 301/937-8600 Fax: 301/937-2952  
Customer Service Representative: Jan Alexander

Forms will be sent to facilitate ordering furniture, labor, booth carpeting and rental display units. Exhibitors are urged to order all furnishings and labor in advance to minimize delays during exhibit set-up. Current labor rates are \$74.00/hour straight time (Monday-Friday, 8:00 a.m. - 4:30 p.m. except Holidays); \$126/hour overtime.

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## **DISMANTLING OF EXHIBITS**

Due to the increase in the size of the USCAP Exhibit Program a second day of Dismantling has been added.

### **Wednesday, March 2nd, 4 p.m. – midnight**

### **Thursday, March 3rd, 8 a.m. - Noon**

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. All exhibit material must be

## **Independent Contractors**

Exhibitors who plan to use the services of anyone other than the official service contractor must notify Exhibit Management on or before Tuesday, February 1st, 2011, in writing. Independent contractors must 1) perform services in accordance with exhibition rules and regulations; 2) not solicit business on the exhibit floor; and 3) provide Exhibit Management with an original Certificate of Insurance of not less than U.S. \$1,000,000 by Tuesday, February 1st, 2011, naming USCAP as additional insured.

packed and ready for removal from the exhibit area by Noon, Thursday, March 3rd, 2011.

**IMPORTANT:** To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. The Academy, The Herlitz Company, Inc., the Henry B. Gonzalez Convention Center and Brede National Exposition Services cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

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## **SHIPPING**

### **Shipping Instructions**

All freight charges must be PREPAID.

It is recommended that all freight shipments be made on straight Bills of Lading, carefully prepared to show number of pieces, weight, 30 days in advance of installation of exhibits. A copy of each Bill of Lading should be forwarded to the official drayage company, Brede National Exposition Services, 6801 Mid Cities Avenue, Beltsville, MD 20705, Telephone: 301/937-8600, Fax: 301/937-2952. Customer Service Representative: Jan Alexander.

### **All shipments should be addressed as follows:**

#### **Advance Warehouse:**

USCAP 100th Annual Meeting  
Exhibiting Company Name/Booth Number  
Brede/National Exposition Services  
c/o ABF Freight Systems, Inc.  
4354 Director Dr.  
San Antonio, TX 78219  
(210) 337 7440

#### **Direct to Show:**

USCAP 100th Annual Meeting  
Exhibiting Company/Booth Number  
c/o Brede/National Exposition Services  
Henry B. Gonzalez Convention Center  
200 E. Market Street  
San Antonio, TX 78205  
(210) 207-8500

**UNCRATED SHIPMENTS WILL NOT BE RECEIVED AT THE WAREHOUSE.**

The services provided by Brede National Exposition Services will include receiving shipments at their warehouse and storing up to 30 days; delivery to the Exhibitor's booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the booth and reloading same on outgoing carriers from convention center or warehouse dock. Rates for this service are included in Exhibitor Service Kits. Exhibitors are urged to be certain that all materials are delivered to their booths on set-up days since deliveries cannot be made during exhibit hours.

### **Crate Storage**

Empty crates, boxes and cartons must be removed from the exhibit area by 2:00 p.m., Sunday, February 27th, 2011— the last day of exhibit installation. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk. Containers or skids without the "Empty" stickers will be considered refuse and disposed of accordingly. Crates, boxes, and cartons may not be stored behind booth backgrounds or under display tables.

### **PLEASE NOTE:**

**Do not store anything of value in crates going into storage.**

### **Please address all communications pertaining to exhibits to:**

The Herlitz Company, Inc.  
1890 Palmer Avenue; Suite. 202-A  
Larchmont, NY 10538  
Telephone: 914/833-1979  
Fax: 914/833-0929  
E-mail: InfoRequest@herlitz.com

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## PLEASE NOTE THESE FUTURE MEETING DATES AND LOCATIONS:

### 2012–March 17-23, 2012

Convention Center  
Vancouver, British Columbia

### 2013–March 2-8, 2013

Baltimore Convention Center  
Baltimore, MD

### 2014–February 27–March 7, 2014

San Diego Convention Center  
San Diego, CA

### 2015–March 21-27, 2015

John B. Hynes Convention Center  
Boston, MA

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## UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY 2010 Exhibitors

- 3D Histech Ltd.
- AAPA / American Association of Pathologists' Assistants
- Abcam, Inc.
- Acupath Laboratories, Inc.
- Agendia Inc.
- AlliedPath, Inc.
- American Society for Clinical Pathology ASCP
- American Society for Investigative Pathology/ASIP
- American Society of Cytopathology (ASC)
- Amirsys, Inc.
- Aperio
- Apollo PACS, Inc.
- Applied Spectral Imaging
- APS Medical Billing
- Armed Forces Institute of Pathology / AFIP
- ARP Press - American Registry of Pathology
- ARUP Laboratories
- Aurora Interactive Ltd.
- Bi - Biomics
- BilAmerica, Inc.
- Biocare Medical
- BioGenex
- BioImagene, Inc.
- BioView, Inc.
- BMJ Publishing Group Ltd.
- Cambridge Research & Instruments, Inc. CRI
- Cancer Diagnostics, Inc.
- Cedars-Sinai Medical Center
- Celerus Diagnostics
- Cell Marque Corp.
- Cell Signaling Technology, Inc.
- Cellay, Inc.
- Cerner Corporation
- Clariant, Inc.
- Claro, Inc.
- Cleveland Clinic Laboratories
- College of American Pathologists
- CompuCyte Corporation
- Computer Trust Corp.
- Covance Inc.
- CSI Laboratories
- Dako North America, Inc.
- Definens AG
- Demos Medical Publishing
- Diagnostic BioSystems
- DXS Limited
- Elekta Impac Software
- Energy Beam Sciences
- Faxitron X-Ray LLC
- General Data Company, Inc.
- Genetix/SlidePath
- Genomic Health, Inc.
- GenPath
- Genzyme Genetics
- GGB Medical Management Services, Inc.
- Hologic, Inc.
- HTG High Throughput Genomics, Inc.
- iKaryos Diagnostics
- Journal of Pathology
- Kubtec X-Ray
- Leica Microsystems Inc.
- LigoLab
- Lippincott, Williams & Wilkins (Wolters Kluwer)
- McKesson Corp.
- MetaSystems Group, Inc.
- MikroScan Technologies
- Milestone Medical
- MOPEC, Inc.
- Motic Instruments, Inc.
- MTM Laboratories, Inc.
- mTuitive, Inc.
- Nature Publishing Group
- NeoGenomics Laboratories
- NephroPath
- New York Times, The
- Nikon Instruments Inc.
- Novovision, Inc.
- Olympus America Inc.
- Optronics
- Orchard Software Corp.
- Pathology Innovations, LLC
- Pathology, Inc.
- PathologyOutlines.com, Inc.
- Pathwork Diagnostics, Inc.
- PAXcam Digital Imaging
- PhenoPath Laboratories, PLLC
- Philips Healthcare
- Photodyne Technologies, Inc.
- PSA, LLC
- Psyche Systems Corporation
- Quest Diagnostics
- Red Path Integrated Pathology Inc.
- Response Genetics, Inc.
- Sakura Finetek USA, Inc.
- Saunders / Mosby - Elsevier
- SPOT Imaging Solutions (division of Diagnostic Instruments)
- Springer
- Sunquest Information Systems, Inc.
- Sysmex America, Inc.
- Thermo Fisher Scientific
- TissueGnostics USA Inc.
- Transgenomic, Inc.
- TriStar Technology Group, LLC
- University of Pittsburgh-Department of Biomedical Informatics
- US Labs, Inc.
- Vachette Pathology
- Ventana Medical Systems, Inc.
- Vidacare Corp.
- Voicebrook, Inc.
- Wiley - Blackwell
- World Health Organization - WHO Press
- Zeiss MicroImaging, Inc., Carl