

**INFORMATION FOR EXHIBITORS**

**United States  
and  
Canadian  
Academy  
of  
Pathology**



**97th  
Annual  
Meeting**

HYATT REGENCY HOTEL AND DENVER CONVENTION CENTER  
DENVER, COLORADO  
EXHIBIT DATES: MONDAY, MARCH 3<sup>rd</sup> - WEDNESDAY, MARCH 5<sup>th</sup>, 2008  
MEETING DATES: SATURDAY, MARCH 1<sup>st</sup> - FRIDAY, MARCH 7<sup>th</sup>, 2008

## EXHIBITORS ADVISORY COMMITTEE

### MEMBER SOCIETY REPRESENTATIVES

Dr. Christopher Crum  
President

Dr. Victor E. Reuter  
President-Elect

Dr. Richard Zarbo  
Vice President

Fred G. Silva, MD  
Executive Vice President

Kristofer S. Herlitz  
Exhibit Management

### INDUSTRY REPRESENTATIVES

#### Publications & Education Products

Christine Swedowski  
Springer  
175 Fifth Avenue  
New York, NY 10010-7858  
212/460-1711

#### Laboratory Supplies

Don O'Brien  
Surgipath Medical Industries, Inc.  
5205 Route 12  
Richmond, IL 60071  
800/225-3035

#### Reagents

Colleen Scott  
Signet Laboratories, Inc.  
180 Rustcraft Road  
Dedham, MA 02026  
781/914-1404

#### Instruments

Bill Irwin  
Sakura Finetek USA  
1750 214<sup>th</sup> St.  
Torrance, CA 90501  
310/972-7873

#### Information Systems

Angela Betts  
Cerner Corporation  
2800 Rockcreek Parkway  
Kansas City, MO 64117  
816/201-4294

## 97<sup>th</sup> Annual Meeting United States and Canadian Academy of Pathology

March 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, 2008  
Hyatt Regency Hotel and Denver Convention Center  
Denver, CO

The USCAP meeting/exhibit continues to grow! Last year, we had another sell-out exhibit area with a record 173 booths and over **3,530** professionals in attendance – Another reason why the USCAP meeting has been twice named one of *Tradeshaw Weekly's* **Fastest 50 Growing Shows**. We look forward to another strong meeting in Denver.

**2007 DATA:** 3534 physician-pathologists were in attendance. 684 of the registrants/attendees at the San Diego meeting were from countries outside the US and Canada.

The exhibits will be held in the Hall A of the beautiful Colorado 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 4<sup>th</sup> there will be, as in years past, a Wine and Cheese 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 **Wednesday, November 21<sup>st</sup>, 2007** in the brochure.

Kristofer S. Herlitz  
The Herlitz Company, Inc.  
Exhibit Management

Please address all communications pertaining to exhibits to:

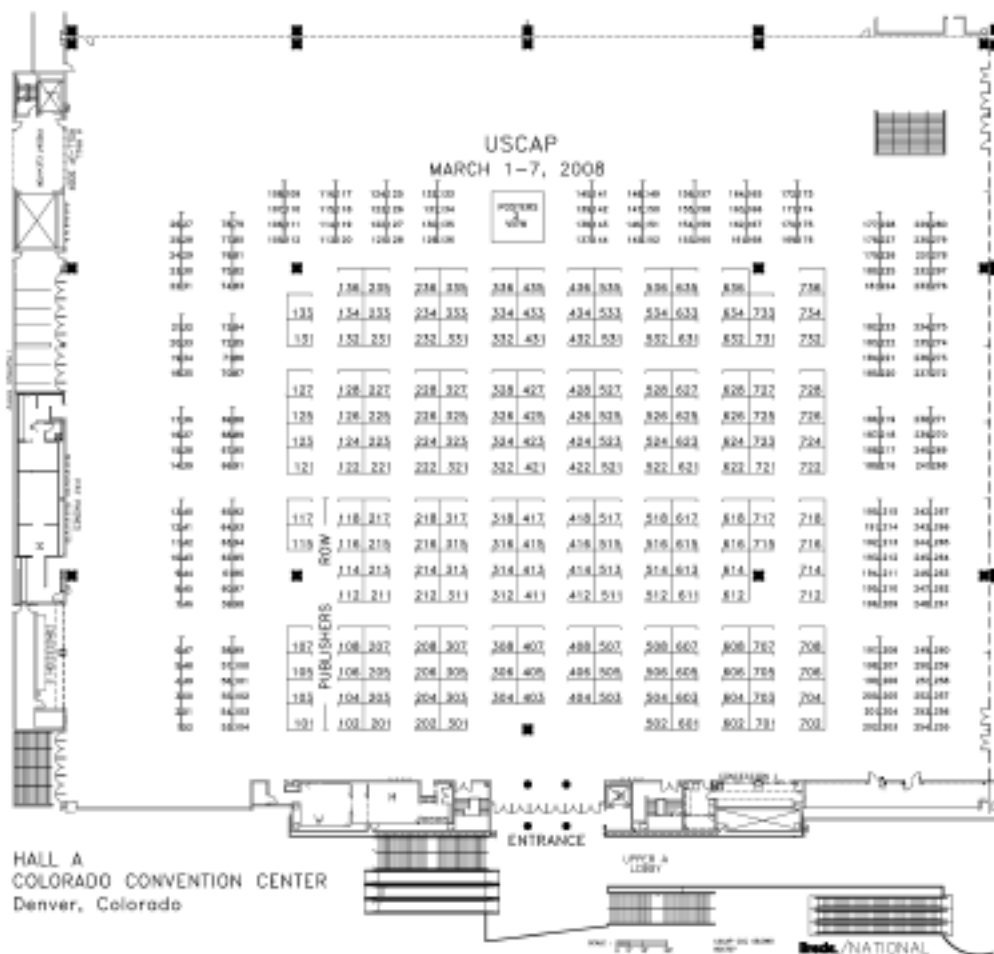
**The Herlitz Company, Inc.**  
1890 Palmer Avenue, Suite 202-A  
Larchmont, NY 10538-3031  
Telephone: 914/833-1979  
Fax: 914/833-0929  
E-mail: InfoRequest@herlitz.com

# Floor Plan of Exhibit Space

## UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

March, 2008

Hyatt Regency Hotel and Denver  
Convention Center  
Denver, Colorado



## Rules and Regulations for Exhibiting

### AT THE 97<sup>th</sup> ANNUAL MEETING OF THE UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

#### 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	March 3 <sup>rd</sup>	9:30 a.m. - 4:30 p.m.
Tuesday	March 4 <sup>th</sup>	9:30 a.m. - 4:30 p.m.
Wednesday	March 5 <sup>th</sup>	9:00 a.m. - 4:00 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:	9:30-11am; 3:00 - 4:30pm.
Tuesday:	9:30-11am; 2:45 - 4:00pm.
Wednesday:	9:30-11am; 2:30 - 3:45pm.

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. 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 5<sup>th</sup>. Strict security will be in effect at all other times.

##### Space Assignment

Applications for exhibit space are subject to the approval of the Academy. A 65-word description of specific products and/or services must be sent in with the application form. **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.**

##### 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:** USCAP will use the highest

number of years. To take advantage of your point priority, applications and deposits must be received by November 21<sup>st</sup>, 2007. Applications received after that time will be assigned space based upon date of receipt of application. Platinum and Gold sponsors will receive priority placement in the exhibit hall.

##### Sharing Space

No subletting or sharing of exhibit space is permitted.

##### Charge for Space

In-line booth (bounded by a front aisle only) is U.S. \$ 1,900.00.

Corner booth (bounded by a front and side aisle) is U.S. \$ 2,000.00.

##### Booth Space Cancellations

It is agreed that:

- (a) If a company cancels after December 4<sup>th</sup> a 25% of booth cost administrative fee will be charged. If a company cancels its space between December 4<sup>th</sup> and January 3<sup>rd</sup>, it will be responsible for paying 50% of the total cost of the space.
- (b) If a company cancels its space after January 3<sup>rd</sup>, it will be responsible for paying 100% of the originally contracted price.

(c) In the event the entire exhibit area is sold out, an administrative fee of 25% of the cancelled booth's cost will be charged. The balance of monies received will be refunded.

## 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 backwall toward the front of the space. No obstructions in the front half of the booth above the height of 42 inches will be permitted. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval. No exhibit may span an aisle by roofing or floor covering. Hanging signs and banners from the ceiling is not permitted.

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 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 18' 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.

## CONTRACTUAL CONSIDERATIONS

### 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 Denver 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 Denver 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 Denver 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.

### Security

Security for the exhibits will be provided, but the United States and Canadian Academy of Pathology, The Herlitz Company, Inc., the Denver Convention Center, 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.**

### 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.

## BOOTH ACTIVITIES & PERSONNEL

### General Character of Exhibits

The character of the exhibits is subject to approval by the Academy. The right is reserved to refuse applications of concerns 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.

### Exhibitor Registration

Each exhibiting company will be entitled to six badges per booth space. Booth personnel may pre-register using forms provided in the service kit. Exhibitors may pick up their badges at the Exhibitor Registration desk from Sunday, March 2<sup>nd</sup> throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in Denver. 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.

### 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. **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.**

### Hotel Information

Hyatt Regency Denver at  
Colorado Convention Center  
650 15<sup>th</sup> Street  
Denver, Co 80202

Phone: 303-436-1234  
Fax: 303-295-5834

### Rates:

Single \$199.00/night; Double \$224.00;  
Triple \$249; Quad \$274 plus 14.85% tax.

**Reservations:** For reservations call (888) 421-1442 or visit [www.uscap.org](http://www.uscap.org) for the online link.

**Cancellation Policy:** You must cancel 24 hours in advance by 3 pm or one night's stay will be billed to your credit card.

Check in 3:00 pm; Check out 11:00 am  
Room block will be released Feb 1, 2008.

Amenities: Please visit Hyatt's website at  
[www.denverregency.hyatt.com](http://www.denverregency.hyatt.com)

### 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.

### 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 meeting and exhibit hours
7. Soliciting participation in surveys or other wise harassing registrants
8. The use of billboard advertisements and/or displays of signs outside the exhibit space
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.

Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times.

### 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.

## FACILITY SPECIFICATIONS

### Electricity-Air-Water-Drain

These services will be provided by the Denver Convention Center. Order forms will be provided to each exhibitor in the service kit. Electrical service is 120, 208, 227, 408 volt, (single and three phase.)

**Please indicate on Application for Exhibit Space 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 Denver Convention Center on forms which will be included in the exhibitor service kit.

### 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.

### Floor Load

The exhibit floor load of the Denver Convention Center is 350 lbs. per square foot. For heavy machinery or displays, contact Brede National Exposition Services. Overhead operational lighting is metal halide. Work lighting runs at 50 percent.

### Flammable Materials

No volatile or flammable fluids, substances, or materials of any nature prohibited by local 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.

## 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.

### Service Kit

A complete set of service forms will be forwarded to each exhibiting company and exhibitors are urged to order all required services in advance.

### Installation of Exhibits

Sunday, March 2<sup>nd</sup> at 8:00 a.m. - 4:00 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 4:00 p.m. on Sunday, March 2<sup>nd</sup>. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, March 3<sup>rd</sup> (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.

### 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: 301/937-6513  
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 \$79.00/hour straight time (Monday-Friday, 8:00 a.m. - 4:30 p.m. except Holidays); \$125/hour overtime.

### DISMANTLING OF EXHIBITS

Wednesday, March 5<sup>th</sup> at 4:00 p.m. - midnight

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. All exhibit material must be packed and ready for removal from the exhibit area by midnight, Wednesday, March 5<sup>th</sup>.

**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 Denver Convention Center and Brede National Exposition Services cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

### 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: 301/937-6513. Customer Service Representative: Jan Alexander.

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

Advance Warehouse

**USCAP 97<sup>th</sup> Annual Meeting  
Company Name  
Brede National Exposition Service  
Booth #  
15950 Smith Road  
Door 77  
Aurora, CO 80011**

Direct to Center:

**USCAP 97<sup>th</sup> Annual Meeting  
Exhibiting Company Name/Booth #  
Denver Convention Center – Hall A  
700 14<sup>th</sup> Street  
Denver, CO 80202**

### 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 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 4:00 p.m., Sunday, March 2<sup>nd</sup> — 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

### PLEASE NOTE THESE FUTURE MEETING DATES AND LOCATIONS:

2009-March 7-13, 2009  
Sheraton Boston Hotel  
Boston, MA

2010-March 20-26, 2010  
Marriott Wardman Park  
Washington, DC

2011-February 26-March 4, 2011  
Riverfront & Riverwalk Hotels  
San Antonio, TX

2012-March 17-23, 2012  
Convention Center  
Vancouver, British Columbia

# UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

## 2007 Exhibitors

Abnova Corporation  
Amer Assoc of Pathologists' Assistants/AAPA  
Amer Registry of Pathology / ARP  
Amer Society for Investigative Pathology/ASIP  
Amirsys, Inc.  
Aperio Technologies, Inc.  
Apollo PACS, Inc.  
Applied Imaging Int'l LTD  
Armed Forces Institute of Pathology / AFIP  
ARUP Laboratories  
ASCP (Amer Society for Clinical Pathology)  
Asuragen, Inc.  
Audit Quality, Inc.  
AviaraDx, Inc.  
Bal-tec / RMC  
BD Diagnostics, TriPath  
Bethyl Laboratories, Inc.  
Biocare Medical LLC  
BioGenex Laboratories, Inc.  
BioImagene, Inc.  
BioView, Inc.  
Blackwell Publishing, Inc.  
Cedarlane Laboratories Ltd.  
Celerus Diagnostics  
Cell Marque Corp.  
Cell Signaling Technology, Inc.  
Cerner Corp.  
Clariant, Inc.  
Cleveland Clinic Reference Laboratory  
College of American Pathologists  
CompuCyte Corporation  
Covance Research Products, Inc.  
CRI, Inc.  
CSI Labs  
Cytoc Corporation  
Dako  
Diagnostic BioSystems  
Digene Corporation  
Exagen Diagnostics, Inc.  
Faxitron X-Ray Corp.  
Genomic Health Inc.  
Genzyme Genetics  
Global Media Group, LLC  
HistoRx, Inc.  
Hodder Arnold  
Humana Press, Inc.  
Humintec  
IMPAC Medical Systems, Inc.  
informa Healthcare  
Invitrogen Corp.  
Leica Microsystems Inc.  
MetaSystems Group, Inc.  
Milestone Medical  
MOD Lab  
MOPEC, Inc.  
Nanosphere, Inc.  
Nature Publishing Group  
NeoGenomics Laboratories  
Nikon Instruments Inc.  
Novovision, Inc.  
Olympus America Inc.  
Optical Services Company  
Path Consult - Elsevier  
PathLogix Corporation  
Pathology Innovations, LLC  
PathologyOutlines.com, Inc.  
PathSync  
Pathwork Diagnostics  
PhenoPath Laboratories, PLLC  
Photodyne Technologies  
Psyche Systems Corporation  
Quest Diagnostics Inc., Nichols Institute  
Red Path Integrated Pathology Inc.  
Sakura Finetek USA, Inc.  
Saunders / Mosby / Elsevier  
Specialty Laboratories, Inc.  
Springer  
Surgipath Medical Industries, Inc.  
Thermo Fisher Scientific  
Third Wave Technologies  
Triangle Biomedical Sciences, Inc.  
US Labs, Inc.  
Vector Laboratories, Inc.  
Ventana Medical Systems, Inc.  
Veridex, a Johnson & Johnson Co.  
Vision BioSystems Ltd.  
Wiley  
Wolters Kluwer-Lippincott, Williams & Wilkins  
Zeiss MicroImaging, Inc., Carl