

APPLICATION FOR EXHIBIT SPACE

Date _____



98th Annual Meeting UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

Sheraton Boston Hotel and
Hynes Convention Center
Boston, MA

Exhibit Dates: March 9th, 10th, 11th, 2009
Meeting Dates: March 7th – 13th, 2009

Size

All booths are **10 feet wide by 10 feet deep**
unless otherwise noted.

Rental Rates

Each corner booth (bounded by a front and
side aisle) is U.S. \$2,100.00

In-line booth (bounded by a front aisle
only) is U.S. \$1,950.00

FOR OFFICE USE ONLY

Date Received _____

Points for Exhibiting _____
Space Assignment # _____

Cost of Space \$ _____
Deposit Rec'd \$ _____

Balance Due \$ _____
Refund Due \$ _____

Description Rec'd _____
Remarks _____

You are hereby authorized to reserve space for our use in the exhibit area of the 98th Annual Meeting of the United States and Canadian Academy of Pathology, at the Sheraton Boston Hotel and Hynes Convention Center, Boston, MA, March 9th, 10th, 11th, 2009. We request _____ (#) of booth spaces.

Please list eight (8) choices of exhibit space.

OUR CHOICES ARE:

1. _____ 2. _____ 3. _____ 4. _____
5. _____ 6. _____ 7. _____ 8. _____

PUBLISHERS - PLEASE CHECK

We wish to be on Publisher's Row Yes No

A 65-word description of products or services must be submitted with your application for approval by the Exhibit Committee and inclusion in the Technical Exhibit Program. Descriptions exceeding 65 words may be returned or edited at the discretion of the Exhibit Committee. All descriptions are subject to editing at the discretion of the Exhibit Committee. **You must send your description as an attachment to an email (kris@herlitz.com).**

If possible, we wish to **avoid** having our exhibit located adjacent to or opposite the following company(s): _____

IMPORTANT: We are enclosing with this application a **deposit of \$900.00** for each booth requested, such deposit due no later than Wednesday, November 21st, 2008. We agree to pay the balance for the space assigned on or before January 9th, 2009. We agree to abide by all the restrictions, obligations, requirements, booth cancellation policies and other rules outlined in the 2009 *United States and Canadian Academy of Pathology Exhibit Prospectus*.

Please print the name and address of your company as you wish it to appear in the program and on your exhibitor badges.

FIRM NAME _____
ADDRESS _____
CITY & STATE _____ ZIP CODE _____
PHONE _____ FAX _____
EMAIL _____ WEBSITE _____
PER _____ TITLE _____
(please print)

SIGNATURE _____

Payment Method: Amex MC Visa

Check payable in U.S. dollars and drawn on a U.S. bank to:

United States and Canadian Academy of Pathology

Card #: _____ Exp. Date: _____

Name on Card: _____

Signature: _____

Please forward 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

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORS

PLATINUM SPONSORS (Limit 2)

Total cash value - \$23,230

\$30,000

GOLD SPONSOR (Limit 2)

Total Cash Value - \$15,540

\$20,000

On-Site Visibility

- FOUR (4) exhibit booths (Additional space at \$1,950 each, \$2,100 corner booth) with 1st priority placement in hall - **\$7,950 value**
- 24 exhibit badges - **\$4,320 value**
- 1 Full meeting registration - **\$1,360 value**
- Right to use official phraseology in advertisement and promos '...official Platinum sponsor of USCAP...' - **priceless**
- Access to USCAP mailing list for two mailings - **\$600 value**
- One item provided by sponsor for placement in attendee bag (pre-approval by USCAP) - **\$3,000 value**

Print Visibility/Other Media

- Full page color advertisement in Program Book (distributed to all attendees) - **\$1,500 value (priceless)**
- Full page color ad in Abstract Book (distributed to all attendees and mailed to 10,000+ USCAP members) - **\$4,500 value (priceless)**
- Logo on USCAP website with a link to your homepage - **priceless**

On-Site Visibility

- THREE (3) exhibit booths (Additional booths at \$1,950 each, \$2,100 corner booth) with priority placement after Platinum sponsors - **\$6,000 value**
- 18 exhibit badges - **\$3,240 value**
- Right to use official phraseology in advertisement and promos '...official Gold sponsor of USCAP...' - **priceless**
- Access to USCAP mailing list for one mailing - **\$300 value**
- One item provided by sponsor for placement in attendee bag (pre-approval by USCAP) - **\$3,000 value**

Print Visibility/Other Media

- 1/2 page color advertisement in Program Book (distributed to all attendees) - **\$750 value (priceless)**
- 1/2 page color advertisement in Abstract Book (distributed to all attendees and mailed to 10,000+ USCAP members) - **\$2,250 value (priceless)**
- Logo on USCAP website with a link to your homepage - **priceless**

SILVER SPONSOR (Limit 3)

Total Cash Value - \$7,860

\$10,000

On-Site Visibility

- TWO (2) exhibit booths (Additional space at \$1,900 each, \$2,100 corner booth) with priority placement after Platinum and Gold sponsors - **\$3,900 value**
- 12 exhibit badges - **\$2,160 value**
- Access to USCAP mailing list for one mailing - **\$300 value**
- Right to use official phraseology in advertisement and promos '...official Silver sponsor of USCAP...' - **priceless**

Print Visibility/Other Media

- 1/4 page color advertisement in Abstract Book (distributed to all attendees) - **\$1,125 value (priceless)**
- 1/4 page color advertisement in Program Book (distributed to all attendees) - **\$375 value (priceless)**
- Logo on USCAP website with a link to your homepage - **priceless**

PLEASE NOTE: Deadlines for ads to be included in the Program Book is **November 14, 2008**; Abstract Book is **December 1, 2008**.

Additional Sponsorship Opportunities

President's Reception

\$15,000

The President's Reception is by invitation only and invited guests include not only the USCAP's Executives and Council, but other top leaders in the pathology community. The reception features entertainment, heavy hors d'oeuvres, beer and wine. This elegant reception provides a great opportunity to interact with the various leaders in the field of pathology and is limited to one Sponsor. Sponsors will be recognized on the USCAP website, in the Program Book and with signage at the event.

Wine and Cheese Reception

\$15,000

The Wine and Cheese Reception is one of the best attended events at the conference but is limited to three sponsors. It is open to all registrants and provides a wonderful opportunity for one-on-one interaction with all attendees. Featuring hors d'oeuvres, beer and wine, this event is always a hit. Sponsors will be recognized on the USCAP website, in the Program Book and with signage at the event.

Internet & Evaluation Café

\$15,000

The Internet Café provides attendees the opportunity to check email and complete course evaluations for CME/Self Assessment. Always a busy spot, the sponsor of the Internet Café will receive a customized screen frame featuring their logo on all 24 monitors as well as recognition on the USCAP website, in the Program Book and with signage above the Café.

Attendee Bags

\$15,000

Limited to no more than two sponsors, this is a great opportunity to have your company logo appear everywhere. Included with their registration, each attendee will receive a bag for the conference. Sponsors will also be recognized on the USCAP website and in the Program Book.

Hotel Room Key Cards

\$7,500

Put your company's name in the hand of every Sheraton (Headquarters Hotel) guest. Sponsors will have their company information placed on the room keys of USCAP meeting attendees. Sponsors will also receive recognition on the USCAP website and in the Program Book.

Lanyards or Badge Holders

\$7,000

This is a great way to get your company name around the neck of every attendee. Each attendee will receive one for their name badge. Sponsors will also receive recognition on the USCAP website and in the program.

Fellowship Fair

\$5,000

The most popular event with Residents and faculty, this job fair attracts over 50 Medical Institutions and over 500 residents in a casual atmosphere and is available to multiple sponsors. Light refreshments and soft drinks are provided. Sponsors will receive recognition on the USCAP website, in the Program Book and with signage at the event.

Housestaff Hospitality Room

\$3,500

Offering a chance for residents to interact with leaders in the pathology community, this is a great opportunity for sponsors to get their name out to the up and coming pathologists. Highly popular with the Residents, coffee, soft drinks and light refreshments are provided throughout the day. Monday and Tuesday continental breakfast and lunch will also be served. Sponsors will receive recognition on the USCAP website, in the Program Book and with signage at the event. Sponsors will also receive recognition on the USCAP website, in the Program Book and with signage at the event.

Coffee Breaks (each)

\$3,000

Coffee breaks are provided in the Exhibit Hall Monday -Wednesday, and at highly trafficked areas throughout the venue on days when the Exhibit Hall is closed. A perfect opportunity for quick meet and greets, sponsors will receive recognition on the USCAP website, in the Program Book and with signage at the event.

Speaker Preview Room

\$3,000

This room is visited by over 400 USCAP Faculty members during our Annual Meeting. This is a great opportunity to display your company's name. Sponsors will also receive recognition on the USCAP website and in the Program Book.

Unofficial Social Functions, Promotional Events of Exhibitor Seminars

The US & Canadian Academy of Pathology must approve all social functions, hospitality suites, Exhibitor Seminars and promotional events that are not officially part of the 2009 Annual Meeting. For full list of rules and Regulations for Exhibitor Seminars, please visit our website at www.uscap.org or contact Nancy West at the email below.

**For more information on these sponsorship opportunities, please contact Nancy West at
(706) 733-7550 or nancy@uscap.org**

Sponsorship Payment and Cancellation Policy

Yes, we are interested in the following Sponsorship Opportunities at the USCAP 2009 ANNUAL MEETING (please check all that apply.):

<input type="checkbox"/> PLATINUM SPONSOR (Limit 2)	\$30,000
<input type="checkbox"/> GOLD SPONSOR (Limit 2)	\$20,000
<input type="checkbox"/> SILVER SPONSOR (Limit 3)	\$10,000
<input type="checkbox"/> Wine and Cheese Reception (Limit 3)	\$15,000
<input type="checkbox"/> Internet Café & Evaluation Cafe	\$15,000
<input type="checkbox"/> Attendee Bags	\$15,000
<input type="checkbox"/> President's Reception	\$15,000
<input type="checkbox"/> Hotel Room Key Cards	\$7,500
<input type="checkbox"/> Lanyards or Badge Holders	\$7,000
<input type="checkbox"/> Fellowship Fair (Multiple)	\$5,000
<input type="checkbox"/> Housestaff Hospitality Room	\$3,500
<input type="checkbox"/> Speaker Preview Room	\$3,000
<input type="checkbox"/> Coffee Breaks (each)	\$3,000

You must be an exhibitor to sponsor an item or event.

Cancellation Policy and Fees:

1) Cancellations are required to telephone Ms. Nancy West at 706/733-7550 and send a confirming letter of cancellation to Ms. Nancy West; United States and Canadian Academy of Pathology; 3643 Walton Way Extension; Augusta, GA 30909 and received before the date listed below. Cancellations will be based on the following schedule:

- Until January 16, 2009, all commitments may be cancelled in full, less a 20% administration fee based on the payments received to date.
- Following the schedule of payments, any payments made after January 16, 2009, will not be refunded.

Schedule of Payments:

- This completed sponsor form and all payments should be sent to Nancy West at the address listed above.
- **50% must accompany the Sponsorship Form**
- **Balance due by February 6, 2009**

Method of Payment (check one):

- Check (payable to United States and Canadian Academy of Pathology – U.S. Currency drawn on U.S. bank)
 Visa MasterCard American Express

Name of Cardholder: _____

Credit Card #: _____ Exp. Date: _____

Amount of Payment: \$ _____ Signature: _____

Please print contact information

Contact: _____

Address: _____

City & State: _____ Postal Code: _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Exhibitor Seminar Rules and Regulations

In order to hold an Exhibitor Seminar at our Annual Meeting the following rules and regulations must be adhered to:

- 1) You must be an exhibitor in our exhibit hall (any booth size). Please see our website at www.uscap.org for exhibitor information.
- 2) The cost to reserve space for an exhibitor seminar is \$10,000. Payment in the form of check, credit card, money order, cashier's check or wire transfer is to be made in advance at the time of invoice to:

**United States and Canadian Academy of Pathology
Exhibitor Seminar
3643 Walton Way Ext
Bldg #6
Augusta, GA 30909**

- 3) A brief overview of the presentation and speaker list must be submitted to the USCAP office for review by the Education Committee before acceptance will be granted.
- 4) Demonstrations and/or displays of commercial products and/or literature are not permitted at exhibitor seminars. The distribution of commercial products and product literature will be prohibited at exhibitor seminar as well. Exhibitor seminar speakers may refer to a product as a reference tool during their presentations; however, a complete demonstration or display of the product is not permitted.
- 5) The time scheduled for your seminar can not be in competition with any of our scientific meetings and is scheduled at the discretion of USCAP on a first come first serve basis depending on room availability. Typically these hours would be from 6:30 am to 8:00 am, 12:00 pm to 1:00 pm or 5:30 pm to 7:30 pm.
- 6) USCAP will not provide any advertisement for your meeting, however, you are permitted to have a one page ad placed in the registrant bags. The ad MUST include the following verbiage:

“This Exhibitor Seminar is not a part of the official USCAP Educational Program at the 2009 Annual Meeting, and is not sponsored by the USCAP. The USCAP does not officially endorse any company or its products and does not award CME credits for attendance at Exhibitor Seminars.”

Exhibitors will be responsible for the timely delivery of their ad to the Annual Meeting location. You may also purchase an ad in either Modern Pathology or Laboratory Investigation. Both of these are USCAP sponsored journals.

- 7) All promotional/advertising materials must be submitted to the USCAP office for approval prior to distribution.
- 8) Signage for your meeting must be provided by you and its display is limited to immediately outside the entrance door to your meeting room. Any signage found in any other location will be discarded. You may use this sign in your booth prior to the session to advertise your meeting.
- 9) Room drop advertisements are not permitted.
- 10) CME credits are not permitted to be given under the auspices of USCAP.
- 11) You will receive a complimentary room assigned by USCAP in either the headquarters hotel or convention center. Space is limited and is available on a first come, first serve basis. Room size requests will be considered based on availability.
- 12) You will receive complimentary Audio-Visual equipment limited to a 7' x 10' fast-fold screen (or smaller), 2400 LCD projector, one computer, one podium with microphone. Any additional items or upgrades will be the responsibility of the exhibitor.
- 13) You will receive one complimentary mailing list of pre-registrants for the purpose of advertisement per exhibitor rules. You may request this any time before the meeting.

For more information, contact Nancy West at nancy@uscap.org.

Exhibitor Seminar Application, Payment and Cancellation Policy

The USCAP is offering a limited number of Exhibitor Seminar opportunities to qualified exhibitors. A seminar Abstract, speaker list, completed application and 50% deposit must be submitted together. The USCAP Education Committee will review and approve all Abstracts prior to the room assignments. The 50% deposit will be held pending approval of the Abstract. Should the Abstract not be approved, the full deposit will be returned. **Please see the Rules and Regulations for participation prior to completing the application.** Space will be assigned on a first come first serve basis after approval has been granted. **Deadline for application and seminar Abstract is February 6, 2009, but advance submission is recommended.**

You must be an exhibitor and approved by USCAP to hold a seminar.

Cancellation Policy and Fees:

- 1) Cancellations are required to telephone Ms. Nancy West at 706/733-7550 and send a confirming letter of cancellation to Ms. Nancy West; United States and Canadian Academy of Pathology; 3643 Walton Way Extension; Augusta, GA 30909 and received before the date listed below. Cancellations will be based on the following schedule:
 - Until January 16, 2009, all commitments may be cancelled in full, less a 20% administration fee based on the payments received to date.
 - Following the schedule of payments, any payments made after January 16, 2009, will not be refunded.

Schedule of Payments:

- This completed Exhibitor Seminar form and all payments should be sent to Ms. Nancy West at the address listed above.
- **50% must accompany the Exhibitor Seminar Form**
- **Balance due by February 6, 2009**

Method of Payment (check one):

- Check (payable to United States and Canadian Academy of Pathology – U.S. Currency drawn on U.S. bank)
- Visa MasterCard American Express

Name of Cardholder: _____

Credit Card #: _____ Exp. Date: _____

Amount of Payment: \$ _____ Signature: _____

Exhibitor contact information: (Please print)

Contact: _____

Address: _____

City: _____ State: _____ Postal Code _____

Country: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____