

99<sup>th</sup> ANNUAL MEETING

UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

MARRIOTT WARDMAN PARK HOTEL

WASHINGTON, DC

EXHIBIT DATES: MONDAY, MARCH 22<sup>ND</sup> - WEDNESDAY, MARCH 24<sup>TH</sup>, 2010

MEETING DATES: SATURDAY, MARCH 20<sup>TH</sup> - FRIDAY, MARCH 26<sup>TH</sup>, 2010  
INFORMATION FOR EXHIBITORS

99<sup>th</sup> Annual Meeting

UNITED STATES AND CANADIAN  
ACADEMY OF PATHOLOGY

March 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup>, 2010

Marriott Wardman Park Hotel

Washington, DC

The USCAP meeting/exhibit continues to grow! Last year, we had another sell-out exhibit area with a **record 209 booths** and a **record number of 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 Washington, DC.

**2009 DATA: 4,262 physician-pathologists** were in attendance. **928** of the registrants/attendees at the Boston meeting were **from countries outside the US and Canada**.

The exhibits will be held in the Exhibit Halls A, B, and C of the Marriott Wardman Park Hotel. 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 23<sup>rd</sup>, 2010 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 **Friday, November 20<sup>th</sup>, 2009** in the brochure.

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

# **RULES AND REGULATIONS FOR EXHIBITING AT THE 99<sup>th</sup> 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”).*

## **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 22 <sup>nd</sup> , 2010.....	9:30 a.m. - 4:30 p.m.
Tuesday.....	March 23 <sup>rd</sup> , 2010 .....	9:30 a.m. - 4:30 p.m.
Wednesday.....	March 24 <sup>th</sup> , 2010.....	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– 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 24<sup>th</sup>, 2010. 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 **November 20<sup>th</sup>, 2009.** 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 Marriott Wardman Park Hotel, parking lots, or any hotel contracted by USCAP.

### **Charge for Space**

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

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

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 December 18<sup>th</sup>, 2009 a 25% of booth cost administrative fee will be charged. If a company cancels its space between December 18<sup>th</sup>, 2009 and January 15<sup>th</sup>, 2010, it will be responsible for paying 50% of the total cost of the space.
- (b) If a company cancels its space after January 15<sup>th</sup>, 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, March 22<sup>nd</sup>, 2010 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 Marriott Wardman Park Hotel 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 Marriott Wardman Park Hotel, 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 Marriott Wardman Park Hotel 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 4:00 pm, Wednesday, March 24<sup>th</sup>, 2010 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 99<sup>th</sup> 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 Marriott Wardman Park Hotel, 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 24<sup>th</sup>, 2010. 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 24<sup>th</sup>, 2010. 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 Monday, February 22<sup>nd</sup>, 2010.

## 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 **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 12' in height (**limited by 12' ceiling height of the facility**). 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, February 12<sup>th</sup>, 2010.

## 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. Richard Zarbo, President

Dr. Stuart J. Schnitt, President-Elect

Dr. Greg Fuller, Vice President

Fred G. Silva, MD, Executive Vice President

Kerry Crockett, CMP, Administrator/Director, Convention & Meeting Services

Kristofer S. Herlitz, Exhibit Management

### **INDUSTRY REPRESENTATIVES**

#### **Laboratory Supplies**

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

#### **Reagents**

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

#### **Instruments**

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

#### **Information Systems**

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

## **Publications & Education Products**

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

## **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 Marriott Wardman Park Hotel 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, 2009.

### **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 Marriott Wardman Park Hotel.

## **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 Washington DC Office of Tax and Revenue. Exhibitors should contact the Office of Tax and Revenue at (202) 442-6805 and request the FR500B form. Further details are available at [www.cfo.dc.gov](http://www.cfo.dc.gov). 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 Monday, February 22<sup>nd</sup>, 2010. Requests received after Monday, February 22<sup>nd</sup>, 2010 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 2010 pre-registrant list will be available after January 1<sup>st</sup>, 2010, with a final registrant list available after April 9<sup>th</sup>, 2010. Only USCAP 2010 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 2010 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 forms provided in the service kit. Exhibitors may pick up their badges at the Exhibitor Registration desk from Sunday, March 21<sup>st</sup>, 2010 throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in Washington, DC. 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, March 22<sup>nd</sup>, 2010.

## **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 Marriott Wardman Park Hotel (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 Wardman Park Hotel  
2660 Woodley Road, NW  
Washington DC, 20008  
P: 202-328-2000 (617) 236-2000

*Room Rates:* Single/Double \$273.00/night + 14.5% tax

*Reservations for Marriott:* For reservations call 1-800-228-9290 and identify yourself as a member of the USCAP or book on line at: <http://cwp.marriott.com/wasdt/usandcanaduanacadofpath/>.

*Discounted Room Rate* will not be available after February 26<sup>th</sup>, 2010.

## **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 Marriott Wardman Park Hotel.

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

## **Sponsorship Opportunities**

See enclosed information including Sponsorship Opportunities, Payment, and Cancellation Policy.

## **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.

## **FACILITY SPECIFICATIONS**

### **Electricity-Air-Water-Drain**

These services will be provided by the Marriott Wardman Park Hotel. Order forms will be provided to each Exhibitor in the Service Kit.

**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 Marriott Wardman Park Hotel 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.

### **Flammable Materials**

No volatile or flammable fluids, substances, or materials of any nature prohibited by Washington DC'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.

## **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, 2009 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**

Sunday.....March 21<sup>st</sup>, 2010....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 21<sup>st</sup>, 2010. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, March 22<sup>nd</sup>, 2010 (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**

The installation and dismantle of prefabricated displays comes under the jurisdiction of the Carpenters District Local 1110. However, up to two (2) full time employees of an exhibiting company may erect and dismantle their own display, provided that no more than one (1) hour is required to complete the installation / dismantle. Employees of exhibiting company may unpack and set their own product. Official labor order forms are included in the Exhibitor service manual. The Teamster Union Local 639 has jurisdiction over the operation of all material handling equipment, all unloading and loading, as well as the handling of empty containers. An exhibitor may move material that can be hand-carried by one person in one trip, without the use of dollies, or other mechanical material handling equipment. All cleaning and material handling services are the jurisdiction of the Official Service Contractor and cannot be performed by the approved Exhibitor-designated Contractor or the exhibit personnel. 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 Marriott Wardman Park Hotel is 200 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.

## **Independent Contractors**

Exhibitors who plan to use the services of anyone other than the official service contractor must notify Exhibit Management on or before Monday, February 22<sup>nd</sup>, 2010, 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 Monday, February 22<sup>nd</sup>, 2010, naming USCAP as additional insured.

## **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 \$91.50/hour straight time (Monday-Friday, 8:00 a.m. - 4:30 p.m. except Holidays); \$136/hour overtime.

## **DISMANTLING OF EXHIBITS**

Wednesday....March 24<sup>th</sup> .....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 24<sup>th</sup>, 2010.

**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 Marriott Wardman Park Hotel 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: 301/937-2952. Customer Service Representative: Jan Alexander.

All shipments should be addressed as follows:

Advance Warehouse

**USCAP 99<sup>th</sup> Annual Meeting**  
**Exhibiting Company Name/Booth Number**  
**Brede National Exposition Service**  
**c/o YRC**  
**7600 Preston Drive**  
**Landover, MD 20785**  
**(301) 772-2300**

**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 4:00 p.m., Sunday, March 21<sup>st</sup>, 2010—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:**

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

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

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**UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY**  
**2009 Exhibitors**

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3D Histech Ltd.  
AAPA / American Association of Pathologists' Assistants  
AbD Serotec  
Affymetrix, Inc.  
Agendia Inc.  
American Society for Clinical Pathology ASCP  
American Society for Investigative Pathology/ASIP  
American Society of Cytopathology (ASC)  
Amirsys, Inc.  
Aperio Technologies, Inc.  
Apollo PACS, Inc.  
Applied Imaging / Genetix  
Applied Spectral Imaging  
APS Medical Billing  
Armed Forces Institute of Pathology / AFIP  
ARP Press – American Registry of Pathology  
ARUP Laboratories  
Aurora MSC  
BD Diagnostics - TriPath  
Bi - Biomics  
BilAmerica, Inc.  
BioCare Medical, LLC  
BioGenex Laboratories, Inc.  
Biolumigene, Inc.

BioView, Inc.  
BMJ Publishing Group Ltd.  
Cedars-Sinai Medical Center  
Celerus Diagnostics  
Cell Marque Corp.  
Cell Signaling Technology, Inc.  
Clariant, Inc.  
Claro, Inc.  
Cleveland Clinic Reference Laboratory  
College of American Pathologists  
Computer Trust Corp.  
Covance Research Products, Inc.  
CRI, Inc.  
CSI Laboratories  
D X S Limited  
Dako North America, Inc.  
DiagnoCure, Inc.  
Diagnostic BioSystems  
Elsevier  
Epitomics, Inc.  
Faxitron X-Ray LLC  
General Data Company, Inc.  
Genomic Health, Inc.  
Genzyme Genetics  
HistoRx, Inc.  
Hologic, Inc.  
I M E B, Inc.  
IMPAC Software  
Invitrogen Corp.  
Journal of Pathology  
Kubtec X-Ray  
Leica Microsystems Inc.  
McKesson Corp.  
MetaSystems Group, Inc.  
Milestone Medical  
MOPEC, Inc.  
MTM Laboratories, Inc.  
Nanosphere, Inc.  
National Library of Medicine  
Nature Publishing Group  
NeoGenomics Laboratories  
NephroPath  
Nikon Instruments Inc.  
Olympus America Inc.  
Optronics  
Pathology Innovations, LLC  
PathologyOutlines.com, Inc.  
Pathwork Diagnostics, Inc.  
PAXcam Digital Imaging  
PhenoPath Laboratories, PLLC  
Physicians Reference Laboratory LLC  
PreAnalytiX  
Precision Software, Inc.  
Promega Corporation  
Psyche Systems Corporation  
Quest Diagnostics Nichols Institute  
Rosetta Genomics LTD.  
Sakura Finetek USA, Inc.  
Saunders / Mosby - Elsevier  
SlidePath, Inc.  
Spot Imaging Solutions (div Diagnostic Inst)

Springer  
Surgipath Medical Industries, Inc.  
The New York Times  
ThermoScientific  
TissueGnostics USA Inc.  
Triangle Biomedical Sciences, Inc.  
US Labs, Inc.  
VayTek, Inc.  
Ventana Medical Systems, Inc.  
Vidacare Corp.  
Voicebrook, Inc.  
Wiley - Blackwell  
Wolters Kluwer - Lippincott, Williams & Wilkins  
World Health Organization - WHO Press  
Zeiss MicroImaging, Inc., Carl