EXHIBIT DATES:
Monday, March 6 to Wednesday, March 8

MEETING DATES:
Saturday, March 4 to Friday, March 10

2017 SPONSOR & EXHIBITOR INFORMATION

VIEW THE EXHIBITOR FLOOR PLAN  CLICK HERE
The USCAP Annual Meeting has truly become pathology’s global event. Decision makers in the field of pathology and the related specialties of molecular, toxicology, oncology, and immunology from hospitals, private laboratories, academic institutions, and the government will be in attendance. We’ve set records for attendance and the number of exhibitors for each of the past five years and look forward to doing the same in 2017.

Exceptional opportunities at our 106th Annual Meeting include:

• Twenty-two hours of exhibit time take place over three days

• Coffee will be served only in the Exhibit Hall during dedicated morning and afternoon program breaks

• The highly-attended poster presentations are within the Exhibit Hall

• Exhibitors are invited to join the meeting’s attendees at the Meeting’s Key “Generation U” Reception Tuesday evening – great food and entertainment that you do not want to miss!

• Marketing opportunities have been expanded to meet every budget

• Increased visibility has been achieved through the following methods:
  o Sponsor and Exhibitor listings on our meeting website (+8 million hits during the three months leading up to and during our meeting) and mobile app
  o USCAP-generated emails sent to all registered attendees
  o USCAP-generated social media posts to our followers

• Exhibitor and Sponsor registration is quick and easy

• USCAP plays an active role in supporting our partners’ requirements to meet the Physician Payment Sunshine Act. To ensure this important requirement is met, USCAP is requesting each MD’s National Provider Identifier (NPI number) during the registration process. It will be included in the badge bar code content which exhibitors are able to capture when they scan an attendee’s badge.

With the continued growth of the USCAP Annual Meeting and exhibit floor, exhibitor space will sell out very quickly. Submit your application as soon as possible to ensure that you are able to secure space. To help you make your decision, please find the enclosed information regarding audience demographics, sponsorships, exhibitor rules, and the application to secure your participation, within this brochure. Whether you choose to become an exhibitor or a sponsoring exhibitor, you’ll find many opportunities to promote your organization to pathology’s global leaders.

The USCAP Annual Meeting has become pathology’s must-attend event. Don’t miss this extraordinary opportunity to meet the global pathology marketplace!

Kristofer S. Herlitz
The Herlitz Company/AIM Group International Exhibit Management
IMPORTANT DATES

SEPTEMBER
Sponsor and exhibitor brochure online Sponsorship sales begin
Exhibit booth selection and payment opens
Exhibition floor plan available online
Exhibitor Seminars: Reservations open to secure space and date

OCTOBER
Friday, October 7 – Priority point deadline (priority in space assignment accorded to previous exhibitors)
Friday, October 7 – Deadline for Early Bird Pricing
Thursday, October 13 – Deadline for receipt of logo for placement on bags and badge holders/lanyards
Booth assignments announced

NOVEMBER
Friday, November 18 – Deadline for sponsor ads in Meeting’s Program Book

DECEMBER
Exhibitor Service Manual posted online for ordering
Friday, December 1 – Last date to cancel/ reduce booth space and receive 75% refund for booth space cost
   – Last date to cancel sponsorship commitment (minus a 20% administrative fee)
Friday, December 22 – Deadline for company descriptions for print USCAP Pathfinder Booklet.
EXHIBITION HALL DATES

JANUARY
Monday, January 2 – Last day to cancel/reduce booth space and receive 50% refund for booth space cost
– Sponsorships Balance Due
Thursday, January 12 – Exhibitor seminars: Deadline to apply and pay
Tuesday, January 17 – New Product Display materials due
Tuesday, January 24 – Earliest day to receive shipments at the Advanced Warehouse

FEBRUARY
Wednesday, February 1 – Final booth payments due
Friday, February 10 – Hotel reservations deadline (5:00 P.M. EST)
Friday, February 10 – Giveaway approval request form due – Last day to submit booth schematics for approval
Tuesday, February 14 – Last day to submit EAC form and certificates of insurance
Friday, February 17 – Last day to use pre-registration mailing list (street addresses)
– Exhibitor badge names due (those printed on-site will not have barcode)
Thursday, February 23 – Deadline for Brede to receive materials at its Advance Warehouse
– Last day to receive items to be placed in attendee bags

MARCH
Friday, March 3 – Earliest day shipments may be received on-site by Brede
Saturday, March 4 – Move in/exhibitor Installation Noon to 4:00 P.M.
Sunday, March 5 – Move in/exhibitor Installation 8:00 A.M. to 4:00 P.M.
Monday, March 6 – Exhibition Hall opens from 9:30 A.M. to 5:00 P.M.
Tuesday, March 7 – Exhibition Hall open from 9:30 A.M. to 5:00 P.M.
Wednesday, March 8 – Exhibition Hall open from 9:00 A.M. to 4:00 P.M.
– Exhibition Hall closes at 4:00 P.M.
– Exhibitor dismantling/move out 4:00 P.M. to midnight
Thursday, March 9 – Exhibitor dismantling/move out 8:00 A.M. to noon

CONTACTS

IMPORTANT DATES

EXHIBITION HALL DATES

SETUP
March 4, 2017
Noon to 4:00 p.m.

March 5, 2017
8:00 a.m. to 4:00 p.m.

DAY 1
March 6, 2017
9:30 a.m. to 5:00 p.m.

DAY 2
March 7, 2017
9:30 a.m. to 5:00 p.m.

DAY 3
March 8, 2017
9:00 a.m. to 4:00 p.m.

TEARDOWN
March 8, 2017
4:00 p.m. to midnight

March 9, 2017
8:00 a.m. to noon

FEBRUARY

MARCH

Tuesday, March 14 – Last day to submit EAC form and certificates of insurance
Friday, March 17 – Last day to use pre-registration mailing list (street addresses)
– Exhibitor badge names due (those printed on-site will not have barcode)

Thursday, March 23 – Deadline for Brede to receive materials at its Advance Warehouse
– Last day to receive items to be placed in attendee bags

Friday, March 24 – Earliest day shipments may be received on-site by Brede
Saturday, March 25 – Move in/exhibitor Installation Noon to 4:00 P.M.
Sunday, March 26 – Move in/exhibitor Installation 8:00 A.M. to 4:00 P.M.
Monday, March 27 – Exhibition Hall opens from 9:30 A.M. to 5:00 P.M.
Tuesday, March 28 – Exhibition Hall open from 9:30 A.M. to 5:00 P.M.

Wednesday, March 29 – Exhibition Hall open from 9:00 A.M. to 4:00 P.M.
– Exhibition Hall closes at 4:00 P.M.
– Exhibitor dismantling/move out 4:00 P.M. to midnight

Thursday, March 30 – Exhibitor dismantling/move out 8:00 A.M. to noon
CONTACTS

EXHIBITOR AND SPONSORSHIP INFORMATION

Kristofer S. Herlitz
The Herlitz Company, Inc./AIM Group International
2 Park Avenue; 20th Floor
New York, NY 10016
Email: kris@herlitz.com
Phone: 646.452.3836 ext.2095

EXHIBITOR SEMINARS
Mrs. Stacie Hargett
USCAP
404 Town Park Blvd
Suite 201
Evans, GA 30809
Email: stacie@uscap.org
Phone: 706.733.7550
Fax: 706.733.8033

USCAP’S MODERN PATHOLOGY AND LABORATORY INVESTIGATION ADVERTISING
Kevin Howland
Advertising Sales
Executive Nature Publishing Group
75 Varick St
New York, NY 10013
Email: k.howland@us.nature.com
Phone: 212.451.8720
Mobile: 646.249.0452
Fax: 212.431.4670

SHOW DECORATORS
Jan Alexander
Customer Service Representative:
Brede/National Exposition Services
6801 Mid Cities Ave
Beltville, MD 20705
Email: jalexander@brede.com
Phone: 301.937.8600
Fax: 301.937.2952

PRESS
Ethan Kaminsky
USCAP
500 South Palm Canyon Drive
Suite 321
Palm Springs, CA 92264
Email: press@uscap.org
Phone: 706.733.7550
Fax: 706.733.8033

IMPORTANT LINKS

Exhibit Floorplan:

Application for Exhibitors:
http://s36.a2zing.net/Clients/herlitz/uscap2017/Public/Enter.aspx

QUICK REFERENCE

| Important Dates | 3 |
| Booth Pricing | 20 |
| Helpful Contact Information | 5 |
| Included with Your Booth Space | 23 |
| 2016 Annual Meeting Exhibitors | 8 |
| Exhibit Hall Floor Plan | 24 |
| Sponsorship Opportunities | 10 |
| Exhibitor Services | 25 |
| Rules and Regulations | 18 |
| Exhibitor Seminars Information | 41 |
**QUICK REFERENCE: STATS**

**2016 MEETINGS ATTENDEES: TOTAL 4,720**

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
<th>Non-Members</th>
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<tbody>
<tr>
<td>PHYSICIAN/SCIENTISTS</td>
<td>3,574</td>
<td>691</td>
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<tr>
<td>MEMBERS</td>
<td>2,289</td>
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<td>MEMBERS (FACULTY)</td>
<td>466</td>
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<td>NON-MEMBERS</td>
<td>896</td>
<td>157</td>
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<tr>
<td>PATHOLOGISTS-IN-TRAINING</td>
<td>1,053</td>
<td>221</td>
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**USCAP (MEMBER AND NON-MEMBER) SUBSPECIALTIES:**

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Count</th>
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<tbody>
<tr>
<td>Autopsy</td>
<td>43</td>
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<tr>
<td>Bone and Soft Tissue Pathology</td>
<td>125</td>
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<tr>
<td>Breast Pathology</td>
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<td>Cardiovascular Pathology</td>
<td>41</td>
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<tr>
<td>Cytology</td>
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<td>Education</td>
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<td>Endocrine Pathology</td>
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<td>Head and Neck Pathology</td>
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<tr>
<td>Hematopathology</td>
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<tr>
<td>Infectious Disease Pathology</td>
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<tr>
<td>Informatics</td>
<td>26</td>
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<tr>
<td>Kidney and Renal Pathology</td>
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<tr>
<td>Liver Pathology</td>
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<tr>
<td>Molecular Genetic Pathology</td>
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<tr>
<td>Neuropathology</td>
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<td>Pancreas and Biliary Tree Pathology</td>
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<td>Quality Assurance</td>
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<td>Techniques</td>
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<tr>
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**TOTAL SUBSPECIALTY DATA**

<table>
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<tr>
<th>Count</th>
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<tbody>
<tr>
<td>4,720</td>
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**PRIMARY PRACTICE VENUE:**

- **ACADEMIC**
- **PRIVATE PRACTICE**
  - (Community Hospital, Independent Laboratory, Laboratory/Government/Research, Other)

<table>
<thead>
<tr>
<th>Venue</th>
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<tr>
<td>ACADEMIC</td>
<td>56%</td>
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<tr>
<td>PRIVATE PRACTICE</td>
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**NATIONALITY**

1,199 international attendees from 84 countries

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<tr>
<td>U.K.</td>
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<tr>
<td>Spain</td>
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<td>Australia</td>
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<td>Brazil</td>
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<tr>
<td>China</td>
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<tr>
<td>Mexico</td>
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<tr>
<td>Republic of Korea</td>
<td>65</td>
</tr>
<tr>
<td>Turkey</td>
<td>45</td>
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<tr>
<td>Japan</td>
<td>104</td>
</tr>
<tr>
<td>Italy</td>
<td>61</td>
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<td>China</td>
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<td>Mexico</td>
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<td>Republic of Korea</td>
<td>65</td>
</tr>
<tr>
<td>Turkey</td>
<td>45</td>
</tr>
</tbody>
</table>

**27 COMPANION MEETINGS**

with 6,963 attendees total

**19 EVENING SPECIALTY COURSES**

with 4,214 attendees

**3,054 SCIENTIFIC ABSTRACTS**

were submitted for evaluation

**59 SHORT COURSES**

offered with 4,296 attendees

**255 TRADE SHOW BOOTHS**;

147 companies
1,058 exhibitors present
27 companion society meetings are held in conjunction with the USCAP annual meeting

American Association of Neuropathologists
American Association of Ophthalmic Oncologists and Pathologists
American College of Veterinary Pathology
American Society for Clinical Pathology
American Society for Investigative Pathology
American Society of Cytopathology
American Society of Dermatopathology
Arthur Purdy Stout Society of Surgical Pathologists
Association for Molecular Pathology
Association for Pathology Informatics
Binford-Dammin Society of Infectious Disease Pathologists
College of American Pathologists
Endocrine Pathology Society
Hans Popper Hepatopathology Society
History of Pathology Society
International Society of Bone & Soft Tissue Pathology
International Society of Breast Pathology
International Society of Gynecological Pathologists
International Society of Urological Pathology
North American Society for Head and Neck Pathology
Paleopathology Club
Papanicolaou Society of Cytopathology
Pulmonary Pathology Society
Renal Pathology Society
Rodger C. Haggitt Gastrointestinal Pathology Society
Society for Cardiovascular Pathology
Society for Hematopathology
Society for Ultrastructural Pathology
# 2016 Annual Meeting
## Exhibitors & Sponsors

<table>
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<tr>
<th>COMPANY</th>
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<tr>
<td><strong>GOLD</strong></td>
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<tr>
<td>3DHISTECH Ltd.</td>
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<tr>
<td>Advanced Cell Diagnostics, Inc.</td>
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<tr>
<td>Affymetrix, Inc.</td>
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<tr>
<td>Allied Powers LLC</td>
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<tr>
<td>American Association of Pathologists’ Assistants /AAPA</td>
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<td>American Board of Pathology</td>
</tr>
<tr>
<td>American Pathology Foundation</td>
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<tr>
<td>American Registry of Pathology - ARP Press</td>
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<tr>
<td>American Society for Clinical Pathology ASCP</td>
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<td>American Society for Investigative Pathology/ ASIP</td>
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<td>American Society of Cytopathology (ASC)</td>
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<td>Applied Spectral Imaging</td>
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<tr>
<td>APS Medical Billing</td>
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<tr>
<td>ArcherDX</td>
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<tr>
<td>ARUP Laboratories</td>
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<tr>
<td>Ascend Genomics, LLC</td>
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<tr>
<td>Association for Molecular Pathology (AMP)</td>
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<td>Atlas Antibodies</td>
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<td>BBC Biochemical</td>
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<td>Bio SB, Inc.</td>
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<td>Biocare Medical, LLC</td>
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<tr>
<td>BioGenex</td>
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<tr>
<td>BioView, Inc.</td>
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<tr>
<td>Bradley Products, Inc.</td>
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<tr>
<td>Cancer Diagnostics, Inc.</td>
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<tr>
<td>Caris Life Sciences</td>
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<td>Cell Marque, a Sigma-Aldrich company</td>
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<tr>
<td>CellNetix Pathology &amp; Laboratories</td>
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<td>CellSolutions, LLC</td>
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<td>Chinese Society of Pathology</td>
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<td>City of Hope - Outreach Laboratories</td>
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<td>Cleveland Clinic Laboratories</td>
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<td>Cortex Medical Mgmt. Systems, Inc.</td>
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<td>Dako, Agilent Pathology Solutions</td>
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<td>Demos Medical Publishing</td>
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<td>Digital Pathology Association (DPA)</td>
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<tr>
<td>Dolbey</td>
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<tr>
<td>E M C</td>
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<tr>
<td>ELSEVIER</td>
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<tr>
<td>Enzo Life Sciences</td>
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<tr>
<td>EverBio Technology Inc.</td>
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<td>GenomeMe</td>
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<td>Hamamatsu Corporation</td>
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<td>Horizon Discovery</td>
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<table>
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<th><strong>OTHER PARTNERS</strong></th>
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<td>ELSEVIER</td>
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<tr>
<td>Leica</td>
</tr>
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<td>MLabs</td>
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<td>Roche</td>
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Huron Digital Pathology
Illumina, Inc.
Incyte Diagnostics
Infinite Trading Inc.
Inspirata, Inc.
Integrated Oncology
International Academy of Cytology, The
International Academy of Pathology / IAP
International Agency for Research on Cancer / WHO
JVCKenwood / Totoku
Kubtec X-Ray
Label Arts
Landing Qomo, LLC
Lattice, Inc.
Leavitt Medical Inc.
Leica Biosystems
LSU Health, Department of Pathology
Lupe Industria Tecnológica /LTDA
Mayo Medical Laboratories
MBF Bioscience, Inc.
Mercedes Medical
MetaSystems Group, Inc.
Mihm Cutaneous Pathology Consultative Service
MikroScan Technologies Inc.
Milestone Medical
Motic Instruments, Inc.
mTuitive, Inc.
NanoString Technologies, Inc.
National Disease Research Interchange
Nature Publishing Group
NeoGenomics Laboratories
NephroPath
Nikon Instruments Inc.
N-of-One, Inc.
Novodiax, Inc.
NovoPath, Inc.
Objective Imaging Ltd.
Olympus
Omnyx
OPTRONICS®
Otto Trading Inc
Oxford Gene Technology / Cytocell
Oxford University Press
PathologyOutlines.com, Inc.
PathXL
PAXcam Digital Imaging
PerkinElmer
PerkinElmer Diagnostics
Personalis, Inc.
PhenoPath Laboratories, PLLC
Philips Digital Pathology Solutions
Qgenda
QIAGEN Inc.
QualityStar
Rankin Biomedical Corporation
RareCyte, Inc.
Remote Medical Technologies, LLC
Rheonix, Inc.
Roche Diagnostics Corporation
Rosetta Genomics
Sakura Finetek USA, Inc.
ScyTek Laboratories, Inc.
Seattle Genetics
Sectra
Small Business Computers of New England
SPOT Imaging Solutions
Springer
StatLab Medical Products
Sunquest Information Systems, Inc.
Syntheslide
Taylor & Francis
Teleflex, Inc.
Texere Publishing Limited
The Jackson Laboratory
The Joint Commission
Thermo Fisher Scientific
TissueGnostics USA Inc.
Tomocube
Trovagene
University of Michigan, Mlabs
Vanderbilt Pathology Laboratory Services
Veracyte, Inc.
ViewsIQ Inc.
Visiopharm A/S
Voicebrook, Inc.
WaveSense, Inc.
Wiley
Wolters Kluwer
World Health Org - WHO Press
XXXI International Congress of the IAP & 28th Euro Congress of Pathology
2017 SPONSORSHIP OPPORTUNITIES:
MAJOR SPONSORS

PLATINUM SPONSORS—$40,000
TOTAL CASH VALUE $42,691

ON-SITE VISIBILITY
• Three (3) exhibit booths (additional booths at $2,400 each; $2,550 corner booth; $3200 island booth) with priority placement in the Exhibit Hall – $7,200 value
• Eighteen (18) exhibit badges with Platinum Sponsorship ribbon for booth representatives – $3,942 value
• One (1) full meeting registration - $4,399 value
• Choice of one: sponsorship of (1) Trainee Hospitality Room, or (1) coffee break in the Exhibit Hall, or (1) Speaker Ready Room – $5,500 value
• One (1) sponsor-provided item for placement in attendee bag (pre-approval by USCAP) – $5,500 value
• Access to the USCAP mailing list for one mailing – $700 value
• Two invitations to the USCAP President’s Reception – $250 value
• Prominent listing as a Platinum Sponsor with logo on Entrance Unit of the Exhibit Hall – priceless
• Identified as an official USCAP Platinum Sponsor in the 2017 USCAP Annual Meeting – priceless
• Communications and right to use the 2017 USCAP Annual Meeting sponsor logo in electronic advertisements and promos – priceless
• Purchase additional sponsorship items with a 10% discount off the purchase of one or more items

PRINT VISIBILITY/OTHER MEDIA
• Priority placement of a full-page color advertisement (back cover or inside front cover in the 2017 USCAP Annual Meeting Program Book - print version distributed to attendees by request and digital version with ads sent to entire USCAP Membership as well as all attendees) – $2,750 value
• Priority placement (back cover or inside front cover) full-page color ad in the new USCAP Pathfinder booklet including exhibitor directory, meeting schedule, floor plans, and everything attendees need to navigate the Annual Meeting!! (distributed to all attendees) – $3,000 value
• Ten-second company video (no audio permitted) running 3x per cycle on the five Meeting Monitors (65”) strategically placed throughout the Convention Center to maximize exposure and giving your company the benefit of increased visibility outside of the exhibit hall – $3,750 value
• Prominent placement in “Thank You, Sponsors” ads in the 2017 USCAP Annual Meeting Program Book and the new USCAP Pathfinder booklet – $2,600 value
• Bolded company listing in the new USCAP Pathfinder booklet – $100 value
• Prominent placement with links in the 2017 USCAP Annual Meeting’s meeting e-blasts – $2,000 value
• Logo on the USCAP website with a link to your homepage (our website receives more than 8 million hits per month in the months leading up to, during, and after the Annual Meeting) – priceless
2017 SPONSORSHIP OPPORTUNITIES:
MAJOR SPONSORS

ENHANCED ONLINE EXHIBITOR LISTING TO INCLUDE:

• Online Profile—Update your booth profile with all relevant company information (1,000 characters).
• Welcome Message—Add an event-specific message to highlight your presence at the meeting.
• Videos—Let potential buyers see and hear your story through up to two promotional videos.
• Product Categories—Select up to 10 categories to help your customers find you faster!
• Products—Feature up to 10 of your product lines or some of your most popular brands, including text descriptions and photos.
• Press Releases—Highlight up to 10 of your company’s releases. Tell your story in a printable, downloadable press release. These will also be cataloged with several major search engines.
• Show Specials—Spotlight up to 10 deals, discounts, giveaways, post-show drawings, and so on, to keep the traffic coming to your booth.
• Event Map Logo—Brand your presence on the show floor to make your company stand out.
• Enhanced Online Display Listing—Help your company stand out! As a sponsor, your listing will be highlighted to ensure all of our attendees know of your support of USCAP.

TOTAL PACKAGE – $1,000 VALUE

Deadlines for ads: To be included in the Program Book and/or the new USCAP Pathfinder booklet, final sponsor information must be received by the USCAP by November 18, 2016.
ON-SITE VISIBILITY

• Two (2) exhibit booths (additional space at $2,400 each; $2,550 corner booth; $3,200 island booth) with priority placement after Platinum sponsors – $4,800 value
• Twelve (12) exhibit badges with Gold Sponsorship ribbon for booth representatives – $2,628 value
• Choice of one: sponsorship of (1) coffee break in the Exhibit Hall, or (1) sponsor-provided item for placement in the attendee bag – $5,500 value
• Access to the USCAP mailing list for one mailing – $700 value
• Prominent listing as a Gold Sponsor with logo on Entrance Unit of the Exhibit Hall – priceless
• Identified as an official USCAP Gold Sponsor in the 2017 USCAP Annual Meeting communications and right to use the 2017 USCAP Annual Meeting sponsor logo in electronic advertisements and promos – priceless
• Priority to purchase additional sponsorship items with a 10% discount off the purchase of one or more items.

PRINT VISIBILITY/OTHER MEDIA

• Placement of a full-page color advertisement in the 2017 USCAP Annual Meeting Program Book (print version distributed to attendees by request and digital version with ads sent to entire USCAP Membership as well as all attendees) – $2,500 value
• Placement of a full-page B+W ad in the new USCAP Pathfinder booklet including exhibitor directory, meeting schedule, floor plans, and everything attendees need to navigate the Annual Meeting! (distributed to all attendees) – $2,000 value
• Ten-second company video (no audio permitted) running 2x per cycle on the five Meeting Monitors (65") strategically placed throughout the Convention Center to maximize exposure and giving your company the benefit of increased visibility outside of the exhibit hall – $3,000 value
• Prominent placement in “Thank You, Sponsors” ads in the 2017 USCAP Annual Meeting Program Book and the new USCAP Pathfinder booklet – $2,400 value
• Bolded company listing in the new USCAP Pathfinder booklet – $100 value
• Prominent placement with links in the 2017 USCAP Annual Meeting’s meeting e-blasts – $1,800 value
• Logo on the USCAP website with a link to your homepage (our website receives more than 8 million hits per month in the months leading up to, during and after the Annual Meeting) – priceless
• Purchase an additional sponsorship item with a 10% discount off the purchase of one or more items.

ENHANCED ONLINE EXHIBITOR LISTING TO INCLUDE:

• Online Profile—Update your booth profile with all relevant company information (1,000 characters).
• Welcome Message—Add an event-specific message to highlight your presence at the meeting.
• Video—Let potential buyers see and hear your story through a promotional video.
• Product Categories—Select up to five categories to help your customers find you faster!
• Products—Feature up to five of your product lines or your most popular brands, including text descriptions and photos.
• Press Releases—Highlight up to five of your company’s releases. Tell your story in a printable, downloadable press release. These will also be cataloged with several major search engines.
2017 SPONSORSHIP OPPORTUNITIES:
MAJOR SPONSORS

• Show Specials—Spotlight up to five deals, discounts, giveaways, post-show drawings, and so on, to keep the traffic coming to your booth.
• Event Map Logo—Brand your presence on the show floor to make your company stand out.
• Enhanced Online Display Listing—Help your company stand out! As a sponsor, your listing will be highlighted to ensure all of our attendees know of your support of USCAP.

TOTAL PACKAGE – $750 VALUE

Deadlines for ads: To be included in the Program Book and/or the new USCAP Pathfinder booklet, final sponsor information must be received by the USCAP by November 18, 2016.
SILVER SPONSORS—$15,000
TOTAL CASH VALUE   $15,214

ON-SITE VISIBILITY
• One corner booth – $2,550 value
• Six exhibitor badges with Silver Sponsorship ribbon for booth representatives – $1,314 value
• Access to the USCAP mailing list for one mailing – $700 value
• Prominent listing as a Silver Sponsor with logo on Entrance Unit of the Exhibit Hall – priceless
• Identified as an official USCAP Silver Sponsor in the 2017 USCAP Annual Meeting communications and right to use the 2017 USCAP Annual Meeting sponsor logo in electronic advertisements and promos – priceless
• Priority to purchase additional sponsorship items with a 10% discount off the purchase of one or more items.

PRINT VISIBILITY/OTHER MEDIA
• Placement of a half-page color advertisement in the 2017 USCAP Annual Meeting Program Book (print version distributed to attendees by request and digital version with ads sent to entire USCAP Membership as well as all attendees) – $2,000 value
• Placement of a half-page B+W ad in the new USCAP Pathfinder booklet including exhibitor directory, meeting schedule, floor plans, and everything attendees need to navigate the Annual Meeting! (distributed to all attendees) – $1,500 value
• Ten-second company video (no audio permitted) running 1x per cycle on the five Meeting Monitors (65”) strategically placed throughout the Convention Center to maximize exposure and giving your company the benefit of increased visibility outside of the exhibit hall – $2,750 value
• Prominent placement in “Thank You, Sponsors” ads in the 2017 USCAP Annual Meeting Program Book and the new USCAP Pathfinder booklet – $ 2,200 value
• Bolded company listing in the new USCAP Pathfinder booklet – $100 value
• Prominent placement with links in the 2017 USCAP Annual Meeting’s meeting e-blasts – $1,600 value
• Logo on the USCAP website with a link to your homepage (our website receives more than 8 million hits per month in the months leading up to, during and after the Annual Meeting) – priceless

ENHANCED ONLINE EXHIBITOR LISTING TO INCLUDE:
• Online Profile—Update your booth profile with all relevant company information (750 characters).
• Welcome Message—Add an event-specific message to highlight your presence at the meeting.
• Product Categories—Select up to five categories to help your customers find you faster!
• Products—Feature a product line or your most popular brand, including text descriptions and photos.
• Press Releases—Highlight one of your company’s releases. Tell your story in a printable, downloadable press release. These will also be cataloged with several major search engines.
• Show Specials—Spotlight one deal, discount, giveaway, post-show drawing, and so on, to keep the traffic coming to your booth.
• Event Map Logo—Brand your presence on the show floor to make your company stand out.
• Enhanced Online Display Listing—Help your company stand out! As a sponsor, your listing will be highlighted to ensure all of our attendees know of your support of the USCAP.

TOTAL PACKAGE – $500 VALUE
ADDITIONAL SPONSORSHIP OPPORTUNITIES

INTERNET 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 landing page featuring its logo on all 24 monitors, as well as recognition on the USCAP website, the Meeting’s Program Book, and signage above the Café.

ATTENDEE BAGS – LIMIT 2 @ $10,000 EACH OR EXCLUSIVELY $20,000
Limited to two sponsors, this is a great opportunity to have your company logo appear everywhere. Given to attendees upon registration, this bag contains all of the Meeting’s information. Sponsors will also be recognized on the USCAP website and in the Meeting’s Program Book. Deadline for receipt of logo for placement on bags is October 13, 2016.

BADGE HOLDERS/LANYARDS – $12,000
Your name will appear on each of our attendee’s badge holders/lanyards, ensuring a consistent presence throughout the seven-day event. Sponsors will also receive recognition on the USCAP website and in the Meeting’s Program Book.

HOTEL ROOM KEY CARDS – $10,000
Put your company’s name in the hand of every Grand Hyatt Hotel guest. Sponsor’s information will appear on our attendees’ room keys. Sponsors will also receive recognition on the USCAP website and in the Meeting’s Program Book.

CHARGING STATIONS (LIMIT 2) – $6,000 PER STATION
Be noticed as attendees are charging up for the day. These stations simultaneously charge all types of cell phones and other handheld electronics and will be placed strategically for maximum exposure in the Henry B. Gonzalez Convention Center.

USCAP MEETING APP (LIMIT 2) – $5,500 EACH
This mobile app will keep attendees informed and engaged during the entire meeting. Meeting highlights, including the schedule, exhibitor list, and session information, will be readily available—and your company logo can be there too! Limited to two sponsors. Your logo will be prominently displayed on the USCAP Meeting App homepage and on the USCAP website.

PHOTO BOOTH – $6,000
This is perfect for companies looking to promote themselves in a timeless manner! Located in the heart of the USCAP registration area with every attendee passing by multiple times a day. Sponsors receive recognition on the USCAP website, in the Meeting’s Program Book brand on the photo itself and on signage at the event.

FELLOWSHIP FAIR – $5,500
The most popular event with residents and faculty, this job fair attracts over 50 medical institutions and over 500 residents in a casual atmosphere. Light refreshments and soft drinks are provided. Sponsors receive recognition on the USCAP website, in the Meeting’s Program Book, and on signage at the event. Available to multiple sponsors.
TRAINEE RECEPTION ("HAPPY HOUR") – $5,500

This reception is a great opportunity to get your name out to up-and-coming pathologists. Sponsors receive recognition on the USCAP website, in the Meeting’s Program Book, and on event signage.

MENTORS AT THE TABLE – $5,500

The spot for residents to interact with pathology leaders, this is a wonderful opportunity to promote yourselves to tomorrow's leaders. This locale is highly popular with the residents. Coffee, soft drinks, and light refreshments are provided throughout the day. On Monday and Tuesday, continental breakfast and lunch will also be served. Sponsors receive recognition on the USCAP website, in the Meeting’s Program Book, and on event signage.

COFFEE BREAKS (EACH) – $3,500

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

For more information about these sponsorship opportunities, please contact:

**Kristofer S. Herlitz**  
The Herlitz Company / AIM Group International  
2 Park Avenue; 20th Floor  
New York, NY 10016

Phone: **646.452.3836 ext.2095**  
Email: kris@herlitz.com  
   or k.herlitz@aimgroupinternational.com

**UNOFFICIAL SOCIAL FUNCTIONS, PROMOTIONAL EVENTS**

USCAP must approve all social functions, hospitality suites, and promotional events that are not officially part of the 2017 Annual Meeting. There will be a $300 fee for requested space for meetings, receptions, or dinners.

Please contact:

**Mrs. Stacie Hargett**  
USCAP  
404 Town Park Blvd  
Suite 201  
Evans, GA 30809

Email: stacie@uscap.org  
Phone: **706.733.7550**  
Fax: **706.733.8033**
Please check all of the sponsorship opportunities in which you are interested.

Yes! Reserve this sponsorship for me!

<table>
<thead>
<tr>
<th>Costs</th>
<th>Quantity</th>
<th>Total Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLATINUM SPONSOR</td>
<td>$40,000</td>
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<tr>
<td>GOLD SPONSOR</td>
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<td>SILVER SPONSOR</td>
<td>$15,000</td>
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<td>Internet Café</td>
<td>$15,000</td>
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<tr>
<td>Attendee Bags (Limit 2 @ $10,000 ea.)</td>
<td>$10,000 or Exclusively $20,000</td>
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<tr>
<td>Hotel Room Key Cards</td>
<td>$10,000</td>
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<tr>
<td>Badge Holders/Lanyards</td>
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<td>Charging Stations</td>
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<td>Photo Booth</td>
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<td>USCAP Meeting App</td>
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<td>Fellowship Fair</td>
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<td>Trainee Reception</td>
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<td>Mentors at the Table</td>
<td>$5,500</td>
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<tr>
<td>Coffee Breaks (each)</td>
<td>$3,500</td>
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</tbody>
</table>

**TOTAL COSTS** $

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

For exhibitor information, contact: Kristofer Herlitz at 646.452.3836 ext.2095 or kris@herlitz.com

**Method of Payment (Check One):**
- [ ] Check (payable to United States & Canadian Academy of Pathology – U.S. currency drawn on U.S. bank)
- [ ] Visa  [ ] MasterCard  [ ] American Express

Name of Cardholder: ___________________________ Credit Card #: ___________________________ CSV: ______ Exp. Date: ______

Amount of Payment: ______ Signature: ___________________________

Please print contact information

Company Name: ___________________________ Contact: ___________________________

Address: ___________________________

City: ___________________________ State: ______ Postal Code: ______

Country: ___________________________

Phone: ___________________________ Fax: ___________________________

Email: ___________________________ Website: ___________________________

**Sponsorship Policy and Fees**

**Payment Schedule**

- A deposit of 50% must accompany the Sponsorship Form
- Balance due by January 2, 2017

This completed sponsor form and all payments should be sent to:

Kristofer Herlitz
2 Park Avenue, 20th Floor
New York, NY 10016

**Sponsorship Cancellation Policy and Fees**

Cancellations must be made in writing to: Kristofer Herlitz, 2 Park Avenue, 20th Floor, New York, NY 10016, and must be received by the date listed below. Cancellations will be based on the following schedule:

- Until December 1, 2016, all commitments may be canceled in full, minus a 20% administration fee based on the payments received to date
- Following the schedule of payments, any payments made after December 1, 2016, will not be refunded
Please read the following Rules and Regulations (“Rules”) carefully. By submitting an application for exhibit space (CLICK HERE) 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”). Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them.

SPACE ASSIGNMENT & FEES PRESENTATION OF PRODUCTS OR SERVICES
The purpose of the USCAP 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 6, 2017 | 9:30 A.M.–5:00 P.M.
Tuesday, March 7, 2017 | 9:30 A.M.–5:00 P.M.
Wednesday, March 8, 2017 | 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 A.M. – 11:00 A.M.; 3:00 P.M. – 4:30 P.M. Tuesday: 9:30 A.M. – 11:00 A.M.; 2:45 P.M. – 4:00 P.M.
Wednesday: 9:30 A.M. – 11:00 A.M.; 2:30 P.M. – 3:45 P.M.

As a courtesy to the scientists and your fellow Exhibitors, USCAP 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 8, 2017. 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 8, 2017. Strict security will be in effect at all other times.
SPACE ASSIGNMENT
Applications for exhibit space are subject to the approval of USCAP, in its sole discretion, not to be unreasonably withheld. A 500-character description (including spaces) of specific products and/or services must be keyed into the system at the time of submitting your online application form, even if you plan to alter it at a later date.

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 7, 2016. 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.

BOOTH SELECTIONS
The floor plan (CLICK HERE) should be carefully reviewed and six exhibit preferences selected. Avoid concentrating all choices in one area. Indicate these choices on the online application for space. Because prime locations sell quickly, alternate acceptable booths should be indicated. If the selected booths are not available at the time the application is received, the Exhibitor agrees to accept the space assigned. Until the initial booth assignments have been completed (after the October 7, 2016, priority point deadline), all booths on the online floor plan will appear as “Available.” From that point on, the Interactive Floor Plan will be live and will show assignments as they are made. USCAP reserves the right to modify the floor plan and reassign exhibit space if a change in the original assignment is necessary, as well as the right to final determination of booth location.

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 noting 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, USCAP reserves the sole right to determine how or if the name of the non-exhibiting company will appear on all exhibit-related materials. USCAP 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

COMMERCIAL INLINE BOOTH
(bounded by a front aisle only) is $2,400 (U.S.)
After October 7 - $2,600 (U.S.)

COMMERCIAL CORNER BOOTH
(bounded by a front and side aisle) is $2,550 (U.S.)
After October 7 - $2,750 (U.S.)

COMMERCIAL ISLAND BOOTH
(which may hang a sign over their booth and use full cubic content of their space.) is $3,200 (U.S.)
After October 7 - $3,400 (U.S.)

NONPROFIT INLINE OR CORNER BOOTH
is $1,600 (U.S.).
After October 7 - $1,725 (U.S.)

Exhibits that are nonprofit according to the U.S. Internal Revenue Service Code will receive a discount, provided they submit a copy of their tax exempt certificate at the time of their application for exhibit space. Important: A deposit of 50% of the estimated* cost (*based on estimate of commercial inline booth cost until after assignments are confirmed) for each booth requested is due along with each application. Nonprofit Exhibitors are required to submit full payment with their application. Exhibitors agree to pay the balance for the space assigned on or before Wednesday, February 1, 2017.

BOOTH SPACE CANCELLATIONS OR SPACE REDUCTIONS

To cancel or reduce space, Exhibitors are required to both:
1. Telephone Kristofer Herlitz, Exhibit Management at 646.452.3836 ext. 2095 AND
2. Send a confirming letter of cancellation or space reduction to:

   Kristofer Herlitz
   The Herlitz Company /Aim Group International
   2 Park Avenue, 20th Floor
   New York, NY 10016

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 before December 1, 2016, an administrative fee of 25% of booth cost will be charged.
   If a company cancels its space between December 1, 2016, and January 2, 2017, it will be responsible for paying 50% of the total cost of the space.

b. If a company cancels its space after January 2, 2017, 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 canceled 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 5, 2017, 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 canceled 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 San Antonio, 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 San Antonio, or any other comparable conditions or circumstances that 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, save, and render the United States and Canadian Academy of Pathology, AIM Group International 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, AIM Group International, the United States and Canadian Academy of Pathology (USCAP), their employees and agents. In addition, Exhibitor acknowledges that the United States and Canadian Academy of Pathology, AIM Group International, 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 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 P.M., Wednesday, March 8, 2017, 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 THE UNITED STATES & CANADIAN ACADEMY OF PATHOLOGY’S (USCAP) 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 106th 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. USCAP’s name, insignias, logos, and acronyms are trademarks of USCAP 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, AIM Group International, 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 8, 2017. Once the exhibit opens Wednesday morning 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 8, 2017. 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 Kris Herlitz with a certificate of insurance of not less than U.S. $1,000,000 by Tuesday, February 14, 2017.

EXHIBIT APPLICATION

Click here to fill out the Exhibit Application: CLICK HERE
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 white drape back-ground, and 36” high white drape dividers defining the sides of the space. Drapes will not be provided in island units. A booth identification sign measuring 7” × 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: Standard inline and corner booths will be 10 ft. wide x 10 ft. deep (10’ x 10’). The booth height of 8’ 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 are permitted only over island booths, and the top of the sign may not be over the 18’ 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 inline booth in the immediately adjacent space. Inline booth restrictions apply to the 10’ portion of the exhibit that borders on another Exhibitor’s booth; island specificationsrestrictions 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 18’ in height, and the design of the booth must allow accessibility from all four aisles. 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 10, 2017.

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.
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. N. Volkan Adsay, President  
Dr. Christopher D. M. Fletcher, President-Elect  
Dr. Wendy L. Frankel, Vice President

Dr. David B. Kaminsky, Executive Vice President  
Dr. John R. Goldblum, Past-President  
Kristofer S. Herlitz, Exhibit Management

**INDUSTRY REPRESENTATIVES**

**REAGENTS**  
Roshel Aghassi  
Cell Marque Corp.  
6600 Sierra College Blvd.  
Rocklin, CA 95677  
Phone: 916.746.8900

**INSTRUMENTS**  
Greg Strader  
Thermo Fisher Scientific  
4481 Campus Drive  
Kalamazoo, MI 49008  
Phone: 269.544.5616

**INFORMATION SYSTEMS**  
Ajay Kapare  
Sunquest Information Systems, Inc.  
250 South Williams Blvd.  
Tucson, AZ 85711  
Phone: 877.239.6337

**PUBLICATIONS & EDUCATION PRODUCTS**  
Brian Freiland  
Lippincott, Williams and Wilkins  
Two Commerce Square  
Philadelphia, PA 19103  
Phone: 800.638.3030

**LABORATORY SUPPLIES**  
Kimberly Mascaro  
Integrated Genetics  
3400 Computer Drive  
Westborough, MA 01582  
Phone: 508.389.8324
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 USCAP. USCAP reserves the right, even after an application is received, 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 website 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. All attendees will have a large, easy-to-read badge with their contact and demographic information encoded on the front of the badge. Attendee email 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 2016.

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, or 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 Department. Exhibitors should contact the Finance Department at (210) 207-5734 or by email at http://www.sanantonio.gov/Finance/about/contactandfeedback.aspx. Further details are available at http://www.sanantonio.gov/Finance/bfi/TaxRateSummary.aspx. 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 GIVEAWAYS
Giveaways will be limited to those items relevant to the professional interests of the registrants and will 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. Disposable plastic bags will not be permitted as a give-away item. Reusable or paper bags are permitted. 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 Friday, February 10, 2017. Requests received after Friday, February 10, 2017, will not be approved. USCAP will request removal of unapproved items.

MAILING LISTS
USCAP offers one-time rental of mailing lists including registrants from the Annual Meeting. These are strictly physical mailing addresses—no email addresses are permitted to be marketed by USCAP. Email addresses may be obtained by scanning registrants’ badges when they visit your booth as long as registrants have opted to share their email address on their respective registration form.

The 2017 USCAP Annual Meeting pre-registrant list will be available after January 2, 2017, with a final registrant list available after April 3, 2017. Only 2017 USCAP Annual Meeting 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 the name badges of attendees who visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at 2017 USCAP Annual Meeting, 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 USCAP 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, March 4, 2017, throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in San Antonio, Texas. 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 USCAP and must be relinquished upon request from USCAP. USCAP 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 Convention Center. 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 6, 2017.

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 setup and dismantling 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.

PHOTOGRAPHY AT THE 2017 USCAP ANNUAL MEETING
Photography is permitted at the USCAP Annual Meeting within these boundaries:
For personal use: Obtain consent from an individual before taking his or her picture.
Obtain consent from a vendor before taking a picture of his or her booth, employees, or products.
If you will utilize the photo for the express interest of promoting you or your company, be sure to obtain written consent from the appropriate entity before taking or publishing the photograph.
Bottom line: Please respect the individual or company’s rights when taking photos and always have permission from the appropriate entity before taking or publishing a photograph.
onPeak has been designated as the Official Housing Bureau for the 2017 USCAP ANNUAL MEETING. The Official Meeting hotels were chosen for the numerous benefits they offer meeting attendees and we request your assistance and support by booking your hotel accommodation at one of the Official Meeting hotels. Accommodation reserved outside the Official Meeting hotel room blocks exposes the 2017 USCAP ANNUAL MEETING to financial penalties. Your loyalty and cooperation is greatly appreciated!

HOTEL SCAM ALERT

Please be aware that you may be contacted by companies or hotels claiming to be official 2017 USCAP Annual Meeting housing providers. USCAP will never contact you to solicit special offers. All lodging for USCAP should be arranged using the links provided or by calling the phone numbers listed here on the USCAP Annual Meeting page. Please ONLY provide your credit card information to official 2017 USCAP Annual Meeting hotels. Please notify USCAP as soon as possible, should one of these scammers contact you, by calling 706.733.7550 or emailing help@uscap.org. Please include “Housing Scam” in the subject line.

HOTEL RESERVATIONS

Official meeting hotels will not accept reservations directly. Reservations must be made online at “Reservations” or by calling onPeak at 1.800.220.4993 or 1.312.327.7300 (Int’l).

The headquarters hotel for this meeting is the Grand Hyatt Hotel.

IMPORTANT INFORMATION

The deadline for reservations is 5:00 P.M. EST Friday, February 10, 2017. Requests received after this date will be forwarded direct to the specific official hotels.

All hotel prices are quoted in U.S. dollars, per night, per room. Rates are subject to an additional sales tax. Taxes are subject to change without notice.

If you have questions, please contact onPeak at the coordinates below:

2017 USCAP ANNUAL MEETING HOUSING

Toll-free #: 800.220.4993
International: 312.527.7300
Email: uscap@onpeak.com
PROHIBITED PROMOTIONAL PRACTICES

1. Giving away items that do not comply with stated policy
2. Subleasing 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. Using balloons or glitter products
13. Distributing or using stick-on decals and/or similar adhesive backed promotional items in the Henry B. Gonzalez Convention Center

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

ENHANCED LISTING OPPORTUNITIES
See enclosed information including Product Listings and Enhanced Online Exhibitor Listings.

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

PARKING
Parking at the Henry B. Gonzalez Convention Center is approximately $10 daily flat rates. For further details please visit http://www.sahbgcc.com/VisitUs/Location,DirectionsParking.aspx.
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 if water and drainage locations are required, because these locations are limited. All orders must be returned at least 21 days prior to the meeting dates.

INTERNET
Internet service must be ordered through the Henry B. Gonzalez 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.

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.

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 2016 and an email with the link will be sent to each exhibiting company. Exhibitors are urged to order all required services in advance.

INSTALLATION OF EXHIBITS
Saturday, March 4, 2017, Noon – 4:00 P.M.
Sunday, March 5, 2017, 8:00 A.M. – 4:00 P.M.

A labor crew will be available for the setup 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, March 5, 2017. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, March 6, 2017 (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 because time will not permit a sweeping of booths or aisles on opening day.
UNION REGULATIONS

MATERIAL HANDLING
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. 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.

BOOTH LABOR
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.

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.

FLOOR LOAD
The exhibit floor load of the Henry B. Gonzalez Convention Center is 350 lbs. per square foot. For heavy machinery or displays, contact Brede National Exposition Services. Work lighting runs at 50 percent.

GRATUITIES
Brede Exposition Services requests that Exhibitors do not tip our employees. Do not give coffee breaks other than mid-morning and mid-afternoon when union employees have a fifteen-minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a Brede supervisor. Employees of Brede are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all Brede employees.

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 Tuesday, February 14, 2017, 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 14, 2017, 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

**Phone:** 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 setup.

Current labor rates are:

- **Straight time - $97.00/hr.** 8:00 A.M. – 4:30 P.M.  Monday – Friday except holidays
- **Overtime - $147.00/hr.** 4:30 P.M. – 8:00 A.M.  Monday – Friday, Saturday, Sunday & holidays

**DISMANTLING OF EXHIBITS**

Wednesday, March 8, 4:00 P.M. – Midnight
Thursday, March 9, 8:00 A.M. – Noon

**IMPORTANT INFORMATION**

To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. USCAP, 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.
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 and 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

Phone: 301.937.8600
Fax: 301.937.2952
Customer Service Representative: Jan Alexander

All shipments should be addressed as follows:

<table>
<thead>
<tr>
<th>Advance Warehouse:</th>
<th>Direct to Show:</th>
</tr>
</thead>
<tbody>
<tr>
<td>USCAP 106th Annual Meeting</td>
<td>USCAP 106th Annual Meeting</td>
</tr>
<tr>
<td>Exhibiting Company Name/Booth Number</td>
<td>Exhibiting Company Name/Booth Number</td>
</tr>
<tr>
<td>Brede/National</td>
<td>Brede/National</td>
</tr>
<tr>
<td>c/o ABF Freight System</td>
<td>Henry B. Gonzalez Convention Center</td>
</tr>
<tr>
<td>4354 Director Drive</td>
<td>c/o Brede/National</td>
</tr>
<tr>
<td>San Antonio, TX 78219</td>
<td>900 East Market Street</td>
</tr>
<tr>
<td></td>
<td>San Antonio, TX 78205</td>
</tr>
</tbody>
</table>

UNCRACTED 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 setup days because 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, March 5, 2017— 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 communications pertaining to exhibits to:

The Herlitz Company/AIM Group International
2 Park Avenue; 20th Floor
New York, NY 10016

Phone: 646.452.3836
Fax: 646.278.9950
Email: kris@herlitz.com
Exhibitors may choose a product category to be listed under so that attendees may find them by searching that category. Multiple category listings are available through enhanced online exhibitor listings outlined below.

PRODUCT CATEGORIES:

- Biomarkers
- Business Solutions
- Cell Analysis Systems
- Image Acquisition and Analysis Systems
- Informatics
- Laboratories and Laboratory Supplies
- Medical Devices
- Nonprofit Organization

- Pathology Testing Centers
- Publications and Educational Products
- Reagents
- Scanning Technologies
- Software
- Tissue Marking Systems
- Tissue Processors

PROMOTIONAL OPPORTUNITIES

EVENT MAP BANNER AD
All attendees going to an event check out the online floor plan to map their on-site strategy. Catch their attention in this hot spot with an online ad that will link to your listing.
Rotation: Random
Size: 205 x 60
Format: GIF/JPEG (non-animated)
Rate: $550 each

EXHIBITOR LOCATOR BOARD SPONSORSHIP (limited to 1 company only)
Place your company logo on the large floor plans placed strategically throughout the Exhibit Hall, directing attendees as to the overall layout of the booths.
Rate: $750
## ONLINE LISTING PACKAGES

<table>
<thead>
<tr>
<th>PACKAGE LEVEL UPGRADES</th>
<th>BASIC</th>
<th>TIER 3</th>
<th>TIER 2</th>
<th>TIER 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package Cost</strong></td>
<td>FREE</td>
<td>$500</td>
<td>$750</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
| **Online Profile**      | Update your booth profile with all relevant company information.  
*Number of characters:* | 500   | 750    | 1,000  | 1,000  |
| **Welcome Message**     | Add an event-specific message highlighting your presence at the meeting. | Y     | Y      | Y      | Y      |
| **Videos**              | Let potential buyers see and hear your story through promotional videos. | N     | N      | 1      | 2      |
| **Product Categories**  | Select the categories potential customers are most likely to search to find your company. | 1     | 5      | 5      | 10     |
| **Products**            | Feature your latest product lines that will be introduced for the event or some of your most popular brands. Include descriptions and photos. | N     | 1      | 5      | 10     |
| **Press Releases***     | Highlight what’s happening at your company. Tell your story in a printable, downloadable press release.  
*These will also be cataloged with several major search engines!* | N     | 1      | 5      | 10     |
| **Show Specials**      | Spotlight the deals—discounts, giveaways, post-show drawings, etc. —keep the traffic coming to your booth! | N     | 1      | 5      | 10     |
| **Event Map Logo**      | Brand your presence on the show floor to make your company stand out above the rest of the competition. | N     | Y      | Y      | Y      |
| **Display Listing as Enhanced** | Your online company listing will be noted with a red star further drawing the user to your listing vs. the others. | N     | Y      | Y      | Y      |
NEW PRODUCT DISPLAY

The New Product Display program provides USCAP members and attendees at the USCAP Annual Meeting with an effective way to identify new and innovative products at the show. It also provides you, the exhibitor, with a way to draw special attention to your new products or enhancements to existing products, including:

**Products just released from R&D**

**Product enhancements**

**Products launched since the 2016 USCAP Annual Meeting**

**Products for research use only**

**Products that have received FDA clearance or are pending FDA clearance**

**Products for sale outside of the U.S.**

**Services related to or for research and clinical laboratories**

Don’t miss this opportunity to help your products stand out from the hundreds on display at the USCAP 2017 ANNUAL MEETING

**PROGRAM DESCRIPTION**

Poster display inside the convention center exhibit hall where all Annual Meeting attendees will see your product photos, product names, company name and booth number.

*Applicable deadline must be met for products to be included in the display (see below).*

**ANNUAL MEETING POSTER DISPLAY**

The New Products Display will feature color poster boards located in a high-traffic area of the exhibit hall. Each framed product display board (72”h x 38.13”w) will consist of photographs, the respective product names, a brief product description (maximum of 100 characters per photo including spaces), the company name, logo, and the booth number. Poster boards will be on display starting at 9:30 A.M. Monday, March 6, 2017 and remain throughout the exhibit program. On-site corrections or adjustments may be possible if reported to Exhibit Management by Noon on Friday, March 3, 2017. No refunds or fee adjustments are available if corrections are reported after this time. Other changes and/or replacement may require additional charges.

**DEADLINE FOR SUBMISSIONS**

**Tuesday, January 17, 2017**

Completed applications (application form, fee, product description and final materials) received by this date are eligible for the on-site poster display. After this date we cannot guarantee eligibility but we will work for inclusion depending on when they are received. Contact Kristofer Herlitz (kris@herlitz.com) for more information.

**ELIGIBILITY**

The company must be an Exhibitor at the 2017 USCAP Annual Meeting.

The company must be the manufacturer or exclusive distributor of the product.

The product must be exhibited on the show floor.

**FEE**

Base fee: $850
NEW PRODUCT DISPLAY DIGITAL IMAGE SUBMISSIONS

POSTER REQUIREMENTS

One high resolution version of your new product display poster is required for each New Product Display application and poster production.

Submit your New Product Display image files by emailing the high resolution file(s) to kris@herlitz.com or placing in a Dropbox file.

Please follow the dimension and format specifications below. Submissions with New Product Display images that do not meet the digital poster requirements will not be produced.

HIGH RESOLUTION IMAGE: For Poster Display Resolution: High
Size: Final print size is a framed poster board measuring 72” high x 38.13” wide.
Orientation: Vertical
Resolution: 300 dpi Color Mode: RGB only File Format: JPEG only
File Naming: yourproductname-hi.jpg
Other: No rules or borders around poster, do not crop file too close to edge of poster size—please leave some space around it.

Note: Your JPEG should be at least 4 MB in size

MAILING ADDRESS:

Please send payment to:
The Herlitz Company / AIM Group International
Attn: Kris Herlitz
2 Park Avenue; 20th Floor
New York, NY 10016
Submission of a logo instead of product photo will be accepted ONLY for products such as software and websites (subject to approval). Please contact Kris Herlitz if you have questions regarding your application, digital image submission, or need additional information at 646.452.3836 ext. 2095 or via email at kris@herlitz.com.

Please contact Andrea Puizina at 646.452.3836, ext. 2096, if you have questions about the mailing and/or payment information.

**SUBMISSION INSTRUCTIONS**

Complete the New Product Display Application form. Use a separate form for each product submitted. Posters should describe only the named product.

- Prepare electronic files of the New Product Display image*
- Poster must be product-oriented (product portraits) and not promotional in nature.
- Poster will be cropped to fit as necessary or may not be published if improperly formatted.
- The file sent by Exhibitor should be in FINAL format (appear exactly as you wish the poster to appear). The Herlitz Company producing the poster will incur additional fees that the Exhibitor is responsible for.

*See above for instructions on digital file specifications.

Send completed application, materials, and check to The Herlitz Company/AIM Group International by the deadline. Incomplete submissions will be returned.

Make check payable to United States and Canadian Academy of Pathology.
THE USCAP 2017 ANNUAL MEETING
NEW PRODUCT DISPLAY APPLICATION FORM

Company: 
Street: 
City: Zip: Country: 
Name & Title: 
Phone: Fax: 
Email: 
Product Name: Introduction Date of Product: 

Please refer to complete New Product Display submission requirements
MATERIALS DUE DEADLINE: TUESDAY, JANUARY 17, 2017

For poster images digital files can be supplied via email to kris@herlitz.com as a high resolution JPG file.

To apply for inclusion in the New Product Display, please sign, date, and email this insertion order back to kris@herlitz.com or fax to The Herlitz Company/AIM Group International at 646.278.9950
Phone: 646-452.3836.

Signed: Date: 

Final bills will be referenced with your PO# (if provided). You may provide your credit card information below or wait for your advertisement confirmation/invoice. All quoted rates are Net 30 days.

Credit Card Number: Exp. Date: CSV Code: 
Name on Card: Type of Card: 

Incomplete submissions will be returned
Present your company’s findings on USCAP’s global stage. This unparalleled opportunity provides your organization an exclusive setting in which to present your latest research in an intimate setting that facilitates discussion—and relationships.

**THE EXHIBITOR SEMINAR INCLUDES:**

- A prominent meeting location
- One mailing list of the meeting’s pre-registrants
- Inclusion of your one-page advertisement in the attendees’ conference bags
- A complete audiovisual package, including: a 2,400 LCD projector, a 7’ x 10’ screen, one computer, and one podium with microphone

**Total cost:** $10,000

Contact:

**Mrs. Stacie Hargett**  
USCAP  
404 Town Park Blvd.  
Suite 201  
Evans, GA 30809

Email: stacie@uscap.org  
Phone: 706.733.7550  
Fax: 706.733.8033
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 “exhibitor rules and regulations” for participation prior to completing the application. Space will be assigned on a first come-first served basis after approval has been granted. Deadline for application and seminar abstract is, January 12, 2017, but advance submission is recommended.

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

CANCELLATION POLICY AND FEES:
1. Cancellations should be communicated to Stacie Hargett at USCAP by phone AND with a confirming cancellation letter:
2. Cancellations will be based on the following schedule:
3. Until January 12, 2017, all commitments may be canceled in full, less a 20% administration fee based on the payments received to date.
4. Following the schedule of payments, any payments made after January 12, 2017, will not be refunded.

SCHEDULE OF PAYMENTS:
1. This completed Exhibitor Seminar form and all payments should be sent to Stacie Hargett at the address listed above
2. 50% must accompany the Exhibitor Seminar Form
3. Balance due by January 12, 2017

METHOD OF PAYMENT (CHECK ONE):
☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number: ________________________ Exp. Date: __________ CSV Code: __________
Name on Card: _____________________________ Type of Card: _____________________________
Signed: _____________________________ Date: __________
1. In order to hold an Exhibitor Seminar at our Annual Meeting the following rules and regulations must be adhered to:

2. You must be an exhibitor in our exhibit hall (any booth size). For Exhibitor information contact: Kris Herlitz at Phone: 646.452.3836 or email: kris@herlitz.com or go to www.uscap.org and look under the, “Annual Meeting” link.

a. 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  
Attn: Exhibitor Seminar  
404 Town Park Blvd.  
Suite 201  
Evans, GA 30908

3. A brief overview of the presentation and listing of speakers (with full contact information) must be submitted to the USCAP office by no later than January 12, 2017, for review by the Chair of the Education Committee before acceptance will be granted. USCAP requires that all speakers who participate in the exhibitor seminars disclose whether they or their spouses/partners have any significant financial interest or other relationship with a commercial company, entity or service, which would be discussed in this seminar. This applies to current relationships as well as any within the past twelve months. USCAP also requires that faculty disclose any products that are not labeled for the use under discussion and that the disclosure is made to the audience at the time of presentation. Disclosure information will be collected electronically from all speakers. If accepted, the Education Committee will conduct an informal review of these presentations during the Annual Meeting.

4. Demonstrations and/or displays of commercial products and/or literature will not be permitted at exhibitor seminars. Distributing commercial products and product literature will be prohibited at exhibitor seminars 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 cannot be in competition with any of our scientific meetings and is scheduled at the discretion of USCAP on a first come, first served basis depending on room availability. The hours would be from 6:30 a.m. – 8:00 a.m., 12:00 p.m. – 1:00 p.m. or 5:30 p.m. – 7:30 p.m.

6. USCAP will not provide any advertising for your meeting; however, you are permitted to have a one page ad placed in the registrant bags. The ad MUST include the following disclaimer: “This Exhibitor Seminar is not a part of the official USCAP Educational Program at the 2017 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. For more information about advertising in these USCAP journals contact: Kevin Howland, Advertising Sales Executive, US, Phone: 1(212) 451-8720; email: k.howland@us.nature.com or Andy May, Advertising Sales Executive, Phone: +44 (0) 20 7843-4785; email: a.may@nature.com

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 the USCAP office for approval prior to distribution.

11. You will receive a complimentary room assigned by USCAP in the Marriott Rivercenter. Space is limited and is available on a first come, first served 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) 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.

14. The responsibility of upgrades for Audio-Visual, Catering needs, change of room setup, etc. will be between the Exhibitor and the various suppliers. USCAP is not liable for any deviations from the standard package offered.

For more information, contact Stacie Hargett at Stacie@uscap.org

On behalf of my organization, I have read the above Rules and Regulations and I agree to the terms set before me:

Company: 

Representative Name & Title: 

Representative Signature: ____________________________ Date: ____________

GENERAL INFORMATION:

In order to become an official 2017 USCAP Exhibitor Seminar Sponsor, you first must become an Exhibitor. The 2017 Exhibition Hall is the place to meet pathology’s decision makers and early adopters. Centrally located, the Exhibition Hall opens to our guests on March 6, 2017 and runs through March 8, 2017, giving you a full three days to meet the pathology community one-on-one.

For more information, contact the Exhibition Hall Manager, Kris Herlitz at 646.452.3836 or kris@herlitz.com.
JOIN PATHOLOGY’S GLOBAL EVENT
THIS YEAR AND EVERY YEAR

VANCOUVER
MARCH 17–23, 2018
Vancouver Convention Centre
Vancouver, British Columbia, Canada

NATIONAL HARBOR (GAYLORD)
MARCH 16–22, 2019
Gaylord National Resort & Convention Center
National Harbor, MD

LOS ANGELES
FEBRUARY 29 - MARCH 6, 2020
Los Angeles Convention Center
Los Angeles, CA