2016 ANNUAL MEETING
THE WASHINGTON STATE CONVENTION CENTER | SEATTLE, WASHINGTON

EXHIBIT DATES: Monday, March 14 to Wednesday, March 16
MEETING DATES: Saturday, March 12 to Friday, March 18

SPONSOR & EXHIBITOR INFORMATION
VIEW THE EXHIBITOR FLOOR PLAN CLICK HERE
THE USCAP ANNUAL MEETINGS CONTINUE TO SET RECORDS

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 four years and look forward to doing the same in 2016.

Exceptional opportunities at our 105th 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.
• The past two year’s huge crowd generator, “Practice Changers,” will be staged on Monday and Tuesday immediately adjacent to the Exhibit Hall.
• Exhibitors are invited to join the meeting’s attendees at the Meeting’s Key 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 during the registration process. It will be included in the badge bar code content and available to our partners in the 2016 Attendee Report offered by the Herlitz Company.

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, Inc.
Exhibit Management
IMPORTANT DATES

AUGUST
Sponsor and exhibitor brochure online
Sponsorship sales begin
Exhibition floor plan available online
Exhibitor Seminars: Reservations open to secure space and date

SEPTEMBER
Exhibit booth selection and payment opens

OCTOBER
Wednesday, October 7 – Deadline for receipt of logo for placement on bags and badge holders/lanyards
Friday, October 30 – Priority point deadline (priority in space assignment accorded to previous exhibitors)

NOVEMBER
Friday, November 6 – Deadline for sponsor ads in Meeting’s Program Book

DECEMBER
Booth assignments announced
Exhibitor Service Manual posted online for ordering
Tuesday, December 15 – 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)
Tuesday, December 22 – Deadline for company descriptions for print Technical Exhibit Program
 IMPORTANT DATES

EXHIBITION HALL DATES

Setup:
March 12 & 13, 2016
8:00 a.m. to 4:00 p.m.

Day 1
March 14, 2016
9:30 a.m. to 5:00 p.m.

Day 2
March 15, 2016
9:30 a.m. to 5:00 p.m.

Day 3
March 16, 2016
9:00 a.m. to 4:00 p.m.

Teardown
March 16, 2016
4:00 p.m. to midnight
March 17, 2016
8:00 a.m. to noon

JANUARY

Thursday, January 14 – Last day to cancel/reduce booth space and receive 50% refund for booth space cost
– Sponsorships Balance Due
Tuesday, January 19 – Exhibitor seminars: Deadline to apply and pay
Thursday, January 27 – New product display materials due

FEBRUARY

Tuesday, February 3 – Earliest day to receive shipments at the Advanced Warehouse
Wednesday, February 4 – Final booth payments due
Friday, February 19 – Hotel reservations deadline (5:00 p.m. EST)
Friday, February 20 – Giveaway approval request form due – Last day to submit booth schematics for approval
Tuesday, February 23 – Last day to submit EAC form and certificates of insurance
Friday, February 26 – Last day to use pre-registration mailing list (street addresses)
– Exhibitor badge names due (those printed on-site will not have barcode)

MARCH

Thursday, March 3 – Deadline for Brede to receive materials at its Advance Warehouse
– Last day to receive items to be placed in attendee bags
Friday, March 11 – Earliest day shipments may be received on-site by Brede
Saturday, March 12 – Move in/exhibitor Installation 8:00 a.m. to 4:00 p.m.
Sunday, March 13 – Move in/exhibitor Installation 8:00 a.m. to 4:00 p.m.
Monday, March 14 – Exhibition Hall opens from 9:30 a.m. to 5:00 p.m.
Tuesday, March 15 – Exhibition Hall open from 9:30 a.m. to 5:00 p.m.
Wednesday, March 16 – 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 17 – Exhibitor dismantling/move out 8:00 a.m. to noon
CONTACTS

EXHIBITOR AND SPONSORSHIP INFORMATION
Kristofer S. Herlitz
The Herlitz Company, Inc.
1890 Palmer Ave Suite 202-A
Larchmont, NY 10538
Email: kris@herlitz.com
Phone: 914.833.1979
Fax: 914.833.0929

EXHIBITOR SEMINARS
Ms. Stacie Wells
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
Beltsville, MD 20705
Email: jalexander@brede.com
Phone: 301.937.8600
Fax: 301.937.2952

PRESS
John Garrard
USCAP
404 Town Park Blvd
Suite 201
Evans, GA 30809
Email: john2@uscap.org
Phone: 706.733.7550
Fax: 706.733.8033

IMPORTANT LINKS
Exhibit Floorplan:
Application for Exhibitors:
http://s36.a2zinc.net/Clients/herlitz/uscap2016/Public/Enter.aspx

QUICK REFERENCE

<table>
<thead>
<tr>
<th>Important Dates</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpful Contact Information</td>
<td>5</td>
</tr>
<tr>
<td>2015 Annual Meeting Exhibitors</td>
<td>8</td>
</tr>
<tr>
<td>Sponsorship Opportunities</td>
<td>10</td>
</tr>
<tr>
<td>Rules and Regulations</td>
<td>18</td>
</tr>
<tr>
<td>Booth Pricing</td>
<td>20</td>
</tr>
<tr>
<td>Included with Your Booth Space</td>
<td>23</td>
</tr>
<tr>
<td>Exhibit Hall Floor Plan</td>
<td>24</td>
</tr>
<tr>
<td>Exhibitor Services</td>
<td>25</td>
</tr>
<tr>
<td>Exhibitor Seminars Information</td>
<td>41</td>
</tr>
</tbody>
</table>
### 2015 MEETINGS ATTENDEES: TOTAL 5,012

<table>
<thead>
<tr>
<th>Category</th>
<th>Members</th>
<th>Members (Faculty)</th>
<th>Non-Members</th>
<th>Pathologists-in-training</th>
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<tbody>
<tr>
<td>Physician/Scientists</td>
<td>2,316</td>
<td>453</td>
<td>805</td>
<td>1,222</td>
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### PRIMARY PRACTICE VENUE:

- **Academic**: 56%
- **Private Practice**: 44%

### NATIONALITY

- **1,381 international attendees from 87 countries**

  - The top 10 countries represented:
    - Japan: 103
    - Spain: 85
    - China: 84
    - Great Britain: 83
    - Australia: 79
    - Brazil: 78
    - Italy: 71
    - Turkey: 70
    - Germany: 62
    - France: 57

### USCAP (MEMBER AND NON-MEMBER) SUBSPECIALTIES:

- Autopsy: 266
- Bone and Soft Tissue Pathology: 325
- Breast Pathology: 836
- Cardiovascular Pathology: 114
- Cytopathology: 1,311
- Dermatopathology: 699
- Education: 72
- Endocrine Pathology: 95
- Gastrointestinal Pathology: 1,159
- General Pathology: 2,689
- Genitourinary Pathology: 590
- Gynecologic Pathology: 639
- Head and Neck Pathology: 262
- Hematopathology: 1,851
- Infectious Disease Pathology: 70
- Informatics: 54
- Kidney and Renal Pathology: 404
- Liver Pathology: 188
- Molecular Genetic Pathology: 32
- Neuropathology: 382
- Ophthalmic Pathology: 43
- Pancreas and Biliary Tree Pathology: 17
- Pathobiology: 405
- Pediatric Pathology: 344
- Pulmonary Pathology: 391
- Quality Assurance: 57
- Techniques: 247
- Ultrastructural Pathology: 25

**TOTAL SUBSPECIALTY DATA**: 13,567

### 27 COMPANION MEETINGS

- with 5,975 attendees total

### 19 EVENING SPECIALTY COURSES

- with 7,103 attendees

### 3,096 SCIENTIFIC ABSTRACTS

- were submitted for evaluation

### 60 SHORT COURSES

- offered with 4,025 attendees

### 242 TRADE SHOW BOOTHS;

- 132 companies,
- 1,174 exhibitors present (record)
28 COMPANION SOCIETY MEETINGS ARE HELD IN CONJUNCTION WITH THE USCAP ANNUAL MEETING

American Association of Neuropathologists
American Association of Ophthaimic 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
### GOLD

- 3DHISTECH Ltd.
- Accu-Scope
- Advanced Cell Diagnostics, Inc.
- Affymetrix, Inc.
- American Association of Pathologists’ Assistants /AAPA
- American Board of Pathology
- American Pathology Foundation
- American Society for Clinical Pathology ASCP
- American Society for Investigative Pathology/ASIP
- American Society of Cytopathology (ASC)
- AP-NEXT Inc.
- Applied Spectral Imaging
- APS Medical Billing
- ARP Press - American Registry of Pathology
- ARUP Laboratories
- Bio SB, Inc.
- Biocare Medical, LLC
- BIOCARTIS
- BioGenex
- BioView, Inc.
- Bradley Products, Inc.
- California Tumor Tissue Registry
- Cambridge University Press
- Cancer Diagnostics, Inc.
- Cancer Genetics, Inc.
- Caris Life Sciences
- Cell Marque Corp.

### SILVER

- Cell Signaling Technology, Inc.
- Chinese Society of Pathology
- City of Hope - Clinical Molecular Diagnostic Lab
- Cleveland Clinic Laboratories
- College of American Pathologists
- Corista
- Covaris Inc
- CryoXtract Instruments, LLC
- CSI Laboratories
- CytoTest, Inc.
- Dako
- Dage-MTI
- Delong America Inc.
- Demos Medical Publishing, LLC
- Diagnostic BioSystems, Inc.
- Digital Pathology Association (DPA)
- Electron Microscopy Sciences
- ELSEVIER
- Empire Genomics, LLC
- Faxitron
- Fimmic
- ForteLinea Software Systems, LLC
- Foundation Medicine, Inc.
- GE Healthcare
- Geisinger IHC
- Genentech, Inc.
- GenPath
- Hamamatsu Corporation

### OTHER PARTNERS

- Diagnostic BioSystems
- NEPHROPATH
- Paradigm
- Elsevier
- M.Labs
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<th>COMPANY</th>
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<tr>
<td>Healthpac Computer System, Inc.</td>
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<td>Huron Digital Pathology</td>
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<td>I M E B, Inc.</td>
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<td>Illumina, Inc.</td>
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<td>Indica Labs</td>
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<td>Inspirata</td>
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<td>Integrated Oncology</td>
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<td>PathologyOutlines.com, Inc.</td>
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<td>PerkinElmer Company</td>
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<td>Rankin Biomedical Corporation</td>
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<td>Seattle Genetics</td>
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<td>World Health Organization - WHO Press</td>
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<td>XIFIN, Inc</td>
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2016 SPONSORSHIP OPPORTUNITIES:
MAJOR SPONSORS

PLATINUM SPONSORS—$40,000
TOTAL CASH VALUE $42,460

ON-SITE VISIBILITY
• Three (3) exhibit booths (additional booths at $2,350 each; $2,500 corner booth) with priority placement in the Exhibit Hall – $7,050 value
• Eighteen (18) exhibit badges with Platinum Sponsorship ribbon for booth representatives – $6,480 value
• One (1) full meeting registration - $3,780
• 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) – $3,500 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 2016 USCAP Annual Meeting – priceless
• Communications and right to use the 2016 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 USCAP 2016 Annual Meeting’s 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 2016 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 2016 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
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 6, 2015.
ON-SITE VISIBILITY

- Two (2) exhibit booths (additional space at $2,350 each; $2,500 corner booth) with priority placement after Platinum sponsors – $4,700 value
- Twelve (12) exhibit badges with Gold Sponsorship ribbon for booth representatives – $4,320 value
- Choice of one: sponsorship of (1) coffee break in the Exhibit Hall, or (1) sponsor-provided item for placement in the attendee bag – $3,500 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 2016 USCAP Annual Meeting communications and right to use the 2016 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 2016 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 2016 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 2016 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.
• 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 6, 2015.
ON-SITE VISIBILITY

• One corner booth – $2,500 value
• Six exhibitor badges with Silver Sponsorship ribbon for booth representatives – $2,160
• 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 2016 USCAP Annual Meeting communications and right to use the 2016 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 2016 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 2016 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 2016 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

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 6, 2015.

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 7, 2015.

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 Sheraton Seattle 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 throughout the Washington State 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.

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.

TRAINEE HOSPITALITY ROOM $5,500
The spot for Residents to interact with pathology leaders, this is a wonderful opportunity to promote yourself 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, Inc.
1890 Palmer Avenue; Suite 202-A
Larchmont, NY 10538
Telephone: 914.833.1979 ext. 1
Fax: 914.833.0929
Email: kris@herlitz.com

UNOFFICIAL SOCIAL FUNCTIONS, PROMOTIONAL EVENTS

USCAP must approve all social functions, hospitality suites, and promotional events that are not officially part of the 2016 Annual Meeting. There will be a $300 fee for requested space for meetings, receptions, or dinners.

Please contact:

Ms. Stacie Wells
USCAP
404 Town Park Blvd
Suite 201
Evans, GA 30809
Email: stacie@uscap.org
Phone: 706.733.7550
Fax: 706.733.8033
# Sponsorship Application

**PLEASE CHECK ALL OF THE SPONSORSHIP OPPORTUNITIES IN WHICH YOU ARE INTERESTED.**

Yes! Reserve this sponsorship for me!

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Costs</th>
<th>Quantity</th>
<th>Total Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>$40,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$25,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Café</td>
<td>$15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendee Bags (Limit 2 @ $10,000 ea.)</td>
<td>$10,000 or Exclusively $20,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Room Key Cards</td>
<td>$10,000</td>
<td></td>
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</tr>
<tr>
<td>Badge Holders/Lanyards</td>
<td>$12,000</td>
<td></td>
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<tr>
<td>Charging Stations (Limit 2)</td>
<td>$6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USCAP Meeting App (Limit 2)</td>
<td>$5,500</td>
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<tr>
<td>Fellowship Fair</td>
<td>$5,500</td>
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<tr>
<td>Trainee Reception (&quot;Happy Hour&quot;)</td>
<td>$5,500</td>
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</tr>
<tr>
<td>Trainee Hospitality Room</td>
<td>$5,500</td>
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<td></td>
</tr>
<tr>
<td>Coffee Breaks (each)</td>
<td>$3,500</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Costs $**

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

For exhibitor information, contact: Kris Herlitz at 914.833.1979 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.

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

Kris Herlitz  
1890 Palmer Avenue, Suite 202-A  
Larchmont, NY 10538

**Sponsorship Cancellation Policy and Fees**

Cancellations must be made in writing to: Kris Herlitz, 1890 Palmer Avenue, Suite 202-A, Larchmont, NY 10538, and must be received by the date listed below. Cancellations will be based on the following schedule:

- Until December 15, 2015, all commitments may be cancelled in full, minus a 20% administration fee based on the payments received to date.
- Following the schedule of payments, any payments made after December 15, 2015, 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 14, 2016 | 9:30 a.m.–5:00 p.m.
Tuesday, March 15, 2016 | 9:30 a.m.–5:00 p.m.
Wednesday, March 16, 2016 | 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 a.m.; 2:45 p.m. – 4:00 p.m.
Wednesday: 9:30 a.m. – 11 a.m.; 2:30 p.m. – 3:45 p.m.

As a courtesy to the scientists and your fellow Exhibitors, 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 16, 2016. 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 16, 2016. 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 in to 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 30, 2015. 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 30, 2015, 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 Washington State Convention Center, parking lots, or any hotel contracted by USCAP.
CHARGE FOR SPACE

COMMERCIAL INLINE BOOTH
(bounded by a front aisle only) is $2,350 (U.S.)

COMMERCIAL CORNER BOOTH
(bounded by a front and side aisle) is $2,500 (U.S.)

COMMERCIAL ISLAND BOOTH
(which may hang a sign over their booth and use full cubic content of their space.) is $2,600 (U.S.)

Please Note: Exhibitors wishing to create island booths will be charged the full cost of all booths deleted to create island(s).

NONPROFIT INLINE OR CORNER BOOTH
is $1,550 (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, January 27, 2016.

BOOTH SPACE CANCELLATIONS OR SPACE REDUCTIONS

To cancel or reduce space, Exhibitors are required to both:
1. Telephone Kristofer Herlitz, Exhibit Management at 914.833.1979 AND
2. Send a confirming letter of cancellation or space reduction to:

Kristofer Herlitz,
The Herlitz Company, Inc.,
1890 Palmer Ave., Suite 202-A,
Larchmont, NY 10538

The date the Exhibitor’s written notice is received will be the official cancellation/reduction date. Reduction of island space dimensions after assignment has been confirmed may result in relocation of the exhibit booth. USCAP may cancel Exhibitor rooms and room blocks held by a company canceling booth space.

IT IS AGREED THAT:

a. As a reasonable calculation of liquidated damages for cancellation, and not as a penalty, it is agreed that: If a company cancels before December 15, 2015, an administrative fee of 25% of booth cost will be charged. If a company cancels its space between December 15, 2015, and January 14, 2016, it will be responsible for paying 50% of the total cost of the space.
b. If a company cancels its space after January 14, 2016, it will be responsible for paying 100% of the originally contracted price.

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

d. Space not claimed and occupied by 9:30 a.m. on Monday, March 14, 2016, will be forfeited by the Exhibitor, and the Exhibitor will pay as liquidated damages 100% of the total contracted booth space fee.

CANCELLATION OF MEETING AND EXHIBIT

It is mutually agreed that in the event the USCAP Exposition is cancelled due to acts of God, war, strikes, government regulation or advisory (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism in Seattle, 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 Seattle, 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, The Herlitz Company Inc. the Washington State 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 Washington State Convention Center, Brede National Exposition Services, The Herlitz Company Inc., 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, The Herlitz Company Inc., the Washington State 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 16, 2016, 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 105th 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, The Herlitz Company, Inc., the Washington State 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 16, 2016. 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 16, 2016. Strict security will be in effect at all other times.

INSURANCE

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy. This will protect them against loss through theft, fire, damage, etc. Exhibitors utilizing independent contractors must provide The Herlitz Company Inc. with a certificate of insurance of not less than U.S. $1,000,000 by Tuesday, February 23, 2016.

EXHIBIT APPLICATION

Click here to fill out the Exhibit Application: CLICK HERE
EXHIBIT SPACE

STANDARD BOOTHS

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

Each exhibit space will have an 8’ high blue, gray, and white drape background, and 36” high blue drape dividers defining the sides of the space. Drapes will not be provided in island units. A booth identification sign measuring 7” × 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’ × 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 specifications/restrictions apply to the remaining portion of the peninsula booth. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval.

In island booth units, bound on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 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 12, 2016.

DEMONSTRATION AREAS

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

Note: Cybercafés (Internet access stations) are not permitted within a company’s booth space.
FLOOR PLAN

VIEW THE INTERACTIVE FLOOR PLAN: CLICK HERE
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 view point 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**

<table>
<thead>
<tr>
<th>Member Society</th>
<th>Name</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Dr. John R. Goldblum, President</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dr. N. Volkan Adsay, President-Elect</td>
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<td></td>
<td>Dr. Christopher D. M. Fletcher, Vice President</td>
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<td></td>
<td>Dr. David B. Kaminsky, Executive Vice President</td>
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<td>Dr. Celeste N. Powers, Past-President</td>
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<tr>
<td></td>
<td>Kristofer S. Herlitz, Exhibit Management</td>
<td></td>
</tr>
</tbody>
</table>

**INDUSTRY REPRESENTATIVES**

**REAGENTS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roshel Aghassi</td>
<td>Cell Marque Corp.</td>
<td>6600 Sierra College Blvd. Rocklin, CA 95677</td>
<td>916.746.8900</td>
</tr>
</tbody>
</table>

**INSTRUMENTS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greg Strader</td>
<td>Thermo Fisher Scientific</td>
<td>4481 Campus Drive Kalamazoo, MI 49008</td>
<td>269.544.5616</td>
</tr>
</tbody>
</table>

**INFORMATION SYSTEMS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ajay Kapare</td>
<td>Sunquest Information Systems, Inc.</td>
<td>250 South Williams Blvd. Tucson, AZ 85711</td>
<td>877.239.6337</td>
</tr>
</tbody>
</table>

**PUBLICATIONS & EDUCATION PRODUCTS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Freiland</td>
<td>Lippincott, Williams and Wilkins</td>
<td>Two Commerce Square Philadelphia, PA 19103</td>
<td>800.638.3030</td>
</tr>
</tbody>
</table>

**LABORATORY SUPPLIES**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kimberly Mascaro</td>
<td>Integrated Genetics</td>
<td>3400 Computer Drive Westborough, MA 01582</td>
<td>508.389.8324</td>
</tr>
</tbody>
</table>
BOOTH ACTIVITIES & PERSONEL

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 Washington State 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 2015.

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 Washington State 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 Seattle. Exhibitors should contact the Seattle business licenses and taxes division at 206.684.8484 or tax@seattle.gov. Further details are also available at the Washington State Department of Revenue at 1.800.647.7706 or by visiting www.dor.wa.gov. Exhibitors are responsible for any and all licenses or permits required by law, as well as the payment of any taxes owed from sales.

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

**DISTRIBUTION OF GIVE-AWAYS**

Give-aways will be limited to those items relevant to the professional interests of the registrants and 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 12, 2016. Requests received after Friday, February 12, 2016, 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 USCAP 2016 Annual Meeting pre-registrant list will be available after January 1, 2016, with a final registrant list available after April 1, 2016. Only USCAP 2016 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 USCAP 2016 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 12, 2016, throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in Seattle, Washington. 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 14, 2016.

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 Washington State 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 USCAP 2016 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 USCAP 2016 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 USCAP 2016 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 USCAP 2016 Annual Meeting housing providers. The 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 USCAP 2016 Annual Meeting hotels. Please notify the 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 Sheraton Seattle Hotel.

IMPORTANT INFORMATION

The deadline for reservations is 5:00 p.m. EST Friday, February 19, 2016. 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:

USCAP 2016 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 of balloons or glitter products
13. Distributing or using stick-on decals and/or similar adhesive backed promotional items in the Washington State 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 Washington State Convention Center is approximately $30 per day with in and out privileges. For further details please visit www.wscc.com/parking-directions.
ELECTRICITY-AIR-WATER-DRAIN
These services will be provided by the Washington State 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 Washington State 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 Seattle’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 2015 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 12, 2016, 8:00 a.m. – 4:00 p.m.
Sunday, March 13, 2016, 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 13, 2016. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, March 14, 2016 (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
Exhibitors may hand-carry their own materials into and out of the exhibit facility. The use or rental of dollies, flat carts and other mechanical equipment is not permitted. Brede Exposition Services will control access to the loading docks in order to provide for a safe and orderly move in and move-out. Only full-time employees of the exhibiting companies will be permitted to hand-carry items into and out of the exhibit facility. Unloading or reloading at the dock of any and all contracted carriers will be handled exclusively by Brede Exposition Services.

BOOTH LABOR
We currently have an agreement with the local Carpenters Union to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies, however, may install and dismantle their own exhibits without assistance from the Carpenters Union as long as the exhibit can be installed and dismantled utilizing no more than one (1) full-time company employee in one half-hour or less without the use of tools or ladders. Labor required in excess of this must be ordered through Brede Exposition Services. It is recommended that all display labor required be ordered in advance from the Brede Exposition Services Labor Order form located in your exhibitor service manual. Proof of the full-time employment status of any personnel working in your booth may be requested by the Union Steward.

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 Washington State 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 23, 2016, 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 23, 2016, naming USCAP as additional insured.
FURNITURE-CARPETING-LABOR-RENTAL DISPLAY UNITS

The official convention decorator is:

**Brede/National Exposition Services**

6801 Mid Cities Avenue  
Beltville, MD 20705

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

Forms will be sent to facilitate ordering furniture, labor, booth carpeting, and rental display units. Exhibitors are urged to order all furnishings and labor in advance to minimize delays during exhibit setup.

**Current labor rates are:**

- **Straight time - $98.00/hr.**  
  Mon – Fri. 8:00 a.m. – 4:30 p.m. except holidays
- **Overtime - $150.00/hr.**  
  4:30 p.m. – 8:00 a.m. Mon – Fri & All day Saturday
- **Double-time - $195.00/hr.**  
  All day Sunday & Observed union holidays

**DISMANTLING OF EXHIBITS**

**Wednesday, March 16, 4:00 p.m. – Midnight**

**Thursday, March 17, 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 Washington State 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, Telephone: 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><strong>USCAP 105th Annual Meeting</strong></td>
<td><strong>USCAP 105th Annual Meeting</strong></td>
</tr>
<tr>
<td><em>Exhibiting Company Name/Booth Number</em></td>
<td><em>Exhibiting Company Name/Booth Number</em></td>
</tr>
<tr>
<td>Brede/National</td>
<td>Brede/National</td>
</tr>
<tr>
<td><strong>12855 48th Avenue South</strong></td>
<td><strong>c/o Brede/National</strong></td>
</tr>
<tr>
<td>Tukwila, WA 98168</td>
<td><strong>800 Convention Place</strong></td>
</tr>
<tr>
<td></td>
<td>Seattle, WA 98101</td>
</tr>
</tbody>
</table>

UNCRATED SHIPMENTS WILL NOT BE RECEIVED AT THE WAREHOUSE.

The services provided by Brede National Exposition Services will include receiving shipments at their warehouse and storing up to 30 days; delivery to the Exhibitor’s booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the booth and reloading same on outgoing carriers from convention center or warehouse dock. Rates for this service are included in Exhibitor Service Kits. Exhibitors are urged to be certain that all materials are delivered to their booths on 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 13, 2016—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, Inc.**
1890 Palmer Avenue; Suite. 202-A
Larchmont, NY 10538
Telephone: 914.833.1979
Fax: 914.833.0929
PRODUCT LISTINGS AND ENHANCED ONLINE EXHIBITOR LISTINGS

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: $500 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>
<tr>
<td><strong>Online Profile</strong></td>
<td></td>
<td>500</td>
<td>750</td>
<td>1,000</td>
</tr>
</tbody>
</table>
| Update your booth profile with all relevant company information.  
*Number of characters:* |       |        |        |        |
| **Welcome Message**    |       | Y      | Y      | Y      | Y      |
| Add an event-specific message highlighting your presence at the meeting. |       |        |        |        |
| **Videos**             |       | N      | N      | 1      | 2      |
| Let potential buyers see and hear your story through promotional videos. |       |        |        |        |
| **Product Categories** |       | 1      | 5      | 5      | 10     |
| Select the categories potential customers are most likely to search to find your company. |       |        |        |        |
| **Products**           |       | N      | 1      | 5      | 10     |
| Feature your latest product lines that will be introduced for the event or some of your most popular brands. Include descriptions and photos. |       |        |        |        |
| **Press Releases***    |       | N      | 1      | 5      | 10     |
| 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!* |       |        |        |        |
| **Show Specials**      |       | N      | 1      | 5      | 10     |
| Spotlight the deals—discounts, giveaways, post-show drawings, etc.—keep the traffic coming to your booth! |       |        |        |        |
| **Event Map Logo**     |       | N      | Y      | Y      | Y      |
| Brand your presence on the show floor to make your company stand out above the rest of the competition. |       |        |        |        |
| **Display Listing as Enhanced** |       | N      | Y      | Y      | Y      |
| Your online company listing will be noted with a red star further drawing the user to your listing vs. the others. |       |        |        |        |
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 2015 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 2016 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 am Monday, March 14, 2016 and remain throughout the exhibit program. On-site corrections or adjustments may be possible if reported to Exhibit Management by Noon on Friday, March 11, 2016. 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

February 4, 2016

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 Kris Herlitz (kris@herlitz.com) for more information.

ELIGIBILITY

The company must be an Exhibitor at the 2016 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, Inc.
Attn: Kris Herlitz
1890 Palmer Avenue, Suite 202-A
Larchmont, NY 10538
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 914-833-1979, ext. 1 or via email at kris@herlitz.com.

Please contact Karen Ragone at 914-833-1979, ext 4, 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, Inc. by the deadline. Incomplete submissions will be returned.

Make check payable to United States and Canadian Academy of Pathology.
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: THURSDAY, FEBRUARY 4, 2016

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, Inc. at (914) 833-0929 - Telephone: (914) 833-1979.

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
EXHIBITOR SEMINARS

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 2400 LCD projector, a 7’ x 10’ screen, one computer, and one podium with microphone.

Total cost: $10,000

Contact:
Ms. Stacie Wells
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 19, 2016, 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 Wells at USCAP by phone AND with a confirming cancellation letter:

2. Cancellations will be based on the following schedule:

3. Until January 19, 2016, all commitments may be cancelled 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 19, 2016, will not be refunded.

SCHEDULE OF PAYMENTS:

1. This completed Exhibitor Seminar form and all payments should be sent to Stacie Wells at the address listed above.

2. 50% must accompany the Exhibitor Seminar Form.


METHOD OF PAYMENT (CHECK ONE):

☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Credit Card Number: ___________________________ Exp. Date: ___________ CSV Code: ___________

Name on Card: ___________________________ Type of Card: ___________________________ 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 914.833.1979 or 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 19, 2016, 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 2016 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, Tel: 1(212) 451-8720; email: k.howland@us.nature.com or Andy May, Advertising Sales Executive, Tel: +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 either the Sheraton Seattle Hotel or the Washington State Convention Center. 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 Wells 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 2016 USCAP Exhibitor Seminar Sponsor, you first must become an Exhibitor. The 2016 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 14, 2016 and runs through March 16, 2016, 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 914.833.1979 or kris@herlitz.com.
SAN ANTONIO  
MARCH 4–10, 2017  
Henry B. Gonzalez Convention Center  
San Antonio, TX

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

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