United States & Canadian Academy of Pathology
LEADING PATHOLOGY EDUCATIONAL EXCELLENCE

INFORMATION FOR EXHIBITORS
102ND ANNUAL MEETING

March 2-8, 2013
Baltimore, Maryland
Baltimore Convention Center

EXHIBIT DATES:
Mon. March 4 - Wed. March 6, 2013

MEETING DATES:
Sat. March 2 - Fri. March 8, 2013
THE USCAP MEETING/EXHIBIT CONTINUES TO GROW!

Last year, we had another sell-out exhibit area with a record 130 companies, represented in 279 booths and a record number of professionals in attendance—another reason why the USCAP meeting has been twice named one of Tradeshow Weekly’s Fastest 50 Growing Shows. We look forward to another strong meeting in Baltimore, Maryland.


These attendance figures continue to make the Annual Meeting of the Academy the largest gathering, by far, of physician-pathologists in the world. Indeed, for the past ten years we have regularly had 3000-to over 4400 physician-pathologists or more in attendance. 1131 of the registrants/attendees at the Vancouver meeting were from countries outside of the US and Canada. The countries (and the number of international visitors from each country) included:

- Japan (121), Brazil (81), United Kingdom (78), Australia (73), Spain (72), Germany (59), France (57), S. Korea (46), Netherlands (44), Italy (43), Switzerland (42), China (29), Mexico (28), Taiwan (28), Austria (26), Turkey (24), Saudi Arabia (22), Ireland (40), Argentina (20), Singapore (13), New Zealand (11), Colombia (10), Hong Kong (10), Chile (10), and all the other countries 1-10 friends.

Thus, in total, 1131 international visitors from 67 countries outside of the USA and Canada were in attendance (25% of our total registrants). Compared with last year, there was an increase in Canadian pathologist and pathologists from many of the SE Asian countries, as would be expected given the Vancouver venue. Pathologists from all 50 states of the US and 10 Canadian provinces were in attendance.

The exhibits will be held in the Halls A, B, C, and D of the Baltimore Convention Center. To encourage a good flow of traffic throughout the hall, this floor plan includes poster presentations within the exhibit area. As in the past, coffee will be served only in the exhibit area during morning and afternoon dedicated program breaks.

On the evening of Tuesday, March 5th, 2013 there will be a Reception for both exhibitors and attendees. The location of the reception will be listed in the final Program and be part of Tuesday evening’s closing announcement in the exhibit hall.

THE MARKET YOU NEED TO REACH WILL BE IN ATTENDANCE AND WILL INCLUDE:

Decision makers in the field of pathology and the related specialties of toxicology, oncology and immunology from hospitals, private laboratories, and the government. We hope you will be among those who take advantage of this outstanding marketing opportunity and we look forward to the early return of your completed application. Please note point priority cut-off date of Friday, October 26th, 2012 in the brochure.

Also, please review the information provided on the New Product Display which we are excited to offer for the first time in Baltimore. 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. The New Products Display will feature color poster boards located in a high-traffic area of the exhibit hall and is limited to the first fifteen (15) requests to be a part of this new advertising initiative.

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

RULES AND REGULATIONS FOR EXHIBITING AT THE 102ND ANNUAL MEETING OF THE UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

Please read the following Rules and Regulations ("Rules") carefully. By submitting an application for exhibit space for the event described on the first page herein, you, as agent for the exhibiting company (the “Exhibitor”), agree that you have the authority to bind the Exhibitor to these Rules and that the Exhibitor agrees to follow and be bound by the Rules. These Rules form a contractual relationship between Exhibitor and The United States and Canadian Academy of Pathology, Inc. (“USCAP” or “Academy”). 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 United States and Canadian Academy of Pathology exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to the physician’s professional interests.

EXHIBIT HOURS AND DATES:

Monday, March 4th, 2013 | 9:30 a.m. - 4:30 p.m.
Tuesday, March 5th, 2013 | 9:30 a.m. - 4:30 p.m.
Wednesday, March 6th, 2013 | 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 – 11 a.m.; 3 - 4:30 p.m.
Tuesday: 9:30 – 11 a.m.; 2:45 - 4 p.m.
Wednesday: 9:30 – 11 a.m.; 2:30 - 3:45 p.m.

As a courtesy to the scientists and your fellow exhibitors, the Academy requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Management desk to remove any material or equipment prior to Wednesday, March 6th, 2013. Once the exhibit opens for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4 p.m. at which time no pass is required. Security will not check equipment leaving the exhibit area after 4 p.m., Wednesday, March 6th, 2013. Strict security will be in effect at all other times.

SPACE ASSIGNMENT

Applications for exhibit space are subject to the approval of the Academy, in its sole discretion, not to be unreasonably withheld. A 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 26th, 2012. 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.

BOOTHS SELECTIONS

The floor plan 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. Since 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 26th, 2012 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 show assignments as they are made.

The Academy 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 note the request on each space application. Exhibit Management is not responsible for adjacent space assignment if space applications arrive separately or without documentation. The space assignment will then be made by averaging the co-marketing companies’ points. Exhibit Management will locate adjacent exhibits based on the best use of the exhibit floor space, and requests for specific locations may not be honored.

If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All housing, badges and Exhibitor Technical Guide listings will be conducted in one name only. Multiple housing blocks and listings are not permitted.

When two or more companies have joint rights to a product, and the contract stipulates all company names must appear with the product, the Academy reserves the sole right to determine how or if the name of the non-exhibiting company will appear on all exhibit related materials. The Academy will make reasonable efforts to accommodate such requests after considering the facts and circumstances of the situation.
NON-CONTRACTED

Exhibit Space Persons, companies, or organizations that have not contracted with USCAP to occupy space in the exhibit hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the Baltimore Convention Center, parking lots, or any hotel contracted by USCAP.

CHARGE FOR SPACE

COMMERCIAL INLINE BOOTH
(bounded by a front aisle only) is $2,100(us)

COMMERCIAL CORNER BOOTH
(bounded by a front and side aisle) is $2,250(us)

COMMERCIAL ISLAND BOOTH
(Island booths may hang a sign over their booth and use full cubic content of their space) is $2,350(us)

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

NONPROFIT INLINE OR CORNER BOOTH
(is $1,050(us)). Exhibits which are Nonprofit according to the US 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 $1,000 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 Tuesday, January 17th, 2013.

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 4th, 2012 a 25% of booth cost administrative fee will be charged. If a company cancels its space between December 4th, 2012 and January 3rd, 2013, it will be responsible for paying 50% of the total cost of the space.  

b. If a company cancels its space after January 3rd, 2013, 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 4th, 2013 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 Baltimore 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 Baltimore, or any other comparable conditions or circumstances occur either in the location of USCAP’s meeting or in the countries/states of origin of at least thirty percent (30%) of the attendees or along their routes of travel, making it commercially impracticable, illegal, or impossible, the Application and Contract for exhibit space will be terminated. In such an event, the affected party shall not be liable to the other for delay or failure to perform its obligations, except there shall be a prorated reduction of any fees payable or otherwise due under this agreement and/or refund of any deposits paid.

LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the United States and Canadian Academy of Pathology, The Herlitz Company Inc., the Baltimore 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 Baltimore Convention Center, Brede National Exposition Services, The Herlitz Company Inc., the United States and Canadian Academy of Pathology, their employees and agents. In addition, Exhibitor acknowledges that the United States and Canadian Academy of Pathology, The Herlitz Company Inc., the Baltimore 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
consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of USCAP to the Exhibitor for any breach of this contract shall be for the refund of all amounts paid by the Exhibitor pursuant to this contract, as an exclusive remedy.

ENFORCEMENT OF RULES AND REGULATIONS

The Rules and Regulations of the United States and Canadian Academy of Pathology Exhibits are intended to bring order and fairness to the medium. In addition to being subject to restriction or termination of an exhibit (see General Character of Exhibits), exhibitors who violate regulations will be subject to the following sanctions:

1ST VIOLATION: Loss of current year priority point.
2ND VIOLATION: Loss of one-half accrued points.
3RD VIOLATION: Loss of remainder of points.
4TH VIOLATION: One year suspension of exhibit privilege.

Note: Exhibitors who dismantle before 4 p.m., Wednesday, March 6th, 2013 will be subject to a one-year suspension of exhibit privilege.

For major rule violations, which USCAP in its sole discretion will determine, a one-year suspension of exhibition privilege may be issued as a sanction. Also, USCAP reserves the right to refuse future applications for exhibit space based upon prior, major rule infractions.

USE OF ACADEMY’S NAME, INSIGNIA, LOGO, OR ACRONYM (USCAP)

The use of USCAP’s name, insignias, logos, and acronyms is expressly forbidden on signs inside and outside the exhibit area and on descriptive product literature and websites. References may be made to the meeting only as the “United States and Canadian Academy of Pathology’s 102nd Annual Meeting” on Exhibitor’s advertising materials, provided that the specific use is first approved by USCAP in the precise manner in which the reference will appear. Place, names and dates appearing with the reference will be acceptable. This policy applies before, after, and during the meeting. The United States and Canadian Academy of Pathology’s name, insignias, logos, and acronyms are trademarks of the Academy and may not be used in any event without prior written permission.

SECURITY

Security for the exhibits will be provided, but the United States and Canadian Academy of Pathology, The Herlitz Company, Inc., the Baltimore 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 6th, 2013. Once the exhibit opens Wednesday morning for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4 p.m., at which time no pass is required. Security will not check equipment leaving the exhibit area after 4 p.m., Wednesday, March 6th, 2013. 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 12th, 2013.

BOOTH DESIGN & USE OF EXHIBIT SPACE

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

Each exhibit space will have an 8’ high blue, gray and white drape background, and 36” high blue drape dividers defining the sides of the space. Drapes will not be provided in island units. A booth identification sign measuring 7” x 44” and showing only Company Name, City, and State will also be supplied in all linear booths. Please note that the exhibit hall is not carpeted so Exhibitors are required to order or provide carpeting in their own booth space – no booth may be without carpet.

Important: These booths will be 10 ft. wide x 10 ft. deep (10’ x 10’). The booth height may be maintained up to 50% of the distance from the 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 is 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 in-line 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 1st, 2013.

### 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.
The USCAP has an Exhibitor Advisory Committee (EAC). The purpose of the EAC is to provide a communication link between USCAP and its exhibitors, specifically to:

- Review and comment on current and proposed exhibitor regulations;
- Review and comment on current and proposed practices affecting exhibitors;
- Advise ways in which exposition could be improved, both from the exhibitor's viewpoint and from the attendee's viewpoint;
- Identify additional information useful to exhibitors; and
- Provide a forum for discussion of problems of mutual concern.

Members of the EAC each serve a five year term. The committee meets once a year on Tuesday during the exposition. Exhibitors are encouraged to make their viewpoints and concerns known to USCAP and/or a Committee member. Exhibitor Advisory Committee members are as follows:

**MEMBER SOCIETY REPRESENTATIVES**
- Dr. Linda D. Ferrell, President
- Dr. Jeffrey L. Myers, President-Elect
- Dr. Celeste Powers, Vice President
- Dr. Bruce Smoller, Executive Vice President
- Dr. Greg Fuller, Past-President
- Kerry Crockett, MBA, CAE, CMP, Executive Director
- Kristofer S. Herlitz, Exhibit Management

**INDUSTRY REPRESENTATIVES**

**INSTRUMENTS**
Kimberly Montanye
Thermo Fisher Scientific
4481 Campus Drive
Kalamazoo, MI 49008
(269) 544-5711

**INFORMATION SYSTEMS**
Chris Jackson
PathCentral
213 Technology Drive; Ste. 200
Irvine, CA 92618
(949) 208-9781

**PUBLICATIONS & EDUCATION PRODUCTS**
Brian Freiland
Lippincott, Williams and Wilkins
Two Commerce Square
Philadelphia, PA 19103
(800) 638-3030

**LABORATORY SUPPLIES**
David Chapa
Leica Microsystems, Inc.
2345 Waukegan Road
Bannockburn, IL 60015
(800) 248-0123

**REAGENTS**
Carrie Ann Brown
Cell Signaling Technology
3 Trask Lane
Danvers, MA 01923
(877) 616-CELL

**BOOTH ACTIVITIES & PERSONNEL**

**GENERAL CHARACTER OF EXHIBITS**
In its sole discretion, at any time, USCAP may require modification of exhibits to bring them into compliance with this section and with the Rules. USCAP may, alternatively, require an Exhibitor to cease exhibiting if USCAP determines in good faith that no modification will suffice to correct harm done by Exhibitor's breach of the Rules.

The character of the exhibits is subject to approval by the Academy. The 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 Web site and by all conditions stipulated by the Baltimore 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. Each attendee will have a large, easy-to-read badge with their contact and demographic information encoded on the front of the badge. Attendee e-mail addresses will only be included if the attendee selects this option when registering for the meeting. Complete information will be included in the Exhibitor Service Kit that will be available in December, 2012.
MESSAGES

Messages cannot be delivered to exhibit booths nor is a paging system provided.

MODELS

USCAP expects Exhibitors to use prudent judgment when live models are used. Professional dignity and discretion should be observed at all times. The use of minors as live models is prohibited. Models contracted to assist with demonstrations in an exhibitor's booth may not wear tight fitting, exposing, or other inappropriate garments, such as leotards, t-backs, and short shorts.

PRINTED MATERIALS

Distribution of printed educational material by industry or its agents is limited to the area rented by the exhibiting company in the USCAP exhibit hall. These materials are not permitted in the registration area, poster session areas, meeting rooms and corridors of the Baltimore 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 Baltimore. Exhibitors should contact the Baltimore Bureau of Revenue Collections at (410) 361-9690 or via email at BaltimoreCityCollections@baltimorecity.gov. Further details are available at http://www.baltimorecity.gov/government/agenciesdepartments/finance/revenuecollections.aspx. Exhibitors are responsible for any and all licenses or permits required by law, as well as the payment of any taxes owed from sales.

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

DISTRIBUTION OF GIVE-AWAYS

Give-aways will be limited to those items relevant to the professional interests of the registrants, and have a value of $10.00 or less per item. Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor. All giveaways and handouts, with the exception of literature, must have the written approval of Exhibit Management prior to the meeting. Such requests must be submitted to Exhibit Management by Tuesday, February 12th, 2013. Requests received after Tuesday, February 12th, 2013 will not be approved. The Academy will request removal of unapproved items.

MAILING LISTS

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

The USCAP 2013 pre-registrant list will be available in January, 2013, with a final registrant list available after March 22nd, 2013. Only USCAP 2013 exhibitors may rent the pre-registration list. Mailing list rental guidelines and order forms will be provided in the Exhibitor Service Kit. A copy of the proposed mailing piece must be submitted with the order form.

The mailing list(s) may not be used for any mailings other than that for which it is provided by USCAP, and may not be provided to any other party other than those to which permission was given.

In addition, Exhibitors are prohibited from selling and/or otherwise distributing demographic information obtained by swiping attendees name badges that visit their booth with lead retrieval devices. This information is restricted for use only by companies exhibiting at USCAP 2013 to send follow-up information requested by the attendee.

Exhibitors violating these guidelines are subject to loss of all accrued priority points and/or a one-year suspension from exhibiting at the Academy’s annual meeting.

EXHIBITOR REGISTRATION

Each exhibiting company will be entitled to six badges per booth space. Booth personnel may pre-register using the online exhibitor center. Exhibitors may pick up their badges at the Exhibitor Registration desk from Saturday, March 2nd, 2013 throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in Baltimore, Maryland. Exhibitor badges must be worn at all times while in the exhibit area.

Supplementing this identification with business cards, ribbons or company logotypes is not permitted. Exhibitor badges may be made out only in the name of the company shown on the application for space.

ADMISSION TO SESSIONS

Badged exhibit personnel may attend scientific sessions that do not require a ticket on a first-come, first-served, space-available basis only, after scientific attendees have been seated. Overcrowding may subject a session to be shut down by the Fire Marshal. USCAP reserves the right to decline admission to any session in the interest of safety and comfort.

GUEST BADGES

Each exhibiting company will be entitled to six Guest of Exhibitor badges per booth space. These badges allow entrance to the exhibit hall during show hours only and may only be made out in the name of the exhibiting company requesting the Guest badge. Guests are considered anyone who is not an employee of that exhibiting company. Badges remain the property of the Academy and must be relinquished upon request from the Academy. The Academy reserves the right to limit the number of passes at any time.

Guest badges will be registered on-site by a representative of the exhibiting company and do not permit the bearer to attend the Annual Meeting scientific sessions.
**WORK PASSES**

All pre-approved Exhibitor-designated contractors must obtain work passes for all personnel at the Exhibitor registration desk. Work passes must be visible at all times while on the premises of the 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 4th, 2013.

**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 Baltimore Convention Center (including set up and dismantle of exhibits) and all hotel meeting rooms hosting USCAP events. Please inform all employees, agents, contractors, and guests accordingly. Thank you for not using any tobacco products.

**HOUSING**

USCAP has selected an official housing provider to coordinate the hotel accommodation booking process for all delegates and exhibitors. We request that you book your reservation through the housing agency and not directly with the hotels. Hotel reservations can be made online by visiting the USCAP 2013 website at [http://www.uscap.org/home.htm](http://www.uscap.org/home.htm).

The official meeting hotels were chosen for the numerous benefits they offer delegates and support by booking your hotel accommodation at one of the official meeting hotels. Your loyalty and cooperation is greatly appreciated!

**Important Information:** The deadline for making your hotel reservation is Friday, February 27th, 2013 – 9 a.m. (Eastern Standard Time). Requests received after this date will be sent directly to the hotel for confirmation and will be on a space and rate availability basis only. The hotel will then contact you directly on the status of your hotel request.

All hotel prices are quoted in U.S. Dollars, per room, per night. Rates are subject to an additional 15.5% tax to be added to the nightly room night. Taxes are subject to change.

**INSTRUCTIONS**

To reserve a room for the USCAP Conference, choose ONE of the following methods:

- **Internet:** Visit [www.uscap.org](http://www.uscap.org)
- **Telephone:** USCAP Call Center Hours
  Monday-Friday, 8:30am-5:30pm EST
  800-282-6632 (toll free)
  410-837-4636 (international)
- **Fax:** Fax completed Housing Form to 410-659-8398
- **Email:** conventionhousing@baltimore.org

**PROHIBITED PROMOTIONAL PRACTICES**

1. Give away items that do not comply with stated policy
2. Sub-leasing exhibit space
3. Canvassing or distributing any material outside the Exhibitor’s own space
4. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers
5. The wearing of buttons, unofficial badges, company name plates, etc.
6. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the dates of the meeting
7. Soliciting participation in surveys or otherwise harassing registrants
8. The use of any advertisements and/or displays of signs outside the exhibit space as well as any advertisement within the exhibit space that does not comply with USCAP Rules.
9. Entering another Exhibitor’s booth or taking photographs of another Exhibitor’s booth without permission
10. Operating X-ray equipment
11. Using noisy electrical or mechanical apparatus that interferes with other Exhibitors
12. The use of balloons or glitter products
13. Stick-on decals and/or similar adhesive backed promotional items may not be distributed or used in the Baltimore 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

ELECTRICITY-AIR-WATER-DRAIN

These services will be provided by the Baltimore 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 since these locations are limited. All orders must be returned at least 21 days prior to the meeting dates.

TELEPHONE AND INTERNET

Telephone and rental of telephone instruments and Internet service must be ordered through the Baltimore 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 Baltimore’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, 2012 and an e-mail with the link will be sent to each exhibiting company. Exhibitors are urged to order all required services in advance.

INSTALLATION OF EXHIBITS

Saturday, March 2nd, 2013 | 8 a.m. - 4 p.m.
Sunday, March 3rd, 2013 | 8 a.m. - 4 p.m.

A labor crew will be available for the set-up and dismantling of exhibits, in accordance with advance orders. Exhibitors are urged to order all services in advance. All exhibit material must be unpacked by 2:00 p.m. on Sunday, March 3rd, 2013. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, March 4th, 2013 (the first day of exhibiting), or may be ordered set up by Exhibit Management and the cost charged to the Exhibitor. Please Note: No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area Sunday evening. Exhibitors are urged not to litter the floor in the booths or aisles after the final cleaning since time will not permit a sweeping of booths or aisles on opening day.

UNION REGULATIONS

INSTALLATION & DISMANTLE

Carpenters Local Union 491/974 claims jurisdiction over setup and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your product. Up to two (2) full-time employees may work without carpenter labor for one (1) hour on the move-in and one (1) hour on the move-out. Once this time has expired and work to complete the exhibit remains, the exhibitor must hire carpenter labor from the service contractor in order to complete the work. Exhibitors may work in a single 10’ x 10’ booth without the aid of carpenter labor. The use of power tools by an exhibitor is not permitted in any situation. Official labor order forms are included in the Exhibitor Service Manual (ESM).

MATERIAL HANDLING

The Local 491/974 has jurisdiction over the operation of all material handling equipment, all unloading and loading, as well as, the handling of empty containers. An exhibitor may move material into/out of the exhibit hall that can be hand-carried by one person in one trip - without the use of dollies, or other mechanical material handling equipment.

Vehicles must not be left unattended at the loading dock. Any unattended vehicle will be towed away at the owner’s expense.

Exhibitors are urged to ship crated freight in advance to the Brede/National Warehouse. All warehouse freight will be unloaded first during the move-in of the show. Avoid having your vehicle wait in possibly long lines to be unloaded by taking advantage of the opportunity to have your exhibit material in the booth early.

Please refer to the Exhibitor Service Manual (ESM) for complete guidelines.
SAFETY
Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Brede National Exposition Services cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in the assembly/dismantle of your booth, please order labor in advance using the forms that will be provided in the Exhibitor Service Kit.

FREIGHT HANDLING
Brede National has the responsibility of receiving and handling all exhibit material and empty crates. It is Brede’s responsibility to manage the dock area and to schedule vehicle deliveries for the smooth and efficient move in and move out of the exhibition. Exhibitors may hand carry their own materials into the exhibit hall. Exhibitors are not permitted to use dollies, flat trucks, and other mechanical equipment. Brede National will control access to the loading docks to provide for a safe and efficient move in and move out. Brede National will not be responsible, however, for any materials that Brede does not handle.

FLOOR LOAD
The exhibit floor load of the Baltimore 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
Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for service rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has 15-minute paid breaks. Meal breaks are one half hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Brede National’s show-site Manager.

Please refer to the Exhibitor Service Manual for complete guidelines.

CLEANING/JURISDICTION
Arrangements have been made through Brede National to have each exhibitor’s booth floor cleaned Sunday night prior to the opening of exhibits without charge. Exhibitors are allowed to maintain their exhibit space but are restricted to using their own company personnel. Any additional cleaning of exhibit space will be at the expense of the Exhibitor. Order forms will be provided in the Exhibitor Service Kit.

INDEPENDENT CONTRACTORS
Exhibitors who plan to use the services of anyone other than the official service contractor must notify Exhibit Management on or before Tuesday, February 12th, 2013, 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 12th, 2013, naming USCAP as additional insured.

FURNITURE-CARPETING-LABOR-RENTAL DISPLAY UNITS
The official convention decorator is:

Brede/National Exposition Services
6801 Mid Cities Avenue
Beltsville, MD 20705
Telephone: (301) 937-8600
Fax: (301) 937-2952
Customer Service Representative: Jan Alexander

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

Current labor rates are:

Straight time: $87.50 per hour
(8am-4:30pm Monday-Friday except holidays)
Overtime: $137.50 per hour
(all time not posted above is overtime)

DISMANTLING OF EXHIBITS

Wednesday, March 6th, 4 p.m. – Midnight
Thursday, March 7th, 8 a.m. - Noon

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. All exhibit material must be packed and ready for removal from the exhibit area by Noon, Thursday, March 7th, 2013.

Important: To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. The Academy, The Herlitz Company, Inc., the Baltimore Convention Center and Brede National Exposition Services cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.
SHIPPING INSTRUCTIONS

All freight charges must be PREPAID.

It is recommended that all freight shipments be made on straight Bills of Lading, carefully prepared to show number of pieces, weight, 30 days in advance of installation of exhibits. A copy of each Bill of Lading should be forwarded to the official drayage company, Brede National Exposition Services, 6801 Mid Cities Avenue, Beltsville, MD 20705, Telephone: (301) 937-8600, Fax: (301) 937-2952. Customer Service Representative: Jan Alexander.

All shipments should be addressed as follows:

Advance Warehouse:
USCAP 102nd Annual Meeting
Exhibiting Company Name/Booth Number
Brede/National Exposition Services
c/o ABF Freight System
6720 Washington Blvd
Elkridge, MD 21075

Direct to Show:
USCAP 102nd Annual Meeting
Exhibiting Company/Booth Number
c/o Brede/National Exposition Services
Baltimore Convention Center
Halls A – D
One West Pratt Street
Baltimore, MD 21201

UNCRATED SHIPMENTS WILL NOT BE RECEIVED AT THE WAREHOUSE.

The services provided by Brede National Exposition Services will include receiving shipments at their warehouse and storing up to 30 days; delivery to the Exhibitor’s booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the booth and reloading same on outgoing carriers from convention center or warehouse dock. Rates for this service are included in Exhibitor Service Kits. Exhibitors are urged to be certain that all materials are delivered to their booths on set-up days since deliveries cannot be made during exhibit hours.

CRATE STORAGE

Empty crates, boxes and cartons must be removed from the exhibit area by 2:00 p.m., Sunday, March 3rd, 2013— 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
E-mail: InfoRequest@herlitz.com

PRODUCT LISTINGS AND ENHANCED ONLINE EXHIBITOR LISTINGS

Each exhibitor 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
- Non Profit Organization
- Pathology Testing Centers
- Publications and Educational
- Products
- Reagents
- Scanning Technologies
- Software
- Tissue Marking Systems
- Tissue Processors
# Promotional Opportunities

## Featured Listing: Keyword Search

Your company will show up at the top of the search results for matched keyword searches when they reserve specific keywords. Company names and product categories are not allowed. Three (3) featured companies displayed randomly.  

**Rate:** $500 per word

## Featured Listing: Product Category Search

Purchase a product category to be featured for related searches. Limited to six (6) exhibitors per category. Three (3) featured companies displayed randomly.  

**Rate:** $500 per category

## Event Map Banner Ad

Every attendee going to an event checks out the online floor plan to map their onsite strategy. Catch their attention in this hot spot with an online ad which will link to your listing.  

**Rotation:** Random  
**Size:** 205 x 60  
**Format:** GIF/JPEG (non animated)  
**Rate:** $500 each

## Marketing Email Sponsor (2)

We create and execute two (2) promotional emails sent out to all registered attendees in the weeks leading up to the event. Sponsor an email and get a banner ad hyperlinked to your website.  

**Size:** 468x60  
**Format:** GIF/JPEG (non animated)  
**Rate:** $1,000 per email

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## ENHANCED ONLINE EXHIBITOR LISTING OPPORTUNITIES

### 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>$300</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Online Profile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Update your booth profile with all relevant company information.  
  *Number of characters:* 500  
  750  
  1000  
  1000 |
| Welcome Message               |        |        |        |        |
| Add an event-specific message highlighting your presence at the meeting.  
  *Y Y Y Y* |
| Product Categories            |        |        |        |        |
| Select the categories potential customers are most likely to search to find your company.  
  *1 5 10 15* |
| Products                      |        |        |        |        |
| Feature your latest product lines that will be introduced for the event or some of your most popular brands.  
  Include descriptions and photos.  
  *N 1 5 10* |
| Press Releases*               |        |        |        |        |
| Highlight what’s happening at your company. Tell your story in a printable, downloadable press release.  
  *These will also be cataloged with several major search engines!*  
  *N 1 5 10* |
| Show Specials                 |        |        |        |        |
| Spotlight the deals - discounts, giveaways, post-show drawings, etc. – keep the traffic coming to your booth!  
  *N 1 5 10* |
| Favorites                     |        |        |        |        |
| Keep track of attendees who have searched for you, contacted you, or are simply in your targets list by adding to your favorites list.  
  *0 25 50 100* |
| Attendee Connect Emails       |        |        |        |        |
| Reach out to targeted buyers by contacting them via email.  
  *0 25 50 100* |
| Appointments                  |        |        |        |        |
| Set-up appointments with attendees for meetings at your booth.  
  *0 10 25 50* |
| Event Map Logo                |        |        |        |        |
| Brand your presence on the show floor and make your company stand out above the rest of the competition.  
  *N N Y Y* |
| Social Media Icons            |        |        |        |        |
| Invite attendees to follow you on Facebook, Twitter, or LinkedIn.  
  *Y Y Y Y* |
| Display Listing as Enhanced   |        |        |        |        |
| Your online company listing will be noted with a red star further drawing the user to your listing vs. the others.  
  *N N Y Y* |
UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

2012 EXHIBITORS

- 3D HISTECH Ltd.
- AAPA / American Association of Pathologists' Assistants
- Abbott Molecular
- Abcam, Inc.
- AccuCore Group
- Advanced Cell Diagnostics, Inc.
- Affymetrix, Inc.
- Agfa Healthcare NV
- American Society for Clinical Pathology ASCP
- American Society for Investigative Pathology/ASIP
- American Society of Cytopathology (ASC)
- Amirsys, Inc.
- Aperio
- Apollo PACS, Inc.
- Applied Spectral Imaging
- APS Medical Billing
- ARP Press - American Registry of Pathology
- ARUP Laboratories
- Asuragen, Inc.
- Aurora Interactive Ltd.
- Aware, Inc.
- Barco, Inc.
- Baylor College of Medicine
- Bio SB, Inc.
- Biocare Medical, LLC
- BioGenex
- Biosearch Technologies, Inc.
- bioTheranostics, Inc.
- BioView, Inc.
- Bradley Products, Inc.
- California Tumor Tissue Registry
- Caliper, a PerkinElmer company
- CBLPath, Inc.
- CEDARLANE
- Cedars-Sinai Medical Center, Path & Lab Med
- Celerus Diagnostics, Inc.
- Cell Marque Corp.
- Cell Signaling Technology, Inc.
- Cerner-Laboratory Medicine [CoPathPlus]
- Clarient, Inc.
- Cleveland Clinic Abu Dhabi
- Cleveland Clinic Laboratories
- College of American Pathologists
- CSI Laboratories
- CymoGen Dx
- Dako
- Definiens Inc.
- Diagnostic BioSystems, Inc.
- Diagnostic Services of Manitoba
- DigiPath, Inc.
- Digital Pathology Association (DPA)
- eBioscience, Inc.
- ELSEVIER
- Elsevier - ClinicalKey
- Epitomics, Inc.
- Faxitron Bioptics LLC
- GBI Labs
- GE Healthcare
- Genentech, Inc.
- GGB Medical Management Services, Inc.
- Hamamatsu Corporation
- HistIndex
- Hologic, Inc.
- HTG Molecular
- Huron Technologies International Inc.
- Integrated Oncology
- Integrated System Engineering srl
- iPosters™
- Journal of Pathology
- Knight Diagnostic Laboratories
- Kubtec X-Ray
- LABLION / IBSG
- Leica Microsystems Inc.
- Lippincott, Williams & Wilkins
- LLTech Inc
- Login Canada
- Lumenera Corporation
- Mayo Medical Laboratories
- McKesson Corp.
- MetaSystems Group, Inc.
- MikroScan Technologies
- Milestone Medical
- MOPEC, Inc.
- Motic Instruments, Inc.
- MTM Laboratories, Inc.
- mTuitive, Inc.
- National Society for Histotechnology
- Nature Publishing Group
- NeoGenomics Laboratories
- NephroPath
- Nikon Instruments Inc.
- NimbleNav
- nPoint, Inc.
- Olympus America Inc.
- Optronics
- OriGene Technologies, Inc.
- PathCentral
- PathologyOutlines.com, Inc.
- PathView Systems, Ltd.
- PhenoPath Laboratories, PLLC
- Philips Digital Pathology
- Photodyne Technologies
- PSA, LLC
- Psyche Systems Corporation
- QIAGEN Inc.
- QualityStar
- RedPath Integrated Pathology Inc.
- Remote Meeting Technologies, LLC
- Sakura Finetek USA, Inc.
- ScyTek Laboratories, Inc.
- Siemens Healthcare Diagnostics
- Springer
- StemCell Technologies, Inc.
- Sunquest Information Systems, Inc.
- TELCOR
- Thermo Fisher Scientific
- TissueGnostics GmbH
- Transgenomic, Inc.
- United States & Canadian Academy of Pathology
- University of Michigan, Mlabs
- University of Washington Reference Lab Services
- UPMC / University of Pittsburgh
- Vector Surgical, LLC
- Ventana Medical Systems, Inc.
- Vidacare Corp.
- ViewsIQ Inc.
- Visiopharm
- Voicebrook, Inc.
- Wiley - Blackwell
- World Health Organization - WHO Press
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 2012 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 2013 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 36”w) will be standardized and will consist of a maximum of three (3) matted 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 4, 2013 and remain throughout the exhibit program. Onsite corrections or adjustments may be possible if reported to Exhibit Management by Noon on Friday, March 1. 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

January 25, 2013

Completed applications (application form, fee, product description and photo 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 2013 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: $825

NEW PRODUCT DISPLAY

PHOTO REQUIREMENTS

One high resolution version of your product photo are required for each New Product Display application and poster production. Submit your New Product Display picture files on separate CDs. Put only one file per CD. Do not put the file in a folder and do not put several versions of the photo on the same CD. If you prefer, you can email the high resolution file(s) to kris@herlitz.com.

Please follow the dimension and format specifications below. Submissions with photos that do not meet the digital photo requirements will not be produced.

HIGH RESOLUTION IMAGE: For Poster Display

• Resolution: High
• Size: Final print size of 20” wide x 16” high
• Orientation: horizontal (vertical images will be cropped or modified, or rejected if not easily altered)
• Resolution: 300 dpi
• Color Mode: RGB only
• File Format: JPEG only
• File Naming: yourproductname-hi.jpg
• Other: no rules or borders around image, do not crop file too close to edge of product—please leave some space around it. DO NOT INCLUDE ANY TEXT OR COMPANY LOGOS ON YOUR IMAGE (other than on product), or it will be declined.
• Note: your JPEG should be at least 4 MB in size

ADDITIONAL INFO

Please include a hard copy printout of your images as well.
Label each CD as follows:

• Company Name
• Product Name
• Product Description (maximum of 100 characters, including spaces, per photo)
• File type (high resolution)
• File size
MAILING ADDRESS:
One product per CD
Please send CD(s), image printouts, and payment to:

The Herlitz Company, Inc.
Attn: Kris Herlitz
1890 Palmer Avenue, Suite 202A
Larchmont, NY 10538

Images that include additional text in the photo (other than what appears on the product) will not be accepted. 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
1. Complete the New Product Display Application form.
   Use a separate form for each product submitted.

2. Complete the Product Description form*
   • All registered and trademarked names should be indicated only the first time used.
   • Do not use superlatives in describing the product.
   • Describe only the named product.
   • Do not use bullets in the description.
   • Do not include booth numbers, phone numbers, or websites
   • Submit a hard copy of the description and an electronic copy (PDF file) on the same CD as the high resolution photo provided.

   *Descriptions may be edited and will not be returned for approval.

3. Prepare electronic files of the product photo and a color proof*
   • Photos must be product-oriented (product portraits) and not promotional in nature.
   • Photos will be cropped to fit as necessary or may not be published if improperly formatted.
   • Photos that include additional text other than what appears on the product itself will not be accepted.
   • Logos will be accepted for products such as software or websites.
   • Submit a color proof for each CD and label with the company name, product name and image size.

   *See above for instructions on digital file specifications.

4. 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: ___________________________ Countrty: ___________________________
Name & Title: ____________________________________________________________
Phone: ___________________________ Fax: ___________________________
Email: ________________________________________________________________
Product Name: __________________________________________________________________
Introduction Date of Product: ______________________________________________

Please refer to complete New Product Display submission requirements

• All registered and trademarked names should be indicated only the first time used.
• Do not use superlatives in describing the product.
• Use ONLY the official product name in the Product Name field.
• Describe only the named product.
• Do not use bullets in the description.
• Submit a hard copy of the description and an electronic copy (PDF file) on the same CD as the high resolution photo.
• Descriptions may be reviewed for approval.

Materials Due Deadline: FRIDAY, JANUARY 25TH, 2013

For photos digital files can be supplied via e-mail to kris@herlitz.com as a high resolution JPG file. Descriptions are limited to 100 characters, including spaces, per photo and can be sent as Word docs to the same email address: kris@herlitz.com.

To apply for inclusion in the New Product Display, please sign, date, and e-mail 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: __________________________
Name on Card: ___________________________________________ Type of Card: __________________________

Incomplete submissions will be returned.

Make check payable in U.S. dollars and drawn on a U.S. bank to the:
United States and Canadian Academy of Pathology

Wire Transfer details available upon request.

Mailing Address:
One product per CD.
Please send CD(s), image printouts, and payment to:

The Herlitz Company, Inc.
Attn: Kris Herlitz
1890 Palmer Avenue, Suite 202A
Larchmont, NY 10538
(914) 833-1979