SPONSORSHIP OPPORTUNITIES

Major Sponsors

PLATINUM SPONSORS — $35,000
Total Cash Value — $28,015

On-Site Visibility
- Full page color advertisement in Program Book (distributed to all attendees) - Priceless (priceless)
- Full page color advertisement in Abstract Book (distributed to all attendees and mailed to journal subscribers, USCAP members and non-members) - $5,200 value (priceless)
- Logo on USCAP website with a link to your homepage - Priceless
- Event Map Logo - Brand your presence on the show floor and make your company stand out above the rest of the competition - Priceless
- 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 - Total package - $500 value

GOLD SPONSORS — $25,000
Total Cash Value — $18,440

On-Site Visibility
- Three (3) exhibit booths (Additional booth at $2,100 each, $2,250 corner booth) with priority placement after Platinum sponsors - $6,300 value
- 18 exhibit badges - $5,240 value
- Right to use official phraseology in advertisement and promo ‘…official Gold sponsor of USCAP’ - Priceless
- Access to USCAP mailing list for one mailing - $500 value
- One item provided by sponsor for placement in attendee bag (pre-approved by USCAP) - $3,000 value

Print Visibility/Other Media
- 1/2 page color advertisement in Abstract Book (distributed to all attendees) - $1,625 value (priceless)
- 1/2 page color advertisement in Program Book (distributed to all attendees) - $2,150 value (priceless)
- Logos on USCAP website with a link to your homepage - Priceless

SILVER SPONSORS — $15,000
Total Cash Value — $9,660

On-Site Visibility
- Two (2) exhibit booths (Additional space at $2,100 each, $2,250 corner booth) with priority placement after Platinum and Gold sponsors - $4,200 value
- 12 exhibit badges - $2,160 value
- Right to use official phraseology in advertisement and promo ‘…official Silver sponsor of USCAP’ - Priceless
- Access to USCAP mailing list for one mailing - $500 value

Print Visibility/Other Media
- Quarter-page color advertisement in Abstract Book (distributed to all attendees and mailed to journal subscribers, USCAP members and non-members) - $1,625 value (priceless)
- Quarter-page color advertisement in Program Book (distributed to all attendees) - $875 value
- Logo on USCAP website with a link to your homepage - Priceless

Enhanced Online Exhibitor Listing
- Online Profile - Update your booth profile with all relevant company information (100 characters)
- Welcome Message - Add an event-specific message to highlight your presence at the meeting
- Product Categories - Select up to 10 categories potential customers are most likely to search to find your company
- Products - Feature up to 5 of your latest product lines that will be introduced for the event or some of your most popular brands, include description and photos
- Press releases - Highlight up to 5 events of 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 - Spotlight up to 5 deals-discounts, giveaways, post-show drawings, etc. Keep the traffic coming to your booth
- Event Map Logo - Brand your presence on the show floor and make your company stand out above the rest of the competition
- 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 - Total package - $500 value

Please NOTE: Deadlines for ads to be included in the Program Book is November 16, 2012. Abstract Book is November 16, 2012.

SPONSORSHIP PAYMENT AND CANCELLATION POLICY

Yes, we are interested in the following Sponsorship Opportunities at the USCAP 2013 ANNUAL MEETING* (please check all that apply):

☐ PLATINUM SPONSOR .................................................................................................................................................. $35,000
☐ GOLD SPONSOR ..................................................................................................................................................... $25,000
☐ SILVER SPONSOR .................................................................................................................................................... $15,000
☐ President’s Reception ............................................................................................................................................... $15,000
☐ InterT Cafe ............................................................................................................................................................. $15,000
☐ Internet Connection in Convention Center ............................................................................................................. $15,000
☐ USCAP Welcome Reception (Limit 3) ...................................................................................................................... $10,000
☐ Attendee Bags (Limit 2) ........................................................................................................................................ $10,000
☐ Hotel Room Key Cards ......................................................................................................................................... $10,000
☐ Lanyards or Badge Holders .................................................................................................................................... $10,000
☐ USCAP Meeting App (Limit 2) .............................................................................................................................. $8,000
☐ Fellowship Fair ....................................................................................................................................................... $5,000
☐ House Staff Hospitality Room ................................................................................................................................ $3,500
☐ Speaker Preview Room ........................................................................................................................................... $3,000
☐ Coffee Breaks (each) ............................................................................................................................................. $3,000

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

Method of Payment (check one)

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

Credit Card Number

Amount of Payment: $ _____________________  Exp. Date: ____ / _____

City:  _____________________ State: _______   Postal Code: _________

Name of Cardholder: ______________________________________________

Contact Information (please print)

Contact Name: ______________________________________________

Address: ______________________________________________________

Email:  _____________________________________________________

Phone:  _____________________________________________________

Website:  ______________________________________________________

*As a 501c3 charitable organization, USCAP is eligible to receive tax-deducted contributions. No advertising or promotion shall be rendered in return for this charitable donation.
ADDITIONAL SPONSORSHIP OPPORTUNITIES

President’s Reception — $15,000
The President’s Reception is by invitation only and invited guests include not only the USCAP’s Executive and Council, but other top leaders in the pathology community. The reception features entertainment, heavy hors d’oeuvres, beer and wine. This elegant reception provides a great opportunity to interact with the various leaders in the field of pathology and is limited to one Sponsor. Sponsors will be recognized on the USCAP website, in the Program Book and with signage at the event.

Internet Café — $15,000 SOLD
The Internet Café provides the opportunity to check email and complete course evaluations for CHES/HiAi-Assessments. Always a busy spot, the sponsor of the Internet Café will receive a customized screen frame featuring their logo on all 24 monitors as well as recognition on the USCAP website, in the Program Book and with signage above the Café.

Internet Connection in Convention Center — $15,000 (New for 2013)
This is a new offering for the 102nd Annual Meeting. This is a great opportunity to let attendee’s connect throughout the Annual Meeting. Sponsors will receive recognition via a landing page for login and on the USCAP website and in the Program Book.

USCAP Welcome Reception (Limit 3) — $10,000
The USCAP Reception is one of the best attended events at the conference, but limited to only three Sponsors. It is open to all registrants and provides a wonderful opportunity for one-on-one interaction with all attendees. Featuring hors d’oeuvres, beer and wine, this event is always a hit. Sponsors will be recognized on the USCAP website, in the Program Book and with signage at the event. A portion of every meeting registration will go to the USCAP Foundation.

Attendee Bags (Limit 2) — $10,000 Each SOLD
Limited to no more than two sponsors, this is a great opportunity to have your company logo appear everywhere. Included with their registration, each attendee will receive a bag for the conference. Sponsors will also be recognized on the USCAP website and in the Program Book.

Hotel Room Key Cards — $10,000 SOLD
Put your company’s name in the hand of every Hilton Baltimore guest. Sponsors will have their company information placed on the room keys of USCAP meeting attendees. Sponsors will also receive recognition on the USCAP website and in the Program Book.

Lanyards or Badge Holders — $10,000 SOLD
This is a great way to get your company name around the neck of every attendee. Each attendee will receive one for their name badge. Sponsors will also receive recognition on the USCAP website and in the Program Book.

USCAP Meeting App (Limit 2) — $8,000 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 right in the palm of their hands – and your company logo can be there too! Limited to two sponsors. Sponsors will have their logo on the USCAP Meeting App homepage, and will be recognized on the USCAP website, and in the Program Book.

Fellowship Fair — $5,000 SOLD
This is a new offering for the 102nd Annual Meeting. This is a great opportunity to display your company’s name. Sponsors will also receive recognition on the USCAP website, in the Program Book and with signage at the event.

Unofficial Social Functions, Promotional Events
The US & Canadian Academy of Pathology must approve all social functions, hospitality suites, and promotional events that are not officially part of the 2013 Annual Meeting. There will be a $300 fee for requested space for meetings, receptions or dinners.

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

Cancellation Policy and Fees
Cancellations must be made by phoning Ms. Nancy West at 706/733-7550, and confirming by letter of cancellation to: Ms. Nancy West
3643 Walton Way Extension, Bldg. 6
Augusta, GA 30909

Letters of cancellation must be received by the date listed below. Cancellations will be based on the following schedule:
• Until December 3, 2012, all commitments may be cancelled in full, less a 20% administration fee based on the payments received to date.
• Following the schedule of payments, any payments made after December 3, 2012, will not be refunded.

Schedule of Payments
• This completed sponsor form and all payments should be sent to Nancy West at the address listed above.
• 50% must accompany the Sponsorship Form
• Balance due by February 2, 2013

Cancellation Policy and Fees
Cancellations must be made by phoning Ms. Nancy West at 706/733-7550, and confirming by letter of cancellation to: Ms. Nancy West
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Augusta, GA 30909