

EXHIBITOR PROSPECTUS

OMNI SHOREHAM HOTEL • WASHINGTON, DC

2017 ANNUAL MEETING
JULY 25 - 28, 2017



YOUR BEST
OPPORTUNITY
TO SHOWCASE
PRODUCTS
AND SERVICES
TO LEADERS IN
ACADEMIC
PATHOLOGY!

WELCOME TO THE APC JUBILEE MEETING

www.apcprods.org/meetings-2017

The Association of Pathology Chairs (APC) is excited to welcome partners and exhibitors to our 50th Anniversary Annual Meeting in Washington, DC – the city where APC's first meeting was held in 1967. Be a part of these special events, featuring thematic programming on **Pathology and Population Health**. Don't miss this once-yearly opportunity to network with academic Pathology's leaders in an intimate setting for exchanging ideas and information on current and cutting edge topics in practice management, medical education and research. All partnership and exhibiting opportunities are outlined inside this prospectus. Apply now to join this valuable meeting and momentous celebration of APC's history!

IMPORTANT DEADLINE:

Exhibit Booth and Partnership
Contracts: Until **SOLD OUT**
or April 15, 2017

(Space is limited and may sell out prior to the deadline.
Submit your application today to guarantee space!)



Association of Pathology Chairs
2017 Annual Meeting & Exhibits
OMNI Shoreham Hotel, Washington, DC
July 25-28, 2017 (Exhibits: July 25-27, 2017)

Be Part of APC's Jubilee Celebration!

The Association of Pathology Chairs (APC) is excited to welcome attendees and exhibitors to our 50th Anniversary Annual Meeting in Washington, DC – the city where APC's first meeting was held in 1967. Join these special events, featuring thought-provoking programming on *Pathology and Population Health*, and a gala dinner like none APC has had before!

APC is the non-profit society dedicated to providing education, training, resources, and networking opportunities exclusively for Pathology's leaders in medical schools and affiliated academic medical centers.

As in previous years, Department Chairs (APC), Program Directors (PRODS), Undergraduate Medical Educators (UMEDS), Department Administrators (PDAS), and Program Coordinators (GMEAS) will meet concurrently and in overlapping sessions of mutual interest. We encourage you to visit the APC website (<http://www.apcprods.org/Meetings-2017>) for the most recent program developments!

Don't miss this once-yearly opportunity to network with academic Pathology's leaders in an intimate setting for exchanging ideas and information on current and cutting edge topics in practice management, medical education and research. By partnering with or exhibiting at APC's Annual Meeting, your organization will reach over 400 top decision-makers in academic Pathology.

APC recognizes that your marketing and sales dollars must be used to your greatest advantage and we want to make your commitment to attend the APC meeting worthwhile. In 2017, APC offers a variety of exhibit and partnership options to fit all budgets, with an array of valuable benefits, including new and special premiums associated with the 50th anniversary celebration. To maximize your exposure to attendees, the exhibit areas are located steps away from the main plenary session room, and the PRODS and PDAS sessions, as well as the thematic posters display.

****NEW**** in 2017 – APC will kick off the exhibit schedule with a “Celebrate Exhibitors” lunch served in the exhibit areas on the FIRST day of the meeting – Tuesday, July 25th from 11:30 am to 1:30 pm!

Back Again in 2017 is the APC meeting app with even more functionality, including easy-to-search program details and robust promotion of sponsors and exhibitors. Also returning in 2017 is the immensely popular attendee prize drawing with entry based entirely on exhibitor visitation.

Exhibit space in 2013, 2014, 2015 and 2016 was **SOLD OUT!**

In 2017, APC's 50th Anniversary Meeting will feature progressive programming on the theme of *Pathology and Population Health*, and events commemorating the rich contributions of academic Pathology to medicine and research. We expect our largest attendance ever! To be part of this valuable meeting and momentous celebration of APC's history, apply NOW! There are only 26 total exhibit spaces and partnership opportunities available at this milestone meeting – the once-in-a-lifetime APC Jubilee!

Important Deadlines

Early Application (Discount) Deadline
Application *Approved* by December 31, 2016

Regular Application Deadline
Until **SOLD OUT** or April 15, 2017

Meeting Packet Insert Samples Due
May 15, 2017

Hotel Reservations Deadline
Until **SOLD OUT** or June 30, 2017

Exhibitor Contact Information:

Association of Pathology Chairs
100 West 10th Street, Suite 603
Wilmington, DE 19801
Tel: 301-634-7880
Email: exhibits@apcprods.org
Web: www.apcprods.org

Exhibitor Information and Policies

Exhibitor Installation & Registration

Monday, July 24.....6:00pm-10:00pm

Exhibit Hours*

Tuesday, July 25 (Registration).....8:30am-6:00pm

Wednesday, July 26.....7:00am-6:00pm

Thursday, July 27.....7:00am-12:30pm

* The exhibit hall will be open during the hours stated above. APC recommends that exhibits be staffed during breakfasts, lunches, breaks, and receptions. Information on the timing of these meals and breaks will be available in the final Meeting Program.

Dismantling of Exhibits

Thursday, July 27.....12:30pm-3:00pm

Exhibit Installation and Dismantling: Exhibit installation must be completed on Tuesday, July 25th by 8:00 a.m. Exhibits may not be dismantled until after the close of the Exhibits on Thursday, July 27th, at 12:30pm. Exhibits must be dismantled and packed by 3:00pm on Thursday, July 27th.

Exhibitor Rules & Regulations

Exhibitor Badges: Exhibitor badges must be worn at all times. Badges provide access to scientific sessions and the Exhibit Hall.

Promotional Items and Activities: Companies wishing to conduct contests or drawings should contact the APC office for guidelines and permission. Exhibiting companies are permitted to distribute promotional materials and other items at their exhibit location only. All items distributed must be useful to the professional activities of the meeting attendees, and be made available to all meeting attendees as long as supplies last. No soliciting of registrants is permitted in the aisles, in other exhibitors' spaces, or in any other area of the hotel. No distribution of literature or other promotional items at hotel guestrooms, or in any other public or private area of the hotel, is permitted.

Subletting Exhibit Space: Subletting any part of the exhibit space by an exhibitor is prohibited.

Hotel Accommodations

The APC 2017 Annual Meeting will be held at the OMNI Shoreham Hotel in Washington, DC. To make hotel reservations, visit the APC website at <http://www.apcprods.org/Meetings-2017>.

Additional Sponsorship Opportunities

Becoming a meeting sponsor of the 50th Anniversary APC Annual Meeting is an ideal way to increase exposure of your company's products and services to attendees. The following sponsorship opportunities are available:

Jubilee Dinner Table Sponsorship **\$3,000**

Buy a table (10 tickets) to the Jubilee Dinner and receive discounted ticket pricing (regularly \$350 each) and special dinner table signage that can be displayed at your booth, prior to the dinner. Give tickets to booth personnel or exceptional clients, while saying "Happy 50th Anniversary" and raising your visibility to APC's members!

Meeting Badge Lanyards **\$3,000**

Have your company's name and logo proudly imprinted on the 50th Anniversary Meeting badge lanyards for distribution to each attendee at the registration desk or your booth!

Meeting Registration Packet Insert **\$500**

APC will place your company's literature or promotional item in each meeting registrant's packet to get your message in the hands of every attendee! (Insert pre-approval required.)

50th Anniversary Logo License **\$500**

Buy this one-time use license and emblazon merchandise that you produce with your logo next to the APC's 50th Anniversary logo! (Merchandise pre-approval required.)

Advertising Opportunities

Don't miss out on this opportunity to highlight your products and services! We invite you to advertise in the Association of Pathology Chairs (APC) Commemorative 50th Anniversary Meeting Program, sure to be kept and read long after the meeting!

Display Advertising Options:

Full Page (Cover 3 Only) - Color - 7.5" w x 10" h - \$2,000

Full Page (Inside) - Black & White Only - 7.5" w x 10" h - \$1,250

Half Page (Inside) - Black & White Only - 7.5" w x 5" h - \$750

Ad insertion orders, payments and materials due by April 15, 2017.

Exhibitor Contact Information:

Association of Pathology Chairs

100 West 10th Street, Suite 603

Wilmington, DE 19801

Tel: 301-634-7880

Email: exhibits@apcprods.org

Web: www.apcprods.org



Association of Pathology Chairs
 2017 Annual Meeting & Exhibits
 OMNI Shoreham Hotel, Washington, DC
 July 25-28, 2017 (Exhibits: July 25-27, 2017)

APC Partnerships highlight your Organization's products and services to the TOP decision-makers in departments of PATHOLOGY at medical schools and academic medical centers!

All exhibit spaces are equipped with a skirted 6' table, (2) chairs, a wastebasket, and wi-fi access, free of charge



Association of Pathology Chairs
 100 West 10th Street, Suite 603
 Wilmington, DE 19801
www.apcprods.org

For information, please contact:

Association of Pathology Chairs
 Phone: (301) 634-7880
 Email: exhibits@apcprods.org

Diamond Partnership - \$16,500*

(2) Partnerships available at this level

- Double-Premium booth space (total 10x20) in direct path of general session entrance, supplied with:
 - (2) 6' draped tables, (4) chairs, and (2) wastebaskets
- (6) Meeting badges for booth representatives (includes public sessions, breakfasts and receptions)
- (1) Premium location table (10 seats) at the Jubilee dinner, plus table signage (also for display at your booth)
- (2) Invitations to attend the private President's Reception, prior to the Jubilee dinner
- (100) Complimentary Tuesday/Wednesday reception drink tickets to give away at your booth
- One email message to all registrants pre- or post-meeting (pre-approval required; message sent by APC)
- Introduction by the APC President at the Awards Luncheon on Wednesday
- Complimentary full-page color cover ad in the Commemorative 50th Anniversary Program
- Full-page color ad in the twice-yearly newsletter – *Paths to Progress*
- Other Standard Partnership Benefits listed below

Platinum Partnership - \$10,000*

(6) Partnerships available at this level

- Premium booth space (10x10) in direct path of general session entrance, supplied with (1) 6' draped table, (2) chairs, and (1) wastebasket
- (3) Meeting badges for booth representatives (includes public sessions, breakfasts and receptions)
- (5) Tickets to attend the Jubilee dinner, plus table signage (also for display at your booth)
- (2) Invitations to attend the private President's Reception, prior to the Jubilee dinner
- (75) Complimentary Tuesday/Wednesday reception drink tickets to give away at your booth
- One email message to all registrants pre- or post-meeting (pre-approval required; message sent by APC)
- Complimentary full-page color interior ad in the Commemorative 50th Anniversary Program
- Full-page color ad in the twice-yearly newsletter – *Paths to Progress*
- Other Standard Partnership Benefits listed below

Gold Partnership - \$6,500*

(10) Partnerships available at this level

- Preferred booth space (10x10) in the Ambassador Ballroom, supplied with (1) 8' draped table, (2) chairs, and (1) wastebasket
- (2) Meeting badges for booth representatives (includes public sessions, breakfasts and receptions)
- (3) Tickets to attend the Jubilee dinner, plus table signage (also for display at your booth)
- (50) Complimentary Tuesday/Wednesday reception drink tickets to give away at your booth
- One email message to all registrants pre- or post-meeting (pre-approval required; message sent by APC)
- Complimentary full-page black and white ad in the Commemorative 50th Anniversary Program
- Other Standard Partnership Benefits listed below

ALL Partnerships include the Standard Benefits below:

- Complimentary meeting registration packet insert
- Complimentary wi-fi internet access in the exhibit area
- Promotion through the mobile meeting app, including website link, company info, and logo
- Partnership recognition at the Annual Meeting through signage and announcements in the Commemorative 50th Anniversary Meeting Program and on the APC Meeting website

Corporate Workshop - \$6,000 (90-minute block of sponsor programming, with content approval by APC)

(4) Workshops available – (2) Monday, July 24th 5:30 to 7:00 p.m. and (2) Tuesday, July 25th 7:00 to 8:30 a.m.

- Reception or breakfast food/beverage (selected by APC) in room for up to 100 people
- Standard A/V (LCD projector, screen, podium with one mic (no laptop provided))
- Pre-meeting registration administration for workshop (process approved and managed by APC)
- One email message to workshop registrants post-meeting (pre-approval required; message sent by APC)

Tabletop Exhibit (no booths) - \$3,500

READ CAREFULLY – ONE OPTION THIS YEAR

(10) Exhibits available at this level

- Exhibit Space (8x8) – supplied with (1) 6' draped table, (2) chairs, and (1) wastebasket
- (2) Badges for exhibit representatives (includes public sessions, breakfasts and receptions)
- Complimentary wi-fi internet access provided
- Promotion through the mobile meeting app, including website link and company info
- Exhibitor recognition at the APC Annual Meeting through signage, in the Commemorative 50th Anniversary Meeting Program, and on the APC Meeting website

* All partnerships and exhibit spaces are offered on a limited, first-come, first-served basis to the first organizations to submit approved applications and full payment to the APC Administrative Office. For organizations applying simultaneously for the same benefits and placement, priority will be given to previous partners and exhibitors with the highest level of prior commitment. Only applications with payment in full guarantee receiving any partnership or exhibit space at APC's 2017 Annual Meeting.

Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017

Partnership Opportunities Application and Contract

Exhibit Days: July 25-27, 2017

Early Application Deadline: \$500 Discount for Applications Approved by December 31, 2016

Company Name: <i>(Please list company name as you would like it to appear in the APC Annual Meeting Program, website, on exhibitor badges and on signage)</i>	
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Contact Individual: <i>(This person will receive all exhibitor and partnership correspondence, including the invoice for payment after the application is approved)</i>

Address:	Telephone:
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City:	State/Province:	Fax:
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Zip/Postal Code:	Country:	Email:
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Booth Staff #1	Full Name (for badge):	Email:
Booth Staff #2	Full Name (for badge):	Email:
Booth Staff #3 (Platinum & Diamond Only)	Full Name (for badge):	Email:
Booth Staff #4 (Diamond Only)	Full Name (for badge):	Email:
Booth Staff #5 (Diamond Only)	Full Name (for badge):	Email:
Booth Staff #6 (Diamond Only)	Full Name (for badge):	Email:

Additional booth personnel must purchase badges at the "Exhibit Staff" registration rate (see www.apcprods.org/meetings-2017)

Product Description & Company Logo: A 60-word (max.) description of products or services and company logo in four sizes must be submitted with your application: two for the meeting app (640x150 pixels and 552x150 pixels), one for the website (200x200 pixels), and one for printed materials (300 dpi). Descriptions exceeding 60 words may be edited by the APC administrative office. Please note, the application process is not considered complete nor is space guaranteed until payment is received.

<input type="checkbox"/> Diamond Partnership - \$16,500 with premium 10x20 booth space Check Booth Location Preference: Diamond #1___ or Diamond #2___	<input type="checkbox"/> Platinum Partnership - \$10,000 with premium 10x10 booth space Check Booth Location Preferences: Plat #1___; Plat #2___; Plat #3___; Plat #4___; Plat #5___; or Plat #6___	Application Checklist: <input type="checkbox"/> Submitted by deadline of 12/31/16 to qualify for \$500 discount <input type="checkbox"/> 60-word description <input type="checkbox"/> Logo in four sizes: For meeting app: <input type="checkbox"/> 640x150 pixels <input type="checkbox"/> 552x150 pixels For website: <input type="checkbox"/> 200x200 pixels For printed materials: <input type="checkbox"/> 300 dpi
<input type="checkbox"/> Gold Partnership - \$6,500 with preferred 10x10 booth space Check Booth Location Preferences: Gold #1___; Gold #2___; Gold #3___; Gold #4___; Gold #5___; Gold #6___; Gold #7___; Gold #8___; Gold #9___; Gold #10___	Please list any exhibitor(s) you DO NOT wish to be near: Please list any exhibitor(s) you wish to be near:	

Partnerships will be sold on a first-come, first-served basis. An invoice for payment will be emailed after the application is approved. The Contact Individual above is considered the correct and only contact for all communications, including payment processing. Accepted forms of payment are: Mastercard, Visa, American Express, or check. The application process is not considered complete and space guaranteed until payment is received. Space will not be held without payment for more than 7 days.

In accordance with the terms, conditions and regulations governing exhibits of the **Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017**, the undersigned hereby makes application for a partnership that, when accepted by APC Exhibit Management, becomes a contract. All rules and regulations as outlined in the APC Annual Meeting Exhibitor Prospectus, as well as any amendments published by APC are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid to APC Exhibit Management under terms of this agreement.

Signature:	Date:
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Cancellation Policy: Cancellations of partnerships by written notification prior to February 1, 2017 will receive a refund (less a \$100 cancellation fee). Due to the commitment of space and sponsorship to contracted partners, no refunds will be offered after February 1, 2017, unless a new partner is located and their payment is received prior to April 15, 2017.

Submit this completed Partnership Opportunities Application and Contract with your description and logos to:

	Association of Pathology Chairs 100 West 10th Street, Suite 603 Wilmington, DE 19801 Phone: 301-634-7880 Email: exhibits@apcprods.org
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Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017

Exhibit Space Application and Contract

Exhibit Days: July 25-27, 2017

Early Application Deadline: \$500 Discount for Applications Approved by December 31, 2016

Company Name: *(Please list company name as you would like it to appear in the APC Annual Meeting Program, website, on exhibitor badges and on signage)*

Contact Individual: *(This person will receive all exhibitor correspondence, including the invoice for payment after the application is approved)*

Address: _____ Telephone: _____

City: _____ State/Province: _____ Fax: _____

Zip/Postal Code _____ Country: _____ Email: _____

Exhibit Staff #1	Full Name (for badge): _____	Email: _____
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Exhibit Staff #2	Full Name (for badge): _____	Email: _____
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Additional booth personnel must purchase badges at the "Exhibit Staff" registration rate (see www.apcprods.org/meetings-2017)

Product Description & Company Logo: A 60-word (max.) description of products or services and company logo (in 300 dpi) must be submitted with your application. Descriptions exceeding 60 words may be edited by the APC administrative office. Logos of insufficient resolution may be withheld from print publication. Please note, the application process is not considered complete nor is space guaranteed until payment is received.

Exhibit Space Options (for Tabletop Displays Only):

Birdcage Walk – Tables 1 to 10 (see map on page 8)

Tabletop Exhibit (in Birdcage Walk) – \$3,500 Table Preference: Choice #1 - _____ Choice #2 - _____ Choice #3 - _____

(Note: Spaces in the Ambassador Ballroom are reserved for Partners. To review Partnership options and apply, see the Partnership Opportunities detailed on page 4.)

<p>Application Checklist:</p> <p><input type="checkbox"/> Submitted by 12/31/16 deadline to qualify for \$500 discount</p> <p><input type="checkbox"/> 60-word (max.) description</p> <p><input type="checkbox"/> Logo in 300dpi</p>	<p>List any exhibitor(s) you wish to be near:</p>	<p>List any exhibitor(s) you DO NOT wish to be near:</p>
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Exhibits will be sold on a first-come, first-served basis. An invoice for payment will be emailed after the application is approved. The Contact Individual above is considered the correct and only contact for all communications, including payment processing. Accepted forms of payment are: Mastercard, Visa, American Express, or check. The application process is not considered complete and space guaranteed until payment is received. Space will not be held without payment for more than 7 days.

In accordance with the terms, conditions and regulations governing exhibits of the **Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017**, the undersigned hereby makes application for exhibit space(s) that, when accepted by APC Exhibit Management, becomes a contract. All rules and regulations as outlined in the APC Annual Meeting Exhibitor Prospectus, as well as any amendments published by APC, are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid to APC Exhibit Management under terms of this agreement.

Signature: _____	Date: _____
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Cancellation Policy: Cancellations of exhibit space received by written notification, prior to February 1, 2017, will receive a refund (less a \$100 cancellation fee). Due to the commitment of space to contracted exhibitors, no refunds will be offered after February 1, 2017, unless a new exhibitor is located and their payment is received prior to April 15, 2017.

Submit this completed Exhibit Space Application and Contract with your description and logo to:



Association of Pathology Chairs
 100 West 10th Street, Suite 603
 Wilmington, DE 19801
 Phone: 301-634-7880
 Email: exhibits@apcprods.org

Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017
Sponsorship & Advertising Opportunities Application and Contract

Exhibit Days: July 25-27, 2017
Application Deadline: April 15, 2017

Company Name: *(Please list company name as you would like it to appear in the APC Annual Meeting Program, website, on exhibitor badges and on signage)*

Contact Individual: *(This person will receive all sponsorship correspondence, including the invoice for payment after the application is approved)*

Address:		Telephone:
City:	State/Province:	Fax:
Zip/Postal Code	Country:	Email:

Sponsorship & Advertising Opportunities

<input type="checkbox"/> Meeting Registration Packet Insert – \$500	<input type="checkbox"/> Full Page Meeting Program Ad – Color (Cover 3 Only) – 7.5” x 10”, \$2,000
<input type="checkbox"/> 50th Anniversary Meeting Badge Lanyards – \$3,000	<input type="checkbox"/> Full Page Meeting Program Ad – B/W (Inside Only) – 7.5” x 10”, \$1,250
<input type="checkbox"/> Other _____	<input type="checkbox"/> Half Page Meeting Program Ad – B/W (Inside Only) – 7.5” x 5”, \$750

Payment of Fees: Full payment must accompany the Exhibitor Application and Contract Form or it will not be processed. Payment may be made by check in U.S. dollars drawn on a U.S. bank, or by completing the following credit card information: _____ Mastercard _____ Visa _____ American Express

Credit Card Account #:	Expiration Date:	Security Code:	Total Amount to Charge:
Name on Card:	Signature:		Date:

In accordance with the terms, conditions and regulations governing exhibits of the **Association of Pathology Chairs 2017 Annual Meeting & Exhibits, OMNI Shoreham Hotel, Washington, DC, July 25-28, 2017**, the undersigned hereby makes application for sponsorship or advertising that, when accepted by APC Exhibit Management, becomes a contract. All rules and regulations as outlined in the APC Annual Meeting Exhibitor Prospectus, as well as any amendments published by APC, are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid to APC Exhibit Management under terms of this agreement.

Signature:	Date:
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Sponsorships and ad spaces will be sold on a first-come, first-served basis. An invoice for payment will be emailed after the application is approved. The Contact Individual above is considered the correct and only contact for all communications, including payment processing. Accepted forms of payment are: Mastercard, Visa, American Express, or check. The application process is not considered complete nor is the sponsorship or ad space guaranteed until payment is received. Sponsorships and advertising space will not be held without payment for more than 7 days. All sponsorship and advertising applications and materials are due by April 15, 2017.

Cancellation Policy: Cancellations of sponsorships and advertising opportunities received by written notification prior to March 15, 2017 will receive a refund (less a \$100 cancellation fee). Due to the commitment of space to contracted sponsors and advertisers, no refunds will be offered after March 15, 2017, unless a new sponsor or advertiser is located and their payment is received prior to April 15, 2017.

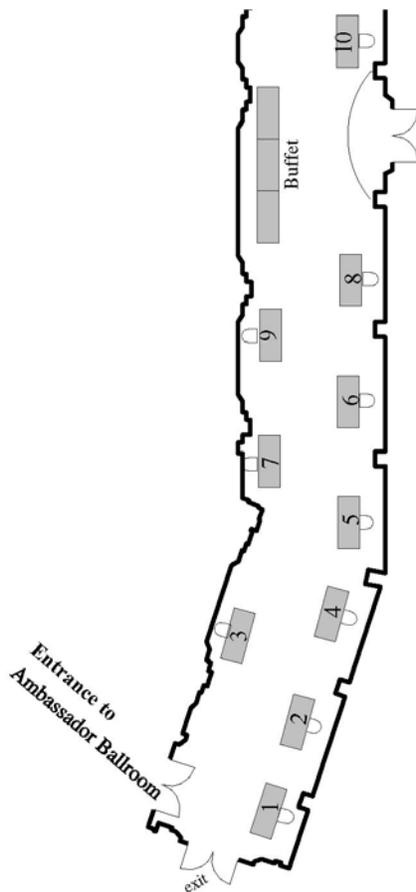
Submit completed Sponsorship & Advertising Opportunities Application and Contract with payment to:

 <p>Association of Pathology Chairs 100 West 10th Street, Suite 603 Wilmington, DE 19801 Phone: 301-634-7880 Email: exhibits@apcprods.org</p>

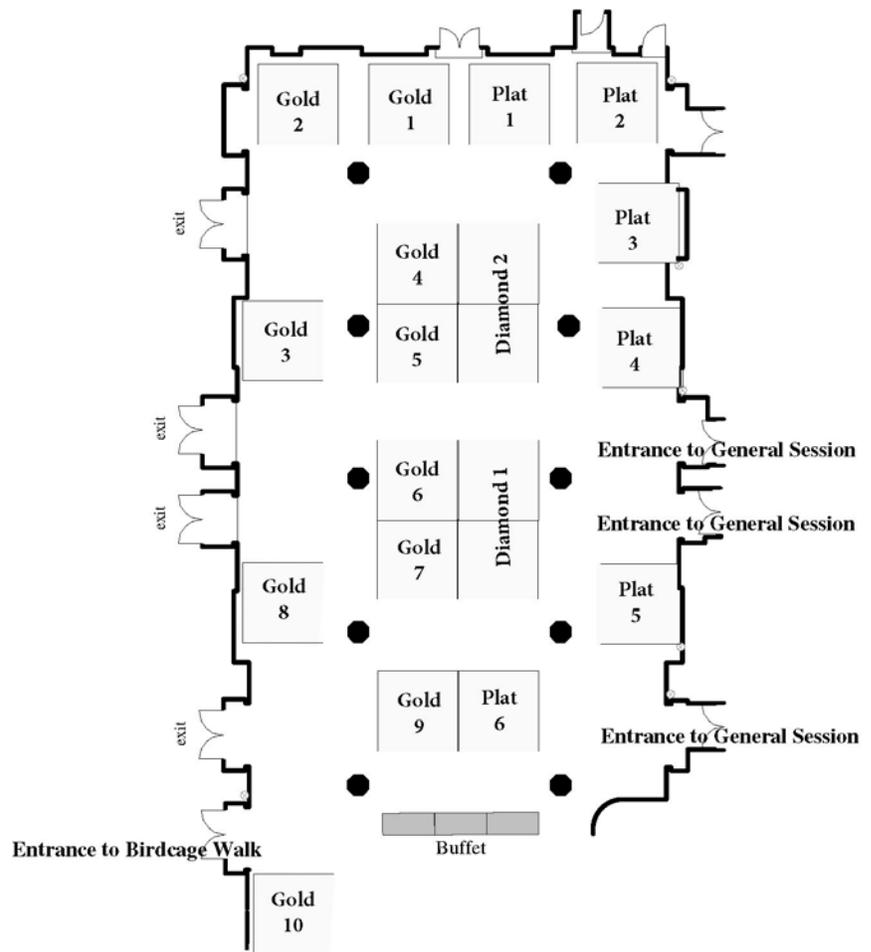


Association of Pathology Chairs
 50th Anniversary Meeting & Exhibits
 OMNI Shoreham Hotel, Washington, DC
 Exhibit Dates: July 25-27, 2017
EXHIBIT AREAS

Birdcage Walk



Ambassador Ballroom



For hotel floor plans, please see <https://www.omnihotels.com/hotels/washington-dc-shoreham/meetings/floor-plans>. Partnership and exhibit space applications include a place to designate your space preference. Please include at least two space preferences. Spaces will be assigned according to date of application and payment. Every effort will be made to separate competing businesses. Please denote competing businesses [or your primary business product or service] on the application under “Exhibitors you do (do not) wish to be near”.