

# EXHIBITOR PROSPECTUS

## APC 2019 ANNUAL MEETING JULY 21-24, 2019

BOSTON SEAPORT HOTEL AND WORLD TRADE CENTER –  
BOSTON, MASSACHUSETTS



### About the APC 2019 Annual Meeting

The Association of Pathology Chairs (APC) is excited to welcome sponsors and exhibitors to our APC 2019 Annual Meeting & Exhibits being held at the Boston Seaport Hotel and World Trade Center in historic Boston, Massachusetts (in the bustling Seaport District)!

This year's meeting theme is: **Innovation through Collective Excellence: Shaping the Future of Pathology**. Don't miss this once-yearly opportunity to make contact and network with academic Pathology's leaders in an intimate setting for exchanging ideas and innovations on current and emerging topics in practice management, medical education and research missions. In addition to member attendees, we are broadening our audience to include other clinicians, researchers, and other professionals on the health care management team, as well as advocacy and patient groups.

All sponsorship and exhibiting opportunities are outlined in this prospectus - customizable to suit every budget. Apply now to join the premiere meeting for key advocates and major influencers in the academic pathology and medical center enterprise.

[www.apcprods.org/meetings-2019](http://www.apcprods.org/meetings-2019)

### Exhibitor Deadlines and Schedule

#### Exhibit Booth & Sponsorship Contracts

Early deadline: Save 10% before January 15, 2019  
Regular rates: January 16 - March 31, 2019  
Late additions: Increase of \$500 after April 1, 2019  
*Space is limited and may sell out prior to these deadlines.  
Submit your request for space and save today!*

#### Exhibitor Schedule

##### **Sunday, July 21**

1:00pm - 4:00pm: Move-in/Installation  
4:30pm - 5:00pm: APC Council Preview  
5:00pm - 7:00pm: Exhibit Hall Opens for Welcome Reception

##### **Monday, July 22**

7:00am - 6:30pm: Exhibit Hall Open  
*Includes breakfast, breaks, "Celebrate Exhibitors" lunch and a Networking Reception*

##### **Tuesday, July 23**

7:00am - 12:00pm: Exhibit Hall Open  
*Includes breakfast and coffee break*  
12:00pm Exhibits Close  
12:00pm - 2:30pm: Dismantle and Move-out

# APC 2019 ANNUAL MEETING

## JULY 21-24, 2019

### Target Audience

The APC Annual Meeting convenes academic decision-makers and key advocates for implementing systems and platforms, educating and training the workforce pipeline, and administering departments in the most efficient and cost-effective manner. Attendees of past annual meetings reflect the membership of the APC divided among five different professional Sections:

- Department Chairs (APC) and past Chairs (SFG),
- Residency Program Directors (PRODS)
- Department Administrators (PDAS),
- Undergraduate Medical Educators (UMEDS), and
- Residency Program Coordinators (GMEAS).

Other faculty and staff, and executive leadership of pathology organizations, such as the ABP, ASCP, and CAP also attend. Attendees meet concurrently and in overlapping sessions of mutual interest. We encourage you to visit the APC 2019 Annual Meeting website for program developments: <http://www.apcprods.org/meetings-2019>



### Why Exhibit or Sponsor?

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 sponsoring 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 2019, APC offers a variety of exhibit bundled sponsorship opportunities, with an array of valuable benefits. We have developed a new pricing structure that easily permits achieving a recognized sponsorship level, i.e., Diamond, Platinum, or Gold, similar to the package deals in past years, but can also be customizable to fit your needs!

### Exposure to Attendees

To maximize your exposure to attendees, the Exhibit Hall (Harborview Ballroom) will be the central hub for the **Welcome Reception, breakfasts, breaks, the "Celebrate Exhibitors" lunch, and the Networking Reception.** Additionally, accepted abstracts related to the educational program for poster presentations will be on display throughout the Exhibit Hall. First authors will be presenting during the receptions. **BACK AGAIN** in 2019 is a **walk-through preview of your exhibit booth with APC Council leadership** prior to opening...be ready to pitch your company's best lines to engage the leaders of APC! Need a more private time with attendees? We have **NEW options for Corporate Workshops** (limited to available time slots)!

### Exhibit Hours for Attendees:

Sunday, July 21: 4:30pm - 5:00pm (APC Council)  
5:00pm - 7:00pm  
Monday, July 22: 7:00am - 6:30pm  
Tuesday, July 23: 7:00am - 12:00pm

*The Exhibit Hall will be open during the hours stated above. APC recommends that exhibits be staffed during breakfasts, morning and afternoon breaks, lunches, and receptions. Information on the timing of the meals and breaks will be available in the final Meeting Program and mobile app. Exhibit staff are welcome to attend any of the public sessions as part of the education program.*

# Exhibitor Information and Policies

EXHIBIT SPACE RENTAL	By January 15, 2019 <i>10% savings</i>	January 16 through March 31, 2019	April 1, 2019 and later <i>All rates increase!</i>
Premium Location - All	\$3,600	\$4,000	\$4,500
Standard Location - For-Profit	\$2,700	\$3,000	\$3,500
Standard Location - Non-Profit* Organizations	\$2,250	\$2,500	\$3,000

*Space is limited and may sell out prior to these deadlines.*

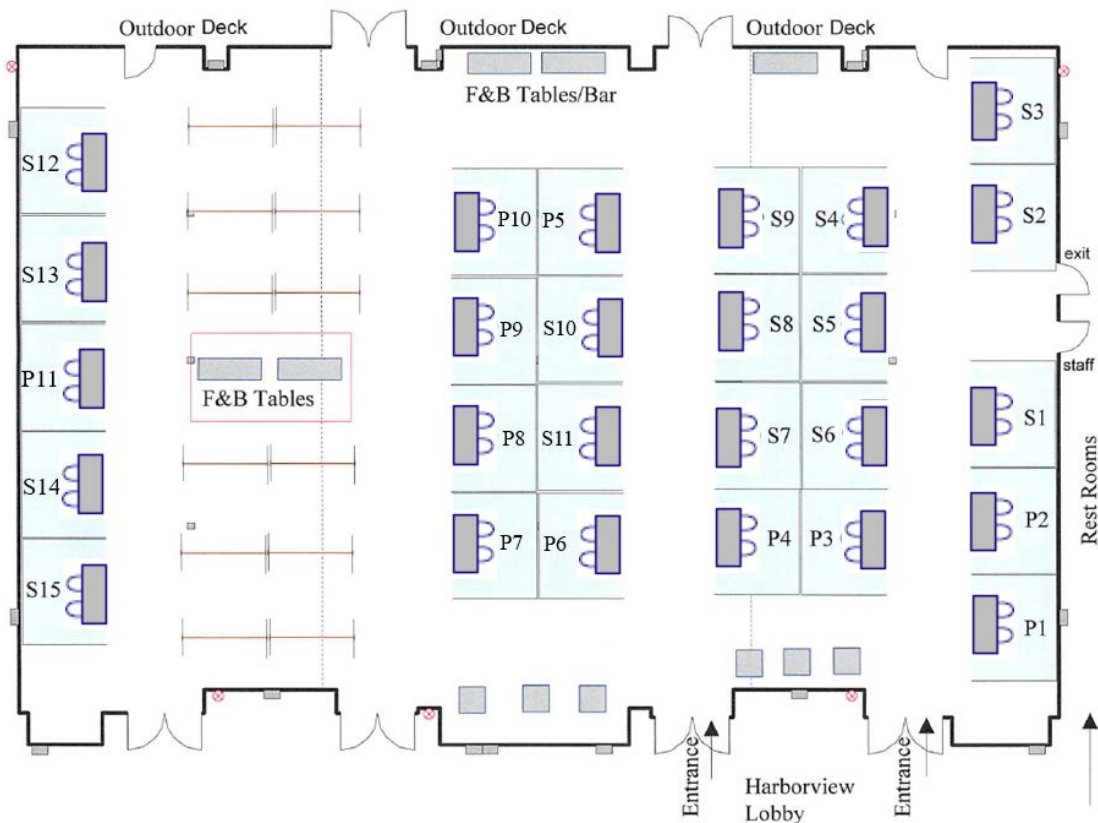
*\*Non-Profit Organizations have tax-exempt status according to the U.S. IRS code.*

## EXHIBIT SPACE PACKAGE *includes:*

- One (1) 8' (deep) x 10' (wide) space
- One (1) 6' draped table (3 sides)
- Two (2) contour chairs
- One (1) waste basket
- One (1) booth ID Sign
- Pipe and drape for 8' high back wall and 3' high side rails
- 60-word Company Description
- Two (2) meeting badges for booth representatives (includes public sessions, breakfasts, and receptions)
- One (1) Attendee List (name & affiliation only; no emails)
- Recognition through signage on-site (produced by APC)
- Recognition on the APC meeting website
- Listing in the mobile app and program guide

**PRELIMINARY FLOOR PLAN:** All exhibit spaces are sold on a limited, first-come, first-served basis to the first organizations who submit applications that are approved, along with full payment to the APC Administrative Office. For organizations applying simultaneously for the same benefits and placement, priority will be given to previous sponsors and exhibitors with the highest level of prior commitment. An invoice for payment online will be emailed after the application is approved, typically within one week. Only approved applications with payment in full are guaranteed to receive an exhibitor space, sponsorships, and/or advertising, if selected, for the APC 2019 Annual Meeting. Every effort will be made to assign exhibitors to their preferred spaces on this preliminary floorplan, as well as separating competing businesses. APC reserves the right to make final decisions on the exact booth space of exhibitors. While locations for "Premium" and "Standard" are indicated on this preliminary floor plan, there is no guarantee for attendee traffic flow, visibility, and activity.

## Harborview Ballroom



**Official Exhibit Show Contractor:**  
Freeman Decorating Company (FDC)

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**Material Delivery/Handling:** All exhibit materials must be sent in advance to the FDC warehouse. Direct to show site shipments will be arranged with FDC and forms will be included in the Exhibitor Service Kit. Any materials shipped to the Boston Seaport Hotel and World Trade Center will be consigned to FDC and you will be billed the appropriate material handling charges by FDC. Exhibitors may also be billed an additional receiving charge by the Boston Seaport Hotel and World Trade Center for any items sent directly to the Boston Seaport Hotel and World Trade Center. For shipments inadvertently delivered directly to the FDC facility after the deadline, a late arrival surcharge will apply to each shipment not received within the deadlines. FDC **will deliver materials to your exhibit booth space on Sunday, July 21st no later than 1:00pm.**

FDC will be available during installation and removal of exhibits and will provide the following services: Exhibitor Service Kit, labor, installation/dismantling of exhibits, and material handling. All show management information will be included in the Exhibitor Service Kit directly sent by FDC no later than two months prior to the conference. The kit will include Boston Seaport Hotel and World Trade Center related services, electrical, phone, Internet, and other general exhibits guidelines and information. Exhibitor Service Kits will only be sent to companies that are paid in full.

**Exhibitor Installation & Registration**

- Exhibit Hall (Harborview Ballroom) will be open for Exhibitors at 1:00pm on Sunday, July 21, 2019.
- Exhibit installation must be completed by 4:00pm for APC staff inspection.
- **AGAIN in 2019.** Have the opportunity to showcase your exhibit booth and **meet the APC Council during a pre-show walk-through at 4:30pm.**

**Exhibit Hours:**

Sunday, July 21: 4:30pm - 5:00pm (APC Council Preview)  
5:00pm - 7:00pm  
Monday, July 22: 7:00am - 6:30pm  
Tuesday, July 23: 7:00am - 12:00pm

*\*The Exhibit Hall will be open during the hours stated above. APC recommends that exhibits be staffed during breakfasts, morning and afternoon breaks, lunches, and receptions. Information on the timing of the meals and breaks will be available in the final Meeting Program and mobile app. Exhibit staff are welcome to attend any of the public sessions as part of the education program.*

**Dismantling of Exhibits**

- Exhibits may not be dismantled until after the close of Exhibits on Tuesday, July 23<sup>rd</sup> at 12:00pm.  
Exhibits must be dismantled and packed by 2:30pm for FDC removal and outbound carrier shipments.

**Past Exhibitors include:** AAPA, APF, ARP Press, ASCP, ASIP, ARUP Laboratories, AstraZeneca, Bristol-Meyers Squibb, CAP, Corista, Change Healthcare (McKesson), Delong America, Elsevier, ePath Logic, Genentech, GRM Document Management, Inspirata, ICPI, Kellison & Co., Medusind Solutions, Mopac, Motic, Merck, Mikrosan Technologies, Olympus, Pathcore, Philips, Physician Data Management, Proscia, QGenda, Sakura, Thermo Fisher Scientific, Vachette Pathology, ViewsIQ, Visiopharm, and Winthrop Resources.

**Exhibitor Space Contract and Rules & Regulations**

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**Exhibitor Badges:** Exhibitor badges must be worn at all times. Badges provide access to the educational 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.

**Exhibit Labor:** I. Exhibitors must use their own bona fide personnel or union personnel hired from Freeman Decorating Company (FDC) for installation and dismantling of exhibits.

**OR**

II. Non-official installation and dismantling contractors may provide supervision. Non-official contractors must use labor supplied by Freeman Decorating Company (FDC) unless the following requirements are fulfilled:

- Exhibitors must advise FDC in writing, thirty (30) days prior to setup of the show, of their intent to hire an outside installation and dismantle company or exhibit house to supervise, install, and dismantle their exhibit. The *Non-Official Contractor* form must be completed and returned no less than thirty (30) days prior to setup.
- Non-official contractors must furnish proof of adequate insurance, in the form of an original copy of a policy rider listing Freeman Decorating Company as an additional insured, furnished by their broker to FDC's office no less than thirty (30) days in advance of actual installation dates.
- Non-official contractors must furnish show management the names, addresses and telephone numbers of key executives or emergency contact.
- All personnel must display proper identification at show site.

**Freight Handling:** Exhibitors are allowed to perform their own drayage, provided that their freight is delivered in their privately owned vehicle (POV), they use their own bona fide company employees, and they bring the freight into the building and to their booth. POVs are defined as personally owned vehicles such as cars, vans, station wagons, SUVs, and box trucks less than 24' in length. Pick-ups with trailers attached are not to exceed 24' in length. Exhibitors must be able to unload/load within 20 minutes of positioning at the designated dock. Any vehicles left unattended may be towed. Venue security will strictly enforce the 20 minute time limit.

Freight being delivered to the loading dock by common carrier, van line, or any vehicle other than a POV must be unloaded and delivered by the official drayage contractor. *There is a charge for this service.* Fork lifts, electric pallet jacks, and pallet jacks may be used by the official drayage contractor only.

**Electrical:** All hardwiring ordered outlets to the line side of the exhibitors' equipment is under union jurisdiction. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets. All exhibitors are expected to comply with any union requirements in effect and as outlined in the show site work rules outlined in the Exhibitor Service Kit.

**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 FDC's show-site Manager. Please refer to the Exhibitor Service Manual for complete guidelines.



# Sponsorship Opportunities

## MAJOR SPONSORS

### CRYSTAL DIAMOND SPONSOR (Exclusive) \$35,000

*Limited opportunity available only through January 31, 2019*

#### Benefits

- Two (2) **Premium Booths**
- **\*Society of '67 Benefit Event – BOSTON BOAT CRUISE!!: *Meet the Leadership and Supporters of APC and show your Investment to the Investors!*** Sponsored fundraising event on Tuesday, July 23. Includes recognition on signage, five sponsor passes and ten meeting attendee passes to attend event, and acknowledgement during program. To learn more about the Society of '67, visit: [www.apcprods.org/societyof67](http://www.apcprods.org/societyof67)
- One (1) **Corporate Workshop** with priority time slot selection.
- One (1) **Exhibitor Conference Room** with priority choice of room selection
- One (1) **Push Notification on Meeting App** with priority time slot selection
- One (1) **Banner Ad** in meeting mobile app
- One (1) **Pre-Meeting Email Message**
- One (1) **Post- Meeting Email Message**
- One (1) **Full Attendee List w/ Email Addresses**
- One (1) **Full Page color Advertisement** in APC twice-yearly Newsletter, "*Paths to Progress*"
- **Four (4) meeting badges** with **Crystal Diamond Sponsorship ribbon** for booth representatives (includes all exhibit hall meals, breaks, and receptions)
- Company Name and Logo on **Exhibit Hall Entrance Signage** (prioritized placement)
- Company Name associated with all messaging related to the Society of '67 Benefit Event
- Prominent placement on **Thank You Sponsors Meeting Signage**
- **Acknowledgement** by the APC President during the Awards Lunch program

### DIAMOND SPONSORS (Limit 2) \$20,000

- One (1) **Premium Booth**
- Choice of **Welcome Reception** (Sunday, July 21, 2019) or **Networking Reception** (Monday, July 22, 2019)
- One (1) **Pre-Meeting Email Message**
- One (1) **Post- Meeting Email Message**
- One (1) **Full Attendee List w/ Email Addresses**
- One (1) **Full Page color Advertisement** in APC twice-yearly Newsletter, "*Paths to Progress*"
- One (1) **Push Notification on Meeting App**
- One (1) **Exhibitor Conference Room** with priority choice of room selection
- **Three (3) meeting badges** with **Diamond Sponsorship ribbon** for booth representatives (includes all exhibit hall meals, breaks, and receptions)
- Company Name and Logo on **Exhibit Hall Entrance Signage** (prioritized placement)
- Prominent placement on **Thank You Sponsors Meeting Signage**
- **Acknowledgement** by the APC President during the Awards Lunch program

### PLATINUM SPONSORS (Limit 2) \$12,000

- One (1) **Premium Booth**
- Choice of **Meeting Badge Lanyards** or **Meeting App Banner Advertising**(Exclusive Advertiser)
- One (1) **Pre-Meeting Email Message**
- One (1) **Post- Meeting Email Message**
- One (1) **Full Attendee List w/ Email Addresses**
- One (1) **Full Page color Advertisement** in APC twice-yearly Newsletter, "*Paths to Progress*"
- Two (2) **meeting badges** with **Platinum Sponsorship ribbon** for booth representatives
- Company Name and Logo on **Exhibit Hall Entrance Signage** (prioritized placement)
- **Thank You Sponsors Meeting Signage**

## GOLD SPONSORS

**\$8,000**

- One (1) **Premium Booth**
- Choice of One (1) **Pre-Meeting Email Message** or One (1) **Post-Meeting Email Message**
- One (1) **Full Attendee List w/ Email Addresses**
- One (1) **Full Page color Advertisement** in APC twice-yearly Newsletter, "*Paths to Progress*"
- Two (2) **meeting badges** with **Gold Sponsorship ribbon** for booth representatives (includes all exhibit hall meals, breaks, and receptions)
- Company Name and Logo on **Exhibit Hall Entrance Signage**
- **Thank You Sponsors Meeting Signage**



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Society of '67 Benefit Event (Exclusive)

**\$20,000**

**BOSTON BOAT CRUISE!!:** *Meet the Leadership and Supporters of APC and show your Investment to the Investors!*

Sponsored fundraising event on Tuesday, July 23. Includes recognition on signage, five sponsor passes and ten passes for your favorite meeting attendees to attend event, and acknowledgement during the Program. To learn more about the Society of '67, visit: [www.apcprods.org/societyof67](http://www.apcprods.org/societyof67). Limited opportunity available only through January 31, 2019!

### Welcome Reception (Exclusive)

**\$ 8,000**

**Make your First Impressions** at this well-attended Welcome Reception in the Exhibit Hall at Opening on Sunday, July 21. Includes recognition on signage and drink tickets (exclusively with your company name/logo) distributed to all attendees and at your Exhibit Booth.

### Networking Reception (Exclusive)

**\$ 8,000**

**Be a Bigger Part of it All** at the popular Networking Reception in the Exhibit Hall on Monday, July 22. Includes recognition on signage and drink tickets (exclusively with your company name/logo) distributed to all regular attendees and at your Exhibit Booth.

### "Industry Update" Webinar

**\$ 5,000**

**Forward Thinking** with a 1 hour webinar to be scheduled in 2019 before or after the APC 2019 Annual Meeting, excluding the month of July.

- An APC webinar production form must be completed and submitted within 2 months of targeted date.
- Scheduling coordinated with APC staff, includes:
  - A 1 hour practice session with speakers/moderator and technical staff.
  - A 1 hour live broadcast (recorded), plus 15 minutes prior and afterwards for green room preps and debriefing with the speakers/moderator and technical staff.
- Promotional announcements include:
  - 1 month prior: Save-the-Date/registration email announcement to target audience (Section of APC) approved and sent by APC staff.
  - Reminder announcements: Two weeks and three days prior, sent by APC staff.
- Recording will be posted on APC website for one year. File of recording will be shared with company host.

### NEW! Section-Specific Receptions

**\$ 4,000 each (plus F&B)**

**Your Target Audience is All Yours** at these individual receptions on Tuesday, July 23. A 90-minute reception to host members of one of five APC Sections: Chairs, Administrators (PDAS), Residency Program Directors (PRODS), Residency Program Coordinators (GMEAS), or medical school educators (UMEDS). *Get exclusive attention and a last chance to mingle with your valuable leads after the Exhibits program closes earlier than Tuesday.* Recognition includes event signage and Welcome message with acknowledgement by Section leadership.

**RETURNING! Corporate Workshops (4 time slots available) \$ 2,500 each**

**Tell them What You Want them to Know** at your own customized Corporate Workshop. Includes room set-up (tables/chairs arrangement); limited to various capacities up to 80 theater style depending on different room sizes and configurations. All other services, such as electric, A/V, internet, and food/beverage orders, are NOT included. Exhibitor must purchase directly with hotel services. APC will provide hotel services contact information in April upon selection and payment for this opportunity. A brief overview plan for use of the Corporate Workshop must be submitted for approval at the time of application including purpose and target audience as well as preferred time slot (Monday: 12:15pm-1pm; 5:00-5:45pm; 6:30pm-8:30pm *\*dinner slot*; Tuesday: 7:00am-7:45am). APC will include description of your Corporate Workshop purpose in our Elective Events Survey (launches on June 1<sup>st</sup>) and solicit interest. APC will share names, affiliations, and emails of interested respondents with you after July 1). APC does not guarantee participation or attendance of respondents to the Elective Events Survey. Alternatively, consider buying the sponsorship option of a “Pre-Meeting Email Message” to capture interest directly!

**Exhibitor Conference Rooms (4 different sizes available) From \$200-\$600 per day/3-day rates available**

**Multi-use - It’s Up to You!** User Groups; Peer-to-Peer Demos; Hot Topics; Theater Presentations; F2F Private Meetings... We have 4 options for these meeting rooms (capacities of 20, 30, 40, or 60 theater style) where you are able to meet face-to-face with APC attendees at any time during the meeting in a private setting while maintaining the convenience of remaining at the Boston Seaport Hotel and World Trade Center.

**Meeting Badge Lanyards (Exclusive) \$ 3,000**

**Prime Real Estate!** From each Meeting Badge Lanyard hangs each attendee’s name badge. Your Company logo will be added in combination with the APC imprint.

**Mobile App Banner Advertising \$ 500 each (or \$ 3,000 exclusive buy-out)**

**THE Source of Meeting Information!** Stay engaged with your Company logo on a mobile app banner seen by everyone who uses the meeting app! The majority of attendees in 2018 downloaded the mobile app as we transition more to a digital program book. **Consider the exclusive buy-out\* sponsorship** by 1/15/19 and **earn a Free Push Notification to All Attendees!** *\*Buy-out except for the Crystal Diamond Sponsor.*

**Pre-Meeting Email Message \$ 1,500**

**Get on Their Schedule** with a Pre-Meeting Email Message sent to all pre-registered attendees; to be scheduled within a preferred set of dates no later than July 18 (pre-approval required; message sent by APC; links but no attachments). Message must refer to annual meeting participation.

**Post-Meeting Email Message \$ 1,500**

**“Forget Me Not”** with a Post-Meeting Email Message sent to all registered attendees; to be scheduled no later than 9/30/19 (pre-approval required; message sent by APC; links but no attachments). Message must refer to annual meeting participation.

**Advertisement in a APC Newsletter, “Paths to Progress” \$ 1,000**

**Tried and True Print Advertising** – purchase a Full page (8.5”x11”) Color Ad; Fall (8/31/19 deadline) and Spring (12/31/19 deadline) distributed to all members. Printed copies distributed at other venues where APC is present, e.g., APC, AAMC, USCAP, ASIP meetings.

**Push Notifications on Mobile App \$ 500 (Limit 6)**

**Sometimes It Pays to be Pushy!** Remind them to come by your Booth with your customized company notification going out to all Attendees on the mobile app. Six (6) slots available (Sunday – 1; Monday – 3; Tuesday – 2) and messages subject to approval.

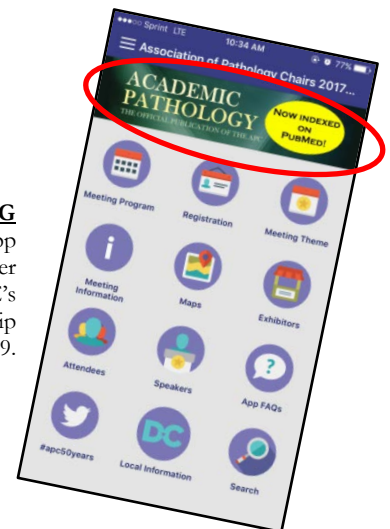
**Attendee Contact List \$ 200**

**Keep Track of Who You Meet** with an Attendee List with names, affiliation, and email addresses (PDF format), either pre-meeting on July 18<sup>th</sup> or post-meeting by July 31<sup>st</sup>. May not be used for bulk messaging.



**MOBILE APP ADVERTISING**

High visibility of mobile app advertising with prime banner location in rotation with APC’s banners. Exclusive sponsorship available through 1/15/19.



# ONLINE APPLICATION FORM

**ACCESS** the online form (via Survey Monkey) linked at:

[www.apcprods.org/m-2019-exhibits](http://www.apcprods.org/m-2019-exhibits)

A PDF version of the Application for Exhibit Space Rental, Sponsorship, and Advertising Opportunities Form will also be posted for reference, but all application information must be submitted online.

**APPLICATION REVIEW AND INVOICE FOR PAYMENT:** An invoice for payment online will be emailed after the application is reviewed and approved, typically within one week after acknowledgement of receipt. Only approved applications with payment in full are guaranteed to receive an exhibitor space and sponsorship or advertising, if selected, for APC's 2019 Annual Meeting. The application process is not considered complete nor is space guaranteed until payment is received. Space will not be held without payment for more than 7 days after an invoice is generated. Accepted forms of online payment are: MasterCard, Visa, or American Express. Checks are also acceptable by postal mail, but must be received prior to securing a space.

**HOTEL ACCOMMODATIONS:** Upon payment of your exhibit rental space and/or sponsorships, the primary contact will receive a direct URL for the discounted group meeting rate at the Westin Boston Waterfront Hotel.

**CANCELLATION POLICY:** Cancellations of exhibit space, sponsorships, or advertising opportunities received by written notification, prior to February 1, 2019, will receive a refund (less a \$100 cancellation fee). Due to the commitment of space, sponsorships, and advertising to contracted exhibitors, no refunds will be offered after February 1, 2019, unless a new exhibitor is located and their payment for the exhibit space, sponsorship, or advertising is received prior to April 1, 2019.

In accordance with the terms, conditions, and regulations governing exhibits, sponsorships, and advertising related to the Association of Pathology Chairs 2019 Annual Meeting & Exhibits Program, Boston Seaport Hotel and World Trade Center, Boston, MA, July 21-24, 2019, the undersigned (submitter) hereby makes application for exhibit space(s), sponsorship, and/or advertising that, when accepted by APC Administrative Office, becomes a contract. All rules and regulations as outlined in the APC Annual Meeting Exhibitor Prospectus, as well as any amendments published by the APC, are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid to APC Administrative Office under terms of this agreement.

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For questions, please contact:

**Kristofer Herlitz, APC Exhibits Manager**

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