



REAL APC 2021 • July 25-28, 2021 EXHIBITOR PROSPECTUS

The Event

The Association of Pathology Chairs (APC) is excited to welcome back Partners and Exhibitors to the 2021 virtual annual meeting program - REAL APC 2021 - named for the reconnecting, engaging and learning that is central to the APC meeting experience!

In 2020, APC's first virtual annual meeting - APC *Live* Online - had over 450 paid registrants, whose comments were universally positive. This year, we are incorporating new strategies for your organization to increase its visibility at affordable rates. Choose from two levels of engagement – Exhibitor or Partner – each packed with value! Exhibitor benefits focus on grabbing attendees' attention during REAL APC 2021. Partners receive all Exhibitor benefits, plus additional promotional opportunities that will continue to attract APC members' attention year-round! To ensure that each Exhibitor and Partner has maximum visibility, only 10 Exhibitors and 10 Partners will be accepted into the program.

All 2021 sponsorship and exhibiting offerings are outlined in this prospectus. **As noted above, only up to 20 applications will be accepted in 2021, so act now** to be part of the premiere meeting and organization for key influencers in academic pathology!

The Audience

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 REAL APC 2021, your organization will reach over 450 top decision-makers in academic pathology. APC's membership is uniquely comprised only of LEADERS, including:

- Pathology and Laboratory Medicine Department Chairs, Vice Chairs, and past Chairs (Senior Fellows),
- Pathology Residency Program Directors (PRODS) and Associate Directors with ACGME-accredited programs,
- Pathology Department Administrators (PDAS) and Financial Managers,
- Medical School Pathology Educators and Course Directors (UMEDS); and
- Program Coordinators for Pathology Residency and Subspecialty Fellowship Programs (GMEAS).

The Benefits

In 2021, in addition to a virtual booth, all Exhibitors and Partners will have a full listing in the PDF program (the key guide for attendees to access the sessions), 10-minute recorded commercials on the meeting website, live commercials during sessions, and a lead list containing attendee email addresses. Attendees will be incentivized to view commercials and visit booths through a substantial gift card prize to ALL who correctly answer questions about every Exhibitor and Partner (this is not a drawing; everyone can win!). Exhibit hours have been optimized for online attention spans and accessibility in all time zones. Sunday is EXCLUSIVELY for networking and visiting the Exhibit Hall on Gather (a unique video-conferencing platform for virtual events). Monday's exhibit hours include poster presentations to add further attraction to the Exhibit Hall on Gather. Tuesday's exhibit hours are limited to encourage attendees not to miss their last chance to visit booths and complete their incentive program. Partners receive extra annual meeting perks, like inclusion of their printed promotional materials or swag in the Attendee Engagement Box that every meeting registrant will receive before the meeting, a full-page ad in the PDF program, premium booth location, greater presence on APC's website, and much more! See the next two pages for complete details and pricing!

The Hours

Sunday, July 25 th	4:00 to 4:30 pm Eastern – Special Exhibit Hall Preview with APC Leadership 4:30 to 6:30 pm Eastern – Exhibit Hall Open to All Attendees for Exhibit & Networking
Monday, July 26 th	11:00 to 11:30 am Eastern – Exhibit Hall Open to All Attendees for Exhibits 1:00 to 2:30 pm Eastern – Exhibit Hall Open to All Attendees for Exhibits, Posters & Networking 4:00 to 6:00 pm Eastern – Exhibit Hall Open to All Attendees for Exhibits, Posters & Networking
Tuesday, July 27 th	11:00 to 11:30 am Eastern – Exhibit Hall Open to All Attendees for Exhibits 1:00 to 2:30 pm Eastern – Exhibit Hall Open to All Attendees for Exhibits

When not staffing their booths during the Exhibit Hall hours above, exhibit staff are encouraged to attend public meeting sessions.

To Apply: Complete the online form posted at: www.apcprods.org/meeting-2021-exhibits.

Exhibit and Partnership applications must be received by June 15th to be considered.

Past Exhibitors and Partners include: American Association of Pathologists’ Assistants, American Board of Pathology, American Pathology Foundation, ARP Press, ARUP Laboratories, American Society for Clinical Pathology, American Society for Investigative Pathology, AstraZeneca, Bristol-Meyers Squibb, College of American Pathologists, Change Healthcare (McKesson), Corista, Delong America, Elsevier, ePath Logic, Foundation Medicine, Genentech, Gestalt Diagnostics, GRM Document Management, Ibex Medical Analytics, Inspirata, Kellison & Co., Medusind Solutions, Merck, Mikrosan Technologies, Milestone Medical, Mopec, Motic, Nucleai, Olympus, Pathcore, Philips, Physician Data Management (PDM), Proscia, Purigen, QGenda, Sakura, Seal’N Freeze, Sectra, Thermo Fisher Scientific, University of Washington, Vachette Pathology, ViewsIQ, Visiun, Visiopharm, and Winthrop Resources.

Before applying, review both Exhibitor and Partner benefits. Partner premium benefits appear in purple text.

EXHIBITOR PACKAGE: \$2,000

Exhibits Include:	Description:
APC Website Presence	<ul style="list-style-type: none"> ▪ Listing on Exhibitor page on APC’s annual meeting website; includes logo, promotional link, and recorded commercial (see description below)
Exhibitor “Booth”	<ul style="list-style-type: none"> ▪ Exhibit space during the Gather exhibit, poster and networking hours; can host up to 5 people on video simultaneously ▪ Booths are video-enabled interactive meeting spaces on the Gather platform (Gather.town) located amid posters and social activities ▪ Booths include a logo and up to TWO links to promotional materials, such as a website or a PDF flyer (embedded UTM recommended for tracking)
Meeting Registrations	<ul style="list-style-type: none"> ▪ TWO full meeting registrations, including access to all meeting sessions and discussion groups, and Attendee Engagement Box – an \$1,100 value! (additional registrations available for purchase)
“Honor Check” Lead List	<ul style="list-style-type: none"> ▪ Exhibitors receive a PDF lead list with attendee email addresses to check-off booth attendees for follow-up after the meeting; APC will add all Biz Quiz participants as bonus checks; this is an “honor-based” non-electronic lead tracking system
Digital Advertising and Messaging	<ul style="list-style-type: none"> ▪ Exhibitor listing in the virtual meeting program (PDF delivered to all meeting participants and the key reference guide to access sessions); includes Exhibitor description, Exhibitor-hosted giveaway instructions or link to appointment sign-ups (if offered)
Live Session Commercial	<ul style="list-style-type: none"> ▪ ONE 5-minute “commercial” (live presentations by an Exhibitor representative at the end of any annual meeting session; one Exhibitor per session; sessions assigned on a priority basis, first to Partners); commercials may be used to give clues for attendees to win Exhibitor giveaways or the APC-sponsored Biz Quiz (see details below)
Recorded Commercial	<ul style="list-style-type: none"> ▪ Up to 10-minute informational pre-recorded presentation or video (provided by the Exhibitor); included as a free link in the booth; remains on the meeting website throughout the life of the meeting materials
“Biz Quiz” Attendee Incentive for Exhibitor Familiarity	<ul style="list-style-type: none"> ▪ Each Exhibitor will have one question/answer in the Biz Quiz, an APC-sponsored incentive that will encourage meeting attendees to review the Exhibitor’s recorded presentation (on the APC annual meeting website) and to visit the Exhibitor’s Booth (during the APC annual meeting “Gather” exhibit, poster and networking hours) ▪ Meeting attendees’ correctly answering all clues automatically win \$50 to \$100 electronic credit cards; this is not a drawing; all correct answers win ▪ Exhibitors will provide clues to their Biz Quiz question either at their booth in Gather or during their Commercials

PARTNER PACKAGE: \$6,000

Partners Include:	Description:
APC Website Presence	<ul style="list-style-type: none"> ▪ Year-round Partner page on APC’s website accessible from all web pages via drop-down navigation; includes content of Partner’s choice, e.g. general description, product information, links, video (content updates up to 2x yearly (August to July); exclusive benefit ONLY available at the Partner level (see example at https://www.apcprods.org/aapa) ▪ Premium listing on Exhibitor page on APC’s annual meeting website; includes logo, promotional link, and recorded commercial (see description below)
Partner “Booth”	<ul style="list-style-type: none"> ▪ Premium-position exhibit space during the Gather exhibit, poster and networking hours; can host up to 10 people on video simultaneously ▪ Booths are video-enabled interactive meeting spaces on the Gather platform (Gather.town) located amid posters and social activities ▪ Booths include a logo and up to FOUR links to promotional materials, such as a website or a PDF flyer (embedded UTM recommended for tracking)
Meeting Registrations	<ul style="list-style-type: none"> ▪ THREE full meeting registrations, including access to all meeting sessions and discussion groups, and Attendee Engagement Box – a \$1,650 value! (additional registrations available for purchase)
“Honor Check” Lead List	<ul style="list-style-type: none"> ▪ Partners receive a PDF lead list with attendee email addresses to check-off booth attendees for follow-up after the meeting; APC will add all Biz Quiz participants as bonus checks; this is an “honor-based” non-electronic lead tracking system
Print Advertising and Messaging	<ul style="list-style-type: none"> ▪ One printed promotional piece in the Attendee Engagement Box (a package of non-perishable food and promotional items that will be sent to each attendee in advance of the meeting); printed material must be pre-approved and received by June 15th to guarantee inclusion
Digital Advertising and Messaging	<ul style="list-style-type: none"> ▪ Full page ad, in addition to the Partner listing, in the official virtual meeting program (PDF delivered to all meeting participants and the key reference guide to access sessions); includes Partner description, Partner-hosted giveaway instructions or link to appointment sign-ups (if offered) ▪ Email promotion to all meeting registrants of Partner’s giveaway, before and during the annual meeting (pending APC approval of the giveaway) ▪ Email promotion of Partner’s choice sent within two months before or after the annual meeting (pending APC approval of the message) ▪ “Featured” Partner banner ad for ONE month on the APC website homepage, plus “featured” Partner square ad in ONE of APC’s monthly e-News (emailed to all APC members (featured month prioritized on a first-come, first-requested basis)
Live Session Commercial	<ul style="list-style-type: none"> ▪ TWO 5-minute “commercials” (live presentations by a Partner representative at the end of any annual meeting session; one Partner per session; sessions assigned on a priority basis); commercials may be used to give clues for attendees to win Partner giveaways or the APC-sponsored Biz Quiz (see details below)
Recorded Commercial	<ul style="list-style-type: none"> ▪ Up to 10-minute informational pre-recorded presentation or video (provided by the Partner); included as a free link in the booth; remains on the meeting website throughout the life of the meeting materials
“Biz Quiz” Attendee Incentive for Partner Familiarity	<ul style="list-style-type: none"> ▪ Each Partner will have one question/answer in the Biz Quiz, an APC-sponsored incentive that will encourage meeting attendees to review the Partner’s recorded presentation (on the APC annual meeting website) and visit the Partner’s Booth (during the APC annual meeting “Gather” exhibit, poster and networking hours) ▪ Meeting attendees’ correctly answering all clues automatically win \$50 to \$100 electronic credit cards; this is not a drawing; all correct answers win ▪ Partners will provide clues to their Biz Quiz question either at their booth in Gather or during their Commercials



EXTRA OPTIONS:

- **Stainless Hot/Cold Drink Container Sponsorship - \$4,000:** Each meeting attendee will receive a sponsor-branded durable and washable hot/cold drink container, in the Attendee Engagement Box, to stay refreshed throughout the REAL APC 2021 meeting!
- **Meeting Bag Sponsorship - \$3,000:** Each meeting attendee will receive a sponsor-branded keepsake meeting bag in their Attendee Engagement Box to keep all of their meeting supplies handy at the REAL APC 2021 meeting!
- **Notebook Sponsorship - \$2,000:** Each meeting attendee will receive a sponsor-branded spiral notebook, in the Attendee Engagement Box, to take notes and keep appointments during and after the REAL APC 2021 meeting!
- **Door Hanger Sponsorship - \$2,000:** Each meeting attendee will receive a sponsor-branded door hanger, in their Attendee Engagement Box, to remind co-workers or co-habitants they are at the REAL APC 2021 meeting!
- **Branded Swag in the Attendee Engagement Box \$2,000:** Each meeting attendee will receive a sponsor-branded swag item in the Attendee Engagement Box! Swag items must be pre-approved and received by June 15th to guarantee inclusion. (If in doubt, talk with APC about using their printing vendor to ensure timely delivery.)

POST-MEETING OPPORTUNITIES:

- **Meeting Registrant Mailing List - \$1,000:** Mail one pre-approved promotional piece directly to meeting attendees by purchasing this physical address list, available June to December 2021.
- **Virtual Event Sponsor - \$1,000-\$3,000:** Sponsor a virtual event with APC-provided content (\$1,000) or host your own event with your content (\$3,000 for 45-minute program). For your hosted event, promotions and registration, managed by APC staff, are included in the price. For either, all APC members receive a minimum of two notifications to register for the event with details about the program and the sponsor, plus a follow-up message to all registrants with sponsor's contact information and the virtual event attendee email list.

APPLICATION AND PAYMENT: Applications to exhibit or partner must be received by June 15, 2021. An invoice for immediate payment will be emailed after the application is reviewed and approved. Only approved applications with payment in full are guaranteed to receive an exhibitor space, partnership or sponsorship, if selected, for APC's 2021 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.

All exhibit and sponsorships 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. APC reserves the right to make final decisions on the exact booth space and there is no guarantee for attendee traffic, visibility, and activity. All promotional materials and messages in association with exhibit, partnership and sponsorship benefits require pre-approval of APC.

CANCELLATION POLICY: No cancellations or refunds will be offered after full payment is received.

In accordance with the terms, conditions, and regulations governing exhibits, sponsorships, and advertising related to the Association of Pathology Chairs 2021 Annual Meeting & Exhibits Program (REAL APC 2021), all rules and regulations as outlined in this 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.

For questions, contact:

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