

DIGITAL  
PATHOLOGY

**DPA**

ASSOCIATION

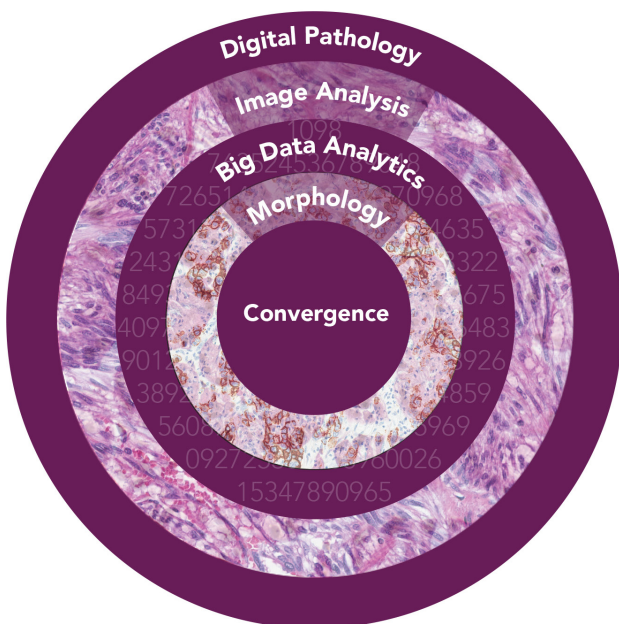


# 2015 PATHOLOGY VISIONS

## EXHIBITOR PROSPECTUS

October 11 - 13, 2015

The Westin Boston Waterfront | Boston, MA



**Power of Convergence:  
The Impact of Digital Pathology  
Tomorrow's Tools & Today's Tasks**

[More Inside >](#)

## What is Pathology Visions?

Pathology Visions, the Digital Pathology Association’s annual conference, gives attendees the opportunity to learn about real-world, practical applications in the ever-evolving field of digital pathology.

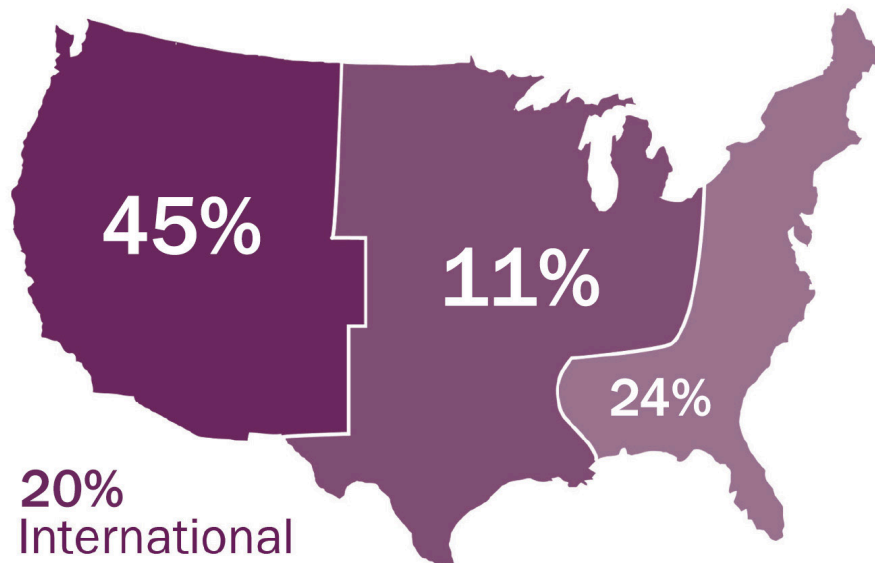
Attendees at Pathology Visions will also have direct access to industry leaders, cutting-edge workshops with distinguished trade visionaries, the chance to see the latest product solutions, the opportunity to earn CME credits and much more.

## Why Exhibit at Pathology Visions?

The Pathology Visions exhibit program furthers the education of attendees by providing an opportunity for on-site discussions and exchanges on the newest available technologies, as well as an area for exhibitors to present information on products or services pertinent to the attendees’ professional interests.

Take advantage of this ideal opportunity to showcase your products and services and meet face-to-face with attendees interested in digital pathology.

### Where Do Pathology Visions Attendees Travel From?





## Where is Pathology Visions 2015?

**The Westin Boston Waterfront**  
425 Summer Street  
Boston, MA 02210

**Reservations:**  
[www.digitalpathologyassociation.org](http://www.digitalpathologyassociation.org)  
Please visit the DPA website to receive the group rate for Pathology Visions.

**Rate: \$259**  
The Pathology Visions room block will close on September 11, 2015.

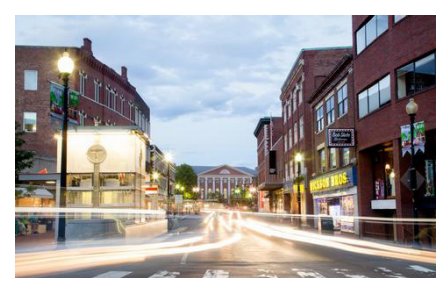
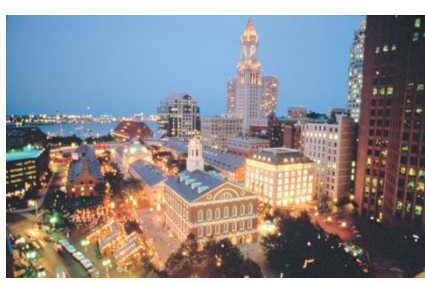
**Directions**  
<http://www.westinbostonwaterfront.com/>

### Points of Interest

- Freedom Trail
- Faneuil Hall Marketplace
- Fenway Park
- Cambridge
- Institute of Contemporary Art
- Back Bay
- Charles River Esplanade
- Boston Public Library

### Parking

Enjoy valet and self parking options from \$35 or take advantage of our Boston Hotel Parking Package



# What Levels of Support Exist?

Pathology Visions has five levels of support: Diamond, Platinum, Gold, Silver and Exhibit Only.

Each of these levels have a variety of support benefits ranging from mobile and online advertising to recognition as meal and reception supporters. For a full list of benefits for each support level, please see the table below:

Support Benefits	Diamond (Limit 1) \$30,000	Platinum (Limit 2) \$20,000	Gold (Limit 3) \$10,000	Silver (Limit 4) \$5,000	Exhibit Booth Only
Complimentary 10' x 10' Exhibit Booth	2	1	1	1	
Complimentary Registration for Company Representatives	5	4	3	2	2
Access to Pathology Visions Attendee List	✓	✓			
<b>Support Advertising   Online</b>					
Send E-blast to DPA Mailing List	✓	✓			
Web Banner on Pathology Visions Homepage	✓	✓			
Company Logo and Link on Pathology Visions Website	✓	✓	✓	✓	✓
<b>Support Advertising   Pathology Visions App</b>					
Company Logo as Background Watermark on App	✓				
App Promoted Post	✓	✓	✓		
App Supporter Page	✓	✓	✓		
Push Notification	✓	✓	✓		
Custom App Badge	✓	✓	✓	✓	
Company Logo on the Exhibitor Map Within App	✓	✓	✓		
Company Logo, Description and Support Level Recognition in App	✓	✓	✓	✓	✓
<b>Support Advertising   On-Site</b>					
One Hotel Room Drop (Supporter Responsible for Hotel Drop Fee)	✓				
One Item inside Attendees Conference Bag (Supporter to provide item)	✓	✓			
<b>Support Recognition   Meals</b>					
Sunday Evening Networking Reception Supporter	✓				
Special Recognition During Opening Ceremony	✓	✓	✓	✓	
<b>Support Recognition   Signage</b>					
Special Supporter Sign to Display at Exhibit Booth	✓	✓			
Prominent Signage in Exhibit Hall	✓	✓	✓		
Logo on Conference Welcome Signage	✓	✓	✓	✓	





## Support Opportunities For Exhibitors

The Exhibitor Support Opportunities are a way for exhibitors to compliment the brand exposure they will receive at Pathology Visions with their booth. These support opportunities include:

### Exhibitor Workshops

- Monday Breakfast Workshop (NEW) | Monday, October 12 (Time TBD): \$6,000
- Tuesday, Breakfast Workshop (NEW) | Tuesday, October 13 (Time TBD): \$6,000
- Pre-Conference Workshop (1 Hour) | Sunday, October 19 (Time TBD): \$5,000
- Pre-Conference Workshop (30 minutes) | Sunday, October 19 (Time TBD): \$3,000

### Exhibitor Advertising | On-Site

- Conference Bags: \$10,000
- Travel Awards: \$8,000
- Internet Café: \$5,000
- Room Key: \$5,000
- Pens: \$4,000
- Note pads: \$4,000
- Lanyards: \$3,000
- Room Drop: \$1,000

### Exhibitor Recognition

- Refreshment Break Support (Limit 6): \$3,000

## What Do Exhibitors Need to Know?

### Important Exhibitor Dates

Third Party Contractor Notification Date:  
Wednesday, July 15, 2015

Exhibit Dates:

Sunday, October 11, 2015 - Tuesday, October 13, 2015

Installation of Exhibits:

Sunday, October 11, 2015 | 8 AM - 4 PM

Dismantling of Exhibits:

Tuesday, October 13, 2015 | 4 - 8 PM

### Exhibit Hall Hours

All lunches and refreshment breaks will be held in the Exhibit Hall.

Monday, October 12th | 8 AM - 6:30 PM\*

Tuesday, October 13th | 8 AM - 4:30 PM\*

\*Hours are subject to change.

# What Do Exhibitors Need to Know?

## Exhibitor Registration

Each exhibiting company will receive two (2) complimentary registrations per 10' x 10' booth space. Exhibitors may pick up their badges at the registration desk beginning Sunday, October 11, 2015. To prevent delays, it is requested that all personnel changes be made prior to arrival in Boston.

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.

## Space Assignment & Fees

Applications for exhibit space are subject to the approval of the Pathology Visions Planning Committee. A 65-word description of specific products and/or services must be included with the application form.

Pathology Visions will host approximately 35 – 10' x 10' exhibit booths. Selling of booth space will be based on a first-come, first-served basis, following DPA membership and support priority levels. Pathology Visions Show Management will assign exhibit space. Show Management will make every effort to honor your request.

The price for each 10' x 10' exhibit booth is \$4,000 for DPA members and \$6,000 for non-members. Each exhibiting company may purchase up to 10' x 30' of exhibit booth space. To request exhibit space at Pathology Visions 2015, please complete and return the enclosed exhibitor and supporter application, along with payment information.

## Exhibit Space & Furnishings

One six foot draped table, two chairs and an eight foot drape will be provided per exhibit space if requested. The exhibit hall is carpeted. Additional furnishings and services can be requested on the Exhibitor Service Form. 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 unfurnished sides of exhibit backgrounds must be draped to present an attractive appearance.

## Shipping Instructions

Information on shipping methods and rates will be sent to each exhibitor by Blaine Convention Services. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. All shipments must be prepaid.

hibitor will ship, at his own risk and expense, all articles to be exhibited. All shipments must be prepaid.

## Payment Terms

A fifty percent (50%) deposit is due with the signed contract to confirm space. Full payment is due by July 31, 2015.

For credit card payments, please complete the exhibitor and supporter application & payment information and fax (317.816.1633) or email (info@digitalpathologyassociation.org) the completed form to the DPA Staff. To pay by check, please make checks payable in U.S. dollars and drawn on a U.S. bank to: Digital Pathology Association. Please note there will be a credit card fee of 3% for charges higher than \$5,000.

To wire funds, please ask the DPA Staff for instructions. Please note that there is a wiring fee of \$50 per transaction.

## Installation & Dismantling of Exhibits

Exhibitors are urged to order all services in advance. Specific exhibit installation and dismantling details will be communicated upon confirmation of exhibit space. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time.

**IMPORTANT:** To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. Pathology Visions, Digital Pathology Association (DPA), and Westin Boston Waterfront cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

### 1. Exhibit Staffing

Exhibit booth must be staffed at all times during exhibit hours. Exhibitors are advised to be in their booths thirty (30) minutes prior to show opening each day. As a courtesy to the attendees and your fellow Exhibitors, the Digital Pathology Association 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 the close of the exhibit hall. Once the exhibit opens for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at which time no pass is required. Strict security will be in effect at all times.

### 2. Space Assignment

Applications for exhibit space are subject to the approval of the Pathology Visions Planning Committee. A sixty five (65)-word description of specific products and/or services must be sent in with the application form.

### 3. Sharing Space

No subletting or sharing of exhibit space is permitted.

### 4. Exhibit and Sponsor Cancellations

Any Exhibitor or Sponsor who cancels must formally notify the Show Management in writing. It is agreed that if: (a) Exhibitor cancels before June 15, 2015, twenty percent (20%) of the booth cost will be charged as an administrative fee, (b) Exhibitor cancels its space between June 15, 2015 - July 15, 2015, they will be responsible for paying fifty percent (50%) of the total cost of the space, (c) Exhibitor cancels space after July 15, 2015, it will be responsible for paying one hundred percent (100%) of the originally contracted price. The Exhibit Committee shall have the absolute discretion to reallocate or resell the cancelled booth. Exhibitor hereby acknowledges that the above charges represent a reasonable compensation for the costs incurred as a result of the Exhibitor's cancellation and that they do not represent a penalty.

### 5. Unofficial Functions, Promotional Events or Hospitality Suites

Pathology Visions Show Management must approve all social functions, promotional events or hospitality suites not officially part of Pathology Visions 2015. Pathology Visions prohibits any type of event at a time that conflicts with any programs.

### 6. Compliance with Laws

Each Exhibitor will agree to comply with all applicable Federal, State and local laws, ordinances, rules and regulations including all fire codes and health regulations.

### 7. Liability

Exhibitor assumes full responsibility for its participation in Pathology Visions 2015 and hereby agrees to protect, indemnify, defend, and hold harmless Digital Pathology Association (DPA), Pathology Visions and the Westin Boston Waterfront to include their respective directors, officers, employees and agents ("Representatives") from and 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 or Exhibitor's third party contractors' installation, removal, maintenance, occupancy, or use of the Pathology Visions premises or a part thereof or in connection with its participation in the Pathology Visions, excluding only any liability for damages caused solely by the negligence of the Digital Pathology Association, Westin Boston Waterfront or their respective Representatives. In addition, Exhibitor acknowledges that the Digital Pathology Association, Pathology Visions and the Westin Boston Waterfront do not and shall not be obligated to obtain or maintain insurance coverage regarding Exhibitor's property, conduct, activities or liabilities ("Risks") in connection with Pathology Visions and that it is the sole responsibility of Exhibitor to obtain insurance coverage regarding such Risks in connection with Pathology Visions.

### 8. Security

Security for the exhibits will be provided; however, DPA, Pathology Visions and the Westin Boston Waterfront make no guarantees of any kind to protect Exhibitor, its Representatives or its property against any injury, loss, or damage of any kind, and Exhibitor assumes all risks of such injury, loss or damage in connection with its participation in and/or at Pathology Visions 2015. Exhibitors are advised to be in their booths thirty (30) minutes prior to show opening each day.

### 9. Insurance

Exhibitor shall obtain insurance coverage to protect it against injury, losses, damages or liabilities in connection with its participation in Pathology Visions, including without limitation, a portal-to-portal rider on its own insurance policy to protect against losses or damages in connection with Pathology Visions. The Exhibitor understands that neither DPA, or the Westin Boston Waterfront maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

### 10. Third Party Contractors

If Exhibitor uses any third-party contractors in connection with activities on the Pathology Visions premises, Exhibitor shall submit to the Digital Pathology Association a completed Third-Party Contractor Notification by the due date noted. Exhibitors using third-party contractors agree to and shall indemnify, defend and hold harmless DPA and the Westin Boston Waterfront to include their respective directors, officers, employees and agents ("Representatives") from and against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by such third-party contractors' activities in connection with Pathology Visions or on the Pathology Visions premises.

### 11. Reservation of Rights

Show Management reserves the right to take any action that is reasonably necessary, as determined by Show Management's sole discretion, for the protection of Pathology Visions and attendees.

### 12. Governing Law

This contract shall be construed in accordance with, and governed in all respects by, the internal laws of the State of Indiana, without giving effect to principles of conflict of laws.

### 13. Selling of Products and 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 are responsible for any and all licenses or permits required by law, as well as the payment of any taxes from sales.

### 14. Prohibited Promotional Practices

- A. Giveaway items that do not comply with stated policy.
- B. Sub-leasing or sharing exhibit space.
- C. Canvassing or distributing any material outside the exhibitor's own space.
- D. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers.
- E. Entering another exhibitor's booth or taking photographs of another exhibitor's booth without permission.
- F. The use of balloons or glitter products.

Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times.



**1. Company Information (As It Will Appear on Website & Print Materials):**

Company Name: \_\_\_\_\_  
 Company Website: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Main Phone: \_\_\_\_\_ Main Fax: \_\_\_\_\_

**2. Primary & Secondary Contact Person:**

Primary Contact Name: \_\_\_\_\_ Primary Title: \_\_\_\_\_  
 Primary Telephone: \_\_\_\_\_ Primary Email: \_\_\_\_\_  
 Secondary Contact Name: \_\_\_\_\_ Secondary Title: \_\_\_\_\_  
 Secondary Telephone: \_\_\_\_\_ Secondary Email: \_\_\_\_\_

**3. Booth Fees:**

- 10'x 10' DPA Member: \$4,000
  - 10'x 10' Non-Member: \$6,000
  - 10'x 20' DPA Member: \$8,000
  - 10'x 20' Non-Member: \$12,000
  - 10'x 30' DPA Member: \$12,000
  - 10'x 30' Non-Member: \$18,000
- Only company/organization membership levels qualify for DPA member booth fees.*
- Join the DPA today and save!**  
 For more information visit [www.digitalpathologyassociation.org](http://www.digitalpathologyassociation.org) or contact the DPA Staff at 317.816.1630 ext. 112.

**DPA MEMBERS AND SUPPORTERS RECEIVE PRIORITY BOOTH ASSIGNMENTS. ON AUGUST 1, 2015, BOOTHS WILL BE ASSIGNED IN THE ORDER IN WHICH APPLICATIONS, WITH PAYMENT, ARE RECEIVED.**

**4. Additional Support Opportunities**

Support Level: \_\_\_\_\_ Exhibitor Workshops: \_\_\_\_\_ Advertising: \_\_\_\_\_ Exhibitor Recognition: \_\_\_\_\_

I would like to request one six foot draped table & two chairs.

**5. Method of Payment**

A 50% deposit is due with signed application to reserve space. Full payment is due by July 31, 2015.

- Credit Card
- Check
- Electronic Wire (Be sure to include \$50 wiring fee.)

If you would like to pay by credit card, please complete the following information and fax (317.816.1633) or email ([info@digitalpathologyassociation.org](mailto:info@digitalpathologyassociation.org)) the completed form to the DPA Executive Office.

Credit Card Type:  AMEX  Mastercard  VISA  
 Name (As It Appears On Card): \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_  
 Expiration Date: \_\_\_\_\_ Verification Digits: \_\_\_\_\_ (3-Digit # On Back of Card, or 4-Digit # On Front of AMEX)

**TOTAL AMOUNT DUE FOR BOOTH FEES AND SUPPORT OPPORTUNITIES: \$ \_\_\_\_\_**

By signing this form, I hereby authorize the Digital Pathology Association to charge a 50% deposit immediately and the remaining balance on July 31, 2015.

- Payment in Full
- 50% Deposit - Please charge the balance due on July 31, 2015
- We agree to abide by the Pathology Visions Terms and Conditions as found on page 7-8 of this document.

Authorized Signature: \_\_\_\_\_

OFFICE USE ONLY: Booth #: \_\_\_\_\_ Date Received: \_\_\_\_\_ Received By: \_\_\_\_\_