

DIGITAL  
PATHOLOGY

**DPA**

ASSOCIATION



**2017** PATHOLOGY  
**VISIONS**

# DIGITAL PATHOLOGY: THE POWER OF PIXELS

## SUPPORT AND EXHIBITOR PROSPECTUS

OCTOBER 1 - 3 | MANCHESTER GRAND HYATT | SAN DIEGO, CA

#PATHVISIONS17



## MEET INDUSTRY DECISION MAKERS FACE-TO-FACE

### **Introduce your company to influential people interested in digital pathology**

Pathology Visions is the nation's premier digital pathology conference, bringing together some of the greatest minds in the industry. By becoming an exhibitor, you gain a platform of exposure where you can showcase your products and services to the people who need to see them most. If your company is interested in expanding its influence in the digital pathology industry, we invite you to attend and encourage you to explore our support options for added exposure during the event.

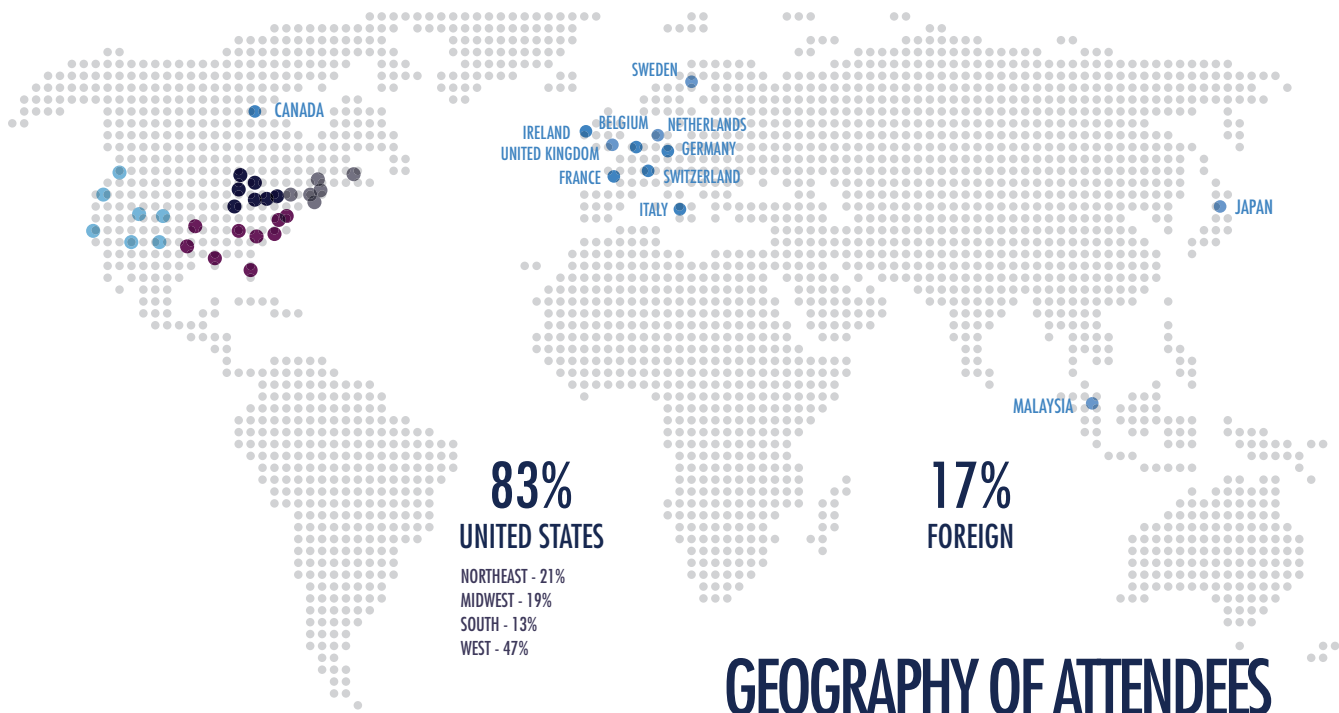
### **WHAT IS PATHOLOGY VISIONS?**

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 have access to industry professionals, thought leaders and pioneers in digital pathology. As they participate in cutting-edge workshops with distinguished trade visionaries, see the latest product solutions, earn CME credits and much more.

### **WHY EXHIBIT AT PATHOLOGY VISIONS?**

The Pathology Visions exhibit program provides opportunities for companies to conduct on-site discussions and exchanges about their products and services, reaching their respective audiences directly. With attendees visiting from all over the world, the Pathology Visions conference is a valuable opportunity for companies to place their offerings on the world stage.



## GEOGRAPHY OF ATTENDEES

## WHY WOULD PEOPLE ATTEND?



NETWORKING



PRODUCT INFORMATION



PRESENTERS

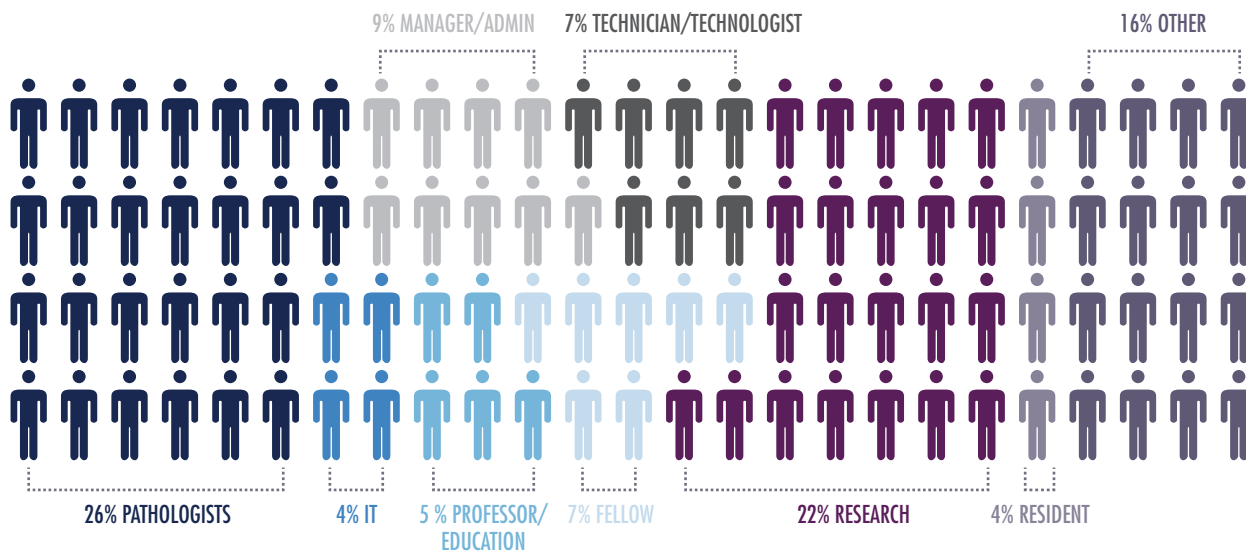


INDUSTRY DIRECTION



ACCESS TO TECHNICAL EXPERTS

## REPRESENTED PROFESSIONS



# WHERE IS PATHOLOGY VISIONS 2017?



## SAN DIEGO, CA

CLIMATE | AVG. 201 DAYS 70+ °F  
 POPULATION | 1,381,069

## HOTEL INFO

### MANCHESTER GRAND HYATT

One Market Place, San Diego, CA 92101

### RESERVATIONS

Please visit the DPA website for additional information on reservations.

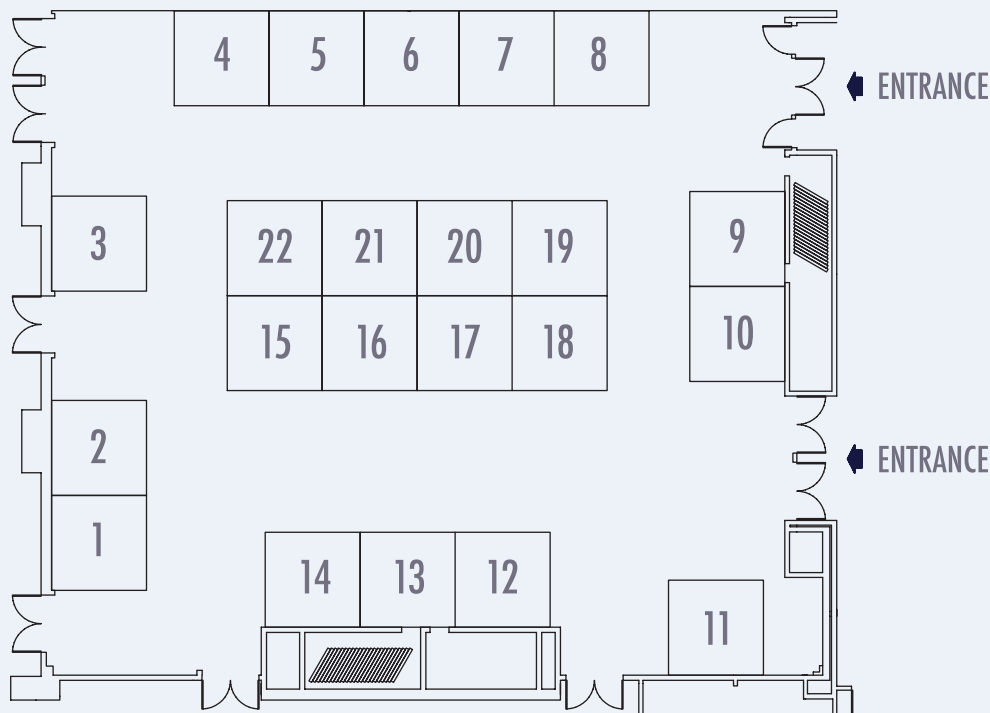
### RATE: \$289

The Pathology Visions room block will close on September 1, 2017.

### DIRECTIONS

[manchestergrand.hyatt.com](http://manchestergrand.hyatt.com)

## PATHOLOGY VISIONS EXHIBIT HALL



\* Contact us for exhibitor booth location information

## WHAT LEVELS OF SUPPORT EXIST?

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

Each of these levels has a variety of support benefits that give your company the influence it needs to create a memorable experience with attendees. Positions are not guaranteed and fill up quickly, so reserve your support level as soon as possible. Available to company/organization members only.

## SUPPORT LEVELS

DIAMOND \$30,000 LIMIT 1	5 COMPLIMENTARY REGISTRATIONS ----- 2 COMPLIMENTARY 10' X 10' EXHIBIT BOOTHS
PLATINUM \$20,000 LIMIT 2	4 COMPLIMENTARY REGISTRATIONS ----- 1 COMPLIMENTARY 10' X 10' EXHIBIT BOOTH
GOLD \$10,000 LIMIT 3	3 COMPLIMENTARY REGISTRATIONS ----- 1 COMPLIMENTARY 10' X 10' EXHIBIT BOOTH
SILVER \$7,500 LIMIT 4	2 COMPLIMENTARY REGISTRATIONS ----- 1 COMPLIMENTARY 10' X 10' EXHIBIT BOOTH
EXHIBIT BOOTH ONLY	2 COMPLIMENTARY REGISTRATIONS

## SUPPORT BENEFITS

### DIAMOND +

- Company Logo as Background Watermark on App
- One Hotel Room Drop  
*(Supporter Responsible for Hotel Drop Fee)*
- Sunday Evening Networking Reception Supporter
- Includes Platinum, Gold, Silver and Exhibit Booth Benefits

### PLATINUM +

- Access to Event Attendee List
- E-blast to DPA Distribution List
- Web Banner on Event Homepage
- Special Supporter Sign to Display at Exhibit Booth
- Includes Gold, Silver and Exhibit Booth Benefits

### GOLD +

- App Promoted Post and Push Notification
- Posting to all DPA Social Media Outlets
- One Item Inside Attendees Conference Bag  
*(Supporter to provide item pending DPA approval)*
- Includes Silver and Exhibit Booth Benefits

### SILVER +

- Special Recognition During Opening Session
- Logo on Conference Signage
- Includes Exhibit Booth Benefits

### EXHIBIT BOOTH +

- Logo, Description and Link on Event Website
- Logo, Description and Support Level Recognition in App

## ADDITIONAL OPPORTUNITIES

The additional support opportunities are a way to receive brand exposure at Pathology Visions. Must be a company/organization member. These support opportunities include:

### EXHIBITOR WORKSHOPS\*

- **Monday Breakfast Workshop (1 Hour)**  
*(This is the only location where breakfast will be offered)*  
October 2 | 7:30 AM | \$10,000
- **Tuesday Breakfast Workshop (1 Hour)**  
*(This is the only location where breakfast will be offered)*  
October 3 | 7:30 AM | \$10,000
- **Pre-Conference Workshop (1 Hour)**  
Sunday, October 1 | Time TBD | \$5,000
- **Pre-Conference Workshop (30 Minutes)**  
Sunday, October 1 | Time TBD | \$3,000

\* Does not include food and beverage costs.

### ON-SITE EXHIBITOR ADVERTISING

- **Conference Bags** | \$10,000
- **Room Key** | \$7,000
- **WIFI** | \$6,500 *(Company name used for network and password)*
- **Pens** | \$4,000\*
- **Lanyards** | \$4,000\*
- **Note pads** | \$3,000\*
- **Room Drop** | \$2,000\*\*

\* Supporter to provide (DPA approval required)

\*\* Supporter responsible for hotel drop fee

### EXHIBITOR RECOGNITION

- **Lunch Support (Limit 2)** | \$6,000
- **Refreshment Break Support (Limit 4)** | \$3,000

### UNIQUE OPPORTUNITIES

- **Travel Awards** | \$8,000
- **Charging Station** | \$6,000

CONTACT US FOR MORE INFORMATION ON SECURING THESE ADDITIONAL OPPORTUNITIES

## WHAT DO EXHIBITORS NEED TO KNOW?

### IMPORTANT EXHIBITOR DATES

**Third Party Contractor Notification Date**  
Friday, September 1, 2017

**Exhibit Dates** | Sunday, October 1 - 3

**Installation of Exhibits** | Sunday, October 1 | 8 AM - 4 PM\*

**Dismantling of Exhibits** | Tuesday, October 3 | 4:00 - 8 PM\*

### EXHIBIT HALL HOURS

\* All refreshment breaks, lunches and receptions will be served in the Exhibit Hall

**Sunday, October 1** | 6:00 - 8:00 PM

**Monday, October 2** | 8:15 AM - 6:30 PM\*

**Tuesday, October 3** | 8:15 AM - 4:00 PM\*

\* Subject to change.



## 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 1, 2017. To prevent delays, it is requested that all personnel changes be made prior to arrival in San Diego.

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. Sharing badges is not permitted.



## BOOTH SHARING, ASSIGNMENT & FEES

Applications for exhibit space are subject to the approval of the Pathology Visions Planning Committee.

**A 65-word company description must be included with the application form.**

Pathology Visions will host approximately 22 – 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 after **July 1, 2017**. 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.

**Booth Sharing:** If both parties sharing an Exhibitor Booth are DPA MEMBERS, the additional cost above the base rate for the Exhibitor Booth is \$2,000. If an Exhibitor Booth is being shared and the sharing entity is a NON-MEMBER, the additional cost above the base rate for the Exhibitor Booth is \$3,500. To request exhibit space at Pathology Visions 2017, 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 through the Exhibitor Manual. 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 its 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 1, 2017.

For credit card payments, please complete the exhibitor and supporter application, with 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 Manchester Grand Hyatt cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.*

# REGISTRATION

## 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 *Company/organization membership levels qualify for DPA member 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
- I would like to request one six foot draped table & two chairs.

*If both parties sharing an Exhibitor Booth are DPA MEMBERS, the additional cost above the base rate for the Exhibitor Booth is \$2,000. If an Exhibitor Booth is being shared and the sharing entity is a NON-MEMBER, the additional cost above the base rate for the Exhibitor Booth is \$3,500.*

Member       Non-Member       Sharing with: \_\_\_\_\_

## 4. BOOTH SELECTION

BOOTH CHOICES: #1: \_\_\_\_\_ #2: \_\_\_\_\_ #3: \_\_\_\_\_

We kindly request that our booth is not located next to: \_\_\_\_\_

## 5. ADDITIONAL SUPPORT OPPORTUNITIES

- Support Level     Exhibitor Workshops     Advertising     Exhibitor Recognition     Unique Opportunities

## 6. METHOD OF PAYMENT

A 50% deposit is due with signed application to reserve space. Full payment is due by July 1, 2017.

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

*If paying by check, please send to the DPA Executive Office at 11495 North Pennsylvania Street, Suite 103, Carmel, IN 46032. If paying by credit card, please fax (317.816.1633) or email (info@digitalpathologyassociation.org) the completed form to the DPA Executive Office. Please include your 65-word company description with your application.*

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 Code (3-Digit # On Back of Card, or 4-Digit # On Front of AMEX): \_\_\_\_\_

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

- Payment in Full       50% Deposit (Balance due on July 1, 2017)

- We agree to abide by the Pathology Visions Terms and Conditions as found on page 9 of this document.

*By signing this form, I hereby authorize the Digital Pathology Association to charge a 50% deposit immediately and the remaining balance on July 1, 2017.*

AUTHORIZED SIGNATURE: \_\_\_\_\_



**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 company description must be sent in with the application form.

**3. SHARING SPACE**

Any DPA MEMBER or NON-MEMBER entity that 1) maintains a presence, or, 2) has sales, marketing, or advertisement materials (i.e. brochures, business cards, signs, etc.) available to Show attendees in an Exhibitor Booth purchased by another party at any time during the show, shall be considered a shared space. The DPA reserves the right to make the sole determination whether conditions numbered 1 or 2 above are met.

If both parties sharing an Exhibitor Booth are DPA MEMBERS, the additional cost above the base rate for the Exhibitor Booth is \$2,000. If an Exhibitor Booth is being shared and the sharing entity is a NON-MEMBER, the additional cost above the base rate for the Exhibitor Booth is \$3,500.

**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 1, 2017, twenty percent (20%) of the booth cost will be charged as an administrative fee, (b) Exhibitor cancels its space between June 1, 2017 - July 1, 2017, they will be responsible for paying fifty percent (50%) of the total cost of the space, (c) Exhibitor cancels space after July 1, 2017, 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 2017. Pathology Visions prohibits any type of event at a time that conflicts with any conference 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 2017 and hereby agrees to protect, indemnify, defend, and hold harmless Digital Pathology Association (DPA), Pathology Visions and the Manchester Grand Hyatt 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, Manchester Grand Hyatt or their respective Representatives. In addition, Exhibitor acknowledges that the Digital Pathology Association, Pathology Visions and the Manchester Grand Hyatt 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 from the opening to the close of Pathology Visions; however, DPA, Pathology Visions and the Manchester Grand Hyatt 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 2017. 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 Manchester Grand Hyatt San Diego 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 Manchester Grand Hyatt San Diego 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. Canvassing or distributing any material outside the exhibitor's own space.
- C. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers.
- D. Entering another exhibitor's booth or taking photographs of another exhibitor's booth without permission.
- E. The use of balloons or glitter products.

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