

DIGITAL  
PATHOLOGY



ASSOCIATION

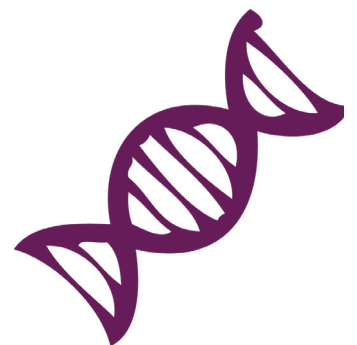
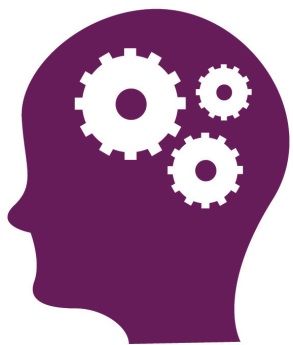


2014 PATHOLOGY  
**VISIONS**

# EXHIBITOR PROSPECTUS

October 20-21, 2014

Hyatt Regency San Francisco | San Francisco, CA



Network With  
Distinguished Visionaries

Latest Product Solutions

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.

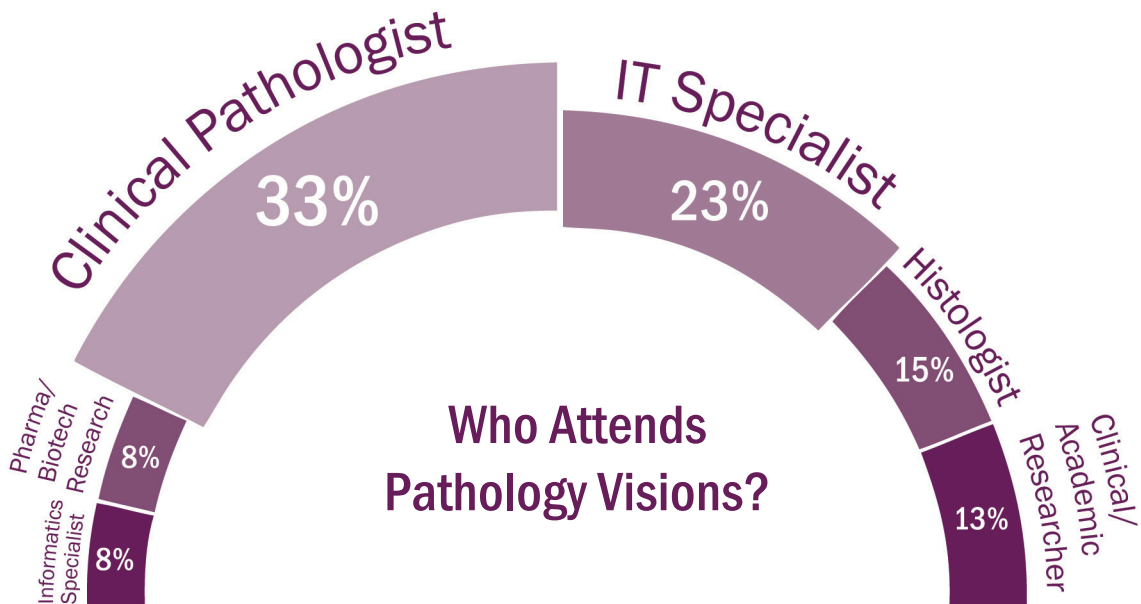
Attendees at Pathology Visions will also have direct access to industry leaders, cutting-edge workshops with distinguished trade visionaries, the chance to see the latest product solutions, the opportunity to earn CME credits and much more.

## 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 is Pathology Visions 2014?

### Hyatt Regency San Francisco

5 Embarcadero Center  
San Francisco, CA 94111

### 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 19, 2014.

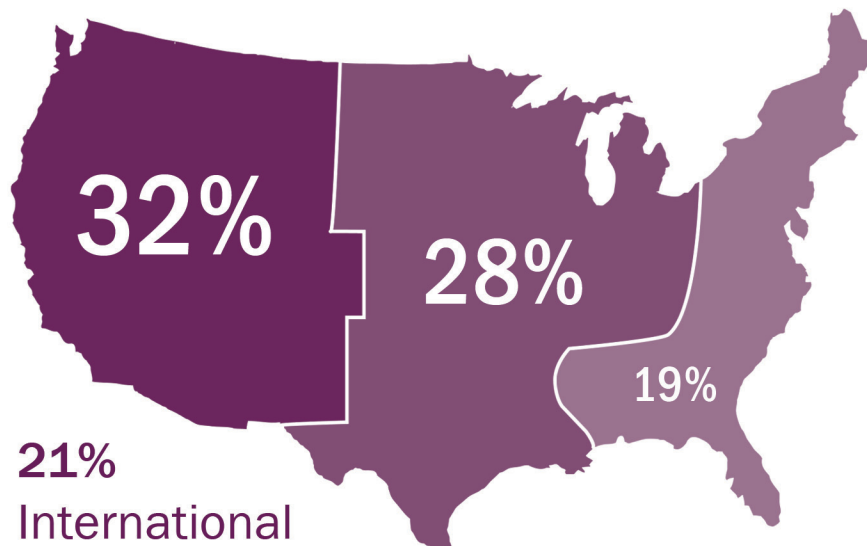
### Transportation

- San Francisco International Airport – 14 miles (25 mins)
- Oakland International Airport – 20 miles (30 mins)

### Points of Interest

- Cable car line
- Historic Ferry Building and Ferry Building Marketplace
- Exploratorium
- Union Square
- Alcatraz and Angel Island
- Napa / Sonoma Wine Country
- Muir Woods
- Chinatown
- North Beach
- Pier 39 / Fisherman’s Wharf
- Golden Gate Bridge recreation area
- AT&T Ball Park (Giants)

## Where Do Pathology Visions Attendees Travel From?



# 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:

<b>Support Benefits</b>	<b>Diamond (Limit 1) \$30,000</b>	<b>Platinum (Limit 2) \$20,000</b>	<b>Gold (Limit 3) \$10,000</b>	<b>Silver (Limit 4) \$5,000</b>	<b>Exhibit Booth Only</b>
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	✓				
Push Notification Within the App	✓	✓			
Banner Ad & Landing Page Within the App	✓	✓			
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>					
Monday Evening Networking Reception Supporter	✓				
Breakfast or Lunch 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

- 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 | Meals

- Breakfast or Lunch Supporters (Limit 3): \$6,000
- Refreshment Break Support (Limit 6): \$3,000

## What's Do Exhibitors Need to Know?

### Important Exhibitor Dates

**Third Party Contractor Notification Date:**  
Tuesday, July 15, 2014

**Exhibit Dates:**  
Monday, October 20 - Tuesday, October 21, 2014

**Installation of Exhibits:**  
Sunday, October 19, 2014 | 8 AM - 4 PM

**Dismantling of Exhibits:**  
Tuesday, October 21, 2014 | 5 - 9 PM

### Exhibit Hall Hours

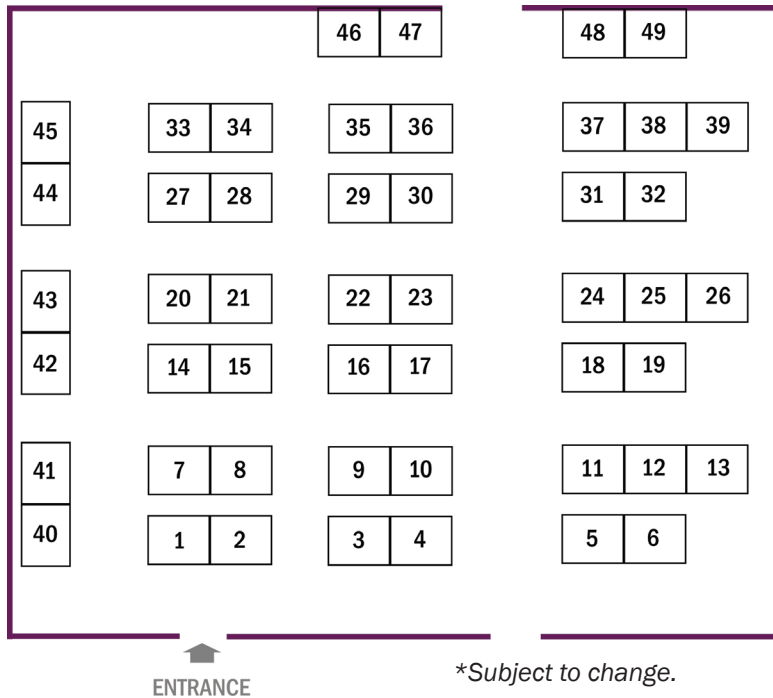
All meals will be held in the Exhibit Hall.

Monday, October 20th | 8 AM - 6:30 PM\*  
Tuesday, October 21st | 8 AM - 5 PM\*

*\*Hours are subject to change.*

# What's Do Exhibitors Need to Know?

## Exhibitor Floor Plan



### Exhibitor Registration

Each exhibiting company will receive two (2) complimentary registrations per 10' x 10' booth space. All exhibitors must register online. Exhibitors may pick up their badges at the registration desk beginning Sunday, October 19, 2014. To prevent delays, it is requested that all personnel changes be made prior to arrival in San Francisco.

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 49 – 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. Please indicate your top four exhibit location preferences and key competitive adjacencies you hope to avoid on the application. Show Management will make every effort to honor your request.

Each 10' x 10' exhibit booth will sell for \$4,000. Each exhibiting company may purchase up to 10' x 30' of exhibit booth space. To request exhibit space at Pathology Visions 2014, 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.

### Payment Terms

A fifty percent (50%) deposit is due with the signed contract to confirm space. Full payment is due by August 1, 2014.

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 Hyatt Regency San Francisco 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 20, 2014, twenty percent (20%) of the booth cost will be charged as an administrative fee, (b) Exhibitor cancels its space between June 20, 2014 - July 20, 2014, they will be responsible for paying fifty percent (50%) of the total cost of the space, (c) Exhibitor cancels space after July 20, 2014, 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 2014. 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 2014 and hereby agrees to protect, indemnify, defend, and hold harmless Digital Pathology Association (DPA), Pathology Visions and the Hyatt Regency San Francisco 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, Hyatt Regency San Francisco or their respective Representatives. In addition, Exhibitor acknowledges that the Digital Pathology Association, Pathology Visions and the Hyatt Regency San Francisco 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 Hyatt Regency San Francisco 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 2014. 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 Hyatt Regency San Francisco 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 Hyatt Regency San Francisco 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' \$4,000
- 10'x 20' \$8,000
- 10'x 30' \$12,000

**4. Booth Package Options:**

- 10'x 10' with Pre-Conference Workshop (30 minute) \$7,000
- 10'x 10' with Pre-Conference Workshop (1 hour) \$9,000
- 10'x 20' with Pre-Conference Workshop (30 minute) \$11,000
- 10'x 20' with Pre-Conference Workshop (1 hour) \$13,000

**5. Costs**

Additional Support Level: \_\_\_\_\_  
 Total Due: \_\_\_\_\_

**6. Exhibit Location Preferences**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_  
*Preference will be based on the date your contract and payment are received by the DPA, membership and support level.*  
 Please try to place my booth next to/near \_\_\_\_\_  
 We prefer not to be placed next to/near \_\_\_\_\_  
 I would like to request one six foot draped table & two chairs.

**7. Method of Payment**

A 50% deposit is due with signed application to reserve space. Full payment is due by August 1, 2014.  
 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) 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)

By signing this form, I hereby authorize the Digital Pathology Association to charge a 50% deposit immediately and the remaining balance on August 1, 2014.

- Payment in Full       50% Deposit - Please charge the balance due on August 1, 2014
- We agree to abide by the Pathology Visions Terms and Conditions as found on page 8 of this document.

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

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

**DIGITAL  
PATHOLOGY**



**ASSOCIATION**

10293 N. Meridian Street  
Suite 175  
Indianapolis, IN 46290

## **2014 PATHOLOGY VISIONS**

October 20 - 21, 2014  
Hyatt Regency San Francisco  
San Francisco, CA

### **Exhibit Dates**

Monday, October 20, 2014  
Tuesday, October 21, 2014

## **Reserve Your Exhibit Space Now**

Contact a member of the DPA staff to reserve your exhibit space for Pathology Visions 2014:

### **Lindsey Moore**

lmoore@digitalpathologyassociation.org  
317.816.1630 ext. 102

### **Erin Hammeran**

ehammeran@digitalpathologyassociation.org  
317.816.1630 ext. 105