

PATHOLOGY VISIONS **25**

From Pixels to Patients

EXHIBITOR AND SPONSOR PROSPECTUS

OCTOBER 5-7 | MANCHESTER GRAND HYATT | SAN DIEGO, CA



DPA

#PathVisions25



APPLY FOR EXHIBIT SPACE & SPONSORSHIPS

OVERVIEW



PATHOLOGY VISIONS IS THE PREMIER DIGITAL PATHOLOGY CONFERENCE

DON'T MISS YOUR OPPORTUNITY TO:

- **CONNECT** with over 850 industry professionals
- **ENGAGE** with digital pathology thought leaders
- **SHOWCASE** your Products and Services
- **EXPAND** your Influence in the Industry
- **FORGE** new and strengthen existing relationships
- **INCREASE** brand awareness and credibility
- **LEARN** about emerging products and trends in the industry



16 YEARS
OF THE DIGITAL
PATHOLOGY ASSOCIATION



850+
ATTENDEES



60+
EXHIBITORS

DPA

PATHOLOGY VISIONS 2025 | OCTOBER 5-7 | SAN DIEGO, CA | [DIGITALPATHOLOGYASSOCIATION.ORG/PV-EXHIBITS](https://digitalpathologyassociation.org/pv-exhibits)

IMPORTANT DATES



EXHIBITION HALL DATES

SETUP

SUNDAY, OCTOBER 5, 2025
8:00 AM - 4:00 PM

OPEN EXHIBIT HOURS

DAY 1

SUNDAY, OCTOBER 5, 2025
5:00 - 7:00 PM

DAY 2

MONDAY, OCTOBER 6, 2025
8:30 AM - 7:00 PM

DAY 3

TUESDAY, OCTOBER 7, 2025
8:30 AM - 3:15 PM

TEARDOWN

TUESDAY, OCTOBER 7, 2025
3:15 PM - 8:00 PM

PATHOLOGY VISIONS KEY DATES TO REMEMBER

MAY

May 31: Deadline for full refund (less \$50 administrative fee) for exhibitor booth cancellations. No refunds issued after this date.

JULY

July 1: Final payment due for all reserved exhibit space and sponsorships

Mid-July: Booth assignments announced

AUGUST

August 15: Deadline to secure sponsorships

SEPTEMBER

September 1: Hotel reservations deadline

September 4: Earliest day to receive shipments at the Advanced Warehouse

September 19: Discount deadline for EXPO Convention Contractors, Inc. (EXPO) service orders

September 19: Deadline for third-party contractor notification

September 26: Deadline to receive shipments at the Advanced Warehouse

OCTOBER

October 5-7: Pathology Visions Conference

Dates subject to change.

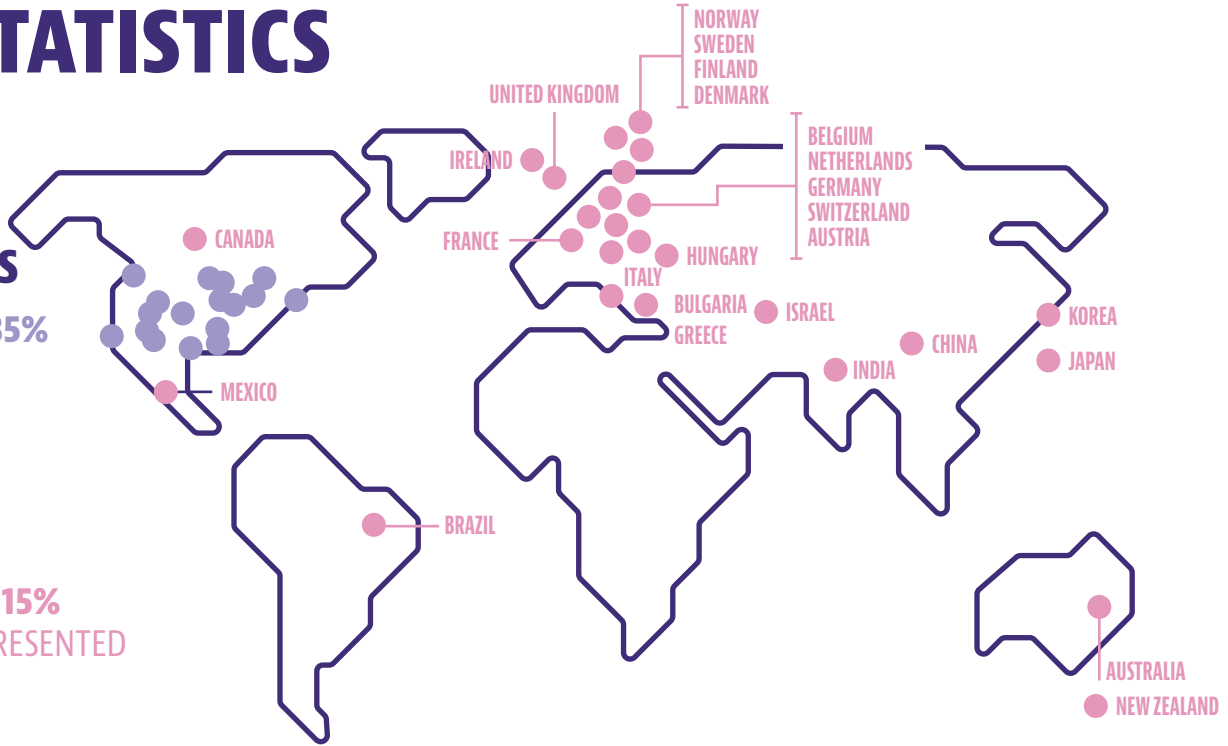
PV24 STATISTICS

GEOGRAPHY OF ATTENDEES

UNITED STATES: 85%

- SOUTHWEST: 7%
- NORTHEAST: 32%
- SOUTHEAST: 20%
- MIDWEST: 21%
- WEST: 20%

INTERNATIONAL: 15%
29 COUNTRIES REPRESENTED



WHY SHOULD YOU ATTEND?



NETWORKING



PRODUCT INFORMATION



THOUGHT LEADERS



INDUSTRY DIRECTION

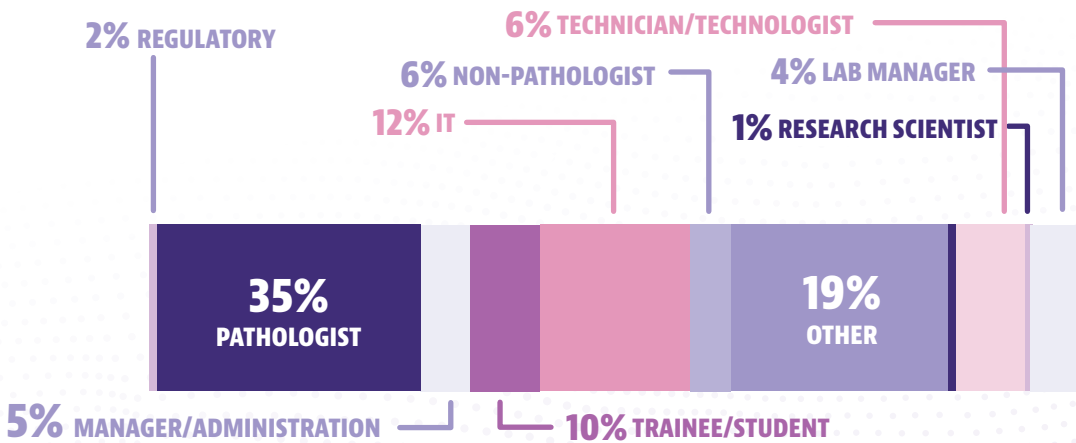


ACCESS TO TECHNICAL EXPERTS



BRAND AWARENESS & CREDIBILITY

REPRESENTED HEALTHCARE PROFESSIONS



LOCATION/HOTEL

HOTEL INFORMATION

MANCHESTER GRAND HYATT
1 MARKET PLACE,
SAN DIEGO, CA 92101

RESERVATIONS

The Pathology Visions room block is subject to availability. Rooms are sold on a first-come, first-serve basis. DPA has contracted a block of sleeping rooms at the Manchester Grand Hyatt. The housing link will be sent to the primary contact when housing registration opens. Please note that exhibitors cannot reserve sleeping rooms before they pay for booth space.

RATE

STARTING AT \$325 (+TAXES & FEES)

Room block deadline: **September 1, 2025**

HOTEL SCAM ALERT

You may be contacted by individuals or companies claiming to assist with the Pathology Visions room block. DPA does not use a third-party company or housing provider for hotel accommodations and will never contact you regarding special offers. All lodging for PV25 should be arranged using the official room block link.

Accommodations reserved outside the official room block exposes the DPA to financial penalties. Your loyalty and cooperation are greatly appreciated!

DON'T MISS IN SAN DIEGO

San Diego, CA is home to some of the country's greatest attractions and entertainment; all easily accessible from the Manchester Grand Hyatt.

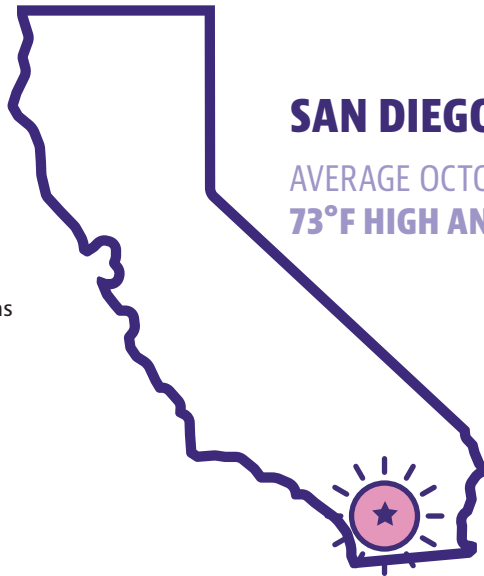
SAN DIEGO ZOO

SAN DIEGO NATURAL HISTORY MUSEUM

SUNSET CLIFFS NATIONAL PARK

LA JOLLA COVE

BALBOA PARK



SAN DIEGO, CA

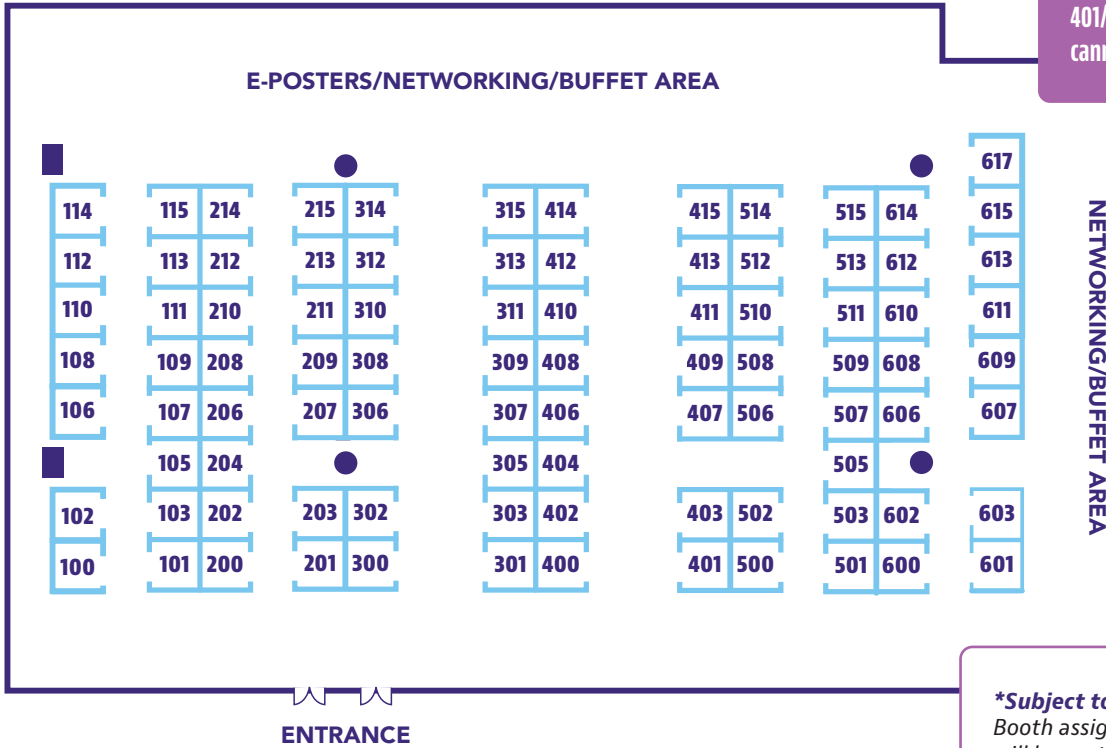
AVERAGE OCTOBER CLIMATE:
73°F HIGH AND 62°F LOW



EXHIBITORS

PATHOLOGY VISIONS EXHIBIT HALL*

10x20 booths are positioned to face the opposite row (e.g., 101/103 or 410/412), not the entrance. Therefore, requests for booth pairs like 101/200, 401/500, 213/312, and 513/612 cannot be accommodated.



***Subject to change.**
Booth assignments and confirmations will be sent starting in July. Booths are assigned on a first-come, first-served basis, with priority given to DPA members and event sponsors.



OPEN EXHIBIT HALL HOURS*

SUNDAY, OCTOBER 5 **5-7PM**

MONDAY, OCTOBER 6: **8:30AM-7PM**

TUESDAY, OCTOBER 7: **8:30AM-3:15PM**

**Subject to change*

There will be dedicated exhibit hall hours throughout the conference, including refreshment breaks, lunches, and receptions. Any meetings held inside the exhibit hall are restricted to open times. Access will not be permitted outside of show hours.

EXHIBIT OPPORTUNITIES

All sponsorships provide a variety of benefits that give your company the influence it needs to create a memorable experience with attendees. The following opportunities are not guaranteed and fill up quickly—be sure to reserve yours as soon as possible! **DPA company/group membership required to be a level sponsor.**

DIAMOND
\$30,000 (LIMIT 1)

- **10'×20' Exhibit Booth with Priority Placement**
- **10 Full Conference Registrations**
- 15-30 Second Video Ad (featured in advance and onsite; sponsor provides file)
- 36"H x 36"W Floor Cling (high-traffic area onsite; sponsor provides artwork)
- Includes All Platinum, Gold, Silver, and Standard Exhibit Booth Benefits

PLATINUM
\$20,000 (LIMIT 2)

- **10'×10' Exhibit Booth**
- **5 Full Conference Registrations**
- Pre- and Post-Show Attendee List (no email addresses)
- Email Blast to DPA Distribution List (replaces footer banner; sponsor provides file)
- Includes All Gold, Silver, and Standard Exhibit Booth Benefits

GOLD
\$10,000 (LIMIT 4)

- **10'×10' Exhibit Booth**
- **4 Full Conference Registrations**
- Featured Banner Ad on Event Webpage (sponsor provides artwork)
- Conference App Notification
- Includes All Silver and Standard Exhibit Booth Benefits

SILVER
\$7,500 (LIMIT 6)

- **10'×10' Exhibit Booth**
- **3 Full Conference Registrations**
- Footer Banner in a DPA Email Blast (sponsor provides artwork)
- Sponsor Level Recognition on Event Webpage and in App
- Includes Standard Exhibit Booth Benefits

STANDARD EXHIBIT BOOTH
\$7,000 NON-MEMBER
\$5,000 MEMBER

- **10' Wide × 10' Deep Exhibit Booth**
- **2 Full Conference Registrations**
- 8' High Background Drape
- 2' High Side Drape
- Booth Identification Sign
- Listing on Event Webpage and App
- Onsite Recognition and Acknowledgement
- Special Sponsor Ribbon for Booth Staff

SPONSORSHIP OPPORTUNITIES

EXHIBITOR WORKSHOPS

DPA company/group membership and PV25 exhibit booth required to host a workshop.

Workshops include: Pre-event promotion and onsite recognition, a fully equipped meeting room (mixed seating for 200+, stage, podium, and two stools), comprehensive audiovisual equipment (screen, projector, laptop, podium microphone, lavalier microphone, floor microphone, and slide advancer), and both wired and wireless internet access. Additional AV equipment is available at the sponsor's expense. Please refer to the online registration form for additional details.

All conference registrants are invited to attend; separate registration is not required. Badges are required for entry. Lead capture will be available for purchase to capture participant information. **Conference registration is required for ALL attendees and presenters.**

Event times subject to change.

EVENING SOCIAL FUNCTION* | \$10,000

SUNDAY, OCTOBER 5, 7:00-TBD (LIMIT 1)

MONDAY, OCTOBER 6, 7:00-TBD (LIMIT 1)

MORNING WORKSHOP* | \$10,000

MONDAY, OCTOBER 6, 7:30-8:30 AM (LIMIT 1)

TUESDAY, OCTOBER 7, 7:30-8:30 AM (LIMIT 1)

PRECONFERENCE WORKSHOP† | \$7,500

SUNDAY, OCTOBER 5 (LIMIT 5)

Recording with On-Demand: +\$2,500

Session recording will be provided to the sponsor and posted to the DPA website.

Complimentary for DPA Benefactor members.

ADDITIONAL RECOGNITION

HEADSHOT STUDIO | \$10,000 (LIMIT 1)

WI-FI | \$10,000 (LIMIT 1)

PHOTO BOOTH | \$12,000 (LIMIT 1)

MOBILE APP | \$7,500 (LIMIT 1)

LANYARDS* | \$7,000 (LIMIT 1)

DIGITAL POSTERS | \$5,000 (LIMIT 4)

CHARGING STATION | \$4,000 (LIMIT 4)

FLOOR CLING | \$1,500 (LIMIT 20)



Interested in additional information or have another opportunity in mind?

Contact pathologyvisions@digitalpathologyassociation.org to discuss sponsorships.

* Includes 2 full conference registrations. Food and beverage is not included in the sponsorship price and is required; sponsor responsible for order selections and final payment.

† Includes 1 full conference registration. Food and beverage not allowed for purchase (refreshments provided throughout the day).

‡ Sponsor responsible for providing the lanyards in accordance with the provided DPA specifications.

CANCELLATION POLICY AND FEES

Cancellations must be submitted via email to pathvisions@digitalpathologyassociation.org and confirmed by DPA Show Management. A full refund, less a \$50 administrative fee, will be issued for cancellations received before June 1, 2025. No refunds will be issued for cancellations starting June 1, 2025. **Canceled workshops and social functions are non-refundable unless a replacement sponsor is secured.**

DPA

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THANK YOU TO OUR 2024 SPONSORS

<p>PLATINUM</p>	 <p>A Member of PHC Group</p>	 <p>PHOTONICS LUX BUSINESS</p>				
<p>GOLD</p>	 <p>AI for image analysis</p>					
<p>SILVER</p>			 <p>DIGITAL SYSTEMS</p>			

THANK YOU TO OUR 2024 EXHIBITORS



EXHIBITOR INFORMATION

BOOTH STAFF REGISTRATION



Each exhibiting company will receive **two** full conference badges per 100 square feet of exhibit space. Sponsorships determine the number of any additional badges provided to the exhibitor. All participants must register for the conference. Exhibit hall-only registration is not available.

Booth personnel may pick up their name badge at the Pathology Visions registration desk beginning Sunday, October 5. Representatives without badges will not be permitted.

Exhibitor badges must be worn at all times. Supplementing official PV25 identification with business cards, ribbons, or company logotypes is not permitted. **Sharing badges is not permitted.**

BOOTH SHARING, ASSIGNMENT AND FEES



Each 10'x10' exhibit booth is \$5,000 for DPA members and \$7,000 for non-members. Each exhibiting company may purchase up to 10'x20' of exhibit booth space.

Applications for exhibit space are subject to approval by the DPA Show Management.

Booth assignments and confirmations will be sent starting in July. Booths are assigned on a first-come, first-served basis, with priority given to DPA members and event sponsors.

DPA reserves the right to assign space other than the choice requested, and to rearrange the floor plan and/or relocate any exhibit. Exhibitors who change the size of their booth space are not guaranteed the original location and may be subject to relocation by Show Management.

SHARING SPACE:

No subletting or sharing of exhibit space is permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application.



EXHIBIT SPACE AND FURNISHINGS

The exhibit hall at the Manchester Grand Hyatt is carpeted. Each exhibit space includes an 8' high back wall drape, a 3' high side drape, and an ID sign with company name and booth number. Exhibit back walls cannot exceed 10' high and must be unbranded.

Booth furnishings and services are not included. Exhibitors may order these items through the exhibitor kit. 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. **The exhibitor manual, shipping instructions, and all other exhibitor communication and logins will be sent to the primary contact listed on the registration form.**



SHIPPING INSTRUCTIONS

EXPO Convention Contractors, Inc. (EXPO) is the official show decorator and drayage firm for PV25. A comprehensive exhibitor service kit containing order forms for all show services, shipping, and other show details, will be available in July. The exhibiting company holds responsibility for all shipments to the EXPO warehouse and for their prepayment. To avoid surcharges, shipments should reach the EXO warehouse by the deadline listed in the exhibitor kit.

EXHIBITOR INFORMATION



PAYMENT TERMS

PathVisions25 exhibitor and sponsor fees will be invoiced via email by DPA. A 50% deposit is due upon application approval, with the remaining balance due by July 1, 2025. Booth space not paid in full by this date will be released for sale. Applications approved on or after July 1, 2025, require full payment at the time of approval. Exhibitors with outstanding balances will not be permitted on the exhibit floor.



INSTALLATION AND 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.

EXHIBITOR SETUP: SUNDAY, OCTOBER 5 | 8AM-4PM

EXHIBITOR TEARDOWN: TUESDAY, OCTOBER 7 | 3:15-8PM



TERMS AND CONDITIONS

REGISTRATION REVIEW, APPROVAL AND PAYMENT. Upon approval of the exhibitor application, an invoice for immediate payment will be sent to the email listed for submission confirmation and payment. Approved applications are not considered complete, and space is not guaranteed or held until payment is received. DPA reserves the right to make final booth space assignments. While we strive to create a successful event, we cannot guarantee specific levels of attendee traffic, visibility, or activity for any exhibit or sponsorship.

BOOTH PERSONNEL. All participants affiliated with exhibits must register for a badge through the exhibitor portal. The primary contact will receive an email when registration is available. Each exhibiting company will receive two (2) complimentary badges per 100 square feet of exhibit space. Sponsorship level determines the number of any additional badges provided to the exhibitor. Exhibit hall-only registration is not available. Exhibitors can pick up badges on-site at the Booth personnel may pick up their name badge at the Pathology Visions registration desk onsite. Representatives without badges will not be permitted.

EXHIBIT STAFFING. Exhibit booths must be staffed by authorized personnel during designated show hours. Exhibitors will be allowed to access their booths 30 minutes prior to the official show opening each day. To provide the best possible experience for all attendees and exhibitors, the Digital Pathology Association (DPA) strictly enforces show hours. Exhibitors must maintain their exhibits and staff their booths during the published exhibit hours. Late booth setup or early booth teardown is strictly prohibited. Exhibitors are not permitted to dismantle their booths before the official closing time of the exhibit hall. Strict security will be in effect at all times.

SPACE ASSIGNMENT. DPA Show Management assigns exhibit space and will make every effort to honor requests. Exchange of booth fees for a supporter opportunity is not permitted. Booth assignments will be announced starting in July 2025. An email with your booth number and exhibitor kit link will be sent to you once assigned.

If companies wish to be assigned exhibit space adjacent to one another, all companies must note the request on their space application. Exhibit Management will locate adjacent exhibits based on the best use of the exhibit floor space, and requests for specific locations may not be honored.

SHARING SPACE. No subletting or sharing of exhibit space is permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. If two or more divisions of the same company wish to exhibit together, they may exhibit under one company name. All badges, exhibitor listings, etc. will include one name only.

EXHIBIT AND SPONSORSHIP CANCELLATIONS. Cancellations must be submitted via email to pathologyvisions@digitalpathologyassociation.org and confirmed by DPA Show Management. A full refund, less a \$50 administrative fee, will be issued for cancellations received before June 1, 2025. No refunds will be issued for cancellations starting June 1, 2025. Canceled workshops and social functions are non-refundable unless a replacement sponsor is secured. Show Management shall have the absolute discretion to reallocate or resell the canceled space or sponsorship. 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.

CANCELLATION BY DPA; VIRTUAL EVENT. If DPA cancels Pathology Visions 2025 or reschedules Pathology Visions 2025 as a virtual event, then Exhibitor booth payments may, at Exhibitor's option, be applied to the Pathology Visions 2025 virtual event or refunded in full. Exhibitor acknowledges that any shipping fees or other liabilities or expenses incurred by Exhibitor shall be solely the responsibility of Exhibitor.

HOUSING. DPA has contracted a block of sleeping rooms at the Manchester Grand Hyatt. Exhibitors who have paid for booth space may book sleeping rooms. An email with the housing link will be sent to the primary contact when registration opens for both housing and badges. Please note that exhibitors cannot reserve sleeping rooms before they pay for booth space.

SERVICES. The exhibit hall at the Manchester Grand Hyatt is carpeted. Each exhibit space includes an 8' high back wall drape, a 3' high side drape, and an ID sign with company name and booth number. Exhibit back walls cannot exceed 10' high and must be unbranded. Booth furnishings and services are not included. Exhibitors may order these items through the exhibitor kit.

EXPO Convention Contractors, Inc. (EXPO) is the official show decorator and drayage firm for PV25. A comprehensive exhibitor kit containing order forms for all show services, shipping, and other show details, will be available in July. The exhibiting company holds responsibility for all shipments to the EXPO warehouse and for their prepayment. To avoid surcharges, shipments should reach the EXPO warehouse by the deadline listed in the exhibitor kit.

UNOFFICIAL FUNCTIONS, PROMOTIONAL EVENTS, OR HOSPITALITY SUITES. DPA Show Management must approve all social functions, promotional events, or hospitality suites not officially part of Pathology Visions 2025. DPA prohibits any type of event at a time that conflicts with any Pathology Visions programs.

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.

LIABILITY. Exhibitor assumes full responsibility for its participation in Pathology Visions 2025 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

SECURITY. Exhibitors are strongly urged to secure all valuables nightly or take them to their hotel rooms. DPA, Ward Management Group, and the hotel will not be responsible for lost or stolen items. Security will be provided from the opening to the close of Pathology Visions; however, DPA, Ward Management Group, and the hotel 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 2025.

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 nor the hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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 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.

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.

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.

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.

PROHIBITED PROMOTIONAL PRACTICES. A) Giveaway items that do not comply with AdvaMed Code. 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 nonexhibitors at all times.

WAITLIST. Exhibitors requesting space after the maximum number of booths have been sold will be placed on a waitlist. Should space become available, companies will be contacted in the order in which they were placed on the waitlist. If your company clears the waitlist, it should follow the same terms as listed above.