



IGNITING DIGITAL PATHOLOGY
TRANSFORMATION

SUPPORTER AND EXHIBITOR PROSPECTUS

OCTOBER 29-31 | HYATT REGENCY | ORLANDO, FL



DPA

#PathVisions23

OVERVIEW



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.

MEET INDUSTRY DECISION MAKERS FACE-TO-FACE

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.

PV22 STATISTICS

GEOGRAPHY OF ATTENDEES

UNITED STATES: 81%

SOUTHWEST: 12%

NORTHEAST: 28%

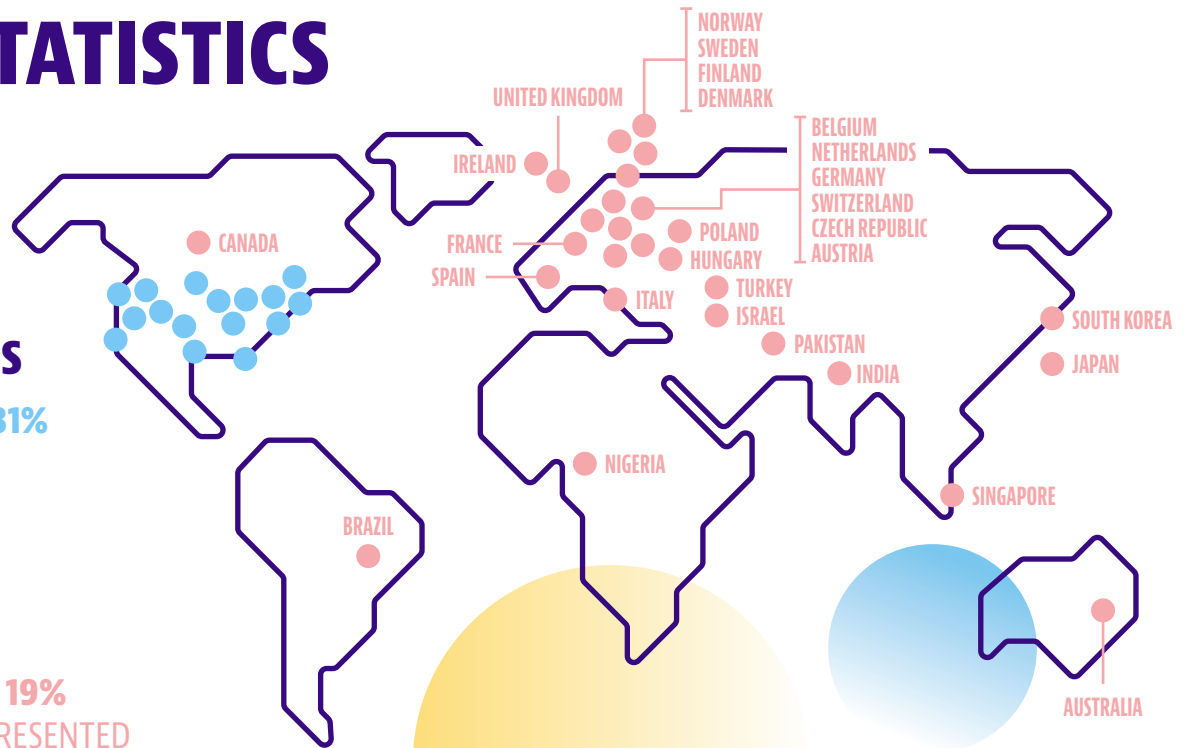
SOUTHEAST: 9%

MIDWEST: 22%

WEST: 29%

INTERNATIONAL: 19%

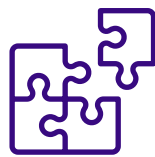
28 COUNTRIES REPRESENTED



WHY SHOULD YOU ATTEND?



NETWORKING



PRODUCT
INFORMATION



THOUGHT LEADERS

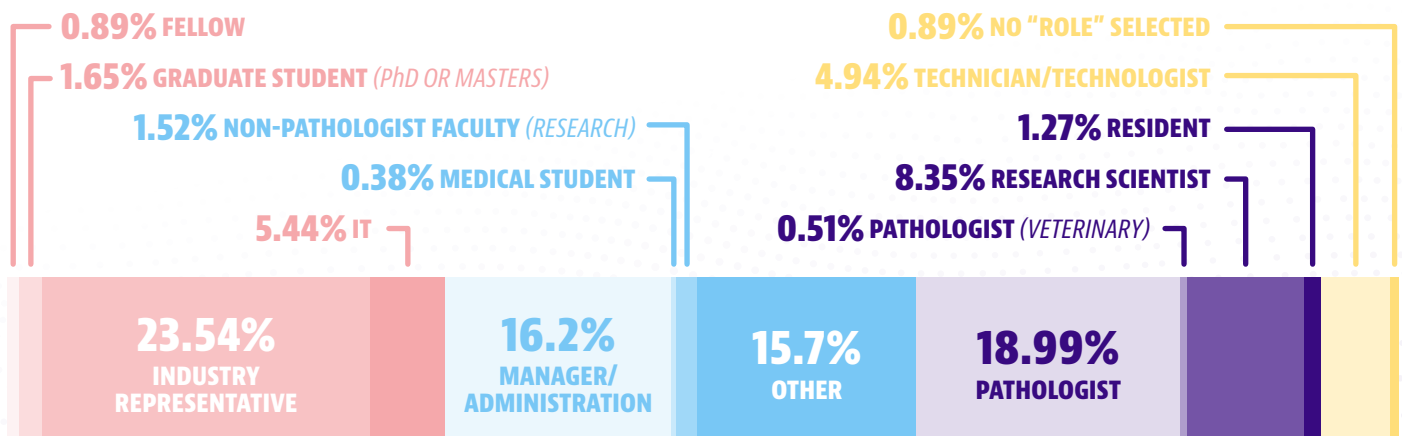


INDUSTRY
DIRECTION



ACCESS TO
TECHNICAL EXPERTS

REPRESENTED PROFESSIONS



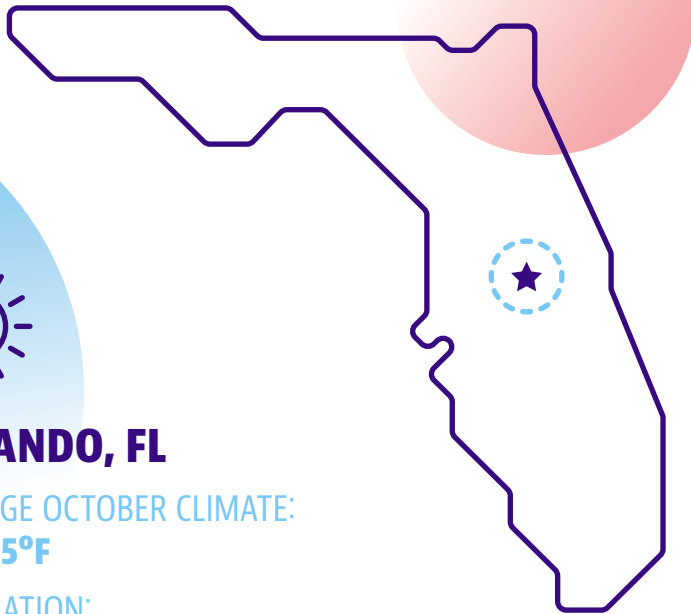
LOCATION



ORLANDO, FL

AVERAGE OCTOBER CLIMATE:
68°-85°F

POPULATION:
309,154



HOTEL INFORMATION

HYATT REGENCY ORLANDO

9801 INTERNATIONAL DRIVE
ORLANDO, FL 32819

RESERVATIONS

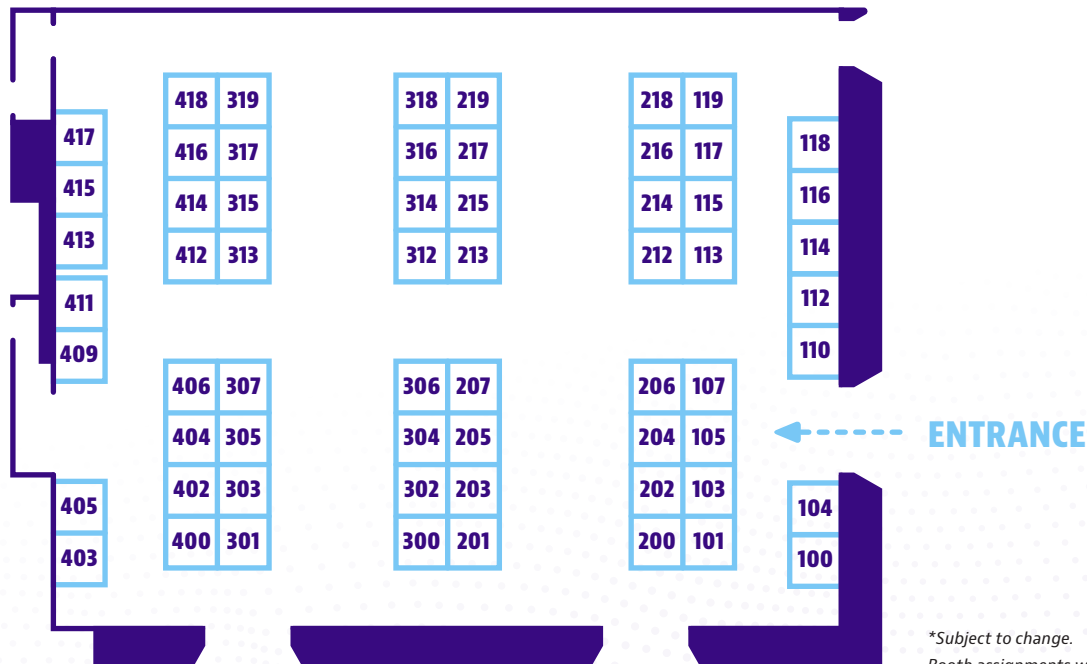
Please visit the DPA website for additional information.

RATE

STARTING AT \$259 (+TAXES & FEES)

The Pathology Visions room block will close on **September 30, 2023**.

PATHOLOGY VISIONS EXHIBIT HALL*



**Subject to change.
Booth assignments will be made after **July 1, 2023**.*

SUPPORT OPPORTUNITIES

All opportunities provide a variety of benefits that give your company the influence it needs to create a memorable experience with attendees. Levels, workshops, and on-site opportunities are not guaranteed and fill up quickly—be sure to reserve yours as soon as possible! **Available to company/organization group members only.**

SUPPORT LEVELS

DIAMOND
\$30,000 (LIMIT 1)

- **10 Complimentary Registrations**
- **2 Complimentary 10'x10' Exhibit Booths**
- 15-30 Second Ad Promoted via Social Media, DPA Website and On-Site (*supporter to provide*)
- *Includes All Platinum, Gold, Silver and Exhibit Booth Benefits*

PLATINUM
\$20,000 (LIMIT 2)

- **5 Complimentary Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Access to Pre- and Post-Attendee Mailing List
- E-blast to DPA Distribution List (*in lieu of eblast ad, supporter to provide*)
- Special Supporter Sign to Display at Exhibit Booth
- *Includes All Gold, Silver and Exhibit Booth Benefits*

GOLD
\$10,000 (LIMIT 3)

- **4 Complimentary Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Banner Ad on Supporter Webpage
- App Push Notification
- *Includes All Silver and Exhibit Booth Benefits*

SILVER
\$7,500 (LIMIT 4)

- **3 Complimentary Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Ad within a DPA Email Blast (*supporter to provide*)
- Support Level Recognition on Website and in App
- *Includes Exhibit Booth Benefits*

**EXHIBIT
BOOTH ONLY**
REFER TO PAGE 9 FOR PRICING

- **2 Complimentary Registrations**
- Logo, Description and Link on Event Website and in App
- Recognition at the conference

SUPPORT OPPORTUNITIES

EXHIBITOR WORKSHOPS

To be considered, a workshop summary, complete registration form, and 50% deposit must be submitted. The DPA Program Committee will review and approve all proposals. Payment will be held pending approval of the workshop; should the workshop not be approved for any reason, payment will be returned in full. Workshops will be assigned on a first come-first served basis following approval. All exhibitor workshops include basic audio/visual including a screen, projector, laptop, and microphones.

You must be a company/organization group member and exhibit at #PathVisions23 to host a workshop.

SUNDAY DINNER WORKSHOP*

OCTOBER 29 | 7-8PM | \$10,000

MONDAY BREAKFAST WORKSHOP*

OCTOBER 30 | 7:15-8:15AM | \$10,000

MONDAY DINNER WORKSHOP*

OCTOBER 30 | 7-8PM | \$10,000

TUESDAY BREAKFAST WORKSHOP*

OCTOBER 31 | 7:15-8:15AM | \$10,000

PRE-CONFERENCE WORKSHOP (1 HOUR)†

OCTOBER 29 | TBD | \$7,500



ON-SITE EXHIBITOR ADVERTISING

PHOTO BOOTH | \$10,000

WIFI | \$10,000 (company name used in network and password)

CHARGING STATION | \$8,000

LANYARDS* | \$4,000

NOTEPADS* | \$3,000



CANCELLATION POLICY AND FEES

Cancellations must be submitted via email to info@digitalpathologyassociation.org and confirmed by the DPA executive staff. If cancelled by May 1, 2023, a full refund will be provided, less a \$50 administrative fee. Any payments made after May 1, 2023, will not be refunded.

* Includes 1 complimentary registration for presenter; does **not** include food and beverage costs; **only** locations where breakfast and dinner will be offered, respectively

† 10 Pre-Conference Workshops are available *(with two running concurrently)*; includes 1 complimentary Sunday only registration for presenter; **no** food or beverages allowed

‡ Supporter to provide; DPA approval required

EXHIBITOR INFORMATION

EXHIBITOR REGISTRATION



Each exhibiting company will receive two complimentary registrations for company personnel per 10'x10' booth space. Exhibitors may pick up their badges at the registration desk beginning Sunday, October 29. To prevent delays, it is requested that all personnel changes be made prior to arrival.

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.

To request exhibit space at Pathology Visions 2023, please complete and return the exhibitor and supporter application on page 9, along with payment information.

BOOTH SHARING, ASSIGNMENT AND FEES



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

A 100-word company description must be included with the application form.

Exhibit booths are 10'x10'. Selling of booth space will be based on a first-come, first-served basis, following DPA membership and support priority levels. **Exhibit space will be assigned after July 1, 2023.** Show Management will make every effort to honor your request.

The price for 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.

BOOTH SHARING:

If both parties sharing an Exhibitor Booth are **DPA group members**, the additional cost above the base rate for the Exhibitor Booth is \$2,500. 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.

EXHIBIT SPACE AND FURNISHINGS



An eight foot back wall drape, three foot side rail drape and ID sign with booth number will be provided per exhibit space. The exhibit hall is carpeted. **No furnishings are included (i.e. table and chairs).** Booth 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 Expo Convention Contractors. The exhibitor will ship, at its own risk and expense, all articles to be exhibited. All shipments must be prepaid.



EXHIBITOR INFORMATION

PAYMENT TERMS



A 50% deposit is due with the signed contract to confirm space. Full payment is due by June 30, 2023.

For credit card payments, please complete the exhibitor and supporter application, with payment information, and email the completed form to the DPA Staff (info@digitalpathologyassociation.org). To pay by check, please make checks payable in U.S. dollars and drawn on a U.S. bank to: Digital Pathology Association. Checks can be mailed to 370 Medical Drive, Suite A, Carmel, IN 46032. Please note there will be a **credit card fee of 3% for charges \$5,000 and higher.**

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

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.

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 Orlando cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

INSTALLATION TIME: SUNDAY, OCTOBER 29 | 8AM-4PM

DISMANTLING TIME: TUESDAY, OCTOBER 31 | 3:15-8PM

THIRD PARTY CONTRACTOR NOTIFICATION DEADLINE: FRIDAY, SEPTEMBER 29



EXHIBIT HALL HOURS*

All refreshment breaks, lunches and receptions will take place in the Exhibit Hall.

SUNDAY, OCTOBER 29: 5-7PM

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

TUESDAY, OCTOBER 31: 8:30AM-3:15PM

*Subject to change

REGISTRATION FORM

1. COMPANY INFORMATION (AS IT WILL APPEAR IN CONFERENCE MATERIALS)

Name: _____
Website: _____
Address: _____
City: _____ State: _____ Postal Code: _____ Country: _____
Main Phone: _____

2. PRIMARY AND SECONDARY CONTACT PERSON

Primary Name: _____ Secondary Name: _____
Primary Telephone: _____ Secondary Telephone: _____
Primary Title: _____ Secondary Title: _____
Primary Email: _____ Secondary Email: _____

3. BOOTH FEES Company/organization group membership levels qualify for DPA member booth fees.

- ☐ 10'x10' DPA Member: \$5,000 ☐ 10'x20' DPA Member: \$10,000
☐ 10'x10' Non-Member: \$7,000 ☐ 10'x20' Non-Member: \$14,000

If both parties sharing an Exhibitor Booth are DPA GROUP MEMBERS, the additional cost above the base rate for the Exhibitor Booth is \$2,500.
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 PREFERENCE

Booth Choices: #1: _____ #2: _____ #3: _____

We kindly request that our booth is **not** located next to: _____

Booth assignments will be made after July 1, 2023.

5. SUPPORT OPPORTUNITIES (REFER TO PAGES 5 & 6 FOR MORE INFORMATION)

☐ Support Level _____ ☐ Exhibitor Workshops _____ ☐ On-Site Advertising _____

6. METHOD OF PAYMENT

A 50% deposit is due with signed application to reserve space. Full payment is due by **June 30, 2023**.

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

If paying by check, please send to the DPA Executive Office at 370 Medical Drive, Suite A, Carmel, IN 46032.

If paying by credit card, please email (info@digitalpathologyassociation.org) the completed form to the DPA Executive Office.

Please note there will be a credit card fee of 3% for charges \$5,000 and higher.

CREDIT CARD TYPE: ☐ AMEX ☐ Mastercard ☐ VISA

Name (as it appears on card): _____

Billing Address: _____

City: _____ State: _____ Postal Code: _____ Country: _____

CREDIT CARD NUMBER: _____

Expiration Date: _____ Email for payment receipt: _____

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

- ☐ Payment in Full ☐ 50% Deposit (Balance due on June 30, 2023)
☐ We agree to abide by the Pathology Visions Terms and Conditions as found on page 10
of this document and understand the cancellation policy.

By signing this form, I hereby authorize the Digital Pathology Association to charge a 50% deposit immediately and the remaining balance on June 30, 2023.

AUTHORIZED SIGNATURE: _____

TERMS AND CONDITIONS

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. 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 \$2,500. 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.

3. EXHIBITOR AND SUPPORTER CANCELLATIONS

Any Exhibitor or Supporter who cancels must formally notify the Show Management in writing. It is agreed that if: (a) Exhibitor cancels before June 1, 2023, twenty percent (20%) of the booth cost will be charged as an administrative fee, (b) Exhibitor cancels its space between June 1, 2023 - July 1, 2023, they will be responsible for paying fifty percent (50%) of the total cost of the space, (c) Exhibitor cancels space after July 1, 2023, 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.

4. CANCELLATION BY DPA; VIRTUAL EVENT

If DPA cancels Pathology Visions 2023 or reschedules Pathology Visions 2023 as a virtual event, then Exhibitor booth payments may, at Exhibitor's option, be either applied to Pathology Visions 2023 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.

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 2023. 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 2023 and hereby agrees to protect, indemnify, defend, and hold harmless Digital Pathology Association (DPA), Pathology Visions and the Hyatt Regency Orlando 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 Orlando or their respective Representatives. In addition, Exhibitor acknowledges that the Digital Pathology Association, Pathology Visions and the Hyatt Regency Orlando 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 Hyatt Regency Orlando 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 2023. 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 Orlando 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 Orlando 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

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

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

