

Dear Prospective Exhibiting Partner:

If you're looking for THE show to exhibit in 2010, look no further. CAP '10 – THE Pathologists' Meeting™, the annual meeting for the College of American Pathologists, has now become the premier gathering of practicing pathologists in North America.

Decision-makers and influential agents of change—they'll all be there. We expect this show, held at the Hyatt Regency Chicago, to be our most successful CAP annual meeting ever!

With more than 1,300 **practicing pathologists** and over 2,500 total attendees at last year's meeting with an eastern locale, the CAP's annual meeting is THE not-to-be-missed meeting of the year! It's important for you to know that CAP annual meeting attendees include actively practicing pathologists who make key decisions for their practices and laboratories. Attendees also include pathologists educating future practitioners, pathology residents, and other laboratory personnel. Added to this mix, almost 45% of annual meeting attendees are first-time attendees!

Our surveys show that 90% of our respondents say they were satisfied with CAP '09 and would likely return. They rate education highly and are very pleased with the education offerings.

CAP members are an eager and receptive audience for clinical pathology products and services—just over 50% of our annual meeting survey respondents are involved in clinical pathology in some aspect of their practice. To fully meet their needs, the CAP would like to invite more CP-based vendors to exhibit at CAP '10.

This year we will keep what worked in years past, as well as make some modifications to ensure your CAP '10 experience is even better than before.

Here's what we're doing for you as a valued exhibitor—and all in our exhibit hall:

- **Expanded dedicated exhibit-only hours, including free lunch for all attendees on both Sunday and Monday**
- Evening reception in exhibit hall
- Daily CAP-sponsored game(s) with prizes for attendees
- Improved exhibit hall floor design
- Better traffic flow
- Online registration and housing for exhibitors
- Sponsorship opportunities

As we continue to look for opportunities to "go green," we hope you will too. Please consider the Earth and think about what you can send to potential customers via email once they've visited your booth, instead of handing out collateral.

I would like to extend a personal invitation to you to be part of THE Pathologists' Meeting of the year.

Don't delay CAP '10 – THE Pathologists' Meeting™ will sell out quickly. Act now for the best selection of sponsorship opportunities and booth options. Please review this exhibitor prospectus and contact me with any questions.

We look forward to welcoming you to CAP '10!

Sincerely,



Samara (Sam) Lingafelter, CMP, CEM
CAP '10 Exhibits Manager

O: 847-832-7464 | C: 224-234-6828 | exhibits@cap.org

Exhibitor Prospectus Sponsorship and Advertising Opportunities



Chicago

cap'10
CHICAGO

THE Pathologists' Meeting™
SEPTEMBER 26-29
Hyatt Regency Chicago
cap.org/cap10

NEW!

EXHIBITS DATES AND HOURS

Exhibits will be open Sunday, September 26 and Monday, September 27, 2010. Exhibit hours will be Sunday, 10:30 AM–5:30 PM and 7:00–8:30 PM (dedicated time: 11:30 AM–2:00 PM and 7:15–8:15 PM [3.5 hours]), Monday, 10:30 AM–7:30 PM (dedicated time: 11:30 AM–2:00 PM and 5:30–7:30 PM [4.5 hours]).

LOCATION OF EXHIBITS

All exhibits will be located in the Riverside Exhibition Center of the Hyatt Regency Chicago.

BOOTH OPTIONS

CAP '10 will entertain approximately 100 - 10'x10' in-line booths, with a slight additional charge for end booths, if available, and island booths.

An island booth is defined as any group of booths made up of four (4) or more booths with aisles on all four sides. Island booths may not exceed 10 feet (10') in height including any signs whether part of the booth structure or hanging from the ceiling. Two-story or multi-level booths are prohibited. Islands must have adequate see-through area and sufficient entrances on all sides.

Those requesting island booths must submit blueprints, photographs, and/or perspective drawings of their island booth design for review by CAP Show Management no later than May 14, 2010. CAP Show Management will review submissions and alert exhibiting company within two weeks of receiving plans as to the acceptance of the island booth design. The exhibiting company is responsible for adjusting booth design to comply with CAP Show Management rules.

Should an exhibiting company fail to comply with CAP Show Management booth specifications on-site (any size booth), CAP Show Management will, at its sole discretion, require on-site modification of a booth to meet said specifications. Any costs incurred as a result of meeting these specifications are absorbed by the exhibiting company.

Peninsula booths are not permitted (ie, an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle).

Selling of booth space will be based on a first-come first-served basis.

SPECIFICATIONS

All non-island booths are sold as ten foot by ten foot (10'x10') in-line spaces. No walls, partitions, decorations, or other obstructions may be erected that prohibit seeing through to neighboring spaces. Booths must not be higher than eight feet (8') at the back wall and four feet (4') on the sides. Display fixtures over four feet (4') high must be confined to that area of the exhibit booth that is within five feet (5') of the back wall.

CONTRACT

The following verbiage contained within this CAP '10 Exhibitor Prospectus constitutes a binding contract between the exhibiting company and the College of American Pathologists.

FEES

In-line booth: Each 10'x10' booth will sell for \$3,500; each 10'x20' booth will sell for \$7,000; and each 10'x30' booth will sell for \$10,500. Each exhibiting company is allowed to purchase up to 10'x30' of booth space, as well as the booth space from high-level sponsorships. An end booth will sell for \$3,700. A 20'x20' island booth will sell, for \$17,000.

Booth fees include one complimentary listing of all CAP '10 attendees both prior to the show and after.

REQUESTING SPACE

To request space at CAP '10, please fill out and return the attached "Hold a Space for Me" form and fax it to 847-832-8336 or email to exhibits@cap.org. Submitting this form does not confirm space; confirmation of space will be sent to the primary contact via email after the CAP's acceptance of the request for space. All booth fees must be paid in full no later than Friday, May 14, 2010. After May 14, 2010, requests to exhibit will be accepted and assigned by CAP on a space-available basis after full payment has been received.

PAYMENT TERMS AND SPACE FEES

All booth space fees will be invoiced by the CAP via email. If you would like to pay by credit card, please contact the Customer Financial Services department at 847-832-7900 or email to arcap@cap.org. We accept American Express, VISA, or MasterCard.

Beginning February 15, 2010, you have the option of paying 50% of your booth fees at the time of submitting your request; the balance is due no later than May 14, 2010. Again, all fees must be paid in full no later than May 14, 2010. Requests for booth space not paid in full by May 14, 2010, will be released for sale. All requests for booth space made after May 14, 2010, will require full payment at time of request.

CANCELLATIONS

For cancellations up to and including May 14, 2010, a 50% cancellation fee will apply. No refunds will be issued for cancellations received after May 14, 2010.

WAITLIST

Exhibitors requesting space after the maximum number of booths have been sold will be placed on a waitlist. If space should become available, those companies will be contacted in the order in which they were placed on the waitlist. If your company clears the waitlist, the same payment format as listed above is followed.

SPACE ASSIGNMENT

Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this information on the "Hold a Space for Me" form for exhibit space. Careful consideration will be given to such requests. Exchanging booth fees for a sponsorship opportunity is not permitted.

FLOOR PLAN

The floor plan will be available after April 27, 2010, by visiting www.cap.org/cap10. The CAP reserves the right to alter the floor plan at any time.

EXHIBITOR PROMOTION AND MARKETING

The CAP will publish exhibitor information on the CAP '10 website, on-site printed materials, and on-site signage.

LEAD RETRIEVAL

An electronic lead retrieval system will be offered and will be found at www.cap.org/cap10 on April 29, 2010.

SHARING SPACE

No subletting or sharing of exhibit space is permitted.

SUITCASING

The CAP is helping to ensure a successful CAP '10 for its exhibitors by increasing measures to protect exhibitors from suitcasing at CAP '10. While all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this prospectus will be asked to leave immediately.

Please report any violations you may observe to CAP Show Management. CAP Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room, hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this requirement, suitcasing is not allowed during or adjacent to CAP '10. CAP Show Management must be informed of any hospitality suites, and expressed written consent must be received prior to the event.

EXHIBIT SPACE NOTIFICATION

Booth placement will be announced no later than July 14, 2010.

This information will be found at www.cap.org/cap10.

HOUSING

Exhibitors cannot reserve a sleeping room before they pay for booth space. The CAP has contracted a block of sleeping rooms at the Hyatt Regency Chicago. Beginning May 1, 2010, exhibitors who have paid for booth space may book sleeping rooms. Exhibitors will be emailed a confirmation.



...This is the most inclusive of any professional society meeting that I've attended in the last 20 years.

EXHIBITORS SHIPPING INSTRUCTIONS

Freight shipments should be made on straight bills of lading and should be carefully prepared to show number of pieces, weight, classification, etc. A delivery ticket showing number of pieces, weight, classification, etc. should accompany shipments made by methods other than straight bills of lading. All shipments to the GES warehouse and the Hyatt Regency Chicago are the responsibility of the exhibiting company and must be prepaid. To avoid surcharges, shipments should reach the GES warehouse no earlier than Monday, August 23, 2010, and no later than Tuesday, September 21, 2010.

All shipments should be labeled as follows:

College of American Pathologists
Exhibiting Company Name/Booth #
c/o GES Exposition Services
5448 West 47th Street
Chicago, IL 60608

Direct shipments to the Hyatt Regency Chicago will only be accepted on Friday, September 24, 2010, and should be labeled as follows:

College of American Pathologists
Exhibiting Company Name/Booth #
c/o GES Exposition Services
Hyatt Regency Chicago
151 East Wacker Drive
Chicago, IL 60601

EXHIBIT PERSONNEL

All participants affiliated with exhibits must be registered. Each exhibit representative will be issued an exhibitor badge and must be employed by the exhibitor or have a direct business affiliation.

Each exhibiting company is allotted three (3) complimentary badges per 10'x10' booth purchased. Additional badges may be purchased for \$125 each. Exhibitor badges can be picked up on-site at CAP '10 Registration during published registration hours.

OFFICIAL SHOW DECORATOR

GES Exposition Services has been designated the official show decorator and drayage firm for CAP '10. A comprehensive Exhibitor Service Kit containing order forms for all show services, shipping, and on-site storage information, as well as other show details, will be available online at www.cap.org/cap10 on April 29, 2010.

GES products and services may also be ordered by visiting GES online at www.ges.com. For additional information regarding exhibitor services, contact GES:

GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118
Tel: 800-475-2098 Fax: 866-329-1437
International calls: 702-515-5970
International faxes: 702-263-1520
Email: servicenter@ges.com

PROTECTIVE FOOTWEAR

Closed-toe shoes should be worn during installation and dismantling.

HAND-CARRIED FREIGHT

Exhibitor move-in is not permitted through the hotel lobby with the exception of small hand-carried items.

CATERING

All catering for your booth must be approved in advance by CAP Show Management, and you must use the services of the Hyatt Regency Chicago.

GIVEAWAYS

All giveaways for your booth must be approved in advance by CAP Show Management.

USE OF CAP LOGOS

The use of the CAP logos is not permitted on any printed or Web material without prior written approval from the CAP Show Management.

BALLOONS

Helium balloons or any other floating objects are prohibited on the show floor.

GLITTER, CONFETTI, STICKERS, OR DECALS

Glitter, confetti, stickers, or decals are not permitted by any exhibitor.

UNOFFICIAL FUNCTIONS, PROMOTIONAL EVENTS, OR HOSPITALITY SUITES

All social functions, promotional events or hospitality suites not officially part of the CAP '10 annual meeting must be approved by CAP Show Management. The CAP prohibits scheduling any of these types of events, whether they are scientific, technical or social, at times that conflict with any CAP annual meeting programs.

INSTALLATION OF EXHIBITS

Exhibitor installation will begin at 8:00 AM and cease at 4:30 PM on Saturday, September 25, 2010. If a booth is not set up by 4:30 PM on Saturday, September 25, 2010, your booth will be set up for you, and your company will be invoiced for labor.

DISMANTLING OF EXHIBITS

Teardown begins at 8:00 AM, Tuesday, September 28, 2010, and must be completed no later than 4:00 PM. Exhibitors are not permitted to dismantle their booths, even partially, before the close of the show.

SERVICES

The exhibit hall at the Hyatt Regency Chicago is carpeted.

In addition to the use of the space itself, each 10'x10' booth is provided with the following:

- One standard two-line sign displaying your company name and booth number; One 6' draped table
- One wastebasket
- Janitorial services for common areas of the show floor only
- Pipe and drape for the back and sides of your area
- Three complimentary plenary session/exhibit hall badges for booth employees
- Ability to reserve and pay for up to three (3) sleeping rooms at the Hyatt Regency Chicago

Booth cleaning services, display units, chairs, carpeting, electricity, phone service, daily cleaning, Internet services, etc. are not covered in the booth fee. These items may be ordered through GES; exhibitor kit and services information can be found at www.cap.org/cap10. Lead retrieval can be found on the Exhibitor tab of www.cap.org/cap10 beginning April 29, 2010.

TERMS OF CONTRACTING AND PAYMENT FOR SPONSORSHIP

Sponsorship opportunities may be discussed with Samara Lingafelter at exhibits@cap.org or 847-832-7464. A 50% deposit of the total cost of the sponsorship must accompany all contracts for sponsorship. Final payment is due no later than May 14, 2010. All deposits are nonrefundable. Cancellations received after May 14, 2010, will result in the CAP retaining the entire amount of the sponsorship. Cancellation requests must be in writing.

Sponsorships and Industry Workshops contracted by March 8, 2010, with a 50% nonrefundable deposit will be included in the CAP '10 meeting catalog, mailed to all members in May. There is minimum requirement of a 10'x10' booth to present an Industry Workshop.

LIABILITY AND INSURANCE

Exhibitors are responsible for safeguarding their own property at all times. While security will be provided at the front door of the exhibit hall, neither the College of American Pathologists nor the Hyatt Regency Chicago guarantees the prevention of occurrences, which may result in damage or loss, nor do they maintain insurance covering exhibitor's property. It is the responsibility of each exhibitor to obtain such insurance. Exhibitors assume all responsibility for losses, claims, and/or damage arising from exhibitor activities at the Hyatt Regency Chicago and will indemnify, defend, and hold harmless the Hyatt Regency Chicago, the College of American Pathologists, and their respective officers, directors, servants, agents, and employees from any and all such losses, damages, and claims. Exhibitors assume all responsibility for compliance with local, city, and federal ordinances and regulations regarding public exhibitions, including fire, safety, and health regulations. Each exhibitor is responsible for obtaining insurance for exhibitor's own protection during the course of the meeting. Such protection shall include, but not be limited to, setup, teardown, transit, and exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set above but in no event less than General Liability, \$1,000,000 each occurrence and \$2,000,000 aggregate; Auto Liability, \$500,000; and statutory Workers Compensation coverage.

Proof of adequate insurance must be provided to the CAP, its agent, or representative upon request. Exhibitor will also be responsible to know and comply with all union and facility regulations and/or policies.

Exhibitor assumes all liability for any damage to the facility's infrastructure as a result of the exhibitor's actions and/or neglect. Should events beyond the control of the College of American Pathologists or the Hyatt Regency Chicago (including but not limited to acts of God, labor disputes, civil disturbance, acts of terrorism, curtailment of transportation, etc.) materially affect either party's ability to perform, this contract shall be terminated without prejudice. The College of American Pathologists reserves the sole right to promulgate, interpret, amend, and enforce all rules and regulations, and to alter the exhibit floor plan and schedule in the best interest of the exhibition and the exhibitors. All matters not addressed in these rules and regulations are subject to the discretion of the College of American Pathologists.



The experience at CAP exceeds my expectations.

CAP '09 EXHIBITORS

Platinum Sponsor

Clariant

Gold Sponsors

Aperio
Biolmagene

Silver Sponsors

Genzyme
CSI Laboratories

Diamond Sponsor

Olympus America Inc.

Access Genetics LLC
Acupath Laboratories Inc.
Affinity Insurance Services Inc.
Agendia
AlliedPath Inc.
American Association of Pathologists'
Assistants (AAPA)
American International Pathology
Laboratories (AIPL)
American Pathology Foundation (APF)
American Society for Investigative
Pathology (ASIP)
Amirsys Inc.
Apollo PACS Inc.
Applied Spectral Imaging (ASI)
APS Medical Billing
Armed Forces Institute of Pathology
(AFIP)
ARP Press
ARUP Laboratories
Aureon Laboratories
Aurora Interactive
BilAmerica Inc.
BIOplastics/CYCLERtest Inc.
bioTheranostics
Cedars-Sinai Medical Center,
Department of Pathology &
Laboratory Medicine
Celerus Diagnostics
Cerner Corporation
Cleveland Clinic Reference Laboratory
Dako
DenLine Uniforms Inc.
DiagnoCure Oncology Laboratories
Diagnostic Instruments Inc.
DxS Diagnostics
ENGAGE Healthcare Business Services
EntroGen
eTeleNext Inc.
Genentech
Genomic Health Inc.

GenPath
GGB Medical Management Services
Healthcare Administrative Partners
Hologic
Idaho Technology
Ikonisys
Impac Software
i-Path Diagnostics Ltd.
Kellison & Company
Leica Microsystems
LigoLab
Lippincott Williams, & Wilkins
McKesson
Medical Doctor Associates
MetaSystems
Milestone
Mopec Inc.
mtm laboratories
NeoGenomics
Nephropath
Nikon Instruments Inc.
Novovision
Omnyx
Optronics
Orchard Software Corporation
PathLogix
Pathology Innovations LLC.
PathologyOutlines.com
Pathwork Diagnostics
PhenoPath Laboratories
Philips Healthcare
Physicians Independent Management
Services (PIMS)
Prometheus Laboratories
PSA LLC
Psyche Systems
Quantum Medical
Quest Diagnostics Nichols Institute
Rainbow Scientific Inc.
Roche Diagnostic Corporation
Sakura Finetek USA Inc.
Saunders/Mosby-Elsevier
Sensibill
Slidepath
SunQuest
The Doctors Company
Thermo Scientific – NanoDrop Products
Tissue Genetics Inc.
TrimGen
US LABS
Vachette Pathology
Ventana Medical Systems Inc.
VisualShare Inc.
VitalAxis Inc.
Voicebrook Inc.
Zotec Partners

“ If you want to have your finger on the pulse of health care reform and technological and scientific advances and how it will affect the practice of pathology, this is the meeting to attend. A wholesome experience. **”**

SPONSORSHIP OPPORTUNITIES

HIGH-LEVEL SPONSORSHIPS

PLATINUM SPONSORSHIP - \$30,000 (Limit to One Sponsor Only)

1. 10'x40' in-line booth
2. Nine extra booth staff badges
3. Two global registration fees (CME not awarded)
4. The right to use, "Official Platinum Sponsor of the CAP '10..." in advertisement and promos
5. One room drop (sponsor responsible for price of materials and hotel costs associated with performing the drop)
6. One item placed in the meeting bag (once approved by the CAP, exhibitor is responsible for delivering requested quantity to the CAP)
7. Recognition at a plenary event
8. Special booth recognition
9. Recognition in CAP '10 catalog (only if commitment is made and fees are paid by March 8, 2010)
10. Recognition in on-site materials
11. Preferential placement in hall
12. On-site signage

GOLD SPONSORSHIP - \$25,000 (Limit to Two Sponsors Only)

1. 10'x30' in-line booth
2. Six extra booth staff badges
3. One global registration fee (CME not awarded)
4. The right to use, "Official Gold Sponsor of the CAP '10..." in advertisement and promos
5. One room drop (sponsor responsible for price of materials and hotel costs associated with performing the drop)
6. One item placed in the meeting bag (once approved by the CAP, exhibitor is responsible for delivering requested quantity to the CAP)
7. Recognition at a plenary event
8. Special booth recognition
9. Recognition in CAP '10 catalog (only if commitment is made and fees are paid by March 8, 2010)
10. Recognition in on-site materials
11. Preferential placement in hall (after Platinum Sponsor and in order of purchase)
12. On-site signage

SILVER SPONSORSHIP - \$20,000 (Limited to Three Sponsors Only)

1. 10'x20' booth
2. Three extra booth staff badges
3. The right to use, "Official Silver Sponsor of the CAP '10..." in advertisement and promos
4. Special booth recognition
5. Recognition at a plenary event
6. Recognition in CAP '10 catalog (only if commitment is made and fees are paid by March 8, 2010)
7. Recognition in on-site materials
8. Preferential placement in hall (after Platinum and Gold Sponsors and in order of purchase)
9. On-site signage

BRONZE SPONSORSHIP - \$15,000 (Limited to Four Sponsors Only)

1. 10'x10' booth
2. Three extra booth staff badges
3. The right to use, "Official Bronze Sponsor of the CAP '10..." in advertisement and promos
4. Special booth recognition
5. Recognition at a plenary event
6. Recognition in CAP '10 catalog (only if commitment is made and fees are paid by March 8, 2010)
7. Recognition in on-site materials
8. Preferential placement in hall (after Platinum, Gold, and Silver Sponsors and in order of purchase)
9. On-site signage

DIAMOND SPONSORSHIP The CAP gladly accepts in-kind donations for its annual meeting. For in-kind donations of \$25,000 and above, the CAP will offer:

1. Nine booth staff badges
2. One global registration fee (CME not awarded)
3. The right to use, "Official Diamond Sponsor of the CAP '10..." in advertisement and promos
4. One room drop (sponsor responsible for price of materials and hotel costs associated with performing the drop)
5. Recognition at a plenary event
6. Special booth recognition
7. Recognition in CAP '10 catalog (only if commitment is made and fees are paid by March 8, 2010)
8. Recognition in on-site materials
9. Preferential placement in hall
10. On-site signage

TRAFFIC-GENERATING FEATURES

Reception in Exhibit Hall: Sunday evening's reception will be held in the Exhibit Hall.

NEW!

Free Lunch: Dedicated midday exhibit-only hours on both Sunday and Monday including free lunch for all.

Cyber-Connect: Attendees will have Internet access in the Exhibit Hall, enabling them to read and respond to e-mail, bid on items being auctioned off by the CAP Foundation, and do cyber searches via computer kiosks.

Posters: Attendees will walk through the exhibit hall to see our scientific posters.

Game(s): The CAP will conduct traffic-generating games in the exhibit hall. Game rules may necessitate exhibitors becoming a part of the game and adhering to game rules. NOTE: If you do not wish your booth to be a part of this traffic-generating activity, please alert CAP Show Management no later than July 1, 2010.

SPONSORSHIPS

INDUSTRY WORKSHOPS

You may be certain that with 1,400 pathologists expected, there will be plenty of pathologists to fill your room!

Industry Workshop vendors receive three complementary booth staff badges for the exhibit hall—this is in addition to the three allowed per 10'x10' booth. Attendees can pre-register for these workshops, as well as walk in on-site. In order for your program to be listed in the CAP '10 meeting catalog, your commitment and description (60-word maximum, including title) must be received no later than March 8, 2010. There is a minimum requirement of a 10'x10' booth to present an industry workshop. Sponsor is responsible for all audio/visual as well as food and beverage charges. We're willing to share! If the CAP has audio/video equipment in the assigned workshop room, you are free to use it at no charge. You may be responsible for labor fees. The CAP has the right to determine room set-up.

Industry Breakfast Workshops – \$6,500

Each BREAKFAST Workshop will allow you a captive audience with a maximum of 80 CAP '10 attendees. These workshops will be held in the morning before scheduled CME education begins.

Industry Evening Workshops – \$10,000 (Limited to Six Sponsors only)

Here is your opportunity to wine and dine a maximum of 80 CAP '10 attendees during non-competing programming hours. We are offering these evening workshops to you after CAP '10 evening functions. When you end your session is up to you!

SPONSORSHIPS

NEW!

Chair Massage - \$15,000

Attendees will be required to visit your booth to receive a ticket redeemable at the Massage Networking Lounge. Ticketing guarantees increased traffic for you, the sponsor, regardless of your proximity to the lounge.

NEW!

Sponsor Resident Lounge - \$7,500

Here's a place for residents to kick back and join their peers for a soft drink and networking; be a part of their world by supplying their meeting place.

NEW!

Unrestricted Education Grant - varied

Consider providing unrestricted educational grant funding for CAP '10. The CAP, an accredited with commendation CME provider, will use these funds for educational programming provided at CAP '10. Level of funding is based on the educational activity sponsored.

Room Drops – \$1,400 each, plus cost of materials and hotel charges

This allows you the ability to place your company's flyer right at the attendee's door. (Vendor responsible for all costs associated with producing materials.)

Key Cards for Hotel Sleeping Rooms – \$10,000, plus hotel fees

Have your company name in everyone's hand! This will allow you to place your information on the hotel key card.

Flash Drive – \$35,000

We're paperless at CAP '10! The CAP annual meeting will not provide paper handout materials to course participants. Course materials will be available online. If you choose this opportunity, we will provide participants with a 4G flash drive—this is your chance to have your name in the pocket of every meeting attendee.

Sponsor a Refreshment Break with the CAP – \$5,000

Co-sponsor a break with the CAP in the exhibit hall—the CAP will provide the signage. You can even use your own branded cups, plates, and/or napkins!

Meeting Bags – \$25,000

Here's your opportunity to place your name on a "green" reusable CAP '10 meeting bag given to each and every CAP '10 attendee! This allows a one-color imprint with your logo on the front of the bag and the CAP logo on the back.

NEW!

Internet Cafe – \$15,000 for the entire exhibit hall

We'll have computer kiosks in and outside the exhibit hall. Your kiosks will be branded with your company name for the duration of exhibiting hours.

Water Stations – \$1,000 per day

Sponsor all the water stations in the exhibit hall for a day, and we'll provide signage with your company name. You're welcome to provide cups with your company's logo.

Pens and Notepads – \$20,000

Remember—we are green at CAP '10! Attendees will no longer receive paper handouts for CME courses; therefore, they will rely on these notepads to keep their notes. We'll provide "green" notepads with pens featuring your company name/logo. Know that survey results showed this as a most requested item by CAP annual meeting attendees.

Place an Item in the Attendee Bag – \$2,200

We approve it, you send it to us, and we'll include it in the meeting bag. Items for inclusion in meeting bag need to be received at the CAP by August 31, 2010. The maximum size of the bag inserts should not exceed 14"x8".

Wii Station – \$10,000

Here's your opportunity to play with our attendees! You will have access to two CAP-owned Wii's, complete with games and remotes—and Guitar Hero! We'll even supply all the signage.

Product Demo Space

We will have a hard wall product demo room on the exhibit floor this year. Here's your opportunity to demonstrate your newest equipment in a semi-private area. The demo booth will be complete with seating for 40–50, a stage, and screen (any other A/V is your responsibility). You may rent this room for half-day use for \$5,000, or exclusive full-day use for \$9,000.



If I could only attend one meeting a year, the CAP meeting would be it! In addition to the practical course offerings, the opportunity to network with others who are passionate about the profession is unparalleled.

CAP '10 PRINT AD OPPORTUNITIES

All ads printed in four-color.

Inside Back Cover of the CAP '10 catalog – \$20,000

(All payments and copy for the above ad opportunities must be paid in full by March 8, 2010; the catalog is mailed in May 2010.)

Back of Abstract Booklet – \$4,800

Back of CAP '10 Connection Café & Exhibits Guide – \$5,000

Inside Back Cover of CAP '10 Connection Café & Exhibits Guide – \$3,300

Back Cover of CAP '10 Course and Events Guide – \$3,300

Inside Back Cover of CAP '10 Course and Events Guide – \$1,300

(All payments for the above ad opportunities must be paid in full by April 14, 2010; copy must be received by June 11, 2010)

Please provide your company logo following these specifications; submit digital files only:

- Files should be a minimum 300 dpi resolution.
- Illustrator eps files preferred but Photoshop is acceptable.
- Microsoft Word, PDF, and/or PowerPoint are not acceptable.
- MAC or PC platform files are acceptable.

If you have any graphic questions, please contact Justina Kowalczyk in our Graphics department at jkowalc@cap.org. All sponsorship items and wording are subject to CAP approval.

CAP '10 CME PROGRAM

Vendors purchasing sponsorship opportunities verify that they have no connection to the decision-making process of any CAP '10 CME program. The CAP appreciates the role that industry can play in the support of educational activities. Recognizing the importance of this role, the CAP is committed to maintaining a mutually beneficial partnership with industry. The CAP encourages industry to support CME activities at CAP annual meetings in the form of an unrestricted educational grant. The CAP also accepts in-kind donations for its annual meetings. For more information, please contact Debbie Szczesniak at dszczes@cap.org or at 800-323-4040 ext. 7419.



First time there...very good environment and very informative exhibits and courses... Will attend whenever possible.

IMPORTANT DATES TO REMEMBER—

RESERVE YOUR BOOTH SPACE NOW

- | | |
|--|---|
| 02/15/10 Exhibiting booth payment opens | 05/14/10 Last date to cancel to receive a 50% refund |
| 03/08/10 Deadline for high-level sponsorships copy to be received in order to be included in print catalog | 06/11/10 Deadline for print ad copy in Abstract book |
| 03/08/10 Deadline for Industry Workshop 60-word descriptions including title in order to be included in print catalog | 06/11/10 Deadline for print ad copy in Exhibits guide |
| 03/08/10 Sponsorship and Industry Workshop non-refundable 50% deposit due | 06/11/10 Deadline for print ad copy in Where guide |
| 04/14/10 Deadline for print ad payments | 07/01/10 Deadline to opt out of on-site game activity |
| 04/27/10 Floor plan available online | 07/14/10 Booth assignments announced |
| 04/29/10 Exhibitor kit available online | 08/23/10 Earliest day for GES to receive your shipment at its warehouse |
| 04/29/10 Lead retrieval available online | 08/31/10 Deadline for items to be placed in meeting bag |
| 05/01/10 Booth staff housing opens | 09/21/10 Last day for advance shipments to GES warehouse without surcharge |
| 05/06/10 100-word company description due to be included in on-site material | 09/24/10 Earliest day shipments can be received on-site by GES; send directly to the Hyatt Regency Chicago |
| 05/14/10 Deadline for island booth blueprints | 09/25/10 Move-in/Exhibitor installation – 8:00 AM–4:30 PM |
| 05/14/10 Deadline to pay for booth space in full | 09/28/10 Move-out/Exhibitor dismantling begins at 8:00 AM |
| 05/14/10 Deadline to pay for sponsorships in full | |

HOLD a space for me at CAP '10

Name (Primary Contact) _____

Phone Number _____

Email Address _____

Fax Number _____

Company Name _____
(as it will appear in print and online)

Company Address _____

City, State, Zip code _____

Company Web Address _____

Product _____

Type of Booth Requested _____
(may not exceed three except if purchasing a high-level sponsorship)

Please try to place my booth next to/near _____

No! I'd prefer not to be placed next to _____

On-site Contact's Cell Phone Number _____

I agree to all the rules and regulations for this event as found within this document. This application is made by the undersigned and constitutes a contract with the College of American Pathologists.

Signature Required

10'X10' IN-LINE BOOTH \$3,500

10'X20' IN-LINE BOOTH \$7,000

10'X30' IN-LINE BOOTH \$10,500

20'X20' ISLAND BOOTH \$17,000

END BOOTH \$3,700

If you would like to pay by credit card, please contact the Customer Financial Services department at 847-832-7900 or email at arcap@cap.org. We accept American Express, VISA, or MasterCard.

Email this form to exhibits@cap.org.

CONTACTS

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Please submit a brief company description (100 words maximum) in a Word document as well as your company's URL address for a Web link. This information will be included in on-site print materials. All descriptions are due by May 6, 2010. The CAP reserves the right to edit all descriptions. You may send your description to exhibits@cap.org.

EDITORIAL PERIMETERS

- No use of trademark/copyright symbols in running text
- Only ONE paragraph
- No commas between company name and Inc.
- 100-word count limit for company descriptions
- No use of individual names for contact directions
- No use of "our" in company description