2021 Florida Society of Pathologists

47th Annual Pathology Conference
Updates and Practical Approaches in Pathology

February 12-14, 2021
VIRTUAL CONFERENCE

SPONSORSHIP PROSPECTUS

To register as a supporter visit: flpath.org/exhibitors
As a supporter of the Florida Society of Pathologists, you are invited to participate in our 47th Annual Pathology Conference, presented as a virtual meeting for the first time ever on February 12-14, 2021. Going virtual will allow us to continue to educate our members on the latest scientific developments in pathology, while ensuring our attendees, faculty members, and supporters are staying safe and healthy from the comfort of their homes.

Our virtual conference will provide many additional benefits to our sponsors that a live conference cannot offer, including:

- Quality leads that are easier to capture in a virtual environment. As a supporter you will receive all contact information of the attendees that visit your booth!
- The opportunity to reach an even larger audience of pathologists, those that would not normally attend the FSP meeting due to travel.
- High-visibility options to incorporate your brand in our virtual spaces. Your logo and advertisements can be placed on our virtual platform and link out to your website or virtual booth.
- Extended exposure, as the platform will be open and accessible to attendees for 60 days after the virtual meeting!
- Reduced out of pocket expenses, as there will be no travel and hotel expenses for your company!
- Extra visibility on the virtual platform through our gamification and leaderboard challenge where attendees will win prizes for engaging with your company!

We thank you in advance for enabling us, through your support, to deliver our conference virtually so that we may continue to provide invaluable education to our attendees.

“Spectacular speakers, great venue and exciting exhibit hall with great exhibitors and supporters. Great turn out of residents and fellows presenting scholarly work and platform presentations.”

“Once again, an outstanding FSP meeting of great educational and social value. So happy to have such an effective state society as the FSP!”

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**Sponsorship Opportunities**

**Bronze Supporter $1,000**
- Booth in Virtual Exhibit Hall with option to upload company logo, banner ad, company description, videos and downloadable resources
- 2 complimentary registrations for company representatives to access the entire virtual conference
- Company logo on the society website
- Company logo on the virtual platform
- Acknowledgment in the digital meeting guide
- Inclusion in the Leaderboard Challenge where attendees will win prizes for engaging with your company!
- Final attendee list of all meeting attendees (name, city, state)
- Contact information for those attendees that visited your booth (name, title, organization, phone, email)

**Silver Supporter $2,000**
*Includes everything in Bronze Supporter plus:*
- The ability to schedule face-to-face meetings with attendees through Zoom
- 1 additional complimentary registration for company representative to access the entire virtual conference (3 total)
- Company logo on pre-conference promotional email blast on with direct link to sponsor website
- 1 page advertisement in the digital meeting guide

**Gold Supporter $5,000**
*Includes everything in Silver Supporter plus:*
- 2 additional complimentary registrations for company representative to access the entire virtual conference (5 total)
- 1 additional page advertisement in the digital meeting guide (2 pages total)
- Product showcase video (30-minute pre-recorded video with 15 minutes of live Q&A)
- Promotion of product showcase on society website, through one email blast and one social media post

Please note: Additional representative registrations can be purchased for $150.

**IMPORTANT DATES**

**Logo and Company Description Due:**
With submission of application

**Virtual Booth Materials Due:**
January 18, 2021

**Representative Names Due:**
January 31, 2021

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**Additional Sponsorship Opportunities**

**Entertainment Break** $2,500
The FSP will be hosting several entertainment breaks during the virtual conference to provide a respite from the educational lectures. Entertainment breaks could include a cooking demonstration, a concert, or a yoga or meditation session. The FSP will organize the entertainment break. Benefits include:
- Recognition on society website and on the virtual meeting platform.
- Recognition in the email invitation sent to attendees to promote the entertainment break.
- Promotion in the digital meeting guide.
- Recognition during the entertainment break.
- Lead retrieval data from attendees of the entertainment break.

**Product Showcase** $3,000
Showcase your company’s newest products, services or educational material during a product showcase. Product showcases are 30-minute pre-recorded videos with a 15-minute live Q&A. Benefits include:
- Promotion of the product showcase through email and social media.
- Product showcase listed on the society website and on the virtual platform.
- Promotion in the digital meeting guide.
- On-demand recording of the product showcase will be available on the virtual platform for 60 days after the meeting.
- Lead retrieval data from attendees that viewed the product showcase.

**Virtual Photo Booth** $3,000
A virtual photo booth will be made available to attendees of the virtual conference where attendees can take a selfie and post on social media to share with their colleagues that they are attending the FSP conference. Benefits include:
- Recognition on society website and on the virtual meeting platform.
- Sponsor logo and branding on the photo background.
- Promotion in the digital meeting guide.
- Lead retrieval data from attendees that used the virtual photo booth.
- Gallery of all images from the virtual photo booth after the conference.

**Cocktails and Conversations Happy Hour** $3,500
The sponsor of this networking event will be able to host a virtual happy hour through Zoom with attendees. The happy hour will be organized by the sponsor and can include an educational component if desired. Benefits include:
- Recognition on society website and on the virtual meeting platform.
- Recognition in the email invitation sent to attendees to promote the entertainment break.
- Promotion in the digital meeting guide.
- Lead retrieval data from attendees of the entertainment break.
**Wellness Challenge $7,500**

The FSP will host a wellness challenge during the dates of the conference to promote a healthy lifestyle and to encourage a friendly competition amongst conference attendees. During the conference, attendees will be competing for the most number of steps and the top winners of the wellness challenge will receive prizes. Benefits include:

- Recognition on society website and on the virtual meeting platform.
- Recognition through social media and email promotion for the wellness challenge.
- Company logo on the wellness challenge leaderboard.
- Promotion in the digital meeting guide.

**FSP Swag Box $10,000**

The first 100 attendees that register for the virtual conference will receive a swag box in the mail with curated items inside. Benefits include:

- Sponsor branding included on the packaging on the outside of the box.
- Printed insert with a custom message from the sponsor to the attendee in the swag box.
- Recognition on society website and on the virtual meeting platform.
- Promotion through email to the 100 attendees.
- Promotion through social media with an unveiling of the box.

*Please note: This sponsorship must be confirmed by December 31, 2020.*

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**Sponsorship Add-Ons**

**Virtual Platform Advertisement $500**

Banner advertisements will be placed in highly visible areas of the platform and can either link to the sponsors’ virtual booth or external website. The sponsor is responsible for providing the graphics.

*Please note: Sponsor must be at the Bronze, Silver or Gold sponsorship level to take advantage of these Add-On opportunities.*

**Leaderboard Prize Sponsorship $250**

The FSP will be giving out prizes to the top winners of the leaderboard challenge. The sponsor will be recognized on the leaderboard challenge on the virtual platform.

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**Interested in participating and have another idea?**

Contact Christa Martin at cmartin@flpath.org or call 904-309-6220 for a customized sponsorship opportunity.

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Terms & Conditions

Thank you for your interest in supporting at the Florida Society of Pathologists (FSP) 2021 Annual Pathology Conference. All supporters agree to the following information, guidelines, and regulations for purposes of supporting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the prospectus as well as any other information or updates provided by the FSP.

VIRTUAL BOOTH RESOURCE PAGES. All sponsors must commit to having their virtual booth resource page completed by February 1, 2021. Virtual booth resource pages will be accessible to attendees during the live, virtual conference from February 12, 2021 through February 14, 2021 and will be accessible to view on-demand after the virtual conference through April 14, 2021. The materials must remain in place through this date. You agree to pay a $200 fee should content be removed before April 14, 2021.

CANCELLATIONS & NO-SHOWS. Once the application has been received, cancellation must be submitted to the FSP, in writing, no later than sixty (60) days prior to the meeting. Upon receipt of a timely cancellation notice, a full refund minus a $250 processing fee will be returned. If no cancellation notice in writing is received, no refund will be made. There are no refunds for no-shows or those canceling within 60 days.

SPACE ASSIGNMENT. No space can be assigned without full payment. FSP will confirm the receipt of money/contract along with a virtual space assignment. FSP reserves the right to reject, at its discretion, any application to sponsor.

SPONSOR REGISTRATIONS. Company registrations are afforded to each sponsor by their sponsorship level and additional registrations can be purchased for $150. Representatives will not share meeting access credentials.

DISPLAY REQUIREMENTS & RESTRICTIONS. The FSP retains the right to deny the sharing of inappropriate items and products. Please contact the Exhibit Coordinator with any questions. Drugs, chemicals, or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Exhibit Coordinator. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature. Sponsor represents and warrants that it owns or otherwise controls all rights and title to materials shared in the virtual platform. Sponsor is solely responsible for the quality, integrity, legality, and intellectual property ownership or right to use such materials and FSP or virtual meeting vendor will not be responsible or liable for the deletion, correction, destruction, damage, loss or failure to store all or a portion of exhibitors materials except to the extent caused by willful or grossly negligent acts or omissions.

PROHIBITED CONDUCT. The rights and privileges of an sponsor shall not be infringed upon by any other sponsor. FSP reserves the right to restrict content that may be objectionable, or to order the removal of any portion of a virtual booth resource page which in the judgment of the FSP is detrimental to or detracts from the general order of the meeting. This applies to persons advertising, soliciting or anything of a similar nature. Further, sponsor will use reasonable efforts to prevent any unauthorized use of the meeting platform and immediately notify FSP in writing of any unauthorized use that comes to sponsor’s attention. Sponsor will take all steps reasonably necessary to terminate unauthorized use of the meeting platform by anyone who obtained access directly or indirectly through sponsor. Sponsor will cooperate and assist with any actions taken by Pathable to prevent or terminate unauthorized use of the meeting platform.

UNAUTHORIZED CANVASSING & DISTRIBUTION OF ADVERTISING MATTER. Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Sponsors are urged to report to the Exhibit Coordinator any violations of this rule. The sharing of advertising materials of any description shall not be permitted except from the sponsor’s virtual booth or by specific permission of the FSP.

DATA COLLECTION. Sponsor agrees to the terms of and to comply with the terms of the virtual meeting platform.

SUBLETTING OF SPACE. No subletting of space will be permitted. Only one company may exhibit per virtual booth resource page. Each company represented in the virtual platform must sign the sponsorship application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the virtual platform. No refund will be made to a company subletting its space.

CERTIFICATE OF INSURANCE & LIABILITY. Sponsor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the FSP, Compass Management & Consulting, Inc., the affiliates, officers, directors, agents, employees and partners of each, (“Indemnified Parties”) harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by exhibitor’s participation in FSP’s conference. Exhibitor will, at its expense, either defend Customer from or settle any claim, proceeding, or suit (“Claim”) brought by a third party against FSP alleging that FSP’s conference activities related to exhibitors materials infringes or misappropriates any patent, copyright, trade secret, trademark, or other intellectual property right during the term of this agreement.

DISCLAIMER. The FSP neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless the FSP for any and all costs, including reasonable attorney fees, associated with any claim based on your product.

ATTENDANCE. The FSP may estimate the number of attendees anticipated at the virtual conference; however, such estimate does not intend to guarantee a number of conference attendees.

PAYMENT. Applications will be confirmed with the submission of an application and full payment. Any company that submits an application to sponsor but is not paid in full four weeks prior to the meeting, will be required to place a credit card on file with the Organization in order to receive access to the virtual platform. Check payments are due prior to the start of the virtual meeting. If payment is not received by the start of the virtual meeting, the credit card on file will be charged.

COORDINATION. The Florida Society of Pathologists request the full cooperation of the sponsor in their observances. Please be sure that your promotional department and anyone else involved in the arrangements of your sponsorship has a copy of these rules and regulations. For any questions, please call the FSP office at (904) 309-6261.

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