FLORIDA SOCIETY OF PATHOLOGISTS

JULY 14–16
2017
SUMMER ANATOMIC PATHOLOGY CONFERENCE
THE BREAKERS, PALM BEACH, FL

Exhibit & Sponsorship Prospectus
Dear Supporter:

We invite you to participate in the Florida Society of Pathologists (FSP) 2017 Summer Anatomic Pathology Conference. Our conference provides you with a unique opportunity to reach your target audience of pathologists from both laboratory and hospital environments. The FSP is a 501 c (6) nonprofit organization of board certified pathologists who serve as voice for all pathologists working in the frequently intense field of pathological medicine. The FSP Summer Meeting attracts approximately 100–150 pathologists from the state of Florida.

Our exhibit and sponsorship opportunities allow you to connect with our members in a unique and intimate way and provides you with maximum return on your investment. The exhibit hall will allow your company’s representatives to interact with attendees during dedicated food and beverage functions including breakfast, breaks, lunch and an evening reception on Saturday. Please note that the exhibit hall sells out fast so we encourage you to sign up as soon as possible.

We look forward to your participation and seeing you in July!

Antonio Martinez, MD
President, FSP

VENUE

The Breakers
One South County Road
Palm Beach, FL 33480
Room Rate: $235/night

EXHIBIT HALL HOURS

Friday, July 14, 2017
Set up: 3:00 PM – 6:00 PM

Saturday, July 15, 2017
Exhibit Hall Open: 7:00 AM – 6:00 PM

Sunday, July 16, 2017
Exhibit Hall Open: 7:00 AM – 12:00 PM

IMPORTANT DATES

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<tr>
<th>Early Bird Discount</th>
<th>Company Description</th>
<th>Reserve Hotel Room</th>
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<tbody>
<tr>
<td>May 1, 2017</td>
<td>June 20, 2017</td>
<td>June 13, 2017</td>
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<tr>
<td>Save $250!</td>
<td>Email to <a href="mailto:kcleary@flpath.org">kcleary@flpath.org</a></td>
<td>Call 1-888-BREAKERS (273-2537) and ask for FSP Rate</td>
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Company Description – Due June 20, 2017
Please submit a brief company description (50-word maximum) in a Word document as well as your company’s URL address for a Web link to Kasey Cleary at kcleary@flpath.org. All descriptions are due by June 20, 2017. The FSP reserves the right to edit all descriptions.

Standard Exhibitor
$1,500 before May 1
$1,750 after

- One Exhibit Booth
- 2 badges
- Company logo on all meeting materials
- Company logo and website listed on the virtual exhibit hall

Silver Exhibitor
$2,500
Includes everything in Standard Exhibitor plus:
- Supporter recognition sign
- Pre- and Post-show attendee list (PDF)
- Special ribbons for exhibit personnel
- 1 additional badge (3 total)

Gold Exhibitor
$3,500
Includes everything in Silver Exhibitor plus:
- Insert in meeting bag
- 2 additional badges (4 total)

Platinum Exhibitor
$5,000
Includes everything in Gold Exhibitor plus:
- Exhibit booth placement of choice – Priority Choice
- 3 additional badges (5 total)

Diamond Exhibitor
$7,500
Includes everything in Platinum Exhibitor plus:
- One additional Exhibit Booth (double booth total)
- 3 additional badges (6 total)

Sign up by May 1, 2017 and receive $250 off Standard Exhibit price!

Exhibit Opportunities
Marketing Opportunities

**Board / Speaker VIP Dinner**  
$6,500

The sponsor of this dinner event will have the opportunity to share an evening with the FSP Board of Directors and Faculty members in an intimate dining environment. The supporter can have up to 5 members attend and will have the opportunity to make a welcome speech to the attendees.

**Wireless Internet**  
$5,000

Wireless Internet will be provided to all meeting attendees. The sponsor will be acknowledged as the WIFI sponsor. The company’s name will be the WIFI password.

**Grand Opening of Exhibit Hall Welcome Reception**  
$5,000

All attendees and exhibitors are invited to attend the welcome reception that will take place on opening night of the 2017 Summer Anatomic Pathology Conference. You will be recognized on signage, along with napkins and drink stirrers with your logo.

**Meeting Mobile App**  
$5,000

Capture the attention of hundreds of leading pathologists before, during and after the 2017 Summer Anatomic Pathology Conference by supporting this opportunity. Attendees will access educational materials, exhibit hall and logistical information through the app. There will be no printed onsite program, so the app will be the main tool attendees use to plan their time at the Conference. Your company will be recognized in an email announcement regarding the app and on meeting signage and fliers at the meeting. In addition a banner ad linking attendees to your website will appear on the home page of the mobile app.

**Registration Bags**  
$5,000

Enjoy maximum exposure, as all attendees will utilize this bag throughout the entire program and beyond. The bags will be branded with your company logo and the FSP logo, and will include a note inside acknowledging you as the sponsor.
Marketing Opportunities

**Meeting Bag Insert - $1,000 (Multiple Available)**

Your corporate literature or brochure will be placed in the attendee bag, which will be distributed to all attendees at registration. All inserts must be approved by the FSP prior to printing. Sponsor is responsible for design, printing and shipping. (8.5 x 11, max weight .08 oz.)

**Lanyards - $2,500**

Every attendee will receive a name badge lanyard at registration. Your company logo will appear on the lanyard.

**Breakfast**

$2,500 (2 available)

Capture your audience at its best and brightest. This sponsorship includes coffee sleeves with your logo in addition to signage recognizing you as the sponsor.

**Refreshment Break - $1,500 (3 available)**

Coffee is essential to meeting success! Breaks are located in the exhibit hall and provide the opportunity for interaction with attendees. This sponsorship includes coffee sleeves with your logo in addition to signage recognizing you as the sponsor.

**Conference Notepads**

$1,500

Notepads for note taking are provided to all FSP registrants. The notepads will be branded with your company logo.

Interested in a customized sponsorship opportunity?

Email: Kasey Cleary at kcleary@flpath.org or call 904-309-6253 for more information
Exhibit Booth Options:
- Basic Booth – until May 1, 2017 - $1,500
- Basic Booth – after May 1, 2017 - $1,750

Enhanced Booth Packages:
- Silver Exhibitor Package - $2,500
- Gold Exhibitor Package - $3,500
- Platinum Exhibitor Package - $5,000
- Diamond Exhibitor Package - $7,500

Sponsorship Add-Ons:
- Wireless Internet – $5,000 NEW!
- Welcome Reception – $5,000
- Board/Speaker VIP Dinner – $5,000
- Mobile App – $5,000
- Meeting Bags – $5,000
- Breakfast with Exhibitors (Two) – $2,500
- Refreshment Break (Three) – $1,500
- Lanyards – $2,500
- Conference Notepads – $1,500
- Meeting Bag Insert - $1,000

Application Information (to send exhibit correspondence to, including confirmation and exhibit booth number)

Company name (as to appear on printed materials): ______________________________________________________________
Primary Contact: __________________________________________________________________________________________
Address: ___________________________________________________________________________ City_________________________ State______ Zip Code_________
Telephone_________________________ Fax_________________________ Email_____________________________________________________
Website: ____________________________________________________________________________________________
Competitors(s): __________________________________________________________
(We ask for this information to try and place competitors’ booth away from one another. If you leave this blank, your company could be placed by a
competitor)

Onsite Representative(s) Contact Info

Badge 1 Name_______________________________________________
Badge 2 Name_______________________________________________

(Additional Badges $100/person)

Badge 3 Name_______________________________________________
Badge 4 Name_______________________________________________

Payment and Billing Information

To sign up for exhibit space, complete this form and fax it to 904-677-7843 or mail this completed form with check enclosed payable to:
FSP, 6816 Southpoint Parkway, Suite 1000, Jacksonville, FL 32216

TOTAL AMOUNT Check boxes above to indicate: $_____________________

□ Visa □ American Express □ MasterCard   Security Code___________ □ Check    Number_____________________________ Exp.________
Name on Card________________________________________________   Signature___________________________________

Payment for exhibit space must accompany registration or we will be unable to reserve your booth(s).

What Type of Product or Service Will You Be Exhibiting?
- □ Analytical Instruments
- □ Laboratory Instruments
- □ Billing Services
- □ Optical Equipment
- □ Diagnostic and Reagents
- □ Published Materials
- □ Diagnostic Services
- □ Practice Management
- □ Employment/Recruiting
- □ Other _______________________

Acceptance

This Exhibitor Agreement is entered into between ______________________________________ (Exhibitor) and the Florida Society of Pathologists (FSP). This
agreement will take effect upon signing by exhibitor. The exhibitor hereby requests FSP to provide exhibitor with exhibit space at the 2017 Summer Anatomic
Pathology Conference. Exhibitor further agrees to abide by all exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth
set up by designated start time and to not teardown before designated tear down time. Exhibitor agrees that if they do not follow these set-up and tear down
guidelines, the company will be charged $500 and will be suspended from future shows. DISCLAIMER: Exhibit space is awarded on a first-come, first-served basis.
Submission of this form does not guarantee exhibit space. FSP will notify exhibitor applicant if exhibit space request cannot be honored. A confirmation packet
will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and
Conditions.

Print Name________________________________________________   Signature___________________________________ Date_____________
Rules and Regulations:
By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined below. The FSP requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these rules and regulations. For any questions, please contact the FSP office at 904-998-0854.

Available Tradeshow Hours:
All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set-up late or tear-down early. The above signed agrees to pay a $500 fee should the exhibit space contracted with this agreement get broken down before official teardown hours or the company is a no-show.

Space Assignment:
Space will be assigned according to the order in which applications and full payments are received.

No space can be assigned without full payment. FSP will confirm the receipt of money/contract along with a space assignment. FSP reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

Cancellation:
Once formal application has been received, cancellation must be submitted to FSP in writing, no later than 45 days prior to the meeting. If no cancellation notification in writing is received, no refund will be made. A full refund minus a $500.00 processing fee will be returned. There are no refunds for no-shows or those canceling within 30 days.

Exhibit Rules:
The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. FSP reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of FSP is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

Display Requirements and Restrictions:
FSP retains the right to deny the exhibition of inappropriate items and products. Please contact the Event Manager 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 Event Manager. 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.

Unauthorized Canvassing and Distribution of Advertising Matter:
Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Event Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor’s booth or by specific permission of the FSP.

Exhibits with Electrical Requirements:
Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through the exhibit contractor.

Modesty and Live Demonstration:
The use of models, biological tissues, or animals is strictly forbidden.

Subletting of Space:
No subletting of space will be permitted. Only one company may exhibit per booth.

Liability:
The property will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. FSP will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend FSP, Compass Management, 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 installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.