FLORIDA SOCIETY OF PATHOLOGISTS

SUMMER PATHOLOGY CONFERENCE

2019 July 13-14 • Fort Lauderdale, Fl
The Ritz-Carlton

EXHIBIT & SPONSORSHIP PROSPECTUS
JOIN US!

**BENEFITS OF EXHIBITING**

- Connect with 100-150 pathologists
- Receive access to pre- and post-attendee lists
- Engage in over 15 hours of face-to-face time with attendees
- Benefit from listings on onsite signage, virtual exhibit hall and the FSP onsite guide
- Gain maximum exposure with prize giveaways and breaks scheduled in the exhibit hall
- Receive 2 complimentary badges to access the exhibit hall and all scientific sessions

**VENUE**

The Ritz Carlton, Fort Lauderdale
1 North Fort Lauderdale Beach Boulevard
Fort Lauderdale, FL 33304
954-465-2300

**EXHIBIT HALL HOURS**

**Friday, July 12, 2019**
**SET UP**
3:00 PM – 6:00 PM

**Saturday, July 13, 2019**
**EXHIBIT HALL OPEN**
7:00 AM – 7:00 PM

**Sunday, July 14, 2019**
**EXHIBIT HALL OPEN:**
7:30 AM – 11:00 AM

**IMPORTANT DATES**

**Early Bird Discount**
May 17, 2019
Save $250!

**Company Description and Logo**
June 1, 2019
Email to exhibitor@flpath.org

**Reserve Hotel Room**
June 17, 2019
Call 954-465-2300 and ask for FSP Group Rate

**ROOM RATE**
$199/night + $20/night resort fee
CONNECT

EXHIBIT OPPORTUNITIES

Standard Exhibitor
$1,250 before May 17 • $1,500 After
- One Exhibit Booth
- 2 badges
- Pre- and post-show attendee list (name and city/state only)
- Company listed on onsite signage, virtual exhibit hall and onsite guide
- Special ribbons for exhibit personnel

Silver Exhibitor $2,500
*Includes everything in Standard Exhibitor plus:
- Supporter recognition sign
- Special ribbons for to acknowledge support level
- 1 additional badge (3 total)
- Company listing on email blast with direct link to sponsor website

Gold Exhibitor $3,500
*Includes everything in Silver Exhibitor plus:
- Insert in meeting bag
- 2 additional badges (4 total)
- Banner ad on FSP website

Platinum Exhibitor $5,000
*Includes everything in Gold Exhibitor plus:
- Exhibit booth placement of choice – Priority Choice
- 3 additional badges (5 total)
- One-page advertisement in the onsite guide
- Sponsor meter board sign placed in registration area

Diamond Exhibitor $7,500
*Includes everything in Platinum Exhibitor plus:
- One additional Exhibit Booth (double booth total)
- 3 additional badges (6 total)
- Spotlight presentation to the FSP Board of Directors

Sign up by MAY 17, 2019 and receive $250 OFF Standard Exhibit Price!
INTERACT

SOCIAL OPPORTUNITIES

Board & Faculty Dinner $5,000
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.

Welcome Reception $5,000
All attendees and exhibitors are invited to attend the welcome reception that will take place on opening night of the 2019 Summer Pathology Conference. You will be recognized on signage, along with napkins with your logo.

Breakfast with Exhibitors $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
(2 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.

ESSENTIAL OPPORTUNITIES

Registration Bags $3,500
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.

Wireless Internet $3,500
Wireless Internet will be provided to all meeting attendees. The sponsor will be acknowledged on signage and announcements about wireless internet.

Lanyards $2,500
Every attendee will receive a name badge lanyard at registration. Your company logo will appear on the lanyard.

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.)
Interested in a customized sponsorship opportunity?
Contact exhibitor@flpath.org or call 904-309-6204

**Hotel Key Cards $5,000**
Capture the attention of attendees as soon as they arrive at the hotel! Attendees staying at the hotel will receive a hotel key card with your company logo and website at check-in. Your company will be recognized as a sponsor on meeting signage. Sponsorship must be confirmed 60-days prior to the meeting.

**Step & Repeat Signage $3,500**
Sponsor the FSP photo backdrop and be a part of FSP’s red carpet photo op experience. Your company logo will be displayed on the backdrop where FSP attendees will be photographed as they enter the event.

**Bingo Card Slot $250**
SOLD OUT! Have some fun with attendees by including your company logo and booth number on a Bingo card that conference attendees will have to complete to qualify for a special prize drawing. Enjoy extra exposure with this update to our previous exhibitor passport. Each attendee must visit every booth on the card before they can qualify for the prize drawing.

**Innovation Lab Sponsor $3,500**
(2 AVAILABLE)
Showcase your company’s newest products, services or educational material during a dedicated 45-minute session in a private meeting room equipped for up to 75 attendees. Sponsor will receive 45 minutes of time, basic AV and meeting room. FSP to assist with marketing. For full details please contact exhibitor@flpath.org.

**EDUCATIONAL OPPORTUNITIES**

**Innovation Lab Sponsor**
Showcase your company’s newest products, services or educational material during a dedicated 45-minute session in a private meeting room equipped for up to 75 attendees. Sponsor will receive 45 minutes of time, basic AV and meeting room. FSP to assist with marketing. For full details please contact exhibitor@flpath.org.
### Exhibit Booth Options:

- **Basic Booth until May 17, 2019** – $1,250
- **Basic Booth after May 17, 2019** – $1,500

### 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:

- **Social Opportunities**
  - Board and Faculty Dinner – $5,000
  - Welcome Reception – $5,000
  - Breakfast with Exhibitors (Two) – $2,500
  - Refreshment Break (Two) – $1,500

- **Essential Opportunities**
  - Registration Bags – $3,500
  - Wireless Internet – $3,500
  - Lanyards – $2,500
  - Meeting Bag Insert – $1,000

- **New This Year**
  - Hotel Key Cards – $5,000
  - Step & Repeat Signage – $3,500
  - Bingo Card Slot – $250

- **Educational Opportunities**
  - Innovation Lab Sponsor – $3,500

### Application Information

*to send exhibit correspondence to, including confirmation and exhibit booth number*

Company name (exactly as to appear on printed materials): ____________________________________________________________________________

Primary Contact __________________________________________________________________________________________________________

Address __________________________________________________ City __________________________ State _____ Zip Code ___________

Telephone_________________________ Fax_________________________ Email_____________________________________________________

Website_______________________________________ Competitor(s)_______________________________________________________________

(We ask for this information to try and place competitors’ booths 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 3 Name**__________________________________________

**Badge 2 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).

### CHECKS SHOULD BE MADE PAYABLE TO THE FLORIDA SOCIETY OF PATHOLOGISTS

### What Type of Product or Service Will You Be Exhibiting?

- Analytical Instruments
- Billing Services
- Diagnostic and Reagents
- Diagnostic Services
- Employment/Recruiting
- Laboratory Instruments
- Optical Equipment
- Practice Management
- Published Materials
- 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 2019 Summer 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_____________
TERMS & CONDITIONS

Thank you for your interest in exhibiting at the 2019 Summer Pathology Conference with the Florida Society of Pathologists ("Organization"). All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the exhibitor prospectus as well as any other information or updates provided by the Organization.

EXHIBIT HALL 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. You agree to pay a $500 fee should the exhibit space get broken down before official tear-down hours.

CANCELLATIONS & NO-SHOWS. Once the application has been received, cancellation must be submitted to Organization, in writing, no later than forty-five (45) days prior to the meeting. Upon receipt of a timely cancellation notice, a full refund minus a $500.00 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 forty-five (45) days.

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. Organization will confirm the receipt of money/contract along with a space assignment. Organization reserves the right to re-arrange the floor plan at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. Organization will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

EXHIBITOR BADGES & REGISTRATION. Sponsorship level determines the number of badges afforded to exhibitor. Representatives without badges will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

DISPLAY REQUIREMENTS & RESTRICTIONS. Organization retains the right to deny the exhibition 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.

ELECTRICAL REQUIREMENTS. Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

PROHIBITED CONDUCT. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. 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. Exhibitor is responsible for damage to property. Organization 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 Organization is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

LIVE DEMONSTRATION. The use of models, biological tissues, or animals is strictly prohibited.

UNAUTHORIZED CANVASSING & DISTRIBUTION OF ADVERTISING MATTER. Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Exhibit Coordinator any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter shall not be distributed except from the exhibitor’s booth or by specific permission of Organization.

PHOTOGRAPHY. Organization may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from Organization or the official meeting photographer to take pictures outside the exhibitor’s booth.

SUBLETTING OF SPACE. No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit 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 exhibit hall. No refund will be made to a company subletting its space.

SECURITY. Exhibitors are strongly urged to secure all valuables nightly or take them to their hotel rooms. Organization, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

CERTIFICATE OF INSURANCE & LIABILITY. The property hosting the conference 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. Organization will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors must provide Organization with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend Organization, 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 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.

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

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

PAYMENT. Payment in full is due upon submission of the exhibit application.

COOPERATION. Organization 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 guidelines. For any questions, please contact the Organization office at (904) 309-6261.