FLORIDA SOCIETY OF PATHOLOGISTS

46TH ANNUAL PATHOLOGY CONFERENCE
Updates and Practical Approaches in Pathology

2020 February 14-16 • Orlando, Florida
Disney’s Grand Floridian Resort

Exhibit & Sponsorship PROSPECTUS

FLORIDA SOCIETY OF PATHOLOGISTS
**Benefits of Exhibiting**

Connect with over 250 pathologists

Receive access to pre and post attendee lists

Engage in over 15 hours of face-to-face time with attendees

Benefit from acknowledgment on the virtual exhibit hall online, meeting signage and the mobile app

Gain maximum exposure with prize giveaways and breaks scheduled in the exhibit hall

Access to ALL exhibit hall activities and educational sessions at the conference

Receive two complimentary badges to access the exhibit hall and all scientific sessions

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**Exhibit Hall Hours**

**Friday, February 14**

Set Up

9 AM – 3 PM

Exhibit Hall Open

3 PM – 6:30 PM

**Saturday, February 15**

Exhibit Hall Open

7 AM – 11 AM

**Sunday, February 16**

Exhibit Hall Open

7:30 AM – 11:00 AM

Tear Down

11:00 AM – 12:30 PM

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**VENUE**

**Disney’s Grand Floridian Resort and Spa**

4600 North World Drive • Orlando, FL 32830

**DEADLINE:** January 31, 2020

**RESERVATIONS:** Call (407) 824-3000 and ask for the FSP rate of $310/night
**Exhibit Opportunities**

**Standard Exhibitor** $2,000
- One 8x10 exhibit booth
- 2 badges for all access
- Company logo on all supporter recognition material onsite including the mobile app and signage
- Company listing on the virtual exhibit hall with a direct link to sponsor’s website
- Pre and post show attendee list (name and city/state only)
- Special ribbons for exhibit personnel

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**Silver Exhibitor** $3,000
*Includes everything in Standard Exhibitor plus:*
- Supporter recognition sign
- 1 additional badge *(3 total)*
- Company Listing on email blast with direct link to sponsor website

**Gold Exhibitor** $4,000
*Includes everything in Silver Exhibitor plus:*
- Insert in meeting bag
- 2 additional badges *(4 total)*
- One page advertisement in the mobile app

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**Platinum Exhibitor** $5,000
*Includes everything in Gold Exhibitor plus:*
- Exhibit booth placement of choice – Priority Choice
- One push notification in the mobile app
- 3 additional badges *(5 total)*
- Additional standing banner in lobby

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

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**IMPORTANT DATES**

- **Reserve Hotel Room**: January 31, 2020
- **Company Description**: January 24, 2020
- **Badge Names**: February 1, 2020
Social Opportunities

Board and Faculty Dinner Sponsor $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 Sponsor $3,500
- All attendees and exhibitors are invited to attend the Welcome Reception that will take place on opening night of the Conference.
- You will be recognized on signage, along with napkins with your logo.

Breakfast Sponsor (2 available) $2,500
- The sponsorship includes coffee sleeves with your logo in addition to signage recognizing you as a sponsor.

Break Sponsor (3 available) $1,500
- 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.

Interested in a customized sponsorship opportunity?
Contact Erin Corrales at ecorrales@flpath.org or call 904-309-6204
### Essential Opportunities

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Amount</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting Bag Sponsor</td>
<td>$5,000</td>
<td>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.</td>
</tr>
<tr>
<td>Directional Floor Decals Sponsor</td>
<td>$4,000</td>
<td>Direct attendees to your exhibit booth with floor decals featuring your company logo. The floor decals will be strategically placed at the entrance of the Exhibit Hall to lead attendees to your booth.</td>
</tr>
<tr>
<td>Door Hangers Sponsor</td>
<td>$3,500</td>
<td>Your company advertisement will be hung on the doors of attendees staying at the host hotel. Sponsor is responsible for design, printing and shipping.</td>
</tr>
<tr>
<td>Meeting Mobile App</td>
<td>$3,500</td>
<td>Attendees will access educational materials, exhibit hall listings and logistical information through the app. Your company will be recognized in an email announcement regarding the app and on signage at the meeting. In addition, a banner ad linking attendees to your website will appear on the home page of the mobile app.</td>
</tr>
<tr>
<td>Step and Repeat Signage</td>
<td>$3,500</td>
<td>Sponsor the FSP photo backdrop and be a part of FSP’s red carpet photo op experience. Your company logo will displayed on the backdrop where FSP attendees will be photographed as they enter the event.</td>
</tr>
<tr>
<td>Wireless Internet</td>
<td>$3,500</td>
<td>Wireless internet will be provided to all meeting attendees. The sponsor will be acknowledged as the WIFI sponsor on onsite signage and announcements regarding wireless internet.</td>
</tr>
<tr>
<td>Lanyard Sponsor</td>
<td>$2,500</td>
<td>Every attendee will receive a name badge lanyard at registration. Your company logo will appear on the lanyard.</td>
</tr>
<tr>
<td>Meeting Bag Insert Sponsor</td>
<td>$1,000</td>
<td>Your corporate literature or brochure will be placed in the attendee bag. 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 0.08 oz.)</td>
</tr>
<tr>
<td>Bingo Card Slot</td>
<td>$250</td>
<td>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.</td>
</tr>
</tbody>
</table>
Educational Opportunities

**ePoster Sponsor $7,500**
- Offer attendees an easy, efficient way to view electronic versions of posters submitted by sponsoring the ePoster stations.
- Electronic posters are easy to use and are searchable by author or topic.
- ePosters will be located in a highly visible area for attendees to view all weekend.
- Sponsor name and logo will be recognized on the ePoster kiosks and recognition will be given on the mobile app.

**Innovation Lab Sponsor (2 available) $3,500**
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.

- 45-minutes of program time not to compete with the scientific sessions;
- Meeting room at host hotel, set classroom or rounds for up to 75 people;
- Basic AV equipment including one screen, one microphone, laptop and projector. Additional equipment needed will be at the cost of the supporter;
- FSP point of contact to operate as liaison between Hotel and Sponsor;
- Acknowledgment on FSP meeting materials including the mobile app, event signage and meeting website;
- Event included in one special events e-blast to attendees distributed by FSP;
- One complimentary bag insert to be included in all attendee bags. Bag insert is subject to approval by FSP before printing and distribution. (Sponsor is responsible for design, printing and shipping of inserts.);
- One pre-registration mailing list. All pre-activity mailings are subject to approval by FSP before printing and distribution. This list is approved for one-time use. (Sponsor is responsible for design, printing and mailing of invitations.)

DISCLAIMERS:
- Food and beverage is not included in this price and is strongly encouraged.
- Sponsor must purchase an exhibit booth to hold an Innovation Lab.
FLORIDA SOCIETY OF PATHOLOGISTS

Exhibit & Supporter Agreement

Exhibit Booth Options:
- Standard Exhibitor – $2,000

Enhanced Booth Packages:
- Silver Exhibitor Package – $3,000
- Gold Exhibitor Package – $4,000
- Platinum Exhibitor Package – $5,000
- Diamond Exhibitor Package – $7,500

Sponsorship Add-Ons:
- ePoster Sponsor – $7,500
- Board and Faculty Dinner Sponsor – $5,000
- Meeting Bag Sponsor – $5,000
- Directional Floor Decals Sponsor – $4,000
- Door Hangers Sponsor – $3,500
- Innovation Lab Sponsor – $3,500
- Meeting Mobile App – $3,500
- Welcome Reception Sponsor – SOLD OUT
- Step and Repeat Banner – $3,500
- Wireless Internet – $3,500
- Breakfast Sponsor – $2,500
- Lanyard Sponsor – $2,500
- Break Sponsor – $1,500
- Meeting Bag Insert Sponsor – $1,000
- Bingo Card Slot – $250

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_______________________________________ 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 (Additional Badges $100/person)
Badge 1 Name_______________________________________________
Badge 2 Name_______________________________________________
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 $_______________________

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  ○ Employment/Recruiting  ○ Practice Management
○ Billing Services  ○ Laboratory Instruments  ○ Other __________________
○ Diagnostic and Reagents  ○ Optical Equipment  ○ Published Materials
○ Diagnostic Services

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. 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_____________
Thank you for your interest in exhibiting 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. Booth sized 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 of any description 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 portable-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) 309-6212.