

2024 PATHOLOGY VISIONS

DECISION DIGITAL
ADVANCING PATHOLOGY TOGETHER

EXHIBITOR AND SPONSOR PROSPECTUS

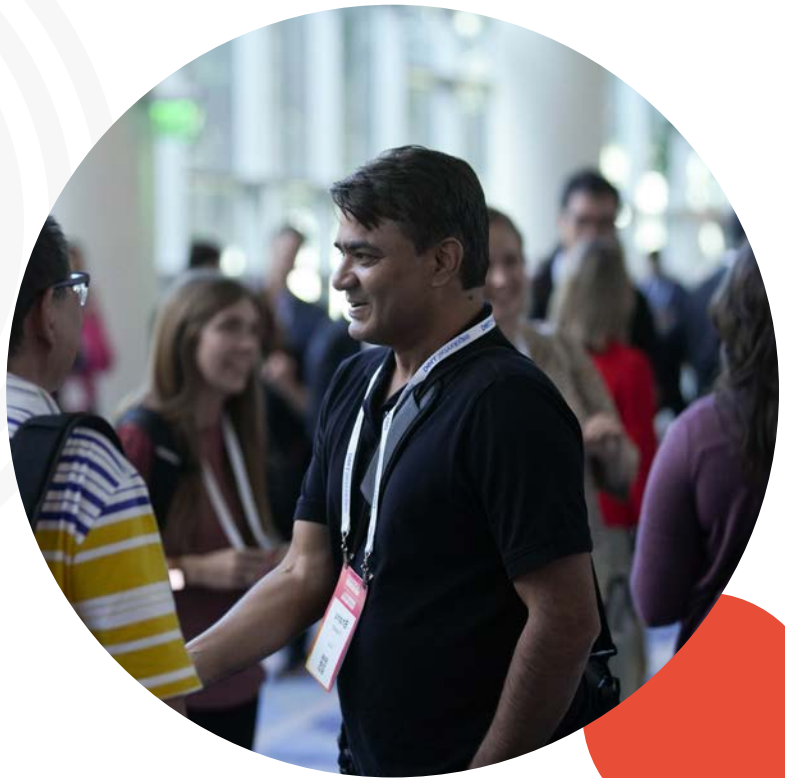
NOVEMBER 3-5 | HYATT REGENCY | ORLANDO, FL



DPA

#PathVisions24

OVERVIEW



PATHOLOGY VISIONS IS THE PREMIER DIGITAL PATHOLOGY CONFERENCE

“A fantastic job of fostering vendor-academic collaborations.” - Dr. David Tulman

“This conference is the one you need to attend.” - Dr. Eric Glassy

DON'T MISS YOUR OPPORTUNITY TO:

- **CONNECT** with over 800 industry professionals
- **ENGAGE** with digital pathology thought leaders
- **SHOWCASE** your Products and Services
- **EXPAND** your Influence in the Industry
- **FORGE** new and strengthen existing relationships
- **INCREASE** brand awareness and credibility
- **LEARN** about emerging products and trends in the industry



15 YEARS
OF THE DIGITAL
PATHOLOGY ASSOCIATION



800+
ATTENDEES



50+
EXHIBITORS

PV23 STATISTICS

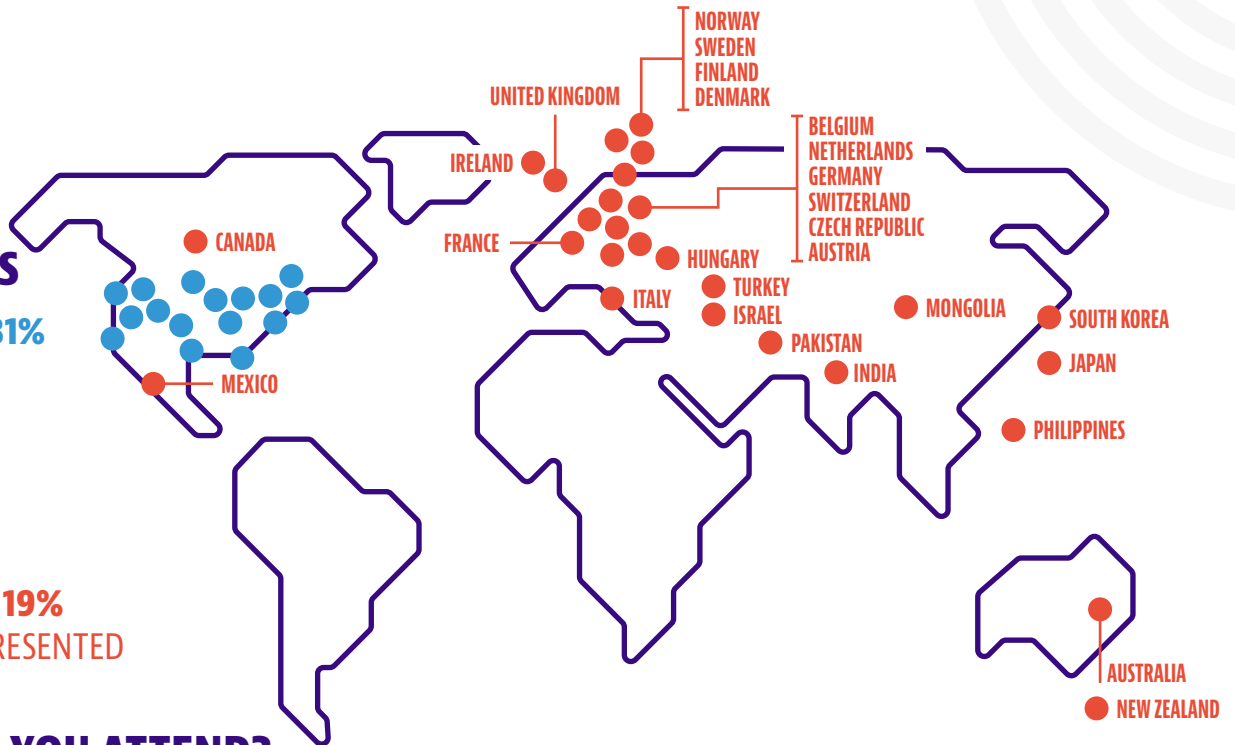
GEOGRAPHY OF ATTENDEES

UNITED STATES: 81%

- SOUTHWEST: 10%
- NORTHEAST: 33%
- SOUTHEAST: 17%
- MIDWEST: 19%
- WEST: 21%

INTERNATIONAL: 19%

27 COUNTRIES REPRESENTED



WHY SHOULD YOU ATTEND?



NETWORKING



PRODUCT INFORMATION



THOUGHT LEADERS

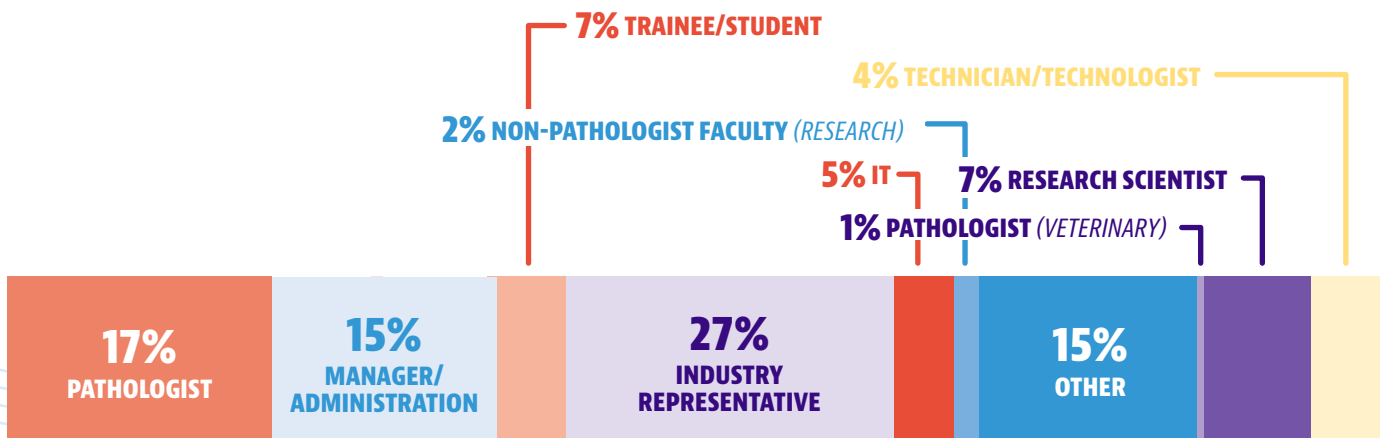


INDUSTRY DIRECTION



ACCESS TO TECHNICAL EXPERTS

REPRESENTED PROFESSIONS



LOCATION/HOTEL

HOTEL INFORMATION

HYATT REGENCY ORLANDO

9801 INTERNATIONAL DRIVE
ORLANDO, FL 32819

RESERVATIONS

The Pathology Visions room block is subject to availability. Rooms are sold on a first-come, first-serve basis. Booking link will be provided in the booth confirmation email.

RATE

STARTING AT \$259 (+TAXES & FEES)

Room block deadline: **October 7, 2024**

HOTEL SCAM ALERT

You may be contacted by individuals or companies claiming to assist with the Pathology Visions room block. DPA does not use a third-party company or housing provider for hotel accommodations and will never contact you regarding special offers. All lodging for PV24 should be arranged using the official room block link.

Accommodations reserved outside the official room block exposes the DPA to financial penalties. Your loyalty and cooperation are greatly appreciated!

DON'T MISS IN ORLANDO

Orlando, Florida is home to some of the country's greatest attractions and entertainment; all easily accessible from the Hyatt Regency.

WALT DISNEY WORLD

UNIVERSAL ORLANDO RESORT

KENNEDY SPACE CENTER

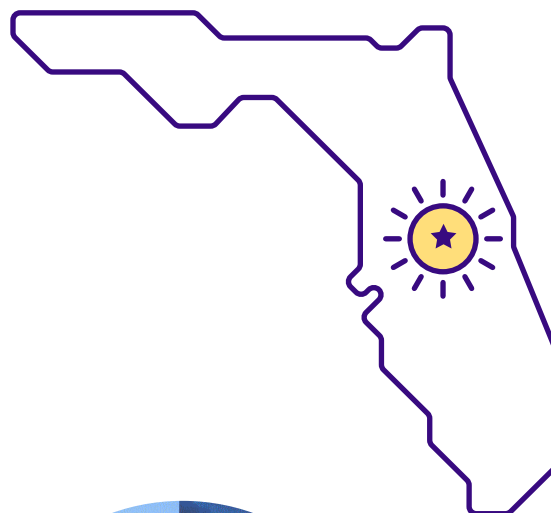
TOPGOLF ORLANDO

ORLANDO MUSEUM OF ART

ORLANDO, FL

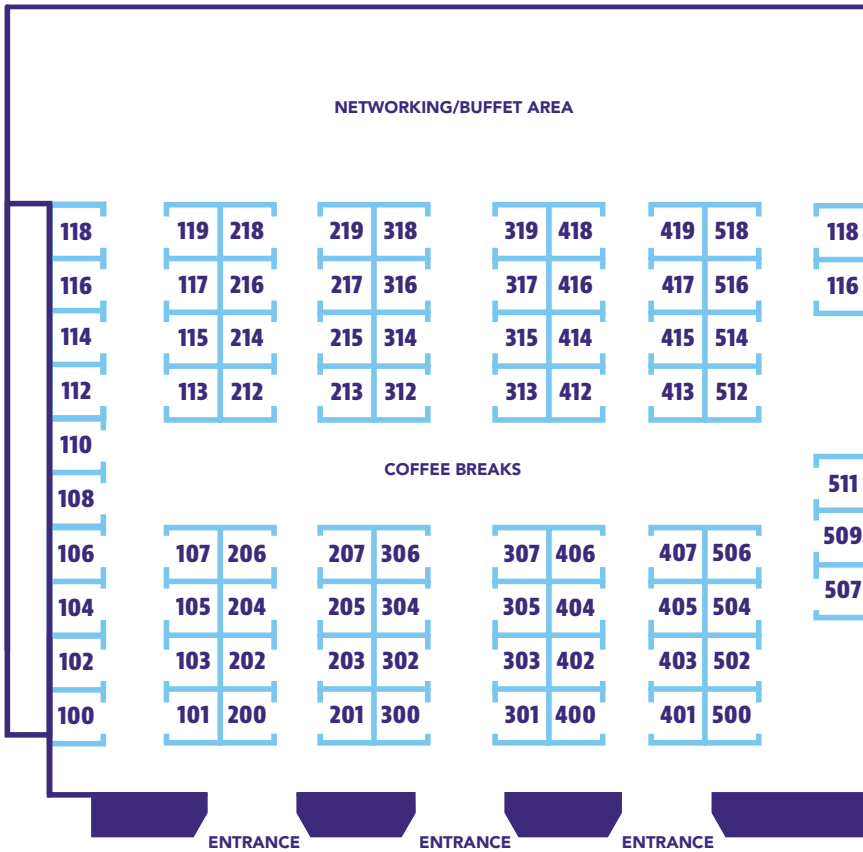
AVERAGE NOVEMBER CLIMATE:

59°-78°F



EXHIBITORS

PATHOLOGY VISIONS EXHIBIT HALL*



Booth spaces open to the adjacent row, not towards the entrance. For 10x20 spaces, 101/200, 107/206, 113/212, 119/218, etc. will not be accepted.

**Subject to change.
Booth assignments will be made starting in July.*

OPEN EXHIBIT HALL HOURS*

SUNDAY, NOVEMBER 3 **5-7PM**

MONDAY, NOVEMBER 4: **8:30AM-7PM**

TUESDAY, NOVEMBER 5: **8:30AM-3:15PM**

**Subject to change*

There will be dedicated exhibit hall hours throughout the conference, including refreshment breaks, lunches, and receptions. Any meetings held inside the exhibit hall are restricted to open times. Access will not be permitted outside of show hours.

EXHIBIT OPPORTUNITIES

All sponsorships provide a variety of benefits that give your company the influence it needs to create a memorable experience with attendees. The following opportunities are not guaranteed and fill up quickly—be sure to reserve yours as soon as possible! **DPA company/group membership required to be a level sponsor.**

DIAMOND
\$30,000 (LIMIT 1)

- **10 Complimentary Full Conference Registrations**
- **2 Complimentary 10'x10' Exhibit Booths**
- 15-30 Second Ad Promoted via Social Media, DPA Website and On-Site (*sponsor to provide*)
- *Includes All Platinum, Gold, Silver and Exhibit Booth Benefits*

PLATINUM
\$20,000 (LIMIT 2)

- **5 Complimentary Full Conference Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Access to Pre- and Post-Attendee Mailing List
- E-blast to DPA Distribution List (*in lieu of eblast ad; sponsor to provide HTML*)
- Special Supporter Sign to Display at Exhibit Booth
- *Includes All Gold, Silver and Exhibit Booth Benefits*

GOLD
\$10,000 (LIMIT 3)

- **4 Complimentary Full Conference Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Banner Ad on Event Webpage
- Conference App Notification
- *Includes All Silver and Exhibit Booth Benefits*

SILVER
\$7,500 (LIMIT 4)

- **3 Complimentary Full Conference Registrations**
- **1 Complimentary 10'x10' Exhibit Booth**
- Footer Banner Within a DPA E-blast (*Sponsor to Provide*)
- Sponsor Level Recognition on Event Webpage and in App
- *Includes Exhibit Booth Benefits*

STANDARD EXHIBIT BOOTH*

***\$5,000 MEMBER | \$7,000 NON-MEMBER
SEE PAGE 10**

- **2 Complimentary Full Conference Registrations**
- Exhibitor Listing on Event Webpage and App
- Onsite Signage and Acknowledgment
- Special Ribbons for Exhibit Personnel

SPONSORSHIP OPPORTUNITIES

EXHIBITOR WORKSHOPS

Further showcase your company's products and services with a 1-hour session. To be considered, a brief summary, complete registration form, and 50% deposit must be submitted. Should the workshop not be approved for any reason, payment will be returned in full. Workshops will be assigned on a first-come, first-served basis, following approval. All workshops include a presentation room at the host hotel (set with a mix of classroom and theater seating for ~200), basic AV including screen, microphone(s), laptop, projector, and slide advancer (additional equipment available at sponsors expense), hardwire and wireless internet, promotion via the event website, app, e-blast, and onsite signage.

All conference registrants are eligible to attend; separate registration not required. Lead capture will be available for purchase so that you may capture participant information (badges are required to attend).

DPA company/group membership and PV24 exhibit booth required to host a workshop. Conference registration is required for ALL attendees and presenters.

EVENING SOCIAL FUNCTION* | \$10,000

SUNDAY, NOVEMBER 3, 7:00-8:00 PM (TIMES SUBJECT TO CHANGE)

MONDAY, NOVEMBER 4, 7:00-8:00 PM (TIMES SUBJECT TO CHANGE)

BREAKFAST WORKSHOP* | \$10,000

MONDAY, NOVEMBER 4, 7:30-8:30 AM (TIMES SUBJECT TO CHANGE)

TUESDAY, NOVEMBER 5, 7:30-8:30 AM (TIMES SUBJECT TO CHANGE)

PRECONFERENCE WORKSHOP† | \$7,500

SUNDAY, NOVEMBER 3 (10 AVAILABLE)

Recording with On-Demand: +\$2,500

Session recording provided to sponsor and posted to the DPA website. Complimentary for DPA Benefactor members.

ADDITIONAL RECOGNITION

HEADSHOT STUDIO | \$10,000

WIRELESS INTERNET | \$10,000

EPOSTERS | \$10,000

CHARGING STATION | \$8,000

MOBILE APP | \$7,500

LANYARDS* | \$5,000

YOGA SESSION | \$2,000

FLOOR CLING | \$1,500

CANCELLATION POLICY AND FEES

Cancellations must be submitted via email to info@digitalpathologyassociation.org and confirmed by the DPA executive staff. If cancelled by June 30, 2024, a full refund will be provided, less a \$50 administrative fee. Any payments received after June 30, 2024, will not be refunded.

Meal workshops are non-refundable until and unless a replacement sponsor is secured.

* Includes 1 full conference registration; dedicated time with no other meal offered; food and beverage is required and must be purchased separately

† Includes Sunday ONLY conference registration; food and beverage not allowed for purchase

‡ Supporter to provide; DPA approval required



Interested in additional information or have another opportunity in mind?

Contact info@digitalpathologyassociation.org to discuss sponsorships.

EXHIBITOR INFORMATION

BOOTH STAFF REGISTRATION



Each 10'x10' booth space includes two full-conference registrations. Exhibitors may pick up their badges at the registration desk beginning Sunday, November 3. To prevent delays, all personnel changes must be made prior to arrival.

Exhibitor badges must be worn at all times while in the exhibit area. Supplementing this identification with business cards, ribbons, or company logotypes is not permitted. **Sharing badges is not permitted.**

BOOTH SHARING, ASSIGNMENT AND FEES

Each 10'x10' exhibit booth is \$5,000 for DPA members and \$7,000 for non-members. Each exhibiting company may purchase up to 10'x20' of exhibit booth space.



Applications for exhibit space are subject to approval by the Program Committee.

A company description must be included with the application form (100-word limit).

Exhibit space is assigned on a first-come, first-served basis, following DPA membership and event sponsor levels. **Booth space confirmations will be sent starting in July.**

DPA reserves the right to assign space other than the choice requested, and to rearrange the floor plan and/or relocate any exhibit. Exhibitors who change the size of their booth space are not guaranteed the original location and may be subject to relocation by Show Management.

BOOTH SHARING:

If both parties sharing an Exhibitor Booth are **DPA group members**, the additional cost above the base rate for the Exhibitor Booth is \$2,500. If an Exhibitor Booth is being shared and the sharing entity is a **non-member**, the additional cost above the base rate for the Exhibitor Booth is \$3,500.

EXHIBIT SPACE AND FURNISHINGS



An eight foot back wall drape, three foot side rail drape and ID sign with booth number will be provided per exhibit space. The exhibit hall is carpeted. **No furnishings are included (i.e. table and chairs).** Booth furnishings and services can be requested through the Exhibitor Manual. Nothing shall be posted, tacked, nailed or otherwise attached to the walls, floors, or other parts of the exhibit facility or furniture contained in the facility. Exposed unfurnished sides of exhibit backgrounds must be draped to present an attractive appearance. **The exhibitor manual, shipping instructions, and all other exhibitor communication and logins will be sent to the primary contact listed on the registration form.**



SHIPPING INSTRUCTIONS

Information on shipping methods and rates will be sent to each exhibitor by Expo Convention Contractors. The exhibitor will ship, at its own risk and expense, all articles to be exhibited. All shipments must be prepaid.

EXHIBITOR INFORMATION

PAYMENT TERMS



A 50% deposit is due with the signed contract to secure space. Full payment is due by July 12, 2024.

To pay via credit card, please complete and return the application (page 9) with payment to info@digitalpathologyassociation.org. *Note: there is a 3% fee for credit card charges \$5,000 and higher.*

To pay via check, please make payable in U.S. dollars and drawn on a U.S. bank to: Digital Pathology Association. Mail along with your completed application form to 370 Medical Drive, Suite A, Carmel, IN 46032.

To wire funds, please contact info@digitalpathologyassociation.org for instructions. *Note: there is a wiring fee of \$50 per transaction.*

INSTALLATION AND DISMANTLING OF EXHIBITS



Exhibitors are urged to order all services in advance. Specific exhibit installation and dismantling details will be communicated upon confirmation of exhibit space. No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time.

IMPORTANT: To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. Pathology Visions, Digital Pathology Association (DPA), and Hyatt Regency Orlando cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

INSTALLATION TIME: SUNDAY, NOVEMBER 3 | 8AM-4PM

DISMANTLING TIME: TUESDAY, NOVEMBER 5 | 3:15-8PM

THIRD PARTY CONTRACTOR NOTIFICATION DEADLINE: FRIDAY, OCTOBER 4



REGISTRATION FORM

1. COMPANY INFORMATION (AS IT SHOULD APPEAR IN CONFERENCE MATERIALS)

Name: _____
Website: _____
Address: _____
City: _____ State: _____ Postal Code: _____ Country: _____
Phone: _____ Email: _____

2. PRIMARY AND SECONDARY CONTACT PERSON

Primary Name: _____ Secondary Name: _____
Primary Title: _____ Secondary Title: _____
Primary Phone: _____ Secondary Phone: _____
Primary Email: _____ Secondary Email: _____

3. BOOTH FEES (MEMBER BOOTH FEES AVAILABLE TO DPA COMPANY/GROUP MEMBERS ONLY)

- 10'x10' DPA Member: \$5,000 10'x20' DPA Member: \$10,000
 10'x10' Non-Member: \$7,000 10'x20' Non-Member: \$14,000
- Benefactor Members receive an additional \$2,500 discount on one 10x10 exhibit space and Councilor Members an additional \$1,250.*
- Sharing with: _____ Member (+\$2,500) Non-Member (+\$3,500)

4. BOOTH PREFERENCE (PAGE 5)

Booth Choices: #1: _____ #2: _____ #3: _____
We kindly request that our booth is **not** located next to: _____
Booth assignments will be made starting in July.

5. SPONSORSHIP OPPORTUNITIES (PAGES 6 & 7)

- Exhibit Level _____ Exhibitor Workshop _____ On-Site Advertising _____
Add Recording + On-Demand: \$2,500

6. METHOD OF PAYMENT

A 50% deposit is due with signed application to reserve space. Full payment is due by **July 12, 2024**.
 Credit Card (3% fee for charges \$5,000+) Check Electronic Wire (+ \$50 wiring fee) ACH
*Please email your completed form to info@digitalpathologyassociation.org.
For check payment, please mail to the DPA Executive Office at 370 Medical Drive, Suite A, Carmel, IN 46032. For wire and ACH payment, instructions will be provided to the primary contact.*

CREDIT CARD TYPE: AMEX Mastercard VISA
Name (as it appears on card): _____
Billing Address: _____
City: _____ State: _____ Postal Code: _____ Country: _____

CREDIT CARD NUMBER: _____
Expiration Date: _____ Email for payment receipt: _____

TOTAL AMOUNT DUE FOR BOOTH FEES AND SPONSOR OPPORTUNITIES: \$ _____

- Payment in Full 50% Deposit (Balance due on July 12, 2024)
 We agree to abide by the Pathology Visions Terms and Conditions as found on page 11 of this document and understand the cancellation policy.

By signing this form, I hereby authorize the Digital Pathology Association to charge a 50% deposit immediately and the remaining balance on July 12, 2024.

AUTHORIZED SIGNATURE: _____

TERMS AND CONDITIONS

1. EXHIBIT STAFFING

Exhibit booth must be staffed at all times during exhibit hours. Exhibitors are advised to be in their booths thirty (30) minutes prior to show opening each day. As a courtesy to the attendees and your fellow Exhibitors, the Digital Pathology Association requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours. Approval must be obtained from the Exhibit Management desk to remove any material or equipment prior to the close of the exhibit hall. Once the exhibit opens for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at which time no pass is required. Strict security will be in effect at all times.

2. SHARING SPACE

Any DPA MEMBER or NON-MEMBER entity that 1) maintains a presence, or 2) has sales, marketing, or advertisement materials (i.e. brochures, business cards, signs, etc.) available to Show attendees in an Exhibitor Booth purchased by another party at any time during the show, shall be considered a shared space. The DPA reserves the right to make the sole determination whether conditions numbered 1 or 2 above are met.

If both parties sharing an Exhibitor Booth are DPA MEMBERS, the additional cost above the base rate for the Exhibitor Booth is \$2,500. If an Exhibitor Booth is being shared and the sharing entity is a NON-MEMBER, the additional cost above the base rate for the Exhibitor Booth is \$3,500.

3. EXHIBITOR AND SPONSOR CANCELLATIONS

Any Exhibitor or Sponsor who cancels must formally notify the Show Management in writing. It is agreed that if: (a) Exhibitor cancels before June 1, 2024, twenty percent (20%) of the booth cost will be charged as an administrative fee, (b) Exhibitor cancels its space between June 1 - 30, 2024, they will be responsible for paying fifty percent (50%) of the total cost of the space, (c) Exhibitor cancels space after June 30, 2024, it will be responsible for paying one hundred percent (100%) of the originally contracted price. Show Management shall have the absolute discretion to reallocate or resell the cancelled booth. Exhibitor hereby acknowledges that the above charges represent a reasonable compensation for the costs incurred as a result of the Exhibitor's cancellation and that they do not represent a penalty.

4. CANCELLATION BY DPA; VIRTUAL EVENT

If DPA cancels Pathology Visions 2024 or reschedules Pathology Visions 2024 as a virtual event, then Exhibitor booth payments may, at Exhibitor's option, be either applied to Pathology Visions 2024 virtual event or refunded in full. Exhibitor acknowledges that any shipping fees or other liabilities or expenses incurred by Exhibitor shall be solely the responsibility of Exhibitor.

5. UNOFFICIAL FUNCTIONS, PROMOTIONAL EVENTS OR HOSPITALITY SUITES

Pathology Visions Show Management must approve all social functions, promotional events or hospitality suites not officially part of Pathology Visions 2024. Pathology Visions prohibits any type of event at a time that conflicts with any conference programs.

6. COMPLIANCE WITH LAWS

Each Exhibitor will agree to comply with all applicable Federal, State and local laws, ordinances, rules and regulations including all fire codes and health regulations.

7. LIABILITY

Exhibitor assumes full responsibility for its participation in Pathology Visions 2024 and hereby agrees to protect, indemnify, defend, and hold harmless Digital Pathology Association (DPA), Pathology Visions and the Hyatt Regency Orlando to include their respective directors, officers, employees and agents ("Representatives") from and against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by Exhibitor's or Exhibitor's third party contractors' installation, removal, maintenance, occupancy, or use of the Pathology Visions premises or a part thereof or in connection with its participation in the Pathology Visions, excluding only any liability for damages caused solely by the negligence of the Digital Pathology Association, Hyatt Regency Orlando or their respective Representatives. In addition, Exhibitor acknowledges that the Digital Pathology Association, Pathology Visions and the Hyatt Regency Orlando do not and shall not be obligated to obtain or maintain insurance coverage regarding Exhibitor's property, conduct, activities or liabilities ("Risks") in connection with Pathology Visions and that it is the sole responsibility of Exhibitor to obtain insurance coverage regarding such Risks in connection with Pathology Visions.

8. SECURITY

Security for the exhibits will be provided from the opening to the close of Pathology Visions; however, DPA, Pathology Visions and the Hyatt Regency Orlando make no guarantees of any kind to protect Exhibitor, its Representatives or its property against any injury, loss, or damage of any kind, and Exhibitor assumes all risks of such injury, loss or damage in connection with its participation in and/or at Pathology Visions 2024. Exhibitors are advised to be in their booths thirty (30) minutes prior to show opening each day.

9. INSURANCE

Exhibitor shall obtain insurance coverage to protect it against injury, losses, damages or liabilities in connection with its participation in Pathology Visions, including without limitation, a portal-to-portal rider on its own insurance policy to protect against losses or damages in connection with Pathology Visions. The Exhibitor understands that neither DPA, or the Hyatt Regency Orlando maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

10. THIRD PARTY CONTRACTORS

If Exhibitor uses any third-party contractors in connection with activities on the Pathology Visions premises, Exhibitor shall submit to the Digital Pathology Association a completed Third-Party Contractor Notification by the due date noted. Exhibitors using third-party contractors agree to and shall indemnify, defend and hold harmless DPA and the Hyatt Regency Orlando to include their respective directors, officers, employees and agents ("Representatives") from and against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney's fees arising out of or caused by such third-party contractors' activities in connection with Pathology Visions or on the Pathology Visions premises.

11. RESERVATION OF RIGHTS

Show Management reserves the right to take any action that is reasonably necessary, as determined by Show Management's sole discretion, for the protection of Pathology Visions and attendees.

12. GOVERNING LAW

This contract shall be construed in accordance with, and governed in all respects by, the internal laws of the State of Indiana, without giving effect to principles of conflict of laws.

13. SELLING OF PRODUCTS AND SERVICES

Sales and order taking are permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors are responsible for any and all licenses or permits required by law, as well as the payment of any taxes from sales.

14. PROHIBITED PROMOTIONAL PRACTICES

- A. Giveaway items that do not comply with stated policy.
- B. Canvassing or distributing any material outside the exhibitor's own space.
- C. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers.
- D. Entering another exhibitor's booth or taking photographs of another exhibitor's booth without permission.
- E. The use of balloons or glitter products.

Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times.

