

**United States
and
Canadian
Academy
of
Pathology**



**95th
Annual
Meeting**

**HYATT REGENCY ATLANTA
ATLANTA, GA**

**EXHIBIT DATES: MONDAY, FEBRUARY 13th - WEDNESDAY, FEBRUARY 15th, 2006
MEETING DATES: SATURDAY, FEBRUARY 11th - FRIDAY, FEBRUARY 17th, 2006**

EXHIBITORS ADVISORY COMMITTEE

MEMBER SOCIETY REPRESENTATIVES

Dr. Sylvia Asa
President

Dr. Henry Appelman
President-Elect

Dr. Christopher Crum
Vice President

Fred G. Silva, MD
Secretary-Treasurer

Kristofer S. Herlitz
Exhibit Management

INDUSTRY REPRESENTATIVES

Laboratory Supplies

Dan O'Brien
Surgipath Medical Industries, Inc.
5205 Rout 12
Richmond, IL 60071
800/225-3035

Reagents

Colleen Scott
Signet Laboratories, Inc.
180 Rustcraft Road
Dedham, MA 02026
617/329-7919

Instruments

Bill Irwin
Sakura Finetek USA
1750 214th St.
Torrance, CA 90501
310/972-7873

Information Systems

Angela Betts
Cerner Corporation
2800 Rockcreek Parkway
Kansas City, MO 64117
816/201-4294

Publications & Education Products

Shristine Swedowski
Springer-Verlag New York, Inc.
175 Fifth Avenue
New York, NY 10010-7858
212/460-1711

95th Annual Meeting United States and Canadian Academy of Pathology

February 13, 14, 15, 2006
Hyatt Regency Atlanta
Atlanta, GA

The USCAP meeting/exhibit continues to grow! Last year, we had another sell-out exhibit area with a record 136 booths and over **3,300** professionals in attendance — the highest USCAP attendance ever! Also, for the **second consecutive year** the USCAP meeting has been named one of *Tradeshow Weekly's Fastest 50 Growing Shows*. We look forward to another strong meeting in Atlanta, GA.

The exhibits will be held in the Grand and Hanover Halls at the Hyatt Regency Atlanta. To encourage a good flow of traffic throughout the hall, this floor plan includes poster presentations within the exhibit area. As in the past, coffee will be served only in the exhibit area during morning and afternoon dedicated program breaks.

On the evening of Tuesday, February 14th there will be, as in years past, a Wine and Cheese Reception for both exhibitors and attendees. The location of the reception will be listed in the final Program and be part of Tuesday evening's closing announcement in the exhibit hall.

The market you need to reach will be in attendance and will include:

Decision makers in the field of pathology and the related specialties of toxicology, oncology and immunology from hospitals, private laboratories, and the government.

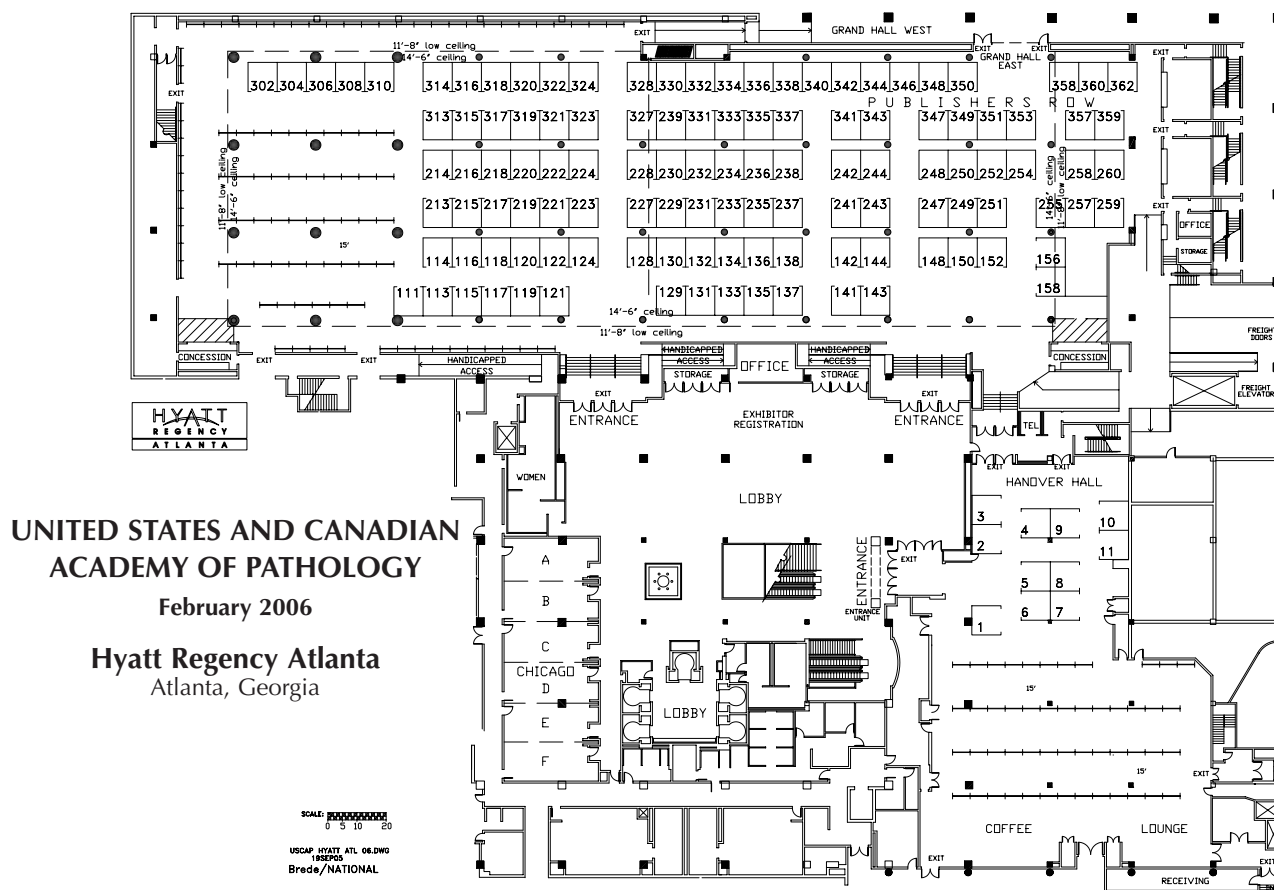
We hope you will be among those who take advantage of this outstanding marketing opportunity and we look forward to the early return of your completed application. Please note point priority cut-off date of **November 18th, 2005** in the brochure.

Kristofer S. Herlitz
The Herlitz Company, Inc
Exhibit Management

Please address all communications pertaining to exhibits to:

The Herlitz Company, Inc.
1890 Palmer Avenue, Suite 202-A
Larchmont, NY 10538-3031
Telephone: 914/833-1979
Fax: 914/833-0929
E-mail: info@herlitz.com

Floor Plan of Exhibit Space



Rules and Regulations for Exhibiting

AT THE 95th ANNUAL MEETING OF THE UNITED STATES AND CANADIAN ACADEMY OF PATHOLOGY

SPACE ASSIGNMENT & FEES

Presentation of Products or Services

The purpose of the United States and Canadian Academy of Pathology exhibit program is to further the education of the registrants by providing an area for exhibitors to present information on products or services pertinent to the physician's professional interests.

Exhibit Hours and Dates:

Monday February 13th 9:30 a.m. - 4:30 p.m.
 Tuesday February 14th 9:30 a.m. - 4:30 p.m.
 Wednesday February 15th 9:00 a.m. - 4:00 p.m.

EXHIBIT BOOTH MUST BE STAFFED AT ALL TIMES DURING EXHIBIT HOURS. Exhibitors are advised to be in their booths one-half hour prior to show opening each day.

Scheduled Coffee Breaks:

Monday: 9:30-11am; 3 - 4:30pm.
 Tuesday: 9:30-11am; 2:45 - 4:00pm
 Wednesday 9:30-11am; 2:30-3:45pm

As a courtesy to the scientists and your fellow exhibitors, the Academy requests strict adherence to the opening and closing hours. Deliveries or removal of equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Management desk to remove any

material or equipment prior to Wednesday. Once the exhibit opens for the last day of exhibiting, nothing may be removed until the exhibit is officially closed at 4:00 p.m. at which time no pass is required. Security will not check equipment leaving the exhibit area after 4:00 p.m., Wednesday, February 13th. Strict security will be in effect at all other times.

Space Assignment

Applications for exhibit space are subject to the approval of the Academy. A 65-word description of specific products and/or services must be sent in with the application form. **Priority in space assignment will be accorded to previous exhibitors on the basis of one point for each year of exhibiting without regard to the number of booth spaces utilized.**

Priority Points System

Priority in space assignment will be accorded to previous exhibitors on the basis of one point for each year of exhibiting without regard to the number of booth spaces utilized. If more than one company has the same number of priority points, assignments will be made in date receipt order. **Mergers:** USCAP will use the highest number of years. To take advantage of your point priority, applications and deposits must be received by November 18th, 2005. Applications received

after that time will be assigned space based upon date of receipt of application.

Sharing Space

No subletting or sharing of exhibit space is permitted.

Charge for Space

In-line booth (bounded by a front aisle only) is U.S. \$ 1,800.00.
 Corner booth (bounded by a front and side aisle) is U.S. \$ 1,900.00.

Booth Space Cancellations

It is agreed that:

- If a company cancels after December 2nd a 20% of booth cost administrative fee will be charged. If a company cancels its space between January 2nd and January 27th, it will be responsible for paying 50% of the total cost of the space.
- If a company cancels its space after January 27th, it will be responsible for paying 100% of the originally contracted price.
- In the event the entire exhibit area is sold out, an administrative fee of 25% of the cancelled booth's cost will be charged. The balance of monies received will be refunded.

BOOTH DESIGN & USE OF EXHIBIT SPACE

Each exhibitor shall be responsible for compliance with the Americans With Disabilities Act within its booth and assigned exhibit space.

Each exhibit space will have an 8' high blue, gray and white drape background, and 36" high blue drape dividers defining the sides of the space. Drapes will not be provided in island units. A booth identification sign measuring 7" x 44" and showing only Company Name, City, and State will also be supplied in all linear booths. **Please note that the exhibit hall is carpeted.**

Important: These booths will be 10 ft. wide x 10 ft. deep (10' x 10'). The booth height may be maintained up to 50% of the distance from the back wall toward the front of the space. No obstructions in the front half of the booth above the height of 42 inches will be permitted. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval. No exhibit may span an aisle by roofing or floor covering. Hanging signs and banners from the ceiling is not permitted.

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 unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of the Exhibit Management, will install draping and charge the exhibitor.

In island booth units, bound on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits. Models or schematic drawings of cubic content exhibits should be submitted in advance to Exhibit Management for approval.

CONTRACTUAL CONSIDERATIONS

Liability

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the United States and Canadian Academy of Pathology, The Herlitz Company Inc., the Hyatt Regency Atlanta and Brede National Exposition Services—to include employees and agents—harmless 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 own installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hyatt Regency Atlanta, Brede National Exposition Services, The Herlitz Company Inc., the United States and Canadian Academy of Pathology, their employees and agents. In addition, exhibitor acknowledges that the United States and Canadian Academy of Pathology, The Herlitz Company Inc., the Hyatt Regency Atlanta and Brede National Exposition Services do not maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain liability, business interruption and property damage insurance covering such losses by exhibitor.

Security

Security for the exhibits will be provided, but the United States and Canadian Academy of Pathology, The Herlitz Company, Inc., the Hyatt Regency Atlanta and Brede National Exposition

Services do not guarantee to protect the exhibitors against any loss or damage of any kind. **Exhibitors are advised to be in their booths one-half hour prior to show opening each day.**

Insurance

Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy. This will protect them against loss through theft, fire, damage, etc.

BOOTH ACTIVITIES & PERSONNEL

General Character of Exhibits

The character of the exhibits is subject to approval by the Academy. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.

Exhibitor Registration

Each exhibiting company will be entitled to six badges per booth space. Booth personnel may pre-register using forms provided in the service kit. Exhibitors may pick up their badges at the Exhibitor Registration desk from Sunday, February 12th, throughout the meeting. To prevent delays, it is requested that all personnel changes be made prior to arrival in Atlanta. 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. Exhibitor badges may be made out only in the name of the company shown on the application for space.

Distribution of Give-Aways

Give-aways will be limited to those items relevant to the professional interests of the registrants, and have a value of \$10.00 or less per item. Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor.

Prohibited Promotional Practices

1. Give away items that do not comply with stated policy
2. Sub-leasing exhibit space
3. Canvassing or distributing any material outside the exhibitor's own space
4. Contests, lotteries, raffles or games of chance, as well as the display or promotion of special discount offers
5. The wearing of buttons, unofficial badges, company name plates, etc.
6. Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours
7. Soliciting participation in surveys or otherwise harassing registrants
8. The use of billboard advertisements and/or displays of signs outside the exhibit space
9. Entering another exhibitor's booth or taking photographs of another exhibitor's booth without permission
10. Operating X-ray equipment
11. Using noisy electrical or mechanical apparatus that interferes with other exhibitors
12. The use of balloons or glitter products.

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

Sound Restrictions

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by Exhibit Management, and the exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to registrants or adjacent exhibitors.

FACILITY SPECIFICATIONS

Electricity–Air–Water–Drain

These services will be provided by the Hyatt Regency Atlanta. Order forms and rates will be provided to each exhibitor in the service kit.

Please indicate on Application for Exhibit Space if water and drainage locations are required since these locations are limited. All orders must be returned at least 21 days prior to the meeting dates.

Telephone

Telephone service and rental of telephone instruments must be ordered through the Hyatt Regency Atlanta on forms which will be included in the exhibitor service kit.

Booth Cleaning

Arrangements have been made to have each exhibitor's booth floor cleaned the night prior to the opening of exhibits without charge. Any additional cleaning will be at the expense of the exhibitor. Order forms will be provided in the service kit.

Floor Load

The maximum floor load in the Exhibit Hall is 250 pounds per square foot.

Flammable Materials

No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the fire prevention bureau, or insurance carriers, may be used in any booth. The use of any type of crepe or corrugated paper is prohibited.

INSTALLATION & DISMANTLING

Service Desk

A service desk will be open during installation to assist exhibitors with verification and adjustments of their orders for labor, furniture, and other auxiliary services. The desk will also be staffed throughout the meeting.

Service Kit

A complete set of service forms will be forwarded to each exhibiting company and exhibitors are urged to order all required services in advance.

Installation of Exhibits

Sunday.....February 12th....8:00 a.m. - 4:00 p.m.

A labor crew will be available for the set-up and dismantling of exhibits, in accordance with advance orders. Exhibitors are urged to order all services in advance. All exhibit material must be unpacked by 4:00 p.m. on Sunday, February 12th. Any exhibit not unpacked at this time will be placed in storage and can be returned only after the exhibits close Monday, February 13th (the first day of exhibiting), or may be ordered set up by Exhibit Management and the cost charged to the

exhibitor. **Please Note:** No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area Sunday evening. Exhibitors are urged not to litter the floor in the booths or aisles after the final cleaning since time will not permit a sweeping of booths or aisles on opening day.

Furniture–Carpeting–Labor–Rental Display Units

The official convention decorator is:

Brede National Exposition Services
6801 Mid Cities Avenue
Beltsville, MD 20705
Telephone: 301/937-8600 Fax: 301/937-6513
Customer Service Representative: Jaye Lindo

Forms will be sent to facilitate ordering furniture, labor, booth carpeting and rental display units. Exhibitors are urged to order all furnishings and labor in advance to minimize delays during exhibit set-up. Current labor rates are \$55.00/hour straight time (Monday–Friday, 8:00 a.m.–4:30 p.m. except holidays); \$85.00/hour overtime.

DISMANTLING OF EXHIBITS

Wednesday...February 15th...4:00 p.m.–midnight

No packing of equipment, literature, etc. or dismantling of exhibits will be permitted until the official closing time. All exhibit material must be packed and ready for removal from the exhibit area by midnight, Wednesday, February 15th.

IMPORTANT: To avoid damage to your equipment or display, please remain with your exhibit until your crates are returned and your material is packed. The Academy, The Herlitz Company, Inc., the Hyatt Regency Atlanta and Brede National Exposition Services cannot assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc.

SHIPPING

Shipping Instructions

All freight charges must be PREPAID.

It is recommended that all freight shipments be made on straight Bills of Lading, carefully prepared to show number of pieces, weight, 30 days in advance of installation of exhibits. A copy of each Bill of Lading should be forwarded to the official drayage company, Brede National Exposition Services, 6801 Mid Cities Avenue, Beltsville, MD 20705, Telephone: 301/937-8600, Fax: 301/937-6513. Customer Service Representative: Jaye Lindo.

All shipments should be addressed as follows:

Advance Warehouse
USCAP 06
Exhibiting Company _____
Booth Number _____
Brede/National Exposition Services
Kigu-Trans/Yellow
605 Selig Drive
Atlanta, GA 30336
(404) 505-7769

Direct to Show
USCAP 06
Exhibiting Company _____
Booth Number _____
Hyatt Regency Atlanta
c/o Brede National Exposition Services
265 Peachtree Street, N.E.
Atlanta, GA 30303-1294
(404) 577-1234

UNCRATED SHIPMENTS WILL NOT BE RECEIVED AT THE WAREHOUSE.

The services provided by Brede National Exposition Services will include receiving shipments at their warehouse and storing up to 30 days; delivery to the exhibitor's booth; removal, storage, and return of empty crates and containers; and removal of packed shipments from the

booth and reloading same on outgoing carriers from convention center or warehouse dock. Rates for this service are included in service kits. Exhibitors are urged to be certain that all materials are delivered to their booths on set-up days since deliveries cannot be made during exhibit hours.

Crate Storage

Empty crates, boxes and cartons must be removed from the exhibit area by 4:00 p.m., Sunday, February 12th — the last day of exhibit installation. These materials should be nested as much as possible. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the exhibit service desk. Containers or skids without the "Empty" stickers will be considered refuse and disposed of accordingly. **Crates, boxes, and cartons may not be stored behind booth backgrounds or under display tables.**

PLEASE NOTE: Do not store anything of value in crates going into storage.

Please address all communications pertaining to exhibits to:

The Herlitz Company Inc.
1890 Palmer Avenue, Suite. 202-A
Larchmont, NY 10538
Telephone: 914/833-1979
Fax: 914/833-0929
E-mail: info@herlitz.com

PLEASE NOTE THESE FUTURE MEETING DATES AND LOCATIONS:

Manchester Grand Hyatt
San Diego, CA
March 24 – 30, 2007

2008 – TBD

SPONSORSHIP OPPORTUNITIES

MAJOR SPONSORS for ANNUAL MEETING

PLATINUM SPONSORS (Limit 2) \$25,000

On-Site Visibility

- Three (3) exhibit booths (additional space at \$1,800 each) with 1st priority placement in hall
- Right to use official phraseology in advertisement and promos . . . official platinum sponsor of USCAP . . .
- Access to USCAP mailing list for two mailings

Print Visibility/Other Media

- Full page color ad in program book
- Full page color ad in abstract book
- Logo on USCAP website with a link to their homepage

GOLD SPONSORS (Limit 2) \$15,000

On-Site Visibility

- Two (2) exhibit booths (additional booths at \$1,800) with 1st priority placement in hall
- Right to use official phraseology in advertisement and promos . . . official gold sponsor of USCAP . . .
- Access to USCAP mailing list for one mailing

Print Visibility/Other Media

- 1/2 page color advertisement in program book
- 1/2 page color advertisement in abstract book
- Logo on USCAP website with a link to their homepage

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ITEM	SPONSOR TOTAL
Coffee Breaks (each)	\$3,000.00
Housestaff Hosp Room	\$3,000.00
Internet Café	\$10,000.00
President's Reception	\$10,000.00
Wine & Cheese Reception	\$10,000.00

United States and Canadian Academy of Pathology

2005 Exhibitors

Abbott Molecular/Vysis, Inc.
American Assoc. of Pathologist's Assistants
American Registry of Pathology/AFIP
American Society for Clinical Pathology
American Society for Investigative Pathology/ASIP
Aperio Technologies, Inc.
Apollo Telemedicine, Inc.
Applied Imaging Int'l. LTD
ARUP Laboratories
Beecher Instruments, Inc.
Biocare Medical LLC
BioGenex Laboratories, Inc.
Biolmagene, Inc.
Biomedical Photometrics, Inc./GeneFocus
Blackwell Publishing, Inc.
Cancer Genetics, Inc.
Cell Marque Corp.
Cell Signaling Technology, Inc.
Cerner Corp.
ChromaVision Medical Systems, Inc.
College of American Pathologists
CRI, Inc.
Cytoc Corporation
Daedalus Software, Inc.
DakoCytomation
DiagnoCure, Inc.
Digene Corporation
Faxitron X-Ray Corp.
Genzyme Genetics /IMPATH
HistoRx, Inc.
Humana Press, Inc.
HuminTec
IMPAC Medical Systems (Tamtron)
Insitus Biotechnologies
Instrumedics, Inc.
Kaiser Permanente
Lab Vision Corp.
Leica Microsystems
Lippincott, Williams & Wilkins
MetaSystems Group, Inc.
Milestone Medical
Molecular Machines & Industries AG
MOPEC, Inc.
Mosby/WB Saunders /Elsevier
Nature Publishing Group
Neurochem, Inc.
Nikon Instruments Inc.
Novovision, Inc.
Olympus America Inc.
Oxford University Press
Pathology Innovations, LLC
PathologyOutlines.com, LLC
PhenoPath Laboratories, PLLC
Photodyne Technologies, Inc.
Psyche Systems Corporation
Red Path Integrated Pathology Inc.
Reference Lab at Cleveland Clinic, The
Richard - Allan Scientific
Sakura Finetek USA, Inc.
Signet Laboratories, Inc.
Springer-Verlag New York, Inc.
Surgipath Medical Industries, Inc.
Thermo Electron Corp.
Trestle Corporation
TriPath Imaging, Inc.
US Labs, Inc.
Vector Laboratories, Inc.
Ventana Medical Systems, Inc.
Vision BioSystems Ltd.
Wiley, John & Sons, Inc.
Zeiss MicroImaging, Inc., Carl
Zymed Laboratories, Inc.