



COLLEGE of AMERICAN
PATHOLOGISTS

Education

CAP18

The Right Knowledge.
The Right Diagnosis.

October 20–24
Hyatt Regency Chicago
Chicago

Meet Your Target Audience—Reach Pathology Leaders



Exhibitor Prospectus
and Sponsorship

Register Now—exhibitor space limited

Why Exhibit?

Pathology is at the forefront of medicine, driving change to improve patient care. Pathologists from private practice and academia representing every subspecialty will attend CAP18 in search of the latest innovations to enhance patient care and improve their practice.

Exhibiting at CAP18 will put your brand in front of the most influential pathologists and decision makers.

Decision makers are here!

- More than half of CAP17 pathologists reported influencing or making practice decisions.
- More than two-thirds of CAP17 pathologists have been in practice 11+ years.



- Return your completed "Hold-a-Space" form (page 13) today to secure your booth space.
- For maximum visibility, choose one of our sponsorship programs.

Contact us at exhibits@cap.org if you have any questions or need assistance to build a custom package. We look forward to partnering with you at CAP18.

Exhibitor Schedule

Saturday, October 20

8:00 AM–8:00 PM Exhibit Installation
 All exhibitor freight must be moved into the exhibit hall.
 All crates will be removed.

Sunday, October 21

8:00–10:00 AM Booth wipe-down and product setup only.
 (No forklift usage allowed. During 10:00 AM–12:00 PM, no exhibitors will be allowed on the show floor.)

1:00–5:00 PM CAP18 Exhibit Hall Hours
 7:15–8:45 PM CAP18 Exhibit Hall Reception

Monday, October 22

8:30 AM–5:30 PM CAP18 Exhibit Hall Hours

Tuesday, October 23

8:30 AM–2:00 PM CAP18 Exhibit Hall Hours
 2:30–10:30 PM Exhibit Dismantle
 (Exhibitors may not dismantle their booth even partially before the exhibit hall closes)

Advance shipments to the GES warehouse may begin arriving on Thursday, September 20, 2018; the last day for advance freight arrival without surcharges at the GES warehouse is Wednesday, October 17, 2018. Shipping addresses can be found on page 11.

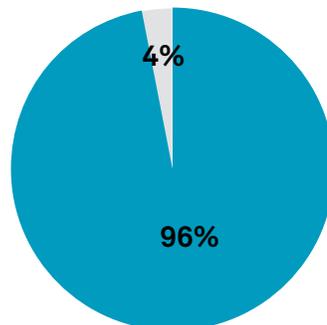


Who Attends

CAP18 brings together key decision makers and influencers.

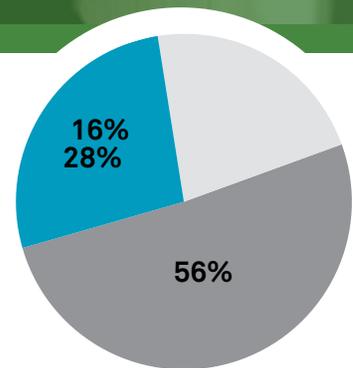
Domestic/International Attendance

- Domestic
- International



Years in Practice

- 1-5 Years
- 5-25 Years
- 25+



Reflects CAP17 registration data



What to Gain by Exhibiting at CAP18

Showcase your product to the right audience of pathology leaders

- Reach more than 1,300 pathologists
- Connect with 78% of attendees that have been in practice five years or more

Amplify your message with greater visibility

- **Sponsorship packages** are available to meet every budget and exhibitor goal whether unveiling a new product or educating pathologists on an existing offering.
- **Marketing Opportunities** help you to create greater visibility within the venue through rooms drops, banners, clings, customized key cards, and more.
- **Industry workshops**, held during breakfast, lunch, or dinner, provide a high-impact opportunity to update pathologists on new scientific applications and technologic advances.*

Generate actionable sales leads and build key long-term relationships

- More than 19 hours of exhibit time provide ample time to have meaningful conversations with attendees.
- Exhibit Hall reception, Monday Mix & Mingle, free lunches, and refreshment breaks drive traffic to the show floor.



At CAP18 you can:

- Showcase your brand
- Reach crucial decision makers

* A limited number of industry workshop spaces are available on a first-come, first-served basis. Industry workshop commitments. See page 6 for details.

Reach Your Target Audience—Increase Brand Visibility

Pick Your Sponsorship	Platinum Support Package \$35,000	Gold Support Package \$25,000	Silver Support Package \$20,000	Bronze Support Package \$15,000	Diamond Support \$25,000 Supporter In-Kind Donation*
Features:					
10' x 10' booth				●	●
Upgrade 10' x 20' booth			●		
Upgrade 10' x 30' booth		●			
Upgrade 10' x 40' booth	●				
Bonus Signage on education floor	●	●	●	●	●
Featured recognition on CAP18 website, select CAP18 marketing materials and on-site at Spotlight Event	●	●	●	●	●
Featured recognition on signage and other on-site materials	●	●	●	●	●
High level supporters get to choose their booth location	●	●	●	●	●
Exclusive right to use “Official Supporter” of CAP18 in advertising promotions	●	●	●	●	●
Exhibitors badges	21	15	9	6	9
Attendee mailing list	●	●	●		
Inclusion of one item in meeting bag. (Preapproved quantity count provided upon approval)**	●	●			
Inclusion in Exhibit Hall Game	●	●			
One Global rate registration to attend education sessions (additional fee for certain courses may apply)	●				
No fee to host an industry breakfast or lunch workshop (Host is responsible for all audio/ visual as well as food and beverage charges.)	●				

* The CAP accepts in-kind donations for its annual meeting. For in-kind donations of \$25,000 or more,

** Supporter responsible for item order, production, and delivery to the CAP by August 21, 2018, including all associated costs.

Exhibit Hall Bingo \$415

Be one of the companies who will get more foot traffic and gain exposure by including your company logo and booth number on a bingo card. Attendees will have to complete the card in order to qualify for a special prize drawing at the end of CAP18. Each attendee must visit every booth on the card before they can qualify for the drawing!

Gain Visibility—Generate Quality Leads

Exhibit Hall Events to Drive Traffic:

Exhibit Hall Reception: Event takes place in the exhibit hall on Sunday evening.

Free Lunch: Offers dedicated midday connection building on both Monday and Tuesday for all attendees.

Refreshment Breaks: Morning and afternoon refreshment breaks on Monday and Tuesday deliver additional opportunities for networking.

Ways to Promote Your Brand:

Host an Industry Workshop

Attract key attendance and provide a high-impact opportunity to update influential pathologists on new scientific applications and technologic advances. As an industry workshop host, your company receives three complimentary exhibitor badges, in addition to the three included per the required minimum 10' x 10' exhibit booth space. Your attendees can preregister on our registration site as well as sign up or walk in on site.

Host Breakfast (7:30–8:45 AM) and/or Lunch (11:45 AM–1:15 PM) Industry Workshops	\$8,000
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Capture your audiences with a complimentary meal. Scheduled before morning CME education begins or during lunch, these workshops can accommodate up to 80 CAP18 attendees.*

Host Evening (6:30 PM) Industry Workshop (Limited to three hosts only)	\$11,000
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An excellent way to entertain as well as inform, these workshops take place after CAP18 conference functions. Up to 80 attendees can be accommodated.*

*The CAP must receive the title and description of your workshop in a Word document by April 12, 2018, to be included in CAP18 printed promotional material. Anything received after April 12, 2018, will be included only on the CAP18 website and registration site. Hosts are responsible for all audio/visual as well as food and beverage charges. Upon approval of your workshop, we will provide you with the hotel contact information to work directly with the hotel. On site we will provide you a lead retrieval device to be used only for your workshop. If the assigned workshop room already features CAP audio and video equipment, you are free to use it at no charge; however, you will be responsible for labor fees if such apply. The CAP has the right to determine room set-up.



Generating Quality Leads continued

Residents and New-In-Practice Lounge \$7,000

Here's your audience at its youngest, most in need of a rest, and often in search of free food and drink. Underwrite this hub of up-and-coming practitioners and those just beginning their careers, and they will embrace your brand for life.

Learning Pavilion \$2,000 (One Hour)

Live demonstrations are in demand. Schedule time for your product or technology demonstration at the CAP18 Exhibit Hall's Learning Pavilion. This semiprivate show floor resource is exclusive for exhibitors and features a screen and seating for up to 50.

Sponsor a Satellite Symposium \$25,000

Only CAP18 exhibitors can submit an application to sponsor a satellite symposium. Request symposium guidelines and application at exhibits@cap.org.

Meeting bags \$20,000

Place an item in the meeting bag \$2,400

Room drops \$7,000 each

Custom guest room key cards \$12,000

Print Material Ads: Reach Across Channels

- Back cover of CAP18 Exhibit Hall Guide \$4,500
- Inside back cover of CAP18 Exhibit Hall Guide \$3,500
- Run of House Ad in Exhibit Hall Guide \$2,000
- Back cover of CAP18 Where Guide \$5,000
- Inside back cover of CAP18 Where Guide \$4,000
- Run of House Ad in Where Guide \$2,500

Clings and banners in meeting space email exhibits@cap.org

Official meeting Wi-Fi sponsor for pricing

All ad opportunities must be paid in full by June 28, 2018.

Exhibitors purchasing marketing opportunities agree that such opportunities are completely separate from any CME programming. Marketing opportunities do NOT influence any CME decisions.

Contact Janice Carrier at exhibits@cap.org for supporter commitments, additional sponsorship opportunities, or questions.





Important Dates

APRIL

4/10/2018	Deadline for inclusion of high-level supporter names in printed material Supporter and industry workshop nonrefundable 50% deposits due
4/12/2018	Deadline for industry workshops to be included in printed material Industry workshop 60-word descriptions (including title) due for inclusion in printed material

After 4/12/18 new industry workshops will appear only on the website and registration site

JUNE

6/22/2018	Last date to cancel and receive a 50% refund for booth space and/or marketing opportunities.
6/28/2018	Deadline for full payment of ad opportunities Deadline for full payment of booth space Deadline for full payment of marketing commitments

JULY

7/10/2018	Deadline for 100-word exhibitor descriptions for inclusion in on-site material. After 7/10/18 no guarantee of inclusion in our on-site exhibit hall guide
7/18/2018	Exhibitor kit available online Lead retrieval available online Booth assignments announced

AUGUST

8/1/2018	Deadline to be included in exhibit hall game; must send logo to the CAP.
8/8/2018	Deadline to send island booth blueprints to the CAP for approval

SEPTEMBER

9/19/2018	Deadline for the CAP to receive items to be placed in meeting bag—this is a “drop-dead” date
9/20/2018	Earliest day for GES to receive your shipment at its warehouse

OCTOBER

10/17/2018	Last day for advance shipments to GES warehouse without surcharge
10/19/2018	Earliest day shipments can be received on site by GES; send directly to the Hyatt Regency Chicago
10/20/2018	Move-in/Installation 8:00 AM–8:00 PM (All exhibitor freight must be moved into the exhibit hall. All crates will be removed.)
10/21/2018	Booth wipe-down and product set-up only 8:00–10:00 AM (No forklift usage allowed. During the period of 10:00 AM–12:00 PM, no exhibitors will be allowed on the show floor.) Exhibit Hall Hours 1:00–5:00 PM Spotlight Reception in Exhibit Hall 7:15–8:45 PM
10/22/2018	Exhibit Hall Hours 8:30 AM–5:30 PM
10/23/2018	Exhibit Hall Hours 8:30AM–2:00 PM Exhibit Dismantle 2:30–10:30 PM (Exhibitors may not dismantle their booths, even partially, before the exhibit hall closes.)

Exhibiting Companies From CAP17

Advanced Instruments Inc.
AdvantEdge Healthcare Solutions
Agendia Inc.
American Association of Pathologists' Assistants (AAPA)
American Board of Pathology
American Joint Committee on Cancer
American Medical Association
American Society of Clinical Oncology
AP Easy Software Solutions
Applied Spectral Imaging
APS Medical Billing
ARUP Laboratories
Arkana Laboratories
Ascend Genomics
ASCP
Astellas
AstraZeneca
Biocept, Inc.
Bio-Optronics
BioView USA Inc.
Bristol-Myers Squibb
Caliber Imaging & Diagnostics Inc.
Caris Life Sciences
CDx Diagnostics
CellPath USA.Ltd
City of Hope - Laboratories
Clear Cut Medical
Cleveland Clinic Laboratories
CSI Laboratories
Cytoinformatics LLC
Dako, Agilent Pathology Solutions
Discern Management Group LLC
DOLBEY
Elsevier, Inc.
Enzo
Foundation Medicine Inc.
Fujirebio US Inc.
Geisinger
Genentech, A Member of Roche Group
Genomic Health
Haemonetics
Hamamatsu Corporation
Hologic
Horizon Discovery
Illumina
Inspiratu Ince.
Integrated Oncology
KERH Group
Leica Biosystems
LigoLabs
Mauna Kea Technologies
Mayo Medical Laboratories
MDxHealth
Medfusion
Medusind Inc.
Merck & Co. Inc.
MetaSystems
Mihm Cutaneous Pathology Consultative Service (MCPCS)
Mitra Biotech
Mlabs– University of Michigan
mTuitive Inc.
NeoGenomics
Nicklas Medical Staffing
Nikon Instruments Inc.
NovoPath Inc.
Olympus America, Inc.
OptraSCAN
Orchard Software Corporation
PathologyOutlines.com Inc.
PhenoPath
Philips
ProPath
Proscia Inc.
Psyche Systems
Roche
Sakura Finetek USA Inc.
SCC Soft Computer
Scimedico
Seattle Genetics
Servicebio
SPOT Imaging Solutions
Sunquest Information Systems
THERAPAK
Thermo Fisher Scientific
UNIConnect
Vachette Pathology
Vanderbilt Pathology Laboratory Services
Vector Surgical
Veracyte Inc.
ViewsIQ
Voicebrook Inc.
WaferGen Biosystems
Wolters Kluwer
XIFIN Inc.

Exhibit Information and Show Rules

Location of Exhibits

The exhibits will be located in the Riverside Exhibit Hall at the Hyatt Regency Chicago. The exhibit hall is carpeted.

Booth Options and Specifications

All non-island booths are sold in increments of ten foot by ten foot (10'x10') in-line spaces. Please note that you may not erect walls, partitions, decorations, or other obstructions that prohibit seeing through to neighboring spaces. Booths must not measure higher than eight feet (8') at the back wall and four feet (4') on the sides. Confine display fixtures over four feet (4') high and no higher than eight feet (8') to that area of the exhibit booth that is within five feet (5') of the back wall.

At CAP18, an island booth is any group of booths made up of four or more booths with aisles on all four sides. Island booths may not exceed 10 feet (10') in height, including any signs whether part of the booth structure or hanging from the ceiling.

Two-story or multilevel booths are not available at CAP18. Islands must have adequate see-through area and sufficient entrances of five feet (5') on all sides. For island booth requests, please submit booth design blueprints and perspective drawings to CAP Show Management at exhibits@cap.org for review no later than August 8, 2018. We will notify you within two weeks of receiving your plans if your design is acceptable "as is" or if you will be required to make changes.

Peninsula booths are not permitted (ie, an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle).

Failure to comply with booth specifications on any size booth will require on-site modifications at the sole discretion of CAP Show Management. The exhibiting company will be responsible for any costs incurred as a result of meeting these specifications.

Fees

In-line booth: Each 10'x10' booth will sell for \$3,900; each 10'x20' booth will sell for \$7,800; and each 10'x30' booth will sell for \$11,700. A 10'x10' end booth will sell for \$4,150. A 20'x20' island booth will sell for \$19,000. For additional size booths, email exhibits@cap.org for pricing.

Each exhibiting company will receive three (3) complimentary badges per 100-square-foot booth; exhibitors may purchase additional badges at \$225 each for all exhibiting days or \$150 each for one exhibit day.

Attendee List Requests

A CAP18 attendee list is available for exhibitors to purchase for \$750 (booth space must be paid in full). To receive a preshow list approximately four weeks out and a post-show list seven to ten days after the show, you will need to submit a payment of \$750. The attendee list is to be used only for CAP18-related activity. You must send a copy of your material to exhibits@cap.org for approval prior to mailing.

Booth Space Requests

To request space at CAP18, please fill out and return the attached Hold-a-Space form and fax it to 847-832-8336 or email it to exhibits@cap.org. Please note that submitting this form does not confirm space; the CAP will send a confirmation of space to the primary contact via email. Exhibitors must pay all booth fees in full no later than Wednesday, June 28, 2018. After June 28, the CAP will accept requests to exhibit and assign space on a space-available basis after receiving full payment.

Meeting Space Requests

To request meeting space at the Hyatt Regency Chicago, please email requested date and time to exhibits@cap.org. Space is limited. Meeting space will rent for \$500 for one to three hours, \$900 for four to six hours, and \$1,200 for seven to ten hours. Companies must have a booth on the show floor to request meeting space.

Space Assignment

CAP Show Management assigns exhibit space. Indicate key competitive adjacencies you hope to avoid on the Hold-a-Space form. CAP Show Management will make every effort to honor your request. The CAP does not permit the exchange of booth fees for a supporter opportunity. Booth assignments will be announced on July 18, 2018. An email with your booth number and exhibitor kit link will be sent to you on July 18, 2018.

Payment Terms and Space Fees

The CAP will invoice all CAP18 exhibitor fees via email. If you would like to pay by credit card, please contact the Customer Financial Services department at 800-323-4040 option 1 or email arcap@cap.org once you receive your invoice. We accept American Express, VISA, or MasterCard. Again, you must pay all fees in full no later than June 28, 2018. Requests for booth space not paid in full by June 28, 2018, will be released for sale. We require full payment at time of request for all booth space requests made after June 28, 2018. CAP Show Management will not allow an exhibiting company on the exhibit floor unless booth payment is paid in full.

Cancellations

For cancellations made prior to and including June 22, 2018, a 50% cancellation fee will apply. The CAP will not issue refunds for cancellations received after June 22, 2018.

Exhibitor Promotion and Marketing

The CAP will publish exhibitor information on the CAP18 website (cap.org/CAP18), on-site printed materials, and on-site signage if received by the published dates.

Industry Workshops

The CAP must receive the title and description of your workshop in a Word document by April 12, 2018, to be included in CAP18 printed promotional material. Anything received after April 12, 2018, will be included only on the CAP18 website and registration site. Hosts are responsible for all audio/visual as well as food and beverage charges. Upon approval of your workshop, we will provide you with the hotel contact information to work directly with the hotel. On site we will provide you a lead retrieval device to be used only for your workshop. If the assigned workshop room already features CAP audio and video equipment, you are free to use it at no charge; however, you will be responsible for labor fees if such apply. The CAP has the right to determine room set-up.

Housing

Exhibitors cannot reserve sleeping rooms before they pay for booth space. The CAP has contracted a block of sleeping rooms at the Hyatt Regency Chicago. Beginning in May, exhibitors who have paid for booth space may book sleeping rooms.

Wait list

The CAP will place exhibitors requesting space after the maximum number of booths has been sold on a wait list. If space should become available, we will contact those companies in the order in which they were placed on the wait list. If your company clears the wait list, it should follow the same payment terms as listed on page 10.

Floor Plan

Prospective exhibiting companies may view the floor plan after July 18, 2018, by visiting cap.org/CAP18. The CAP reserves the right to alter the floor plan at any time.

Exhibit Space Notification

The CAP will announce booth placement no later than July 18, 2018. Find this information at cap.org/CAP18.

Lead Retrieval

The CAP will offer an electronic lead retrieval system at cap.org/CAP18, beginning July 18, 2018.

Sharing Space

No subletting or sharing of exhibit space is permitted.

Suit casing

The CAP is helping to ensure a successful CAP18 for its exhibitors by increasing measures to protect exhibitors from “suit casing” at CAP18. While all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or in violation of any portion of this prospectus will be asked to leave immediately.

Please report any violations you may observe to CAP Show Management. The CAP recognizes that suit casing may also take the form of commercial activity conducted from a hotel guest room, hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this requirement, suit casing is not allowed during or adjacent to CAP18. You must inform CAP Show Management of any hospitality suites and receive written consent prior to the event.

Official Show Decorator

The CAP has designated Global Experience Specialists (GES) as the official show decorator and dray-age firm for CAP18. A comprehensive exhibitor service kit containing order forms for all show services, shipping and on-site storage information, as well as other show details, will be available online on July 18, 2018, at cap.org/CAP18. Order GES products and services by visiting GES on-line at ges.com. For additional information regarding exhibitor services, contact GES:

Global Experience Specialists (GES)

7050 Lindell Road

Las Vegas, NV 89118

Tel: 800-475-2098 Fax: 866-329-1437

International faxes: 702-263-1520

Online Chat: ges.connect/us/chat

Exhibitor Shipping Instructions

Make freight shipments on straight bills of lading and carefully prepare them to show number of pieces, weight, classification, etc. A delivery ticket showing this information should accompany shipments made by methods other than straight bills of lading. The exhibiting company holds responsibility for all shipments to the GES warehouse and for their prepayment. To avoid surcharges, shipments should reach the GES warehouse no earlier than Thursday, September 20, 2018, and no later than Wednesday, October 17, 2018. Hours for receiving are Monday–Friday, 8:00 AM–2:30 PM. Label advance shipments to warehouse as follows:

c/o GES

CAP18

(Your Company Name & Booth Number)

c/o GES

4108 W. 52nd Place

Chicago, IL 60632

United States of America

Direct shipments to the Hyatt Regency Chicago will only be accepted on Saturday, October 20, 2018, 8:00 AM–8:00 PM.

Label direct shipments to the Hyatt Regency Chicago, Chicago, Illinois 60601, as follows:

c/o GES

CAP18

(Insert Your Company Name & Booth Number)

Hyatt Regency Chicago

151 E. Wacker Drive

Chicago, IL 60601

Exhibit Personnel

All participants affiliated with exhibits must register. The CAP will issue an exhibitor badge to each exhibit representative, who must be employed by the exhibitor or have a direct business affiliation. Each exhibiting company will receive three (3) complimentary badges per 100 square feet exhibit space; a company may purchase additional badges at \$225 each for all days or \$150 each for one day. Exhibitors can pick up badges on site at CAP18 Registration during published registration hours.

Protective Footwear

Closed-toe shoes should be worn during installation and dismantling.

Hand-Carried Freight

Exhibitor move-in is not permitted through the hotel lobby with the exception of small, hand-carried items.

Catering

CAP Show Management must approve all catering for your booth in advance, and you must use the services of the Hyatt Regency Chicago.

Giveaways

Refer to Adva Med Code for parameters.

Use of CAP Logos

Do not use the CAP logo on any printed or web material without prior written approval from CAP Show Management.

Balloons

Helium balloons or any other floating objects are prohibited on the show floor.

Glitter, Confetti, Stickers, or Decals

Glitter, confetti, stickers, or decals are not permitted by any exhibitor.

Photography/Videography

Photography and/or videography is only permitted within the confines of your own booth provided you do not capture images of other booths.

Unofficial Functions, Promotional Events, or Hospitality Suites

CAP Show Management must approve all social functions, promotional events, or hospitality suites not officially part of the CAP18 annual meeting. There is a fee for meeting space rental. To request meeting space at the Hyatt Regency Chicago, please send an email to exhibits@cap.org. The CAP prohibits any type of event, whether it is scientific, technical, or social, at a time that conflicts with any CAP18 programs.

Selling of Products or Services

Sales and order taking are permitted provided that exhibitors conduct all transactions appropriately in a manner that is 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

Installation of Exhibits

Exhibitor installation hours are 8:00 AM–8:00 PM on Saturday, October 20, 2018. All exhibitor freight must be moved into the hall. All crates will be removed. 8:00–10:00 AM Sunday, October 21, 2018, will be available for booth wipe-down and product set-up only. No forklift usage allowed. During the period of 10:00 AM–12:30 PM, no exhibitors will be allowed on show floor.

The exhibit hall will close from 10:00 AM to 12:00 PM on

Sunday, October 21. If a booth is not set up by 10:00 AM on Sunday, October 21, CAP Show Management will set up your booth for you and invoice your company for labor.

Dismantling of Exhibits

Tear-down begins at 2:30 PM on Tuesday, October 23, 2018, and must be completed no later than 10:30 PM. Exhibitors may not dismantle their booths, even partially, before the close of the exhibit hall.

Services

The exhibit hall at the Hyatt regency Chicago is not carpeted. Your booth must be carpeted. In addition to the use of the space itself, the CAP provides each 10'x10' booth with the following:

- One standard two-line sign displaying your company name and booth number
- One 6' draped table
- One wastebasket
- Janitorial services for common areas of the show floor only
- Pipe and drape for back and sides of your area
- Three complimentary exhibit hall badges
- Ability to reserve and pay for up to six (6) sleeping rooms at the Hyatt Regency Chicago, based on availability.

Booth cleaning services, carpet, display units, chairs, electricity, phone service, daily cleaning, Internet services, etc, are not covered in the booth fee. Exhibitors may order these items through the GES exhibitor kit and services information, which can be found at cap.org/cap18, beginning July 18, 2018.

Force Majeure

Any nonperformance of either party shall be excused to the extent that performance is rendered impossible by strike, fire, flood, government acts, orders or restrictions, failure of suppliers, or any other reason where failure to perform is beyond the control and not caused by the negligence of nonperforming party.

Indemnification, Liability, and Insurance

Exhibitor is responsible for safeguarding own property at all times. While security will be provided at the front door of the exhibit hall, neither the CAP nor the Hyatt Regency Chicago guarantees the prevention of occurrences that may result in damage or loss, nor do either maintain insurance covering exhibitor property. Exhibitor assumes all responsibility for losses, claims, and/or damage arising from exhibitor activities at the Hyatt Regency Chicago and agrees to indemnify, defend, and hold harmless the Hyatt Regency Chicago, the CAP, and their respective officers, directors, servants, agents, and employees from any and all such losses, damages, and claims. Exhibitor assumes all responsibility for compliance with local, city, and federal ordinances and regulations regarding public exhibitions, including fire, safety, and health regulations.

Exhibitor agrees to obtain insurance for exhibitor's own protection during the course of the meeting. Such protection shall include, but not be limited to, setup, tear down, transit, and exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set above but in no event less than General Liability, \$2 million each occurrence and \$2 million aggregate; and Workers Compensation coverage as required by statute and Employers Liability of \$2 million. Exhibitor agrees to provide proof of adequate insurance to the CAP, its agent, or representative upon request. Exhibitor agrees to learn and comply with all union and facility regulations and/or policies.

If requested by the CAP, exhibitor shall provide, prior to beginning the work, a Certificate of Insurance evidencing the above coverage. Such Certificate shall indicate that the CAP and the Hyatt Regency Chicago, its officers, directors, servants, agents, and employees have been endorsed as additional insureds.

Exhibitor assumes all liability for any damage to the facility's infrastructure as a result of the exhibitor's actions and/or neglect. Should events beyond the control of the CAP or the Hyatt Regency Chicago, (including but not limited to acts of God, labor disputes, civil disturbance, acts of terrorism, curtailment of transportation, etc) materially affect either party's ability to perform, the CAP reserves the right to terminate this contract without prejudice. The CAP reserves the right to promulgate, interpret, amend, and enforce all exhibit rules and regulations, and to alter the exhibit floor plan and schedule in the best interest of the exhibition and the exhibitors. All matters not addressed in these rules and regulations are subject to the discretion of the CAP.

YES! Hold a space for me at CAP18.

Your Company And Contact Information

Name (Primary Contact) _____

Phone Number _____ Fax Number _____

Email Address _____

Company Name _____
(as it will appear in print and online)

Company Web Address _____

Company Address _____

City _____ State _____ ZIP _____

Type of Company (Check all that apply):

- Billing & Practice Management Histology & Sample Processing Microscopes Other
 Microscopy & Image Management Publications Specialized Products
 Specialized/Reference Laboratory Software Association

Company Description Due By July 10, 2018

Please submit a brief company description (100-word maximum) in a Word document as well as your company's URL address for a Web link. All descriptions are due by July 10, 2018. Descriptions received after July 10, 2018, are not guaranteed to be included in the on-site Exhibit Hall Guide. You may send your description to exhibits@cap.org.

Editorial Perimeters For Company Descriptions

- No use of trademark/copyright symbols in running text
- 100-word limit for company descriptions
- Only ONE paragraph
- No use of individual names for contact directions
- No commas between company name and Inc.
- No use of "our" in company descriptions

- I agree to all the rules and regulations for this event as found within this document. This application is made by the undersigned and constitutes a contract with the College of American Pathologists.

Signature required _____

PAYMENT

You will receive an invoice five to seven business days after acceptance to CAP18. At that time if you would like to pay by credit card, please contact Customer Financial Services at 800-323-4040 option 1 or email arcap@cap.org. We accept American Express, VISA, or MasterCard.

YOUR BOOTH

Type of Booth Requested

- 10' x 10' In-Line Booth \$3,900
 10' x 10' End Booth \$4,100 (Limited)
 10' X 20' In-Line Booth \$7,800
 10' X 20' End Booth \$8,050 (Limited)
 10' X 30' In-Line Booth \$11,700
 10' x 30' End Booth \$11,950 (Limited)
 20' X 20' Island Booth \$19,000

ADDITIONAL OPTIONS

- Attendee List \$750
 Host Breakfast/Lunch Workshop \$8,000
 Meeting Bag Insert \$2,400
 Room Drop \$7,000
 Ad in Where Guide (see page 7 for pricing)
 Ad in Exhibit Hall Guide (see page 7 for pricing)
 Dinner Workshop \$11,000
 Inclusion in Exhibit Hall Game \$415

HIGH-LEVEL SUPPORTER

- Bronze \$15,000 Silver \$20,000
 Gold \$25,000 Platinum \$35,000

OTHER MARKETING OPPORTUNITIES

Sign me up for these other opportunities
(ie, window clings, floor clings, guest room key cards):

Please try to place my booth next to/near:

No! I'd prefer not to be placed next to:

On-site contact's name and cell phone number:

Just a Reminder

For cancellations prior to and including June 22, 2018, a 50% cancellation fee will apply. The CAP will still accept booth applications after June 28 as long as space is available. The CAP will not issue refunds for cancellations received after June 28, 2018. Cancellation requests must be made in writing and sent to exhibits@cap.org.

CAP Show Management Contacts

Sr. Manager, Events and Exhibits:

Samara Lingafelter, exhibits@cap.org

Events and Exhibits Specialist:

Janice Carrier, exhibits@cap.org

Billing:

Customer Financial Services, arcap@cap.org

800-323-4040 option 1



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Gaylord Palms
Orlando, Florida

CAP20
October 10–13, 2020
Wynn/ Encore
Las Vegas

CAP21
September 25–28, 2021
Hyatt Regency Chicago
Chicago