Meet Your Target Audience—Reach Pathology Leaders

MEETING DATES
Saturday, October 10 – Tuesday, October 13

EXHIBIT DATES
Sunday, October 11 – Monday, October 12
Join us as we head back to Las Vegas—the site of one of the CAP’s most successful annual meetings. Reach more than 1,100 pathologists from private practice and academia representing every subspecialty who will attend CAP20 in search of the latest innovations to enhance patient care and improve their practice.

CAP20 brings together key decision makers and influencers!

- More than half of CAP19 pathologists reported influencing or making practice decisions.
- More than half of CAP19 pathologists have been in practice 8+ years.

We look forward to partnering with you at Wynn/Encore Las Vegas

- Return your completed “Hold-a-Space” form (page 15) today to secure your booth space.
- For maximum visibility, choose one of our sponsorship/marketing opportunities.

Contact us at exhibits@cap.org if you would like to build a custom package.
### Core Dates

**June**

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/1</td>
<td>Deadline for full payment of booth space and full payment of ad opportunities and full payment of marketing commitments</td>
</tr>
<tr>
<td>6/8</td>
<td>Last date to cancel and receive a 50% refund for booth space and/or marketing opportunities. Any cancellations received after this date are still required to pay for booth space and commitments</td>
</tr>
<tr>
<td>6/24</td>
<td>Booth assignments announced</td>
</tr>
<tr>
<td>6/25</td>
<td>Exhibitor kit available online at cap.org/cap20 Lead retrieval available online at cap.org/cap20</td>
</tr>
<tr>
<td>6/29</td>
<td>Deadline for 100-word description for inclusion in on-site material After June 29 there is no guarantee of inclusion in the CAP20 on-site exhibitor guide</td>
</tr>
</tbody>
</table>

**July**

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/27</td>
<td>Deadline to be included in the Exhibit Hall Game: logo due to CAP in a vector EPS, or high-resolution bitmap file format</td>
</tr>
</tbody>
</table>

**August**

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/5</td>
<td>Deadline for workshop title and speakers to be received at CAP to guarantee inclusion in on-site material.</td>
</tr>
<tr>
<td>8/12</td>
<td>Deadline to send island booth blueprints to the CAP for approval. Send proofs for approval to <a href="mailto:exhibits@cap.org">exhibits@cap.org</a></td>
</tr>
<tr>
<td>8/25</td>
<td>Drop-dead date for the CAP to receive items to be placed in meeting bag</td>
</tr>
</tbody>
</table>

**September**

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/8</td>
<td>Earliest day shipments can be received at GES Advanced Warehouse</td>
</tr>
</tbody>
</table>

**October**

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/7</td>
<td>Last day for Advance Shipments to arrive at Warehouse without surcharges</td>
</tr>
</tbody>
</table>

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### Exhibitor Schedule

(Schedules subject to change)

**Tuesday, October 6 – Wednesday, October 7**

Advance shipments will be accepted at the GES warehouse without surcharge between Tuesday, and Wednesday. Shipping address can be found on page 12.

**Saturday, October 10**

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM–8:00 PM</td>
<td>Move-in/installation All crates will be will be removed. No exhibitors will be allowed in the hall on Sunday before 9:00 AM</td>
</tr>
</tbody>
</table>

**Sunday, October 11**

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM–5:30 PM</td>
<td>Exhibit Hall open Refreshment breaks and lunch to be served in hall.</td>
</tr>
<tr>
<td>7:15–8:45 PM</td>
<td>Exhibit Hall reopen for Keynote Reception</td>
</tr>
</tbody>
</table>

**Monday, October 12**

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM–4:00 PM</td>
<td>Exhibit Hall open Refreshment breaks and lunch to be served in hall.</td>
</tr>
<tr>
<td>5:15–7:15 PM</td>
<td>Exhibit Hall reopen for Reception</td>
</tr>
<tr>
<td>7:15–11:15 PM</td>
<td>Move-out/dismantle*</td>
</tr>
</tbody>
</table>

**Tuesday, October 13**

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM–Noon</td>
<td>Move-out/dismantle* All exhibitor freight must be moved.</td>
</tr>
</tbody>
</table>

* Please refer to exhibitor kit for outbound freight information.
What to Gain by Exhibiting at CAP20

Amplify your message with greater visibility

- Supporter 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 room drops, window clings, floor clings and new this year fabric walls. See page 8 for pricing and sizes.
- Participate in the Exhibit Hall bingo game to help you engage with attendees.
- Industry workshops, held during breakfast, lunch, or dinner, provide a high-impact opportunity to update pathologists on new scientific applications and technologic advances. This year there is a very limited availability for each. Get your request in early.*

Generate actionable sales leads and build key long-term relationships

- Two complimentary Exhibit Hall receptions, free lunch, and refreshment breaks on both Sunday and Monday to help drive traffic to the show floor.
- Take part in the exhibit hall bingo game that brings attendees to your booth which helps give booth staff the ability to start engagement.

NEW

Dedicated Exhibit Hall hours on both Sunday and Monday from 10:00 AM – 1:30 PM. No education courses will take place during this time.

* There is a limited number of industry workshop spaces. Availability is on a first-come, first-served basis. Industry workshop commitments. See page 6 for details.
# Reach Your Target Audience—Increase Brand Visibility

## Pick Your Support Package

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>Platinum Support Package $40,000</th>
<th>Gold Support Package $27,000</th>
<th>Silver Support Package $22,000</th>
<th>Bronze Support Package $17,000</th>
<th>In-kind Support Package*</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10' booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrade 10' x 20' booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrade 10' x 30' booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upgrade 10' x 40' booth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured recognition on CAP20 website, registration site, select CAP20 marketing materials, on-site signage &amp; on-site at Keynote Event</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Choose your booth location (only high-level supporters get this option)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Right to use “Official Supporter” of CAP20 in advertising promotions</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Attendee List</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>Inclusion of one preapproved item in meeting bag (Quantity count provided upon approval**)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>Inclusion in Exhibit Hall game</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td></td>
</tr>
<tr>
<td>Booth staff badges</td>
<td>24</td>
<td>15</td>
<td>9</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Two Global rate registration badges to attend education sessions (additional fee for certain courses may apply)</td>
<td>○</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No fee to host an industry breakfast or lunch workshop (Host is responsible for all audio/visual as well as food and beverage charges)</td>
<td>○</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion of Ad in CAP20 App</td>
<td>○</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* The CAP accepts one in-kind donation of $30,000 or more for its annual meeting.

** Upon CAP approval, exhibitor is responsible for item order, production, and delivery to the CAP by August 25, 2020.
Gain Visibility—Generate Quality Leads

Exhibit Hall Events to Drive Traffic

**NEW THIS YEAR** Dedicated Exhibit Hall hours from 10:00 AM – 1:30 PM on both Sunday and Monday. No education will be taking place during this time.

**Exhibit Hall Receptions:** Two unopposed receptions will be in the exhibit hall.

**Free Lunch:** Offers midday connection building for all attendees.

**Refreshment Breaks:** All refreshment breaks on Sunday and Monday are in the exhibit hall to help deliver additional opportunities for networking.

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**Host an Industry Workshop**

Attract key attendance and provide a high-impact opportunity to update 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’x10’ exhibit booth space. Attendees can preregister on the CAP20 registration site as well as sign up or walk in on site. Host is responsible for all food/beverage and audio/visual costs. There are a limited number of workshops available. Workshops are on a first-come, first-served basis.*

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**Exhibit Hall Bingo**

$475

This is your chance to engage with attendees as they come by your booth to get a sticker on their bingo card. 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. Each attendee must visit every booth on the card before they can qualify for some awesome prizes. Prizes are provided by the CAP. The bingo game brings attendees to your booth giving booth staff the ability to start engagement.

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*Catering Contract: Wynn/Encore requires a 30% non-refundable deposit for all events

**Charges:** All charges to be prepaid 14 business days prior to event date based on estimated charges.

**Credit Card / Final Payment:** Please be advise a credit card is required to be on file for any overages that might be incurred during the event.

**Catering Menus:** For your review and to view selection of food & beverage options please visit https://wynnasvegas.menusaccess.com

Menu minimums do apply.

Labor fees to apply listed in the catering menus and catering contract.

**Tax and Service Charge:** All food and beverage prices are subject to service charges totaling twenty-three percent (24%) which is subject to change, and sales tax at the prevailing rate, which is currently 8.375% and subject to change.

Service charge is comprised of 18.50% auto-gratuity and 4.50% taxable service charge.

*All workshop title and descriptions will be included on the CAP20 registration site. Hosts are responsible to get title, description and speakers to the CAP as soon as possible. The sooner CAP receives the title, description and speakers the more traffic the workshop will receive on the registration site. CAP20 registration site will open in May. Hosts are responsible for all audio visual and food/beverage costs. Eight weeks prior to show the CAP will provide you with hotel contact information allowing you to work directly with the hotel for all your workshop needs. On site, CAP will provide you a lead retrieval device (30–45 minutes before the start of your program) for use only at your workshop. Companies must have a booth on the show floor to host a workshop. Title and speaker information must be received no later than August 5, 2020 to guarantee inclusion in the onsite materials.
## Generating Quality Leads (Continued)

<table>
<thead>
<tr>
<th>Breakthrough 7:30–8:45 AM and/or Lunch 11:45 AM–1:15 PM</th>
<th>$8,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Limited number available)</td>
<td></td>
</tr>
</tbody>
</table>

| Attendee List                                         | $750   |

<table>
<thead>
<tr>
<th>Place an item in the meeting bag</th>
<th>$2,800</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get more exposure by providing material to be included in the CAP20 meeting bag that is distributed to all attendees. Material must be approved prior to printing and sending to CAP. Send proof for approval to <a href="mailto:exhibits@cap.org">exhibits@cap.org</a>. Item must not be larger than 10”x12” in size.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Room Drop</th>
<th>$8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room drops are a great marketing tool when onsite and a good tool to promote things happening at your booth or in your company. Your material is right there for attendees to see whether it is dropped in the morning or evening. A room drop is another way to market while at CAP20. Material must be approved prior to printing and sending to CAP. Send proof for approval to <a href="mailto:exhibits@cap.org">exhibits@cap.org</a>. Item must not be larger than 10”x12” in size.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Print Material Ads</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Back cover of CAP20 Exhibit Hall Guide</td>
<td>$4,500</td>
</tr>
<tr>
<td>• Inside back cover of CAP20 Exhibit Hall Guide</td>
<td>$3,500</td>
</tr>
<tr>
<td>• Run of the House Ad in Exhibit Hall Guide</td>
<td>$2,500</td>
</tr>
<tr>
<td>• Back cover of CAP20 Where Guide</td>
<td>$5,500</td>
</tr>
<tr>
<td>• Inside back cover of CAP20 Where Guide</td>
<td>$4,500</td>
</tr>
<tr>
<td>• Run of the House Ad in Where Guide</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

All ad opportunities must be paid in full by June 1, 2020.

Exhibitors purchasing sponsorship or marketing opportunities agree that such opportunities are separate from any CME programming, and do NOT influence any CME decisions.

Advertising opportunities that are 10’W x 4’H and larger that are not displayed within the CAP20 meeting space will be asked to use a CAP20 brand template to connect the sponsorship to the CAP20 meeting.
Generating Quality Leads (Continued)

Hallway Marketing
Get your brand or message out there by purchasing one or more of our multiple different marketing/branding opportunities available at CAP20. The imprint for any of these options is big.

A  Freestanding fabric sign/banner wall
8’W x 12’H
$25,000 each 4 available

B  Floor decal including dark beige area
230”W x 121.5”H
$40,000 1 available

C  Floor decal covering black border
85”L x 60.5”W
$10,000 each 3 available

D  Floor decal inside black border
73”L x 48”W
$7,500 each 3 available
Window Marketing
Overlooking the Sunset Terrace courtyard are 5 sets of windows that are located near the Exhibit Hall. Each set of windows have 2 opportunities to display your brand message.

Window Decals
69”W x 96”H
$6,200 each 10 available
These companies were at CAP19. Come join us at CAP20.

AACC
AdvantEdge Healthcare Solutions
Agilent/Dako
Agios Pharmaceuticals
Akoya Biosciences Inc.
American Association of Pathologists' Assistants
American Board of Pathology
American Joint Committee on Cancer
American Society for Clinical Pathology (ASCP)
AP Easy Software Solutions
Applied Spectral-Imaging
APS Medical Billing
Arkana Laboratories
ARP Press
ARUP Laboratories
AstraZeneca
Aurora mScope Inc.
Bayer
Bayer Oncology
Biocartis
BioView USA Inc.
Bristol-Myers Squibb
Caliber Imaging and Diagnostics
Caris Life Sciences
Change Healthcare
Cleveland Clinic Laboratories
CSI Laboratories
Discern Management Group LLC
Elsevier Inc.
Foundation Medicine Inc.
Fujirebio US Inc.
Geisinger
Genentech
Genomic Health
GenPath Oncology
Gestalt Diagnostics
GRUNDIUM
Guardant Health
Hamamatsu Corporation
Healthpact Computer Systems Inc.
Hologic Inc.

Innovative Science Press
Integrated Oncology
Jazz Pharmaceuticals Inc.
Kerh Group
Leica Biosystems
MedReceivables Advisor LLC
Medusind Inc.
Merck
MetaSystems
Mikroscan
Motic Instruments Inc.
mTuitive Inc.
NeoGenomics
Nikon
NovoPath Inc.
Olympus America Inc.
Orchard Software Corporation
Paige
PathAI
Pathologyoutlines.com Inc.
Philips
Process Record Slide Limited
Promega Corporation
ProPath
Roche Diagnostics
Sakura Finetek USA Inc.
SCC Soft Computer
Seattle Genetics
Sonic Healthcare USA
StatLab
Stemline Therapeutics
Sunquest Information Systems
University of Michigan – MLabs
Vachette Pathology
Vanderbilt Pathology Laboratory Services
Vector Surgical
Visikol Inc.
Voicebrook Inc.
Wolters Kluwer
Exhibit Information and Show Rules

Location of Exhibits
The exhibits will be in the Lafite Ballroom at the Wynn/Encore Las Vegas. The exhibit hall is carpeted.

Children in the Exhibit Hall
For the protection of children and to maintain the scientific nature of exhibition, no children under the age of 18 will be allowed in the Exhibit Hall during installation, dismantling or show hours. Strollers are not permitted in the Exhibit Hall at any time.

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 CAP20, an island booth is any group of booths made up of four more booths with aisles on all four sides. Island booths may not exceed 20 feet (20') 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 CAP20. 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 12, 2020 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 (i.e., 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 $4,200. A 20’x20’ island booth will sell for $19,000. For additional size booths, see page 15.

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 CAP20 attendee list with postal addresses only is available for exhibitors to purchase for $750 (booth space must be paid in full). To receive a preshow list approximately three weeks out and a post-show list seven to ten days after show, you will need to submit a payment of $750. The attendee list is to be used only for CAP20-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 CAP20, please fill out and return the attached Hold-a-Space form and either 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 email of space to the primary contact. Exhibitors must pay all booth fees in full no later than June 1, 2020. No exhibitor will be allowed on the show floor unless all CAP20 invoices have been paid in full. After June 1, 2020 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 Wynn/Encore, please email request with date and time to exhibits@cap.org. Space is limited. Meeting space for a max of 15 people rents for $3,500 per day (up to 10 hours a day). Companies must have a booth on the show floor to request meeting space.

Space Assignment
The CAP Show Management assigns exhibit space. Indicate key competitive adjacencies you hope to avoid on the Hold-a-Space form. The CAP Show Management will make very 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 June 24, 2020. An email with your booth number and the exhibit kit link will be sent to you via email on June 24, 2020.

Payment Terms and Space Fees
The CAP will invoice all CAP20 exhibitor fees via email if you would like to pay by credit card, please contact the Customer Financial Services department at 800-323-3030 option 1 or email once you have received your invoice arcap@cap.org. We accept American Express, VISA, or MasterCard. Again, you must pay all fees in full no later than June 1, 2020. Requests for booth space not paid in full by June 1, 2020, will be released for sale. We require full payment of booth space for any requests received after June 1, 2020. CAP Show Management will not allow an exhibiting company on the exhibit floor unless booth payment and all related show costs are paid in full.

Cancellations
For cancellations made prior to and including June 8, 2020 a 50% cancellation fee will apply. Full payment is required for all cancellation requests received after June 8, 2020. The CAP will not issue refunds for cancellations received after June 8, 2020.

Exhibitor Promotion and Marketing
The CAP will publish exhibitor information on the CAP20 website (cap.org/cap20), on-site printed materials, and on-site signage if received by published dates.

Industry Workshops
All workshop title and descriptions will be included on the CAP20 registration site. Hosts are responsible to get title, description and speakers to the CAP as soon as possible. The sooner CAP receives the title, description and speakers the more traffic the workshop will receive on the registration site.
registration site will open in May. Hosts are responsible for all audio visual and food/beverage costs. Eight weeks prior to show the CAP will provide you with hotel contact information allowing you to work directly with the hotel for all your workshop needs. On-site, CAP will provide you a lead retrieval device (30–45 minutes before the start of your program) for use only at your workshop. Companies must have a booth on the show floor to host a workshop. Deadline for your workshop information to be included in onsite materials is August 5, 2020.

**Housing**
Exhibitors cannot reserve sleeping rooms before they pay for booth space. The CAP has contracted a block of sleeping rooms at the Wynn/Encore Las Vegas. Beginning in May exhibitors who have paid for booth space may book sleeping rooms through the CAP20 exhibitor registration portal. A link will be sent to the main contact when registration opens for both housing and badges.

**Wait List**
The CAP will place exhibitors requesting space after the maximum number of booths have been sold on a waitlist. If space should become available, the CAP will contact those companies in the order in which they were placed on the waitlist. If your company clears the wait list, you will follow the same payment terms listed on page 11.

**Floor Plan**
Prospective exhibiting companies may view a static floor plan after June 1, 2020 by visiting cap.org/cap20. A floor plan with booth assignments will be available after July 3, by visiting cap.org/cap20. The CAP reserves the right to alter the floor plan at any time.

**Exhibit Space Notification**

**Lead Retrieval**
The CAP will offer an electronic lead retrieval system at cap.org/cap20, beginning June 25, 2020.

**Sharing Space**
No subletting or sharing of exhibit space or sponsorship opportunities is permitted.

**Suitcasing**
The CAP is helping to ensure a successful CAP20 for its exhibitors by increasing measures to protect exhibitors from “suitcasing” at CAP20. 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 CAP20. 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 drayage firm for CAP20. A comprehensive exhibitor 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 June 25, 2020, at cap.org/cap20. 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

**Important Freight Information**
Due to tight security and lack of adequate storage space at the Wynn Las Vegas absolutely NO Direct Shipments are permitted to this facility. Please make arrangements with your carrier to deliver all shipments to the GES Advanced Receiving Warehouse. Shipments should arrive on or between Tuesday, September 8, 2020 – Wednesday, October 7, 2020.

For Outbound shipments, carriers must pick up all shipments at the GES Advance Receiving Warehouse. Please refer to the exhibitor kit available on June 25 for more information.

Make freight shipments on straight bill 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 bill 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 Tuesday, September 8, 2020 and no later than Wednesday, October 7, 2020. Advance Warehouse hours of operation are Monday – Friday, 8:00 am to 4:30 pm; Closed 12:00–1:00 pm and holidays. Label advance shipments to warehouse as follows:

c/o GES
CAP20
(Your Company Name & Booth Number)
7000 Lindell Road
Las Vegas, NV 89118

Please refer to the exhibitor kit for more detailed information on shipping procedure and pricing. Exhibitor kit will be available on June 25, 2020.

**Exhibit Personnel**
All participants affiliated with exhibits must register for a badge on the Exhibitor Registration portal that opens the first week of May. The main point of contact will receive an email when it is open to register. The CAP will issue an exhibitor badge to each exhibitor 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 of 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 CAP20 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 except for 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 Wynn/Encore Las Vegas.

Giveaways
Refer to AdvaMed Code for parameters.

Use of CAP Logos
You must request permission for usage of the CAP logo or the CAP20 event logo. To request permission please send communication to exhibits@cap.org

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

Glitter, Confetti, Stickers, or Decals
Glitter, confetti, sticker, or decals are not permitted by any exhibitor.

Photography/Videography
Photography and/or videography is only permitted with the confines of your own booth provided you do not capture images of other booths. Official CAP20 photographers and videographers will be present in the exhibit hall and their photos may be used as part of future promotional materials for print, web, and social media purposes.

Unofficial Functions, Promotional Events, or Hospitality Suites
The CAP Show Management must approve all social functions, promotional events, or hospitality suites not officially part of the CAP20 annual meeting. There is a fee for meeting space rental. To request meeting space at the Wynn/Encore Las Vegas, 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 CAP20 programming.

Selling of Products or Services
Sales and order taking are permitted if 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 Saturday, October 10 from 8:00 AM – 8:00 PM. All exhibitor freight must be moved into the hall. All crates will be removed. No exhibitors will be allowed in the hall on Sunday before 9:00 am.

If a booth is not set up by 8:00 PM on Saturday, October 10, CAP Show Management will set up your booth for you and invoice your company for labor.

Dismantling of Exhibits
Tear-down is scheduled for October 12 from 7:15–11:15 PM and Tuesday, October 13 from 8:00 am – Noon. Exhibitors may not dismantle their booths, even partially, before the close of the exhibit hall.

Services
The Exhibit Hall at the Wynn/Encore Las Vegas IS 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 area 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 Wynn/Encore Las Vegas, bases on availability
- Booth cleaning services, display unites, chairs, electricity, phone service, internet services, etc., are not covered in the booth fee. Exhibitors may order these items through the GES exhibitor kit which can be found at cap.org/cap20, beginning June 25, 2020.

Force Majeure
Any nonperformance of either party shall be excused to the extent that performance is rendered impossible by strike, fire, flood, acts of government, acts of nature, 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 its property at all times. While security will be provided at the front door of the exhibit hall, neither the CAP nor the Wynn/Encore Las Vegas guarantees the prevention of occurrences that may result in damage or loss, nor do either maintain insurance covering exhibitor property. Exhibitor assumes all liability for any damage to the facility’s infrastructure as a result of the Exhibitor’s actions and/or neglect. Exhibitor assumes all responsibility for losses, claims, and/or damage arising from exhibitor activities at the Wynn/Encore Las Vegas and agrees to indemnify, defend, and hold harmless the Wynn/Encore Las Vegas, the CAP, and their respective officers, directors, members, employees, agents and representatives 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 will obtain insurance for exhibitor’s own protection during 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:
- (a) General Liability, $2 million each occurrence and $2 million aggregate
- (b) Business Auto Liability, including no-fault coverage, $2 million combined single limit per accident for bodily injury and property damage, and
- (c) Workers Compensation coverage as required by statute and Employers Liability of $2 million. Exhibitor agrees to learn and to comply with all union and facility regulations and/or policies.
PAYMENT REMINDER
All CAP20 invoices must be paid in full prior to the start of show in order to be allowed on the exhibit floor.

Exhibitor shall provide the CAP, at least 21 days prior to beginning the work, a Certificate of Insurance evidencing the coverage from previous page. Such Certificate shall
(a) name as Certificate Holder: “The College of American Pathologists, 325 Waukegan Road, Northfield, Illinois 60093”, and (b) shall contain the following language in the Description of Operations: “The College of American Pathologists and the Wynn/Encore Las Vegas, and all of their respective officers, directors, members, agents and employees are shown as additional insureds solely with respect to General Liability and Auto Liability coverage as evidenced herein, on a primary/non-contributory basis. A waiver of subrogation is included under the General Liability, Auto Liability and Workers Compensation coverage as evidenced herein. Umbrella Follows Form.”

Should events beyond the control of the CAP or the Wynn/Encore Las Vegas, (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.

CAP Show Management Contacts

Events and Exhibits Manager:
Janice Carrier
exhibits@cap.org

Sr. Manager, Events and Exhibits:
Samara Lingafelter
exhibits@cap.org

Billing:
Customer Financial Services at arcap@cap.org or 800-323-4040 option 1
Yes! Hold a space for me at CAP20
Email this form to exhibits@cap.org

Your Company and Contact Information (Please print)

Name (Primary Contact) ________________________________________
Phone Number ________________________________________________
Primary Contact Email Address _________________________________
On-site contact’s name and cell phone number: ____________________
Company Name ______________________________________________
(As it will appear on the website and print materials)
Company Web Address _________________________________________
Company Address (For invoice) __________________________________
City __________________________ State _______ ZIP _____________

Type of Company (Check all that apply)
☐ Billing & Practice Management ☐ Microscopy & Image Management ☐ Specialized Reference Laboratory
☐ Histology & Sample Processing ☐ Publications ☐ Software
☐ Microscopes ☐ Specials Products ☐ Association

Company Description Due By June 29
Please submit a brief 100-word company description in a Word document as well as your company’s URL address for a Web Link. All descriptions are due by June 29, 2020. Descriptions received after June 29, 2020 are not guaranteed to be included in the on-site Exhibit Hall Guide. Send your descriptions to exhibits@cap.org.

☐ 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 CAP20. 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.

MARKETING/BRANDING OPPORTUNITIES
☐ Freestanding Fabric Sign/Banner 8’W x 12’H $25,000 each 4 available
☐ Floor Decal 230”W x 121.5”H $40,000 each 1 available
☐ Floor Decal 85”L x 60.5”W $10,000 each 3 available
☐ Floor Decal 73”L x 48”W $7,500 each 3 available
☐ Window Cling 69”W x 96”H $6,200 each 10 available
☐ Room Drop $8,000
☐ Meeting Bag Insert $2,800
☐ Ad in Where Guide (See page 7 for pricing)
☐ Ad in Exhibits Guide (See page 7 for pricing)

ADDITIONAL OPTIONS
☐ Exhibit Hall Bingo Game $475
☐ Host Breakfast Workshop $8,500
☐ Host Lunch Workshop $8,500
☐ Attendee List $750

SPONSORSHIP OPPORTUNITIES (See page 5 for pricing and options)
☐ Platinum $40,000 ☐ Silver $22,000
☐ Gold $27,000 ☐ Bronze $17,000

YOUR BOOTH
☐ 10’ x 10’ In-Line Booth $3,900
☐ 10’ x 10’ End Booth (One end) $4,200 Limited
☐ 10’ x 20’ In-Line Booth $7,800
☐ 10’ x 20’ End Booth (One end) $8,400 Limited
☐ 10’ x 30’ In-Line Booth $11,700
☐ 10’ x 30’ End Booth (One end) $12,600 Limited
☐ 10’ x 40’ End Booth $16,800 Limited
☐ 20’ x 20’ Island Booth $19,000

Please try to place my booth next to/near:
________________________________________________________________
________________________________________________________________

No! I’d prefer not to be placed next to:
________________________________________________________________
________________________________________________________________

CAP20 | OCTOBER 10–13 | CAP.ORG/CAP20 15
Reserve your space at CAP20 now!
Exhibit Hall now features dedicated exhibit hours

CAP21
September 25–28
Hyatt Regency Chicago

CAP22
October 8–11
Hyatt Regency New Orleans

Mark your calendars for future meetings.