



COLLEGE of AMERICAN  
PATHOLOGISTS  
Education

**CAP19** | Knowledge  
Relationships  
September 21-25 | Expertise  
Orlando

# Exhibitor Prospectus



Meet Your Target Audience—Reach Pathology Leaders

**REGISTER NOW**

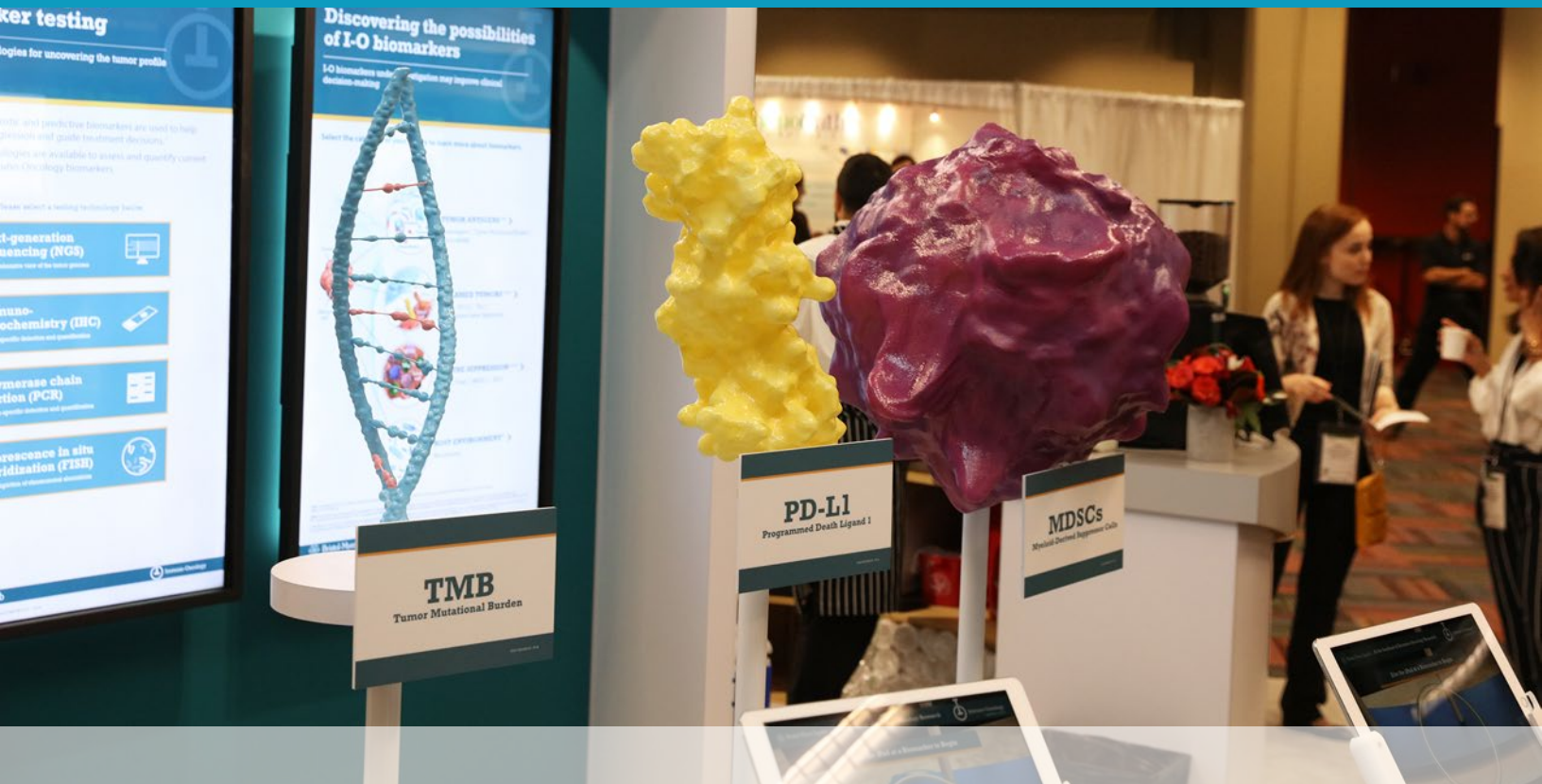
# Why Exhibit?

Pathology is at the forefront of medicine, driving change to improve patient care. Reach 1,300 pathologists from private practice and academia representing every subspecialty who will attend CAP19 in search of the latest innovations to enhance patient care and improve their practice.

Exhibiting at CAP19 will put your brand in front of the most influential pathologists and decision makers.

## CAP19 brings together key decision makers and influencers!

- More than half of CAP18 pathologists reported influencing or making practice decisions.
- More than half of CAP18 pathologists have been in practice 8+ years.



We look forward to partnering with you at Gaylord Palms Resort & Convention Center for CAP19.

- Return your completed “Hold-a-Space” form (page 13) today to secure your booth space.
- For maximum visibility, choose one of our sponsorship/marketing opportunities.

Contact us at [exhibits@cap.org](mailto:exhibits@cap.org) if you would like to build a custom package.

# Exhibitor Schedule

(Schedules subject to change)

## Tuesday, August 20 – Thursday, September 18

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Advance shipments will be accepted at the GES warehouse without surcharge between Tuesday, August 20, 2019 and Thursday, September 18, 2019. Shipping addresses can be found on page 11.

## Saturday, September 21

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8:00 AM – 8:00 PM      Move-in/installation  
All exhibitor freight must be moved into the Exhibit Hall. All crates will be removed.

## Sunday, September 22

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No exhibitors in the hall on Sunday before 10:30 AM

11:30 AM – 5:00 PM      Exhibit Hall hours  
7:15 – 8:45 PM          Exhibit Hall reception

## Monday, September 23

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8:30 AM – 4:00 PM      Exhibit Hall hours

## Tuesday, September 24

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8:30 AM – 1:00 PM      Exhibit Hall hours  
1:30 – 10:30 PM        Move-out/dismantle  
(Exhibitors may not dismantle their booth even partially before the Exhibit Hall closes.)







# What to Gain by Exhibiting at CAP19

## 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 rooms drops, banners, clings, customized key cards, and more.
- 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.\*

## At CAP19 you can:

- Showcase your brand
- Reach crucial decision makers

## Generate actionable sales leads and build key long-term relationships

- Ample exhibit time provides meaningful conversations with attendees.
- Complimentary Exhibit Hall reception, Monday Mix & Mingle, free lunch, and refreshment breaks all drive traffic to the show floor.

\* 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 Support Package	Platinum Support Package \$35,000	Gold Support Package \$25,000	Silver Support Package \$20,000	Bronze Support Package \$15,000	Diamond Support Package \$25,000 Supporter In-kind Donation*
<b>Features</b>					
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 CAP19 website, select CAP19 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 CAP19 in advertising promotions	●	●	●	●	●
Booth staff badges	21	15	9	6	9
Attendee mailing list	●	●	●		
Inclusion of one preapproved item in meeting bag (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 of \$25,000 or more for its annual meeting.

\*\* Upon CAP approval , exhibitor is responsible for item order, production, and delivery to the CAP by August 16, 2019, 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 CAP19. Each attendee must visit every booth on the card before they can qualify for the drawing!



## Gain Visibility—Generate Quality Leads

### Complimentary Exhibit Hall Events to Drive Traffic

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

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

**Refreshment Breaks:** Refreshment breaks deliver additional opportunities for networking.

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### 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. Attendees can preregister on our registration site as well as sign up or walk in on site. Host is responsible for all food/beverage and audio/visual costs.

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**Breakfast 7:30–8:45 AM and/or** **\$8,000**

**Lunch 11:45 AM–1:15 PM**

(Breakfast limited to three on Monday. Lunch limited to four on Sunday, three Monday, and two Tuesday)

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**Dinner 6:30 PM** **\$11,000**

(Limited to three hosts only)

\*To be included in any CAP19 printed promotional material, your workshop title and description must be received in a Word document by April 25, 2019. All workshop title and descriptions will be included in the CAP19 registration site and website. Hosts are responsible for all audio visual and food/beverage costs. Eight weeks prior to show, CAP will provide you with hotel contact information allowing you to work directly with the hotel for all workshop needs. On site, CAP will provide you a lead retrieval device for use only at your workshop. Companies must have a booth on the show floor to host a workshop.

# Generating Quality Leads (Continued)

**Residents and New-In-Practice Lounge** \$8,000

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.

**Satellite Symposium** \$25,000

Only CAP19 exhibitors can submit an application to sponsor a satellite symposium. Request symposium guidelines and application at [exhibits@cap.org](mailto:exhibits@cap.org).

**Attendee List** \$750

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

**Room Drop** \$7,000 each

**Custom Guest Room Key Cards** (SOLD)

**Print Material Ads: Reach Across Channels**

- Back cover of CAP19 Exhibit Hall Guide (SOLD)
- Inside back cover of CAP19 Exhibit Hall Guide \$3,500
- Run of House Ad in Exhibit Hall Guide \$2,000
- Back cover of CAP19 Where Guide (SOLD)
- Inside back cover of CAP19 Where Guide \$4,000
- Run of House Ad in Where Guide \$2,500

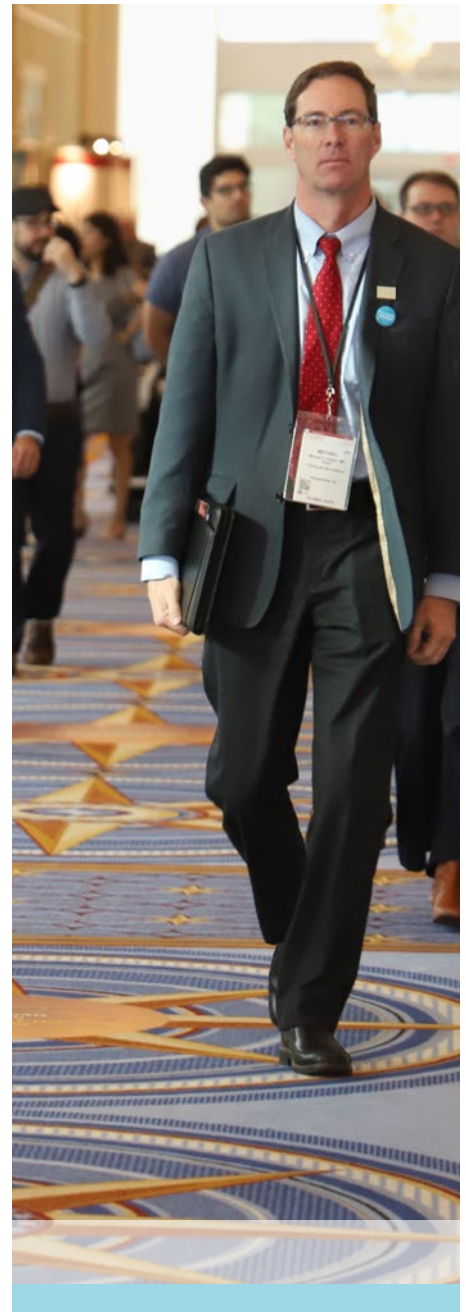
**Clings\*, Banners\*, Wi-Fi Sponsor, and Other Advertising Opportunities**

For pricing email [exhibits@cap.org](mailto:exhibits@cap.org)

All ad opportunities must be paid in full by May 30, 2019.

Exhibitors purchasing sponsorship and/or marketing opportunities agree that such opportunities are completely 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 CAP19 meeting space will be asked to use a CAP19 brand template to connect your sponsorship to the CAP19 meeting.



# Important Dates

## April

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- 4/10/19 Deadline for inclusion of high-level supporter names in printed material  
Supporter and industry workshop nonrefundable 50% deposits due
- 4/11/19 Deadline for industry workshops to be included in printed material  
Industry workshop 60-word descriptions (including title) due for inclusion in printed material  
**After 4/11/19 new industry workshops will appear only on the website and registration site**

## May

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- 5/24/19 Last date to cancel and receive a 50% refund for booth space and/or marketing opportunities
- 5/30/19 Deadline for full payment of ad opportunities  
Deadline for full payment of booth space  
Deadline for full payment of marketing commitments

## June

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- 6/18/19 Deadline for 100-word exhibitor descriptions for inclusion in on-site material  
**After 6/18/19 no guarantee of inclusion in our on-site exhibit hall guide**
- 6/19/19 Exhibitor kit available online  
Lead retrieval available online  
Booth assignments announced

## July

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- 7/17/19 Deadline to be included in Exhibit Hall game; logo due to CAP in a vector EPS, or high resolution bitmap file format
- 7/18/19 Deadline to send island booth blueprints to the CAP for approval

## August

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- 8/16/19 Deadline for the CAP to receive items to be placed in meeting bag
- 8/20/19 Earliest day for GES to receive your shipment at its warehouse

## September

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- 9/18/19 Last day for advance shipments to GES warehouse without surcharge
- 9/20/19 Earliest day shipments can be received at the Gaylord Palms by GES
- 9/21/19 Move-in/Installation 8:00 AM–8:00 PM  
(All exhibitor freight must be moved into the exhibit hall. All crates will be removed.)
- 9/22/19 Exhibit Hall Hours 11:30 AM–5:00 PM  
Reception in Exhibit Hall 7:15–8:45 PM
- 9/23/19 Exhibit Hall hours 8:30 AM–4:00 PM
- 9/24/19 Exhibit Hall hours 8:30 AM–1:00 PM  
Move-out/Dismantle 1:30–10:30 PM  
(Exhibitors may not dismantle their booths, even partially, before the exhibit hall closes.)



These companies were at CAP18.  
Come join us at CAP19.

AbbVie  
Admera Health  
AdvantEdge Healthcare Solutions  
Agilent/Dako  
American Association of Pathologists' Assistants  
American Board of Pathology  
American Joint Committee on Cancer  
American Medical Association  
American Society for Clinical Pathology (ASCP)  
AP Easy Software Solutions  
Applied Spectral Imaging  
APS Medical Billing  
Arkana Laboratories  
ARUP Laboratories  
AstraZeneca  
Bayer  
Bio-Rad Laboratories Inc.  
BioView USA  
Bristol-Myers Squibb  
Caliber Imaging & Diagnostics Inc.  
CAP In Vivo Microscopy (IVM) Resource  
Caris Life Sciences  
CDx Diagnostics  
CGM LABDAQ  
Change Healthcare  
Cleveland Clinic Laboratories  
College of American Pathologists  
Cortex Medical Management Systems  
CSI Laboratories  
Digital Pathology Association (DPA)  
Discern Management Group LLC  
Dolbey  
Elsevier Inc.  
Foundation Medicine  
Geisinger  
Genentech, A Member of the Roche Group  
Genomic Health  
Guardant Health  
Haemonetics  
Hamamatsu Corporation  
Healthpac Computer Systems Inc.  
HealthPro Medical Billing Inc.  
Illumina  
Integrated Oncology

K & L Gates  
Leica Biosystems  
LigoLab Information System  
Loxo Oncology  
Lumedita  
Mauna Kea Technologies  
MDxHealth Inc.  
Medical College of Wisconsin-Pathology  
Medusind Inc.  
Merck  
MetaSystems  
Motic Instruments Inc.  
mTuitive Inc.  
NeoGenomics  
Nikon Instruments Inc.  
NovoPath Inc.  
Olympus America Inc.  
Orchard Software Corp.  
Paradigm Diagnostics Inc.  
PathologyOutlines.com Inc.  
Perimeter Medical Imaging  
PerkinElmer  
PhenoPath Laboratories PLLC  
Philips  
PolicyMedical  
Process Record Slide Limited  
ProPath  
Proscia  
QIAGEN  
Roche Diagnostics  
RURO Inc.  
Sakura Finetek USA Inc.  
SCC Soft Computer  
SPOT Imaging  
Stemline Therapeutics Inc.  
Sun Diagnostics LLC  
University of Michigan-MLabs  
Vachette Pathology  
Vector Surgical LLC  
Veracyte  
Voicebrook Inc.  
Wolters Kluwer  
XIFIN

# Exhibit Information and Show Rules

## Location of Exhibits

The exhibits will be located in the Florida Exhibition Hall at the Gaylord Palms. The exhibit hall is not 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 CAP19, 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 16 feet (16') 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 CAP19. 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](mailto:exhibits@cap.org) for review no later than July 18, 2019. 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 \$4,150. A 20'x20' island booth will sell for \$19,000. For additional size booths, email [exhibits@cap.org](mailto: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 CAP19 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 CAP19-related activity. You must send a copy of your material to [exhibits@cap.org](mailto:exhibits@cap.org) for approval prior to mailing.

## Booth Space Requests

To request space at CAP19, 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](mailto: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 Thursday, May 30, 2019. No exhibitor will be allowed on the show floor unless all CAP19 invoices have been paid in full. After May 30, 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 Gaylord Palms, please email requested date and time to [exhibits@cap.org](mailto:exhibits@cap.org). Space is limited. Meeting space rents for \$3,000 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 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 June 19, 2019. An email with your booth number and exhibitor kit link will be sent to you on June 19, 2019.

## Payment Terms and Space Fees

The CAP will invoice all CAP19 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](mailto: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 May 30, 2019. Requests for booth space not paid in full by May 30, 2019, will be released for sale. We require full payment at time of request for all booth space requests made after May 30, 2019. 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 May 24, 2019, a 50% cancellation fee will apply. The CAP will not issue refunds for cancellations received after May 24, 2019.

## Exhibitor Promotion and Marketing

The CAP will publish exhibitor information on the CAP19 website ([cap.org/cap19](http://cap.org/cap19)), on-site printed materials, and on-site signage if received by the published dates.

## Industry Workshops

To be included in any CAP19 printed promotional material, your workshop title and description must be received in a Word document by April 25, 2019. All workshop title and descriptions will be included in the CAP19 registration site and website. 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 workshop needs. On site, the CAP will provide you a lead retrieval device for use only at your workshop. Companies must have a booth on the show floor to host a workshop.

## Housing

Exhibitors cannot reserve sleeping rooms before they pay for booth space. The CAP has contracted a block of sleeping rooms at the Gaylord Palms. Beginning in May, exhibitors who have paid for booth space may book sleeping rooms through the CAP19 exhibitor registration portal. A link will be sent to the main contact.

## 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, the CAP will contact those companies in the order in which they were placed on the wait list. If your company clears the wait list, you will follow the same payment terms as listed on page 10.

## Floor Plan

Prospective exhibiting companies may view the floor plan after June 19, 2019, by visiting [cap.org/cap19](http://cap.org/cap19). 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 June 19, 2019. Find this information at [cap.org/cap19](http://cap.org/cap19).

## Lead Retrieval

The CAP will offer an electronic lead retrieval system at [cap.org/cap19](http://cap.org/cap19), beginning June 19, 2019.

## Sharing Space

No subletting or sharing of exhibit space is permitted.

## Suitcasing

The CAP is helping to ensure a successful CAP19 for its exhibitors by increasing measures to protect exhibitors from "suitcasing" at CAP19. 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, suitcasing is not allowed during or adjacent to CAP19. 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 CAP19. 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 June 19, 2019, at [cap.org/cap19](http://cap.org/cap19). Order GES products and services by visiting GES on-line at [ges.com](http://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](https://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 Tuesday, August 20, 2019, and no later than Thursday, September 18, 2019. Hours for receiving are Monday–Friday, 8:00 AM–2:30 PM. Label advance shipments to warehouse as follows:

c/o GES

CAP19

(Insert Your Company Name & Booth Number)

7945 Mandarin Drive

Orlando, FL 32819

United States of America

Direct shipments to the Gaylord Palms will only be accepted on Friday, September 20, 8:00 AM–5:00 PM and Saturday, September 21, from 8:00 AM–8:00 PM.

Label direct shipments to the Gaylord Palms, as follows:

c/o GES

CAP19

(Insert Your Company Name & Booth Number)

Gaylord Palms Convention Center

3208 Gaylord Way

Kissimmee, FL 34746-4414

## 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 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 CAP19 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 Gaylord Palms.

## Giveaways

Refer to Adva Med Code for parameters.

## Use of CAP Logos

If and when you plan to use the CAP logo, or the CAP19 event logo on any communications, please request permission for usage at [exhibits@cap.org](mailto:exhibits@cap.org).

## 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. Official CAP19 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 CAP19 annual meeting. There is a fee for meeting space rental. To request meeting space at the Gaylord Palms, please send an email to [exhibits@cap.org](mailto:exhibits@cap.org). The CAP prohibits any type of event, whether it is scientific, technical, or social, at a time that conflicts with any CAP19 programming.

## 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, September 21, 2019. All exhibitor freight must be moved into the hall. All crates will be removed. No exhibitors will be in the hall on Sunday before 10:30 AM.

If a booth is not set up by 8:00 PM on Saturday, September 21, CAP Show Management will set up your booth for you and invoice your company for labor.

## Dismantling of Exhibits

Tear-down begins at 1:30 PM on Tuesday, September 24, 2019, 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 Gaylord Palms 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 Gaylord Palms, based on availability.

Booth cleaning services, carpet, display units, 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/cap19](http://cap.org/cap19), beginning June 19, 2019.

## 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 own property at all times. While security will be provided at the front door of the exhibit hall, neither the CAP nor the Gaylord Palms 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 Gaylord Palms and agrees to indemnify, defend, and hold harmless the Gaylord Palms, 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 Gaylord Palms, 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 Gaylord Palms, (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.



#### Your Company and Contact Information (Please print)

Name (Primary Contact) \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Company Name \_\_\_\_\_

(As you want it to appear in print and online)

Company Web Address \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Type of Company (Check all that apply)

- |   |  |   |                                |
|---|--|---|--------------------------------|
| <input type="checkbox"/> Billing & Practice Management    | <input type="checkbox"/> Histology & Sample Processing | <input type="checkbox"/> Microscopes          | <input type="checkbox"/> Other |
| <input type="checkbox"/> Microscopy & Image Management    | <input type="checkbox"/> Publications                  | <input type="checkbox"/> Specialized Products |                                |
| <input type="checkbox"/> Specialized/Reference Laboratory | <input type="checkbox"/> Software                      | <input type="checkbox"/> Association          |                                |

#### Company Description Due By June 18, 2019

Please submit a brief paragraph of your 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 June 18, 2019. Descriptions received after June 18, 2019, are not guaranteed to be included in the on-site Exhibit Hall Guide. You may send your description to [exhibits@cap.org](mailto: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 CAP19. 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](mailto:arcap@cap.org). We accept American Express, VISA, or MasterCard.

Save \$200 on your second year and receive a complimentary attendee list for both years with a CAP19 and CAP20 commitment.

#### 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
- Host Dinner Workshop \$11,000
- 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)
- Inclusion in Exhibit Hall Game \$415
- Key Cards \$15,000

#### HIGH-LEVEL SUPPORTER PACKAGE

- Platinum \$35,000     Gold \$25,000     Silver \$20,000
- Bronze \$15,000     Diamond \$25,000 (In-kind)

#### OTHER MARKETING OPPORTUNITIES

Sign me up for these other opportunities (i.e., window clings, floor clings, banners):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

All CAP19 invoices must be paid in full prior to the start of show in order to be allowed on the exhibit floor.

## 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



COLLEGE of AMERICAN  
PATHOLOGISTS

Education

# CAP19

Knowledge  
Relationships  
Expertise

September 21–25  
Gaylord Palms  
Orlando

Join us this year and every year!

## CAP20

October 10–13  
Wynn/Encore  
Las Vegas

## CAP21

September 25–28  
Hyatt Regency Chicago  
Chicago

## CAP22

October 8–11  
Hyatt Regency New Orleans  
New Orleans