

EXHIBIT AND SPONSORSHIP PROSPECTUS



Reconnect, Engage and Learn

REAL APC 2022

July 17-20, 2022

Swissotel Chicago | Chicago, Illinois

Questions? Contact Kris Herlitz at 845-243-2906 or kris@herlitz.com

APC 2022 JULY 17-20 CHICAGO, ILLINOIS



The APC Annual Meeting convenes academic decision makers and key leaders in implementing systems and platforms, educating and training the workforce pipeline, and administering departments in the most effective and efficient manner.

**Network with over 400 Academic Pathology leaders
in an intimate setting for exchanging ideas
and information on current and cutting edge topics
in Practice Management, Medical Education and Research**

Attendees include

Pathology & Laboratory Medicine Department Chairs, Vice Chairs, and past Chairs (Senior Fellows), Pathology Residency Program Directors (PRODS) and Associate Directors, Pathology Department Administrators (PDAS) and Finance Managers, Medical School Pathology Educators and Course Directors (UMEDS), Program Coordinators for Pathology Residency & Subspecialty Fellowship Programs (GMEAS)

Other faculty and staff, and executive leadership of pathology organizations, such as the ABP, ASCP, and CAP also attend. Attendees meet concurrently and in overlapping sessions of mutual interest.

Questions? Contact Kris Herlitz at 845-243-2906 or kris@herlitz.com

Exhibit Space Rentals

Limited booth space available! Applications accepted until sold out or by 5/31/22

\$3,000 10' x 8' exhibit space

EXHIBIT SPACE PACKAGE includes:

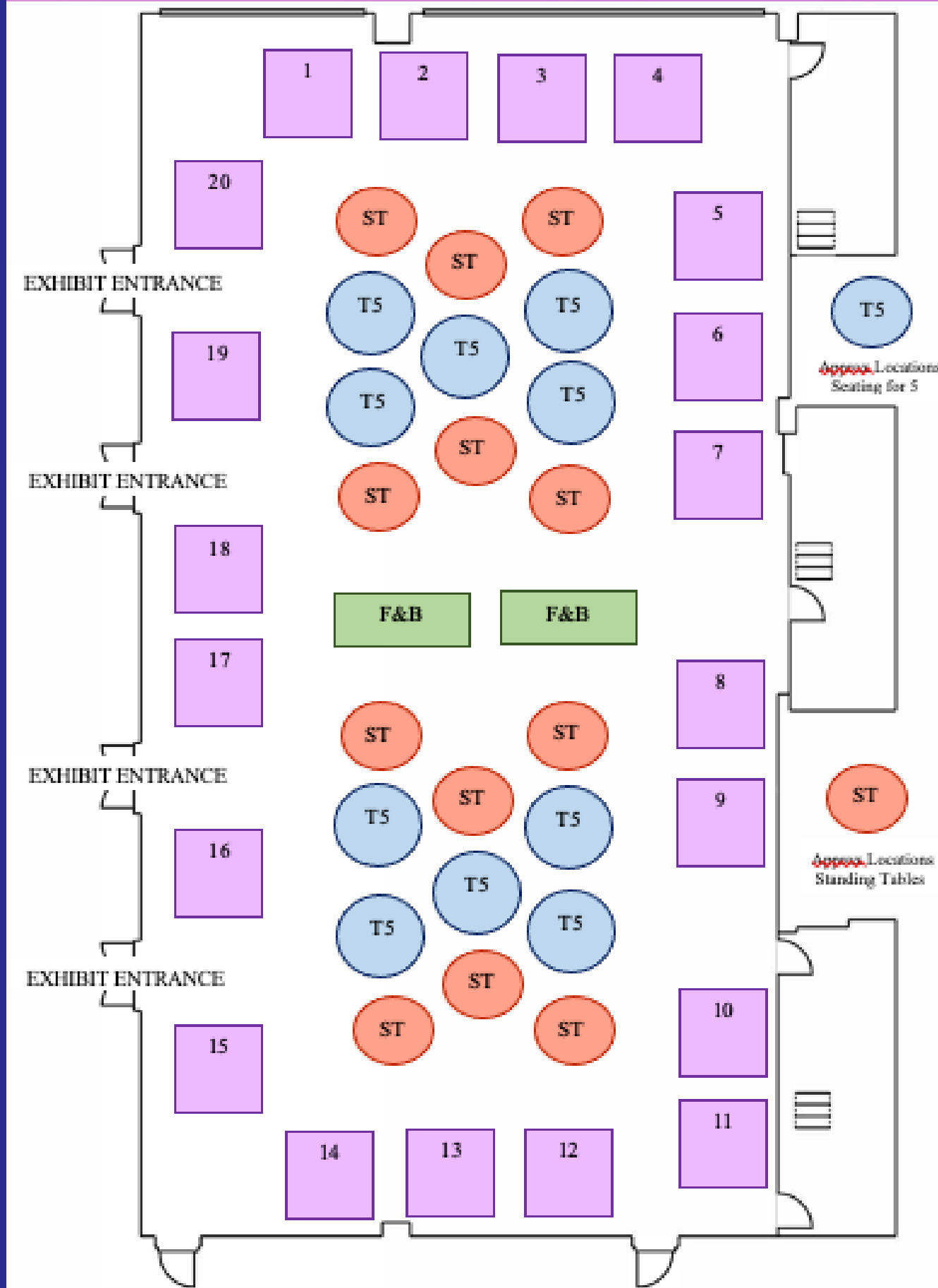
- One (1) 10' (wide) x 8' (deep) space
- One (1) 6' draped table (3 sides)
- Two (2) contour chairs
- One (1) waste basket
- 120V power

Two (2) meeting badges for booth representatives
(includes public sessions, breakfasts, and receptions)

- Recognition through signage (produced by APC)
- Recognition on the APC meeting website
- Listing in the meeting program

NEW this year: in addition to the live expo, APC is offering each exhibitor one (max. 10 minutes) prerecorded video commercial on the event site that will be available for viewing from January - December 2022.

Preliminary Floor Plan



Exhibitor Schedule

Sunday, July 17

- 1:00pm - 4:00pm: Move-in/Installation
- 4:45pm - 5:00pm: APC Council Preview
- 5:00pm - 7:00pm: Exhibit Hall Opens for Welcome Reception

Monday, July 18

- 7:30 am - 6:00pm: Exhibit Hall Open
Includes breakfast, breaks, lunch and a Networking Reception

Tuesday, July 19

- 7:30am - 2:00 pm: Exhibit Hall Open
Includes breakfast, am break, Lunch
- 2:00 - 5:30 pm: Dismantle & Move-out

All exhibit spaces are sold on a limited, first-come, first-served basis to the first organizations who submit applications that are approved, along with full payment to the APC Administrative Office. For organizations applying simultaneously for the same benefits and placement, priority will be given to previous sponsors and exhibitors with the highest level of prior commitment.

Questions? Contact Kris Herlitz at 845-243-2906 or kris@herlitz.com

Partnership Opportunities

DIAMOND Partner (Limit 2) \$13,000

Live Event Benefits

One (1) Premium Booth

Three (3) meeting badges

Choice of exclusive sponsorship of the Welcome Reception OR the Networking Reception (includes branding on signage, tickets and program)

Full page color ad in the Annual Report

"Must See" status on exhibit prize incentive

Two 5-minute, in session "commercials"

Concierge level care

Company Name/Logo on the Thank You Sponsors Meeting Signage

Company Name/Logo on APC website and APC

meeting messages to registered attendees

Virtual Benefits (January - December 2022)

Top company listing in Partner drop-down menu from APC's main website navigation

Four annual updates to materials on Partner page featuring product releases, videos, general information, etc.

Two exclusive ad blocks per year and Partner recognition in every issue of APCs monthly eNews, which is distributed to all APC members

One "Featured Partner" banner ad on APC's website for one month

Usage statistics on hits to the Partner page

GOLD Partner (Limit 6) \$8,000

Live Event Benefits

One (1) Premium Booth

Two (2) meeting badges

Choice of Breakfast OR Lunch workshop sponsorship (included AV and F&B) for sponsor programmed workshop (no more than 2 per period)

"Must See" status on exhibit prize incentive

One 5-minute, in session "commercial"

Concierge level care

Company Name/Logo on the Thank You Sponsors Meeting Signage

Company Name/Logo on APC website and APC meeting messages to registered attendees

Virtual Benefits (January - December 2022)

Company listing in Partner drop-down menu from APC's main website navigation
Annual updates to materials on Partner page featuring product releases, videos, general information, etc.

One exclusive ad block per year and Partner recognition in every issue of APCs monthly eNews, which is distributed to all APC members

One "Featured Partner" banner ad on APC's website for one month

Usage statistics on hits to the Partner page

SPONSORSHIP AND BRAND VISIBILITY OPPORTUNITIES

Wi-Fi (\$2,000/day; \$5,000 Exclusive)

Branding provided everywhere access instructions are distributed, including in the meeting program and on meeting signage.

Awards Dinner (Exclusive) \$10,000

Be a significant sponsor and join all meeting attendees in honoring awardees for their distinguished service, excellence in, or pursuit of academic pathology. Recipients are from each of the five Sections of the APC, plus recognition for the Society of '67 Programs: the Scholars Travel Award, the Trainee Project Grants, and the Open Access Publication Award. Non-profit organizations should contact the Exhibits Manager to customize your package with other high-visibility opportunities.

Sponsorship includes opening remarks and a full page ad.

Meeting Room Drops \$500 per piece

Circulation 700, dropped once per order Sponsor is responsible for providing the APC-approved material for distribution to the hotel in advance of the meeting.

Branded Lanyards (Exclusive) \$2,500

Meeting Badge Lanyard hangs each attendee's name badge.
Company logo will be added in combination with the APC imprint

Space is limited: Applications are accepted until sold out or 5/31/2022

https://www.surveymonkey.com/r/APC_2022_Partner_Exhibitor_Application

APPLICATION REVIEW AND INVOICE FOR PAYMENT:

An invoice for payment online will be emailed after the application is reviewed and approved, typically within one week after acknowledgement of receipt.

Only approved applications with payment in full are guaranteed to receive an exhibitor space and sponsorship or advertising, if selected, for APC's 2022 Annual Meeting. The application process is not considered complete nor is space guaranteed until payment is received.

Space will not be held without payment for more than 7 days after an invoice is generated.

Accepted forms of online payment are: MasterCard, Visa, or American Express.

Checks are also acceptable by postal mail, but must be received prior to securing a space.

HOTEL ACCOMMODATIONS:

A hotel reservation link for group rates will be included with the invoice payment confirmation email to the primary contact.

Contact APC at meetings@apcprods.org for assistance

CANCELLATION POLICY:

Cancellations of exhibit space, sponsorships, or advertising opportunities received by written notification, prior to March 1, 2022, will receive a refund (less a \$100 cancellation fee). Due to the commitment of space, sponsorships, and advertising to contracted exhibitors, no refunds will be offered after March 1, 2022, unless a new exhibitor is located and their payment for the exhibit space, sponsorship, or advertising is received prior to April 1, 2022.

In accordance with the terms, conditions, and regulations governing exhibits, sponsorships, and advertising related to the Association of Pathology Chairs 2022 Annual Meeting & Exhibits Program, Swissotel Chicago, Chicago, IL, July 17-20, 2022, the undersigned (submitter) hereby makes application for exhibit space(s), sponsorship, and/or advertising that, when accepted by APC Administrative Office, becomes a contract. All rules and regulations as outlined in the APC Annual Meeting Exhibitor Prospectus, as well as any amendments published by the APC, are part of this contract. Failure to abide by such rules and regulations results in forfeiture of all monies paid to APC Administrative Office under terms of this agreement.

For questions, please contact:

Kristofer Herlitz, APC Exhibits Manager
kris@herlitz.com | Direct: 845-243-2906

Association of Pathology Chairs

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