

APC 2024 Annual Meeting Exhibitor Prospectus July 21-24, 2024 Omni Shoreham in Washington, DC



APC is excited to welcome back LIVE exhibits to the APC 2024 Annual Meeting! Continue reading for more information about exhibit and sponsorship opportunities for the 2024 meeting. Please contact exhibits@apcprods.org for any questions or concerns.



Who Attends The APC Annual Meetings?

The APC Annual Meeting exclusively convenes pathology decision makers in academic practice, undergraduate and graduate medical education, and research. Network with over 400 Academic Pathology leaders in an intimate setting for exchanging ideas and information on current and cutting-edge topics and technology 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
- Academic Pathology Department Executives (APEX) 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.



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Exhibit and Sponsorship Opportunities

Exhibitor Level Specifications

- **8 Gold Exhibitors - \$5,000**
 - One (1) Diamond Booth Location (Booth spaces 1-8)
 - Three (3) meeting badges (includes public sessions, breakfasts, and receptions) OR two (2) meeting badges and Ad block in five issues of APCs monthly eNews (August-December 2024), emailed to all members
 - "Must See" status on exhibit prize card
- **6 Silver Exhibitors - \$4,000**
 - One (1) Premium Booth Location (Booth space 9-14)
 - Two (2) meeting badges (includes public sessions, breakfasts, and receptions)
 - "Must See" status on exhibit prize card
- **6 Bronze Exhibitors - \$3,500**
 - One (1) Standard Booth Location (Booth spaces 15-20)
 - Two (2) meeting badges (includes public sessions, breakfasts, and receptions)

All Exhibit Spaces Include

- Company Name/Logo on APC meeting messages to registered attendees
- Recognition through signage (produced by APC) and in meeting program
- Recognition on the APC meeting website
- One (1) 10' (wide) x 8' (deep) space
- One (1) 6' draped table (3 sides) and two (2) contour chairs
- One (1) waste basket
- Complimentary wi-fi in meeting space



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Additional Sponsorship Opportunities

- **Meeting Room Drops - \$750 per piece**
 - Circulation 500, dropped once per order. Sponsor is responsible for providing the APC-approved material for distribution in advance of the meeting
- **Branded Lanyards - \$3,000 (Only 1 Available)**
 - Meeting Badge Lanyard hangs each attendee's name badge. Company logo will be added in combination with the APC imprint
- **Virtual Corporate Workshop – \$5,000**
 - A one-hour webinar coordinated with the APC Office that targets a specific APC Section (but open to all) to be scheduled after August 2024 and before May 2024. (Refer to: https://www.apcprods.org/m-webinars2#Past_Webinars)



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Ambassador Ballroom



Exhibitor Level	Map Location #
8 Gold Exhibitors	Booth 1-8
6 Silver Exhibitors	Booth 9-14
6 Bronze Exhibitors	Booth 15-20

Cancellation Policy

Cancellations of exhibit space, sponsorships, or advertising opportunities received by written notification, prior to March 1, 2024, 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, 2024, unless a new exhibitor is located and their payment for the exhibit space, sponsorship, or advertising is received prior to April 1, 2024.

In accordance with the terms, conditions, and regulations governing exhibits, sponsorships, and advertising related to the Association of Pathology Chairs 2024 Annual Meeting & Exhibits Program, Omni Shoreham Washington, DC, July 21-24, 2024, 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.

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.



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Application, Invoice, & Hotel

Application Review & 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 advertising for APC's 2024 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.

Space is limited. Apply now! Applications are accepted until SOLD OUT or 5/31/2024

Application Link:

<https://www.surveymonkey.com/r/APC2024ExhibitorApplication>

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 mmarkwood@apcprods.org for assistance with hotel accommodations, if needed.



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Exhibitor Schedule

(Times in EST)

Sunday, July 21, 2024:

- 1:00pm - 4:30pm: Move-in/Installation
- 5:00pm - 7:00pm: Exhibit Hall Open - Welcome Reception

Monday, July 22, 2024:

- 7:30am - 6:00pm: Exhibit Hall Open (includes breakfast, breaks, lunch and Networking Reception)

Tuesday, July 23, 2024:

- 7:30am - 2:00pm: Exhibit Hall Open (includes breakfast, am break and lunch)
- 2:00pm - 5:30pm: Dismantle/Move-out

Thank You to APC's 2023 Sponsors and Exhibitors!



For Questions, Please Contact
Kristofer Herlitz & Madeleine Markwood
exhibits@apcprods.org | Direct: 302-660-4943
Association of Pathology Chairs
100 West 10th Street, Suite 603
Wilmington, DE 19801
www.apcprods.org