

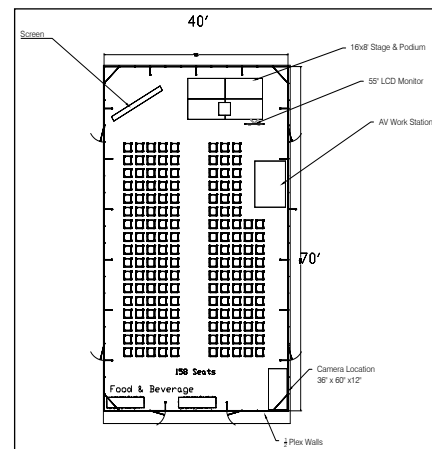
EXHIBITOR SEMINARS

Present your company's findings on USCAP's global stage. This unparalleled opportunity provides your organization an exclusive setting in which to present your latest research in an intimate setting that facilitates discussion—and relationships.

THESE EXHIBITOR SEMINAR ROOMS 2, 3, 5, AND 6 INCLUDE:

- A prominent meeting location on the Exhibit Floor
- Listing in Online Program (Exhibitor, date, time, topic, presenter(s), description)
- One Push Notification reminding of current day's Seminars
- One mailing list of the meeting's pre-registrants
- A complete audiovisual package, including 7'6" x 13'4" Truss Frame Screen, a 11000 Lumen DLP Projector, one computer and one podium with microphone
- Opportunity to capture contact data on all your Seminar attendees

Total cost: \$12,500



Add \$5,000 for Recording in Exhibitor Seminar Rooms 1, 3, 6

BE A PART OF THE VIRTUAL USCAP 2024 ANNUAL MEETING HELD AFTER THE IN-PERSON MEETING AND PRESERVE YOUR PRESENTATION – RECORD IT!!

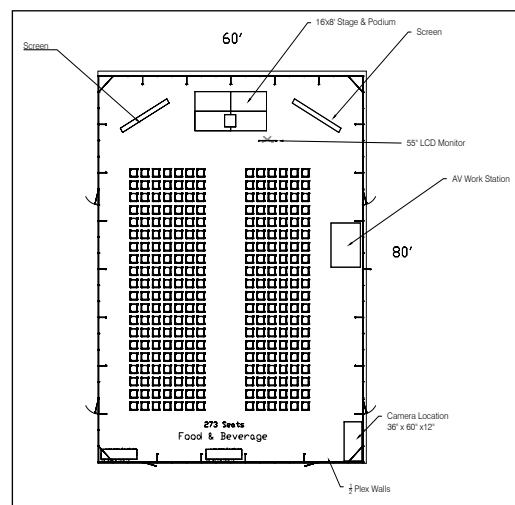
- Recording of entire session that you can repurpose for your own company content and post your Exhibitor Seminar to your company website.
- Widen and track your audience by having your Exhibitor Seminar posted to the On Demand content of the USCAP 2023 virtual meeting held the week after the in-person annual meeting.

***IN EXHIBITOR SEMINAR ROOM 3 ONLY, for an additional \$2,500 (\$7,500 total) to have your Exhibitor Seminar live-streamed on the USCAP platform.**

LIVE STREAMING & RECORDING FROM EXHIBITOR SEMINAR ROOM 1!!

- Widen your Audience and **Broadcast your Presentation** from the Oversized Exhibitor Seminar Room 1 to the USCAP limited live-streamed sessions on the virtual Platform. Then be placed within the On Demand content for the Virtual USCAP 2024 annual meeting being held the week after the in-person annual meeting! Includes full A/V set-up, extra seating for up to 200, and additional room for F&B.
- Recording of entire session that you can repurpose for your own company content.
- Listing in Online Program (Exhibitor, date, time, topic, presenter(s), description)
- One Push Notification reminding of current day's Seminars
- One mailing list of the meeting's pre-registrants
- Opportunity to capture contact data on all your Seminar attendees
- A complete audiovisual package, including large dual screens, a 11000 Lumen DLP Projector, one computer, speaker set-up, stage, podium, microphone, and soundboard!

Total cost: \$20,000

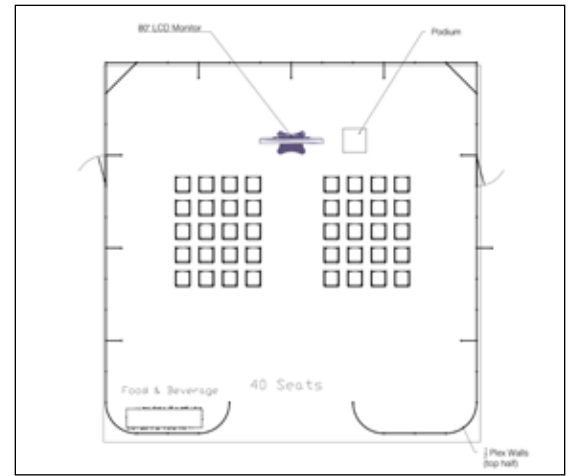


EXHIBITOR SEMINAR ROOM 4

Never tried an Exhibitor Seminar at USCAP before? Testing out new topic/session content? Consolidate your Audience in a Smaller Exhibitor Seminar Room 4 - designed as a more intimate setting. No recording or live streaming is available in this room.

- A prominent meeting location on the Exhibit Floor
- Listing in Online Program (Exhibitor, date, time, topic, presenter(s), description)
- One Push Notification reminding of current day's Seminars
- One mailing list of the meeting's pre-registrants
- A complete audiovisual package, including 80" video monitor, 2 speakers, one computer and one podium with microphone
- Opportunity to capture contact data on all your Seminar attendees

Total cost: \$7,500



THE USCAP 2024 ANNUAL MEETING EXHIBITOR SEMINAR APPLICATION, PAYMENT AND CANCELLATION POLICY

USCAP is offering a limited number of exhibitor seminar opportunities to qualified exhibitors. A seminar summary, speaker list, completed application and 50% deposit must be submitted together. The USCAP will review and approve all seminar proposals prior to the room assignments. The 50% deposit will be held pending approval of the seminar. Should the seminar not be approved, the full deposit will be returned. Please see the “exhibitor rules and regulations” for participation prior to completing the application. Space will be assigned on a first come-first served basis after approval has been granted. Deadline for application and seminar summary is February 2, 2024, but advance submission is recommended.

You must be an exhibitor and approved by USCAP to hold a seminar.

CANCELLATION POLICY AND FEES:

1. Cancellations should be communicated to Kristofer Herlitz at The Herlitz Company by phone AND with a confirming cancellation letter to:
2. Cancellations will be based on the following schedule:
3. Until February 2, 2024, all commitments may be canceled in full, less a 20% administration fee based on the payments received to date.
4. Following the schedule of payments, any payments made after February 2, 2024, will not be refunded.

The Herlitz Company
108 Montgomery Street, Ste. 205
Rhinebeck, NY 12572-1106
Phone: 845.243.2906
Email: kris@herlitz.com

SCHEDULE OF PAYMENTS:

1. This completed Exhibitor Seminar form and all payments should be sent to **Kris Herlitz** at the address listed above.
2. 50% must accompany the Exhibitor Seminar Form.
3. Balance due by February 2, 2024.

PAYMENTS:

Pay Online at Exhibitor Portal [here](#)

Call Exhibit Management at **845.243.2906**

THE USCAP 2024 ANNUAL MEETING EXHIBITOR SEMINAR RULES AND REGULATIONS

1. In order to hold an Exhibitor Seminar at our Annual Meeting the following rules and regulations must be adhered to:
2. You must be an exhibitor in our exhibit hall (any booth size). For Exhibitor information contact: **Kristofer Herlitz** at **845.243.2906** or Email: kris@herlitz.com or go to www.uscap.org and look under the "Annual Meeting" link.
 - a. The cost to reserve space for an exhibitor seminar is \$12,500. Payment in the form of check, credit card, money order, ACH or wire transfer is to be made in advance at the time of invoice to:
The Herlitz Company
Attn: Exhibitor Seminar/Kris Herlitz
108 Montgomery Street, Ste. 205
Rhinebeck, NY 12572-1106
3. A brief overview of the presentation and listing of speakers (with full contact information) must be submitted to the USCAP office by no later than February 2, 2024.
4. Demonstrations and/or displays of commercial products and/or literature will not be permitted at exhibitor seminars. Distributing commercial products and product literature will be prohibited at exhibitor seminars as well. Exhibitor seminar speakers may refer to a product as a reference tool during their presentations; however, a complete demonstration or display of the product is not permitted.
5. The time scheduled for your seminar cannot be in competition with any of our scientific meetings and is scheduled at the discretion of USCAP on a first come, first served basis depending on room availability.
The hours are: Monday, Tuesday, Wednesday 12:00 pm-1:00 pm or 5:30 pm-7:00 pm (**with no evening session scheduled for Wednesday**).
6. USCAP will place your Seminar on the online meeting Program, Meeting App and on scrolling monitors with other meeting content. Also, you may purchase an ad in either Modern Pathology or Laboratory Investigation. For more information about advertising in these USCAP journals contact:
Jim Secretario – US Sales Director (US and Canada)
Phone: 917.678.0541 E-mail: j.secretario@elsevier.com
Robert Bayliss – Head of Sales Europe (EU Territory and ROW)
Phone: + 44 20 7424 4454 E-mail: r.bayliss@elsevier.com
7. All promotional/advertising materials must be submitted to the USCAP office for approval prior to distribution.
8. Signage for your meeting must be provided by you and its display is limited to one sign only immediately outside the entrance door to your meeting room. Any signage found in any other location will be discarded. You may use this sign in your booth prior to the session to advertise your meeting.
9. Room drop advertisements are not permitted.
10. CME credits are not permitted to be given for these activities.
11. You will receive a complimentary room assigned by USCAP in the Baltimore Convention Center. Space is limited and is available on a first come, first served basis.
12. You will receive complimentary Audio-Visual equipment limited to a 7'6" x 13'4" fast-fold screen (or smaller) LCD projector (80" monitor with 2 speakers for ESR #4), one computer, one podium with microphone. Any additional items or upgrades will be the responsibility of the exhibitor.
13. You will receive one complimentary physical mailing list (no e-mails addresses) of pre-registrants for the purpose of advertisement per exhibitor rules. You may request this any time before the meeting.
14. The responsibility of upgrades for Audio Visual, catering needs, change of room setup, etc. will be between the Exhibitor and the various suppliers. USCAP is not liable for any deviations from the standard package offered.

THE USCAP 2024 ANNUAL MEETING EXHIBITOR SEMINAR RULES AND REGULATIONS

For more information on exhibitor seminars, contact
Kristofer Herlitz at kris@herlitz.com

On behalf of my organization, I have read the above Rules and Regulations and I agree to the terms set
before me:

Company:

Representative Name & Title:

Representative Signature: _____ Date: _____

GENERAL INFORMATION:

In order to become an official 2024 USCAP Exhibitor Seminar Sponsor, you first must become an Exhibitor. The 2024 Exhibition Hall is the place to meet pathology's decision makers and early adopters. Centrally located, the Exhibition Hall opens to our guests on March 25, 2024 and runs through March 27, 2024, giving you a full three days to meet the pathology community one-on-one.

For more information, contact the Exhibition Hall Manager, **Kristofer Herlitz** at **845.243.2906** or kris@herlitz.com.