68th Annual Scientific Meeting
American Society of Cytopathology

November 5-8, 2020
Omni ChampionsGate | Orlando, Florida

Exhibitor Prospectus
Submit by June 26, 2020 for Priority Point Assignments

CONTACT
AMERICAN SOCIETY OF CYTOPATHOLOGY
100 West 10th St, Ste 605
Wilmington, DE 19801

KRIS HERLITZ, AIM GROUP INTERNATIONAL
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k.herlitz@aimgroupinternational.com

cytopathology.org
GENERAL INFORMATION:

The ASC 68th Annual Scientific Meeting will be held at The Omni ChampionsGate Hotel in Orlando, Florida on November 5–8, 2020. The Exhibit Hall is in the International Ballroom of the hotel. The Hall will open at 7:00 am on Friday, November 6th and close at 4:30 pm on Saturday, November 7th. Continental Breakfast, beverage breaks and a Welcome Reception will take place in the Exhibit Hall.

THE PURPOSE OF THE ASC ANNUAL SCIENTIFIC MEETING

The American Society of Cytopathology invites you to share your knowledge with the hundreds of physicians, technologists, scientists, and students who attend this Meeting by exhibiting at the 68th Annual Scientific Meeting in Orlando, Florida.

The purpose of the exhibits is to complement the professional meeting and scientific sessions by enabling attendees to examine and evaluate the following:

• New products and research techniques
• Laboratory and professional services
• State-of-the-art instrumentation
• Continuing Education opportunities
• Economical research supplies
• Academic support resources (books, journals, videos)
• Research support opportunities
• Employment opportunities

The ASC is the premier organization of pathologists, cytotechnologists, and clinical scientists dedicated to the diagnosis of cancer and related diseases through the cytologic method and its adjunctive techniques.

The Annual Scientific Meeting is the largest conference solely committed to cytopathology. The annual gathering is a chance for industry, academia, and clinicians to discuss the latest trends and developing scientific breakthroughs in the cytopathology field and network with their colleagues. Don’t miss this opportunity to market your products and services to a large audience of decision makers and influential individuals in the laboratory and healthcare industry.

The educational objectives of this Meeting are to:

• Integrate recent advances in Cytopathology with current practice
• Demonstrate the role of research in expanding the field of cytopathology and in optimizing patient care
• Identify current best practices in Cytopathology and Cytotechnology education
• Create a forum for advocacy on behalf of cytopathologists, cytotechnologists, and their patients
ATTENDEE AND MEMBER DEMOGRAPHICS

67TH ANNUAL SCIENTIFIC MEETING ATTENDANCE

ASC MEMBERSHIP (As of January 2020)

- Medical – 1076
- Cytotechnologist – 580
- Life Medical – 230
- Life Cytotechnologist – 150
- Pathology Resident – 142
- Cytopathology Fellow – 96
- Student Cytotechnologist – 91
- Voting Cytotechnologist – 69
- International Medical – 45
- Life Voting Cytotechnologist – 31
- Affiliate – 12
- International Affiliate – 9
- Scientist – 8
- International Trainee – 7
- Life Scientist – 2
- Honorary – 2

Total Membership: 2,550

Total Attendance: 537
**EXHIBITOR PROSPECTUS**

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**EXHIBIT BOOTH FEES, GUIDELINES AND INFORMATION**

**Space Assignment & Fees**

The ASC uses a Priority Points System to assign booth space. Exhibitors earn Priority Points for their participation in the ASC and the Annual Scientific Meeting.

*Exhibit contracts are due by June 26, 2020.* Booth space will be assigned based on each company’s Priority Point number, space choice and consideration to proximity of competitive displays and other matters relating to the conduct of the trade show. All contracts received after the June 26th deadline will have space assigned on a first-come, first-served basis.

All contracts must be accompanied by a 50% deposit. No space will be assigned or reserved unless a deposit has been received. The balance is due upon notification of space assignment and must be received by August 7, 2020.

Exhibitors wishing to avoid assignment of space adjacent to a competitor should indicate this on the application. Careful consideration will be given to these requests, although they cannot be guaranteed.

Companies will receive notification of their booth assignments by July 17, 2020.

The ASC and GES reserve the right to make changes to the floor plan of booths as necessary, and to revise the floor plan from time-to-time to accommodate those changes.

**Exhibit Hall General Information**

- Exhibit booth drape colors are blue and gray.
- Exhibit booths must not exceed 8’ in height.
  - Island booths are limited to 18’ in height.
- The ASC does not allow exhibit booth “tops” that cover 225 square feet.
- The Exhibit Hall is carpeted.
- Helium balloons are NOT permitted in the Exhibit Hall.

As a condition of exhibiting, each exhibiting company agrees to observe and follow all policies outlined in the stated rules and regulations.

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**EARLY BIRD**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price (Early Bird)</th>
<th>Price (Standard)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$2,450</td>
<td>$2,600</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>$4,150</td>
<td>$4,500</td>
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<tr>
<td>20’ x 20’ Booth</td>
<td>$8,500</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

*First time exhibitors are eligible for a 25% discount off published rates.

**EXHIBIT BOOTH SPECIFICS**

All booths are 10’ x 10’ or multiples thereof.

Linear booths (10’ x 10’, 10’ x 20’, 20’ x 20’) include the following:

- 8’ high draped back walls
- 3’ high draped side partitions
- One 6’ draped table
- One side chair
- One 7” x 44” Booth sign with Company Name and Booth Number
- One wastebasket
- Listing in 68th Annual Scientific Meeting Final Program and ASC Website with company description – due August 7th

**ISLAND BOOTHs**

An island exhibit booth is an open area of exhibit space with aisles on all four sides. Island Booths are limited to 18’ in height. These booths do NOT include the draped back walls, side partitions, tables or chairs. Island Booths include a waste basket.
EXHIBIT HOURS

The exhibits will be located in the International Ballroom of The Omni ChampionsGate. Exhibit booths must be staffed at all times during exhibit hours. These schedules are TENTATIVE and subject to change. A final schedule will be sent to all exhibitors.

The exhibits will be open as follows:

Friday, November 6th
7:00 am – 11:00 am
3:00 pm – 8:00 pm

Saturday, November 7th
7:00 am – 4:30 pm

Scheduled Exhibit Hall Events (Tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, November 6th</td>
<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>10:00 am – 11:00 am</td>
<td>Morning Break</td>
</tr>
<tr>
<td></td>
<td>11:00 am – 3:00 pm</td>
<td>Hall Closes</td>
</tr>
<tr>
<td></td>
<td>3:30 pm – 4:30 pm</td>
<td>Afternoon Break</td>
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<tr>
<td></td>
<td>6:00 pm – 8:00 pm</td>
<td>President’s Welcome Reception</td>
</tr>
<tr>
<td>Saturday, November 7th</td>
<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>10:00 am – 11:00 am</td>
<td>Morning Break</td>
</tr>
<tr>
<td></td>
<td>3:00 pm – 4:00 pm</td>
<td>Afternoon Break</td>
</tr>
</tbody>
</table>

EXHIBIT HALL FLOOR PLAN
Cancellation of Booth Space

Cancellation of booth space must be received in writing by mail, fax or email.

Cancellations received before August 7, 2020 receive a 75% refund. Cancellations received from August 8, 2020 to September 21, 2020 receive a 50% refund, and all cancellations received after September 21, 2020 will not receive a refund.

Exhibitor Booth Personnel

All Exhibit Booth Personnel names must be submitted to the ASC by September 21, 2020. All personnel participating in the ASC Annual Exhibit Show in any capacity must be registered.

Exhibitor Badges

Exhibitor Badges will be distributed onsite at the ASC Registration Desk. Representatives without a badge will not be admitted to the Exhibit Hall. Badges are non-transferable and must be worn in the exhibit area at all times. Exhibitor badges entitle exhibit personnel to participate in Exhibit Hall food and beverage functions only.

Each exhibiting company is entitled to three complimentary badges per 10’ x 10’ booth contracted, whether requested in advance or on site. Each registered person will be issued an exhibitor’s badge and must be employed by the exhibitor or have a direct business affiliation.

Installation and Dismantle

The installation of exhibits must be completed between 12:00 pm – 5:00 pm on Thursday, November 5, 2020. If an exhibiting company needs additional, early set-up time, please contact GES to make arrangements. All early move-ins will be accommodated based on availability.

No part of the exhibit shall be removed during the show without special permission from the ASC National Office. Exhibits must be kept intact until the closing of the Exhibit Hall at 4:30 pm on Saturday, November 7th. All exhibits must be fully removed by 10:00 pm on Saturday, November 7th.

GENERAL SERVICES CONTRACTOR

The ASC has selected GES as the Official General Services Contractor to provide all show services: carpet, furniture (tables, chairs, etc.), graphics, lighting and rigging, custom and rented exhibits, installation and dismantling services, as well as shipping.

GES SERVICE DESK

GES will staff a service desk beginning at 12:00 pm on Thursday, November 5, 2020. At the service desk, Exhibitors may verify, check and adjust their requirements for installation, furniture rental, equipment and other auxiliary services.

EXHIBITOR SERVICE MANUAL

In August, the Exhibitor Service Manual will be available online. This manual contains a complete set of service forms, rates and instructions. Exhibitors are urged to order all required services and furnishings in advance to minimize delays and additional costs during set-up.
Gratuities

GES work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). GES employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Security

Security personnel shall be furnished by the ASC to be on duty in the exhibit area for the duration of the exhibits, but the safekeeping of the Exhibitor’s property shall remain the responsibility of the Exhibitor.
CORPORATE PARTNERS PROGRAM

Enhance your corporate identity, maximize your exposure to the premium organization in cytology and build relationships with key cytopathology leaders.

Become a Corporate Partner

The Corporate Partners Program provides opportunities for industry to support programs in Cytopathology Education, Research and Advocacy. The ASC will work toward creating a package that provides you the greatest return by promoting your products and services to decision makers in the laboratory industry.

2019 CORPORATE PARTNERS

Platinum Level

Hologic

Gold Level

Roche Diagnostic Corporation

Patron Level

ASCT Services, Inc.
Thyroid Cytopathology Partners

In Kind Contributions

Nikon Instruments, Inc.
Olympus America
OPTRONICS
FujiFilm SonoSite, Inc.

67th Annual Scientific Meeting Exhibitors

The ASC would like to thank the following companies that exhibited at the 67th Annual Scientific Meeting in Salt Lake City, Utah.

ASCT
Hologic
Roche
Praxis
Remote Medical Technologies
INTERPACE
Dia
Sakura
FujiFilm SonoSite, Inc.

CellSolutions
Pathware
Wolters Kluwer
EXPAND BEYOND YOUR EXHIBIT BOOTH WITH SPONSORSHIP OPPORTUNITIES FOR EVERY BUDGET

Get more exposure during the conference by becoming an ASC Foundation Corporate Partner, or a specific sponsor of an official event or product! Increase that exposure by committing to Platinum, Gold, Silver and Bronze-level sponsorships. We can design your support to fit your needs.

BECOME AN ASC FOUNDATION CORPORATE PARTNER

The ASC Foundation’s Corporate Partner Program is designed to enhance the corporate identity of organizations in the cytopathology field. Participating in the ASC Foundation’s Corporate Partner Program maximizes your exposure to the premium organization in cytology and helps you build relationships with cytopathology leaders. The Program provides opportunities for industry to support programs in Cytopathology Education, Research and Advocacy. The ASC will work toward creating a package that provides you the greatest return by promoting your products and services to decision makers in the laboratory industry.

Levels of Support

A Corporate Partnership not only provides funding for ongoing and new activities, but also enables mutually beneficial interactions of ASC members with the supporting companies. While unrestricted educational grants of any size are always welcome, the ASC has established five levels of corporate support programs. Achieve highly valued benefits designed to help you reach more potential customers based on the level of financial support for the Meeting.

<table>
<thead>
<tr>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
<th>Friend</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000</td>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Corporate Partner Opportunities

As the fund raising arm of the ASC, the Foundation provides considerable support for the Society’s programs. These activities can be opportunities for corporate partners to participate in the ASC’s mission. By underwriting these opportunities, your company attains maximum visibility and credibility among the leaders in cytopathology. The ASC Foundation invites you to become a part of the ASC’s efforts to foster excellence in cytopathology and reap the benefits of a relationship between the ASC and the cytopathology community.

Please contact Beth Jenkins (302) 543-6583 for information on Corporate Partner opportunities.
### Sponsorship Opportunities

A variety of sponsorship and advertising opportunities are available for the ASC Annual Scientific Meeting.

#### Registration Items

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Bags</td>
<td>$9,500</td>
</tr>
<tr>
<td>Conference Pens</td>
<td>$2,000</td>
</tr>
<tr>
<td>Conference Notepads</td>
<td>$2,000</td>
</tr>
<tr>
<td>Badge Lanyards</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

#### Networking Activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>President’s Welcome Reception (Reception in Exhibit Hall)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Morning and Afternoon Breaks</td>
<td>$3,000 each</td>
</tr>
<tr>
<td>Continental Breakfast</td>
<td>$6,500 each</td>
</tr>
<tr>
<td>First-Time Attendees Gathering</td>
<td>$3,500</td>
</tr>
<tr>
<td>Leadership Reception</td>
<td>$6,500</td>
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</tbody>
</table>

#### Achievement Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leopold Koss Lecture</td>
<td>$5,000</td>
</tr>
<tr>
<td>Papanicolaou Lecture &amp; Award</td>
<td>$5,000</td>
</tr>
<tr>
<td>Cytotechnologist Award for Outstanding Achievement</td>
<td>$3,000</td>
</tr>
<tr>
<td>Excellence in Education Award</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

#### Outstanding Platform or Poster Presentation Awards

<table>
<thead>
<tr>
<th>Award</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovative Cytotechnologist Practice Abstract Award</td>
<td>$500</td>
</tr>
<tr>
<td>Cytotechnologist Scientific Presentation Award</td>
<td>$500</td>
</tr>
<tr>
<td>Warren R. Lang, MD Resident Physician Award</td>
<td>$500</td>
</tr>
<tr>
<td>Gene Saccomanno, MD New Frontiers in Cytology Award</td>
<td>$500</td>
</tr>
<tr>
<td>Quality Improvement in Cytology Abstract Award</td>
<td>$500</td>
</tr>
</tbody>
</table>

#### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keycards</td>
<td>$7,500</td>
</tr>
<tr>
<td>Put your company’s name in the hand of every ASC attendee by placing your message on their room keys. Price includes production.</td>
<td></td>
</tr>
<tr>
<td>Keycard Sleeves (front and back)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Take hold of your marketing. Place your full-color message on ASC attendees’ keycard sleeves. Price includes production.</td>
<td></td>
</tr>
<tr>
<td>Coffee Sleeves</td>
<td>$4,500</td>
</tr>
<tr>
<td>Wake-up your audience when every attendee sees your promotional message first-hand for the duration of the ASC Annual Scientific Meeting! Distributed at all ASC Coffee Breaks. Sponsor provides sleeves or production available at additional cost.</td>
<td></td>
</tr>
</tbody>
</table>

#### Advertising Opportunities Onsite Program

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-blast branding during pre-conference communications to membership (to include link to website)</td>
<td>$750/blast</td>
</tr>
<tr>
<td>Exhibitor Seminars/Tutorials during non-conference hours (Does not include A/V or food and beverage order)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Corporate Panel Lunches (Does not include A/V or food and beverage order)</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

#### Hotel

| Clings (Window, Floor, etc.) | TBD |

MARKETING OPPORTUNITIES

Stand out from other Exhibitors, maximize your visibility and deliver a message of support and commitment to the field of cytology through the following opportunities!

Advertising in the Journal of the American Society of Cytopathology (JASC)

Reach ASC Members by advertising in the Journal of the American Society of Cytopathology, the official journal of the ASC. This journal targets pathologists, cytopathologists, cytotechnologists, students, and other members of the related medical and scientific fields. The journal is published six (6) times each year. For additional information on advertising, please contact Jonathan Christison at Elsevier.

Handouts and Giveaways

All handouts and giveaways, apart from literature, must have written approval of the Society prior to the Meeting. Literature and materials are limited to the area rented by the exhibiting company in the ASC Exhibit Hall. Distribution of samples of products and souvenirs is permissible and will be limited to those items relevant to the professional interests of the registrants and must have a value of $10.00 or less per item. Such requests must be submitted to Kris Herlitz by September 4, 2020. The ASC will request removal of unapproved items.

Please complete and submit the Request for Approval of Giveaway Items form.

Lead Retrieval System

Lead Retrieval System will be available. This system enables exhibitors to collect show leads using an iPhone®, iPod touch®, iPad®, Android, or Blackberry. Use your own or rentals will be available.
### Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Item(s) Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 26, 2020</td>
<td>Exhibit Contract and 50% deposit due</td>
</tr>
<tr>
<td>July 17, 2020</td>
<td>Booth Assignment Confirmation</td>
</tr>
<tr>
<td>August 3, 2020</td>
<td>Exhibitor Service Manual Available Online</td>
</tr>
<tr>
<td>August 7, 2020</td>
<td>Exhibitor Final Payment</td>
</tr>
<tr>
<td></td>
<td>Company/Product Descriptions</td>
</tr>
<tr>
<td></td>
<td>Logo</td>
</tr>
<tr>
<td>September 4, 2020</td>
<td>Request for Approval of Giveaway Items</td>
</tr>
<tr>
<td></td>
<td>Request for Hotel Door Drops</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Service Manual Forms (including certificate of insurance)</td>
</tr>
<tr>
<td>September 21, 2020</td>
<td>List of Exhibit Personnel</td>
</tr>
<tr>
<td>October 5, 2020</td>
<td>Request for Ancillary Meeting Space</td>
</tr>
<tr>
<td>November 5, 2020</td>
<td>Exhibitor Move-in begins at 12:00 pm</td>
</tr>
<tr>
<td>November 6, 2020</td>
<td>Exhibit Hall officially opens at 7:00 am</td>
</tr>
<tr>
<td>November 7, 2020</td>
<td>Exhibit Hall officially closes at 4:30 pm</td>
</tr>
<tr>
<td></td>
<td>All materials must be removed by 10:00 pm</td>
</tr>
</tbody>
</table>

### Important Links

- 68th Annual Scientific Meeting
- Contract for Exhibit Space
- Exhibit Booth Personnel Form
- Giveaway Items Form
- Hotel Reservations
- Request for Ancillary Meeting Space

### Key Contacts

**Exhibits Sponsorships**
Kristofer Herlitz
Exhibit Management
k.herlitz@aimgroupinternational.com

**Events ASC**
Sondra Forman
sforman@cytopathology.org

**Advertising in the Journal of the American Society of Cytopathology (JASC)**
Jonathan Christison
Elsevier Inc.
Phone: (617) 397-2893
jo.christison@elsevier.com

**ASC National Office**
Phone: (302) 543-6583
Fax: (302) 543-6597
asc@cytopathology.org

**Corporate Sponsorships**
Beth Jenkins
ASC Executive Director
bjenkins@cytopathology.org