



2020 MEDIA KIT

pathassist.org/PromoteYourBus

2020 AAPA MEDIA KIT OPPORTUNITIES

Advertising

Print Journal Advertising.....	3
\$825 Full-Page	
\$495 Half-Page Horizontal	
\$495 Half-Page Vertical	
\$275 Quarter-Page	
Direct Mail Advertising.....	4
\$350 Mailing Labels	
Annual Sustaining Membership.....	4
\$700 2020 Full Year	
Advertising Application	5

Events

Spring Meeting Sponsorships.....	6
\$1,500 Key Card Sponsor <i>Exclusive!</i>	
\$1,250 Daily Sponsor	
\$750 Daily Lunch Sponsor	
\$500 Coffee Break Sponsor	
Fall Conference Prospectus	7
Fall Conference Sponsorships.....	9
\$15,000 Diamond Sponsorship <i>Exclusive!</i>	
\$8,000 Platinum Sponsorship	
\$7,000 Media Sponsor <i>New! Exclusive!</i>	
\$3,000 Private Event Sponsor <i>New! Exclusive!</i>	
\$4,000 Key Card <i>Exclusive!</i>	
\$3,000 Topgolf Event Sponsor <i>New!</i>	
\$2,000 Fun Run/Walk	
\$1,500 Notepad	
\$1,000 Exhibitor Happy Hour Drink Tickets	
\$1,000 Product Demo	
\$1,000 Bag Insert	
Fall Conference Program Book Advertising	11
\$1,500 Full-Back-Cover Color Ad <i>Exclusive!</i>	
\$650 Full-Page Color Ad (vertical)	
\$450 Half-Page Color Ad (horizontal)	
Fall Conference Exhibitor	11
\$3,600 10' x 20' Booth	
\$1,950 10' x 10' Booth	
Fall Conference Application	12



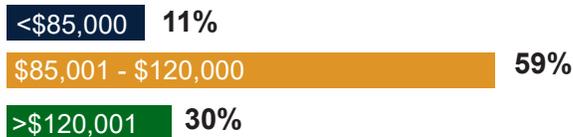
THE PATHOLOGISTS' ASSISTANT PROFESSION AND THE AAPA

A Pathologists' Assistant is a highly trained, certified allied healthcare professional who is qualified to provide various services under the direction and supervision of a pathologist. PAs play a critical role in the delivery of healthcare services in both surgical pathology and autopsy pathology. They are key partners in assisting the Pathologist to arrive at a pathologic diagnosis.

PAs are highly educated, with a majority having a Master of Science degree. Only a dozen or so schools in North America offer a NAACLS accredited pathologists' assistant training program, which leads to becoming certification exam eligible.

75% of our members hold a Master's degree

Income



84% of our members spend a majority of their work time grossing specimens

AND

53% are very influential when it comes to making gross room laboratory purchases.

96% of our membership are satisfied with their career as a PA

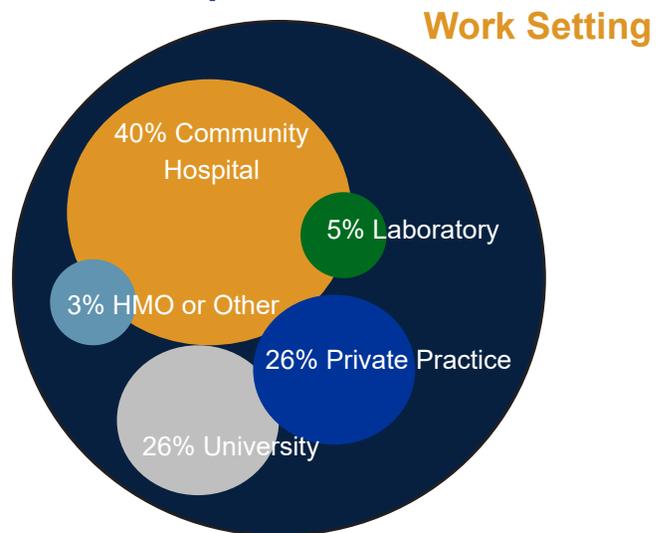
A majority of PAs are responsible for the gross examination and dissection of anatomic pathology specimens and autopsies. Additional duties include but are not limited to:

- Preparing tissue for frozen sections
- Flow cytometry and immunohistochemical staining
- Photographing gross and microscopic specimens
- Various administrative, instructional, and supervisory roles

American Association of Pathologists' Assistants (AAPA)

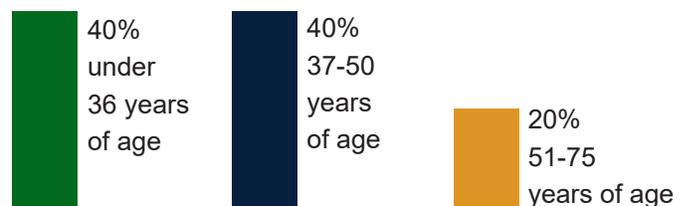
The AAPA advocates, promotes, and sustains the highest educational and professional standards for the profession, all associated educational training programs, and for individual pathologists' assistants. It is our mission to provide our members with quality, targeted continuing education (CE) opportunities, as well as professional development and leadership activities, including networking and support. Additionally, the AAPA strives to promote and support high-quality standards within the scope of practice for pathologists' assistants in anatomic pathology, ensuring the provision of high-quality patient care.

Membership at a Glance



Today the AAPA is composed of more than 2,000 certified and certification-eligible members who have successfully met membership requirements. We are also fortunate to have a strong and growing student membership, comprised of more than 200 students.

Average member age



AAPA MEDIA KIT - ADVERTISING OPPORTUNITIES

Advertise with the AAPA

By choosing to advertise with the AAPA, you have the opportunity to capture the attention of more than 2,000 members, most of whom are directly involved in the pathology profession. Our members work in a variety of settings including private practices, hospitals, and universities.

Print/Online Interactive Journal Advertising

Placing an ad with the AAPA is an ideal option to reach the widest audience of our members. Ads are automatically placed in both the print and online interactive versions of the *The Cutting Edge*, the journal of the AAPA. *The Cutting Edge* features peer-reviewed articles along with continuing education credit offerings, association news and board reports, event recaps, member spotlights, and more. It is printed in color and each issue includes a minimum of 24 pages. Advertisers can choose between full-, half-, or quarter-page color ads.



The Cutting Edge at a Glance

Interactive issue statistics are as follows:

- 605 unique visitors
- 982 issue views
- 6,440 page views
- 47 viewing seconds per page

Editorial Schedule

- Issue 1: Ad due January 1; Release date March 1
- Issue 2: Ad due April 1; Release date June 1 (Pre-conference Issue)
- Issue 3: Ad due July 1; Release date September 1
- Issue 4: Ad due October 1; Release date December 1

Full-color ad sizes and rates

Full-page
Size: 10" x 7.5"
Price: \$825

Quarter-page
Size: 4.5" x 3.5"
Price: \$275

Half-page vertical
Size: 10" x 3.5"
Price: \$495

Half-page ad default - horizontal
Size: 4.5" x 7.5"
Price: \$495

Ad Submission

Ad placement requests will be considered and often approved; however, the AAPA reserves the right to place ads within the publication where they deem appropriate. All ad artwork should be submitted in digital format (.jpg or .tiff) with a **minimum resolution of 300 DPI**. Ads should be submitted via email to info@pathassist.org.

Consider becoming a Sustaining Member to increase your visibility, receive one free ad annually, and take advantage of discounts on future ads.

Sponsor a Scholarship or Travel Grant

Is your company interested in making a difference for a PA? Sponsor a student with an educational scholarship, or sponsor a PA to attend a future conference! Contact Michelle Sok at 800.532.AAPA or info@pathassist.org for more details.

Apply online: pathassist.org/PromoteYourBus

AAPA MEDIA KIT - ADVERTISING OPPORTUNITIES CONT.

Direct Mail Advertising

Mailing labels

Mailing labels of all active AAPA members may be purchased for a fee of \$350. Labels will be printed and mailed by the AAPA Central Office and sent by first class mail to the designated address within one week of receiving payment. Promotional materials will need to be approved by the AAPA before the labels are sent. Send all promotional materials to info@pathassist.org for review and approval.



Labels are for one-time use. In order to protect our members' privacy, we cannot provide the mailing list electronically.

Annual Sustaining Membership

Can't tell which advertising option would be best for your company? Become a Sustaining Member and have it all! Sustaining Membership provides interested companies with an avenue to demonstrate their support for the AAPA year-round. The 2020 Sustaining Membership cost is \$700.

Annual Benefits for Sustaining Members

- Featured as a Sustaining Member in the Fall Conference program booklet
- Featured as a Sustaining Member in each issue of *The Cutting Edge*
- Linked logo on the home page and on the subpages of pathassist.org
- One free set of mailing labels to be used within the year of membership
- One free half-page, B & W ad in one issue of *The Cutting Edge* (\$300 value) to be used within the year of membership
- A 10% discount on additional ads in *The Cutting Edge*
- Subscription to *The Cutting Edge*
- Ability to use "Member of the AAPA" on company advertising

Any individual or group who wishes to help support the AAPA by paying an annual fee set by the Board of Trustees can apply for membership. Sustaining Members will be entitled to all privileges except the right to vote on Association matters, hold office, serve as a committee chair, or have access to job listings and/or the online forum.



The AAPA may reject Sustaining Member applications if it is decided that the individual or group's business and/or personal practices, by its nature, constitute a conflict with the AAPA Bylaws, interests, principals, ethics, and mission statement.

Join the AAPA as a Sustaining Member

For more information or to apply, visit pathassist.org, contact Anne Lacher at 800.532.AAPA or email info@pathassist.org.



2020 ADVERTISING APPLICATION

Please print clearly when completing this form.

Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Fax: _____

Country: _____

Website: _____

Phone: _____

Email: _____

Please note: This is an advertising application. All advertising applications are subject to review and approval by the AAPA. Moreover, we reserve the right to deny advertising privileges to any applicant.

Signature & Date: _____

Print & Online Interactive Journal Advertising

*The Cutting
Edge Journal*

1. Select Ad Size for Print and Interactive Ad:

- Full-Page Ad (10" high x 7 1/2" wide) - #___ x \$825
- Half-Page Ad (4 1/2" high x 7 1/2" wide) - #___ x \$495 (half-page default)
- Half-Page Ad (10" high x 3 1/2" wide) - #___ x \$495
- Quarter-Page Ad (4 1/2" high x 3 1/2" wide) - #___ x \$275

2. Next Select Issue Date:

- Issue 1 (Ad due January 1, 2020); Release date March 1
- Issue 2 Pre-conference Issue (Ad due April 1, 2020); Release date June 1
- Issue 3 (Ad due July 1, 2020); Release date September 1
- Issue 4 (Ad due October 1, 2020); Release date December 1

Direct Mail Advertising

AAPA Mailing
Labels

- Mailing Labels to advertise your company's product or service - \$350

Membership

AAPA Sustaining
Membership

- 2020 AAPA Sustaining Membership (Through 12/31/2020) - \$700

Payment MUST accompany application form TOTAL \$ _____

AAPA EVENT SPONSORSHIP - SPRING MEETING

Become a sponsor of the 2020 Spring Meeting: **Embassy Suites by Hilton Charlotte Uptown Charlotte, North Carolina | March 16-18, 2020**



The Spring Meeting is a condensed, back-to-the-basics event which offers CE credits to attendees at an affordable rate. Attendance is limited to 125 attendees to encourage strong networking and learning in a more intimate environment.

Daily sponsorship is offered on Monday, March 16 and Tuesday, March 17. As a daily sponsor, your company will have a strong visible presence with direct exposure to potential and current clients. Take advantage of the unique opportunity to present your products and services in a casual and friendly environment. Unable to attend? Stay connected with a key card, coffee break or lunch sponsorship.

Key Card Sponsor Exclusive! **\$1,500**

- Be the first thing attendees see when they check in! Attendees will receive a custom key card used for checking into their rooms, putting your logo directly into their hands!
- Full-color logo on the front side of the keycard
- Company logo and link on conference webpage and app
- Company logo slide displayed on lecture hall screen during breaks

Daily Sponsor

\$1,250 (Two available, per day)

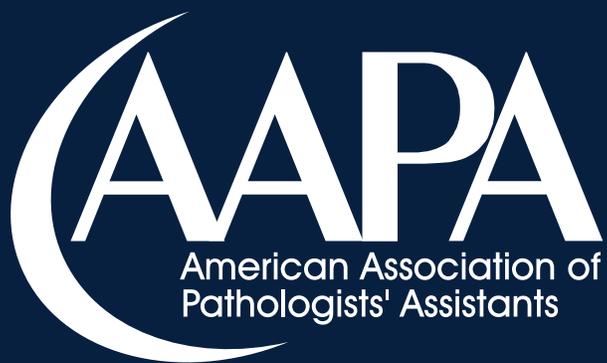
- Table in foyer, outside lecture hall
- Recognition in special eBlasts to attendees
- Literature/Promo item on each seat
- Logo and link on conference web page and app
- Recognition in podium announcements
- Two sponsor registrations to attend sessions
(For the day of your sponsorship only)
- Attendee mailing labels
(In hard copy format for one-time use only)
- Company logo/advertisement slide displayed on lecture hall screen during breaks

Daily Lunch Sponsor **\$750 for Each Day**

Company logo/advertisement slide displayed on lecture hall screen during breaks

Coffee Break Sponsor **\$500 for All Three Days**

Company logo/advertisement slide displayed on lecture hall screen during breaks



2020 EXHIBITOR PROSPECTUS

**Westin Fort Lauderdale Beach Resort
September 13-17, 2020
Fort Lauderdale, FL**

AAPA EVENT SPONSORSHIP - FALL CONFERENCE

Become a sponsor of the 2020 Fall Conference:

Westin Fort Lauderdale Beach Resort

Fort Lauderdale, Florida | September 13-17, 2020

Extend your brand identity and marketing capabilities with a strong visible presence throughout the conference. Multiple levels of sponsorships are available to fit your budget and marketing objectives.

Premier Conference for PAs

Pathologists' assistants from across North America attend the AAPA Fall Conference. Have the opportunity to meet and interact with more than 325 conference attendees while promoting your product or services throughout the conference. Make a lasting impression by becoming a daily sponsor or by sponsoring various events or items. Take a look at our sponsorship opportunities to help increase your visibility throughout the entire week.

Reach your Target Audience

Sponsors will have direct exposure to potential and current clients. This is an opportunity to present your products and services in a casual and friendly environment that is targeted to meet your business needs. The majority of our conference attendees have purchasing power or make recommendations for purchasing equipment and products/services. Display and demonstrate your products during the exhibitor session to increase sales and expand your client base. The post-conference survey showed that more than 70% of survey respondents take an active role in purchasing and plan to make a purchase within the next year.

Exhibit Hall Events

The exhibits will open on Tuesday evening starting with Happy Hour with the Exhibitors. Enjoy one-on-one time with attendees during this entertaining event.

Attendees get a raffle ticket, beverage ticket, and appetizers to encourage attendance. Promote goodwill and brand recognition by donating a door prize. Multiple drawings will be held throughout the night. Exhibitors donating a door prize will be recognized in the program booklet. Additionally the exhibit hall will be open Wednesday morning.

Space is limited!

Complete an application online or fill out the enclosed application to take advantage of the early discounted rate. Don't miss the opportunity to be part of this special event.

Important Dates

7/15/2020: Conference Program Book Ad Submission Deadline

8/21/2020: Hotel Reservation Discount Cut Off

**9/15/2020: Exhibit Hall Move-in:
12:00 pm - 4:00 pm**

**9/15/2020: Happy Hour with Exhibitors:
4:30 pm - 7:30 pm**

9/16/2020: Exhibit Hall Opens 8:00 am - 10:00 am

**9/16/2020: Exhibit Hall Move-out:
Begins at 10:00 am**

**All times are tentative and subject to change.*

AAPA EVENT SPONSORSHIP - FALL CONFERENCE CONT.

Premier conference sponsorships offer the best value with exclusive benefits and increased recognition throughout the entire conference.

Daily sponsor benefits are for one day only and must be utilized on your scheduled day. Please indicate your preference on the registration form. Days will be assigned on a first come, first served basis, upon receipt of FULL payment.

Diamond Sponsor Exclusive! \$15,000

- Exclusive daily sponsorship, complete with a table outside of general session and a five-minute lecture hall address on chosen day
- 10' x 20' booth (\$3600 value)
- Bag Sponsor - your logo will appear on the attendee swag bag (\$4000 value)
- PA Lounge sponsor area in the Exhibit Hall with seating for a networking atmosphere (\$3000 value)
- Literature piece placed in each attendee's bag (\$1000 value)
- Full page color ad in one *Cutting Edge* issue (\$825 value)
- Full page color ad in program book (\$650 value)
- Post conference attendee mailing labels (\$350 value)
- Dedicated sponsor eblast to members-only sponsor on eblast
- Logo in program booklet, on conference site, eblasts, signage at event
- Verbal recognition at event

Platinum Sponsor (Daily - Three Available) \$8,000

- Exclusive daily sponsorship, complete with a table outside of general session and a five-minute lecture hall address on chosen day
- 10' x 20' exhibit booth (\$3600 value)
- Literature piece given to each attendee
- Full-page, color program booklet ad (\$650 value)
- Post-conference attendee mailing labels, distributed two weeks after the conference in hard-copy form (\$350 value)
- One dedicated sponsor recognition eBlast to members
- Linked logo on the AAPA Conference website
- Logo recognition in program booklet
- Logo on conference eBlasts
- Logo on signage during the conference
- Verbal recognition at the conference

Media Sponsor Exclusive! \$7,000

NEW!
THIS YEAR

- App sponsor for both Spring Meeting and Fall Conference
- One 60 second video shared on social media throughout the year (boosted post)
- One 30 second video shared on social media throughout the year
- Targeted eblast - two throughout year
- One app push notification for Spring and two for Fall

Private Event Sponsor Exclusive! \$3,000

NEW!
THIS YEAR

Don't miss the opportunity to connect with attendees at your own private event! Your private event will be Monday, September 14th from 6-8pm. We'll provide the event space, a great outdoor function space located on the pool deck level of the Westin Fort Lauderdale Beach Resort. Any additional AV or Food and Beverage costs would be at the sponsor's expense.

As a sponsor for this event, you have the option to choose and invite your own guests. If you wish for us to handle the private event invites and registration, we are happy to do so. This smaller, more intimate event is capped at 50 and is a great way for you to connect with current and potential clients.

Key Card Sponsor Exclusive! \$4,000

Be the first thing attendees see when they check in! Attendees will receive a custom key card used for checking into their rooms, putting your logo directly into their hands!

- Full-color logo on the front side of the keycard
- Company logo and link on conference webpage and app
- Company logo recognized in program booklet
- Company logo slide displayed on lecture hall screen during breaks

AAPA EVENT SPONSORSHIP - FALL CONFERENCE CONT.

Topgolf Sponsor \$3,000

NEW!
THIS YEAR

Join us for our new golf event! This year we'll be substituting our traditional 18 hole golf event for an outing to Topgolf. This will be a great event for golfers and nongolfers alike! The evening will include a tournament and dinner. This is your chance to get to know prospective customers in a fun, casual setting. Take advantage of this great opportunity to network during an evening at Topgolf. Your sponsorship includes two player registrations, dinner, and transportation. This event will be held the evening of Monday, September 14th. Times are to be determined.

Fun Run/Walk Sponsor \$2,000

Join us at the Annual 5K Fun Run/Walk. This is your chance to get to know prospective customers outside of the exhibit hall in a fun, casual setting.

Join the attendees for some fresh air and exercise during the Happy Hour Fun Run/Walk. All attendees are invited to meet after the run/walk for drinks and conversation. This event will take place on Wednesday, September 16th.

Benefits include:

- Two Fun Run/Walk Registrations & one drink ticket per sponsor
- Logo on Fun Run/Walk Gift Item
- Logo on signage, website, and in program booklet and verbal recognition at the event

Notepad \$1,500

As notepad sponsor, your company logo will be imprinted on notepads given to conference attendees. You will also receive recognition as a sponsor throughout the week, in the program booklet, and on the website.

Exhibitor Happy Hour Drink Tickets \$1,000

Your logo will appear on over 200 attendee drink tickets handed out at the Exhibitor Happy Hour. Receive recognition as a sponsor on signage, website, app, and break slides in the lecture hall.

Product Demo \$1,000

Showcase your product during a 15 minute product demo at your booth in the Exhibit Hall. Four demo slots are available over the two exhibit days.

Bag Insert \$1,000

Provide a pamphlet or sample to be placed in the attendee bag.



AAPA EVENT ADVERTISING - FALL CONFERENCE PROGRAM BOOK

Full-Back-Cover Color Ad - \$1,500 Exclusive!

High visibility full page color ad on the back cover of the conference program booklet that is given to all attendees.

Conference Program Book Ads

Advertise inside the conference program booklet, which is given to all attendees.

\$650 - Full-Page Color Ad (vertical)

\$450 - Half-Page Color Ad (horizontal or vertical)

- Ad Submission Deadline: July 15, 2020
- Digital files only, minimum of 300 DPI
- Preferred formats: JPEG, PDF
- Send to info@pathassist.org



Full-page color

Size: 10" x 7.5"

Price: \$650

Half-page color

Size: 4.5" x 7.5"

Price: \$450

AAPA EVENT EXHIBITOR - FALL CONFERENCE

Exhibitor Information

Exhibit booth options:

\$3,600 - 10' x 20'

\$1,950 - 10' x 10'

Each booth includes:

- 3' high side draping
- 8' high back wall draping
- 6' skirted table
- Two chairs
- One waste basket
- One identification sign
- Four exhibit-only registrations
- Logo in the program booklet, listing and logo on conference app and on conference website
- Hard-copy of attendee labels approximately three weeks prior to conference

Exhibit dates & times**:

Tuesday, September 15

12:00-4:00 pm - Set up

4:30-7:30 pm - Happy Hour with the Exhibitors
(Door prize drawings)

Wednesday, September 16

8:00-10:00 am - Exhibit hall open

** All times are subject to change.

Space assignments:

Space is assigned on a first come, first served basis. The AAPA will attempt to accommodate all requests and make a final assignment of booth space based on the date registration was received, each exhibitor's needs, and past participation.

2020 AAPA Media Guide

Additional items:

Exhibitor registration does not include access to conference sessions, workshops, or fun activities. Optional activities (i.e. golf) are available at an additional cost. Additional exhibit-only daily registrations are \$200 each. To access the conference sessions, you must register for the full conference.

Additional furnishings and services may be ordered through the designated show decorator. Details on how to order will be provided in June 2020.

A hard-copy set of mailing labels in standard three-up label format, will be sent directly to the exhibitor/sponsor contact approximately three weeks prior to, and for sponsors as indicated, two weeks after the conference. This list is for one-time use and may not be added to your database.

Important Dates

7/15/2020: Conference Program Book Ad
Submission Deadline

8/21/2020: Hotel Reservation Discount Cut Off

9/15/2020: Exhibit Hall Move-in:
12:00 pm - 4:00 pm

9/15/2020: Happy Hour with Exhibitors:
4:30 pm - 7:30 pm

9/16/2020: Exhibit Hall Open 8:00 am - 10:00 am

9/16/2020: Exhibit Hall Move-out:
Begins at 10:00 am

*All times are tentative and subject to change.



2020 FALL CONFERENCE SPONSOR & EXHIBITOR APPLICATION

Please print clearly when completing this form for badge and program booklet accuracy.

Company contact name: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 Website: _____
 Main Conference Contact
 Name: _____
 Email: _____

Booth Rep #1: _____
 Email : _____
 Booth Rep #2: _____
 Email: _____
 Booth Rep #3: _____
 Email: _____
 Booth Rep #4: _____
 Email: _____
 We'd prefer to be next to: _____
 We'd prefer to be away from: _____

Product/Service Description in 100 words or less. (Please also email to info@pathassist.org by July 15, 2020.)

Part I - Registration Options:

Fall Conference Sponsorships

- \$15,000 Diamond Sponsorship **Exclusive!**
- \$8,000 Platinum Sponsorship
Daily Sponsor Preference Day(s): M (), T (), W (), Th ()
- \$7,000 Media Sponsor **Exclusive! New!**
- \$3,000 Private Event **Exclusive! New!**
- \$4,000 Key Card **Exclusive!**
- \$3,000 Topgolf **New!**
- \$2,000 Fun Run/Walk
- \$1,500 Notepad
- \$1,000 Exhibitor Happy Hour Drink Tickets
- \$1,000 Product Demo
- \$1,000 Bag Insert

Fall Conference Program Book Advertising

- \$1,500 Full-Back-Cover Color Ad **Exclusive!**
- \$650 Full-Page Color Ad (vertical)
- \$450 Half-Page Color Ad (horizontal)

Fall Conference Exhibitor (included as part of Diamond and Platinum sponsorships above)

- \$3,600 10' x 20' Booth
- \$1,950 10' x 10' Booth

Total Amount Due _____

Part II - Payment:

- Enclosed is \$ _____ for payment of the AAPA Conference. **Please make your check payable to AAPA.*
- Please charge my: Visa MasterCard Discover AMEX \$ _____ for payment of the AAPA Conference
- Card # _____ Exp. Date _____
- Credit Cardholder's Name _____ Sig. Code _____
- Cardholder Signature _____

PLEASE NOTE: *This is an application to exhibit. All exhibitor applications are subject to review and approval by the AAPA. Moreover, we reserve the right to deny exhibitor privileges to any applicant.*

Signature & Date: _____

Contributions or gifts to AAPA are not tax deductible as charitable contributions. They may, however, be tax deductible as ordinary and necessary business expenses or under other provisions of the Internal Revenue Code. Consult your tax advisor.

Part III - Door Prizes:

Door prizes will be presented during Happy Hour with the Exhibitors on Tuesday. Please consider making a donation for the drawings held throughout this fun, interactive time with attendees. Door prize suggestions: gift certificates or merchandise that travels well. Another option is to have the prize shipped to the winner following the conference. Individual booth drawings must be drawn and presented by the contributor and will not be included as part of the door prize drawings.

- Yes! We'd like to donate a door prize (*description*): _____
- Yes! We'd like to donate a door prize. Please contact me in July for the description.
- No, we're not interested in donating at this time.

Part IV - Contact Information:

<p>Hotel Information:</p> <p>Westin Fort Lauderdale Beach Resort 321 North Fort Lauderdale Beach Blvd. Fort Lauderdale, FL 33304 Reservations: 954-467-1111</p>	<p>Mail/Fax the completed form to:</p> <p>AAPA Central Office 2345 Rice Street, Suite 220 St. Paul, MN 55113 Fax: 651-317-8048</p> <p>or complete the form online: pathassist.org/PromoteYourBus</p>	<p>Questions?</p> <p>800-532-AAPA (2272) info@pathassist.org pathassist.org</p>
---	--	---

1. General

All matters and questions not covered by these Exhibit Rules & Regulations are subject to the decision of The American Association of Pathologists' Assistants (AAPA). In the event of any such decision being of general interest, written notice will be given by AAPA to exhibitors that may be affected. "AAPA" used herein shall mean The American Association of Pathologists' Assistants, its directors, officers, agents, and employees acting for the management of the Meeting and Exhibition. The word "Exhibitor" used herein shall signify the company or organization contracted for exhibit space at the Exhibition, including its owners, officers, employees, and representatives.

2. Payment for Booth Space

Full payment is due at time of registration. A payment plan is available upon request.

3. Assignment of Booth Space

Conference sponsors will be given priority placement. Booth space thereafter will be assigned on a first-come, first-served basis. The exhibit application form and full payment must be received at the AAPA Central Office before a booth space will be assigned. While AAPA attempts to accommodate Exhibitor location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, AAPA shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of exhibition.

4. Exhibit Dates and Hours

The exhibition area will be open: Tuesday, September 15, 2020, 4:30–7:30 pm and Wednesday, September 16, 2020, 8–10 am. (All times noted here and elsewhere in this document are local time and are subject to change)

5. Installation of Exhibits

Installation of exhibits will commence on Tuesday, September 15, 2020, at 12:00 pm. All exhibits must be fully installed by 4:00 pm. It is the responsibility of the Exhibitor to ensure their equipment/booth display can easily be transported into the Exhibit Hall. If unsure, Exhibitor should contact the Hotel directly to obtain the necessary room/doorway/elevator dimensions. The AAPA will not be responsible for any damage the Exhibitor incurs to Hotel property in the transportation of their equipment/booth display.

6. Removal of Exhibits

All exhibits must remain intact and staffed until 10:00 am, Wednesday, September 16, 2020, and may not be dismantled or removed until that time.

7. Reservation and Occupation of Exhibit Space

Exhibit space not fully paid for by July 15, 2020, is subject to cancellation or reassignment at the option of AAPA without obligation to refund any deposit monies previously received. Any space not claimed and occupied by 2:00 pm, September 15, 2020 will be resold or reassigned by AAPA with no obligation on the part of AAPA to refund any portion of the payment received for booth rental. Exhibitor

may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

8. Cancellation/Refund Policy

Cancellation notices must be received in writing via fax, mail or email no later than July 15, 2020 to receive a 50% refund. No refunds will be given after this date. If the AAPA cannot hold the conference due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, AAPA will provide a refund of the registration/sponsorship amount paid. AAPA is not responsible for travel, lodging, or other costs incurred by participants.

9. Liability

The exhibitor acknowledges that AAPA shall not be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense. Exhibitors are expressly bound, at their expense, to pay for or repair any and all damage to the exhibit facility where the Fall Continuing Education Conference is being held, booth equipment, or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

The exhibitor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, papers, and business records or other property which may be in or come into the exhibitor's possession during the course of the Exhibition, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to any person arising from the movement and operation of the exhibit and hereby releases AAPA, its contractors, and the owners and managers of the exhibit facility from any liability whatsoever in respect thereto.

10. Booth Construction and Arrangement

AAPA arranges for the installation of necessary draped backgrounds of uniform style and name signs. All exhibits must be confined to the limitations of the booth as indicated on the floor plan. No part of inline displays except equipment therein may be higher than 8 feet along the back wall unless specific written permission is granted by AAPA. No perpendicular obstruction 8 feet or more in height may extend forward more than 50% of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to AAPA's approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.) Booths shall not present an objectionable side appearance when viewed from adjoining booth areas. Flashing and/or strobe lights of any sort are prohibited. Any supplementary lighting, with or without the use of a truss, must be confined within the perimeters of the booth. The use of helium balloons is not permitted in the Exhibit Hall.

11. Noise Level

Electrical, mechanical apparatus, movie, and musical/voice sounds must be inaudible to neighboring exhibitors.

12. Care of Exhibit Space

Exhibitor shall care for and keep in good order its occupied space. Special cleaning and dusting of booth, display equipment, and material will be the Exhibitor's responsibility. Exhibitors may not place anything in the aisles during the open hours of the Exhibition.

13. Registration and Badges

Exhibitor shall register all of its personnel in advance and may register only those of its employees and its independent contractors who are directly engaged in Exhibitor's onsite booth activities. Any additions or changes in registration made during the meeting must be certified by an officer of the exhibiting firm or by the person in charge of the company's booth space. Admission to the Exhibition will be by badge only. Each exhibiting company will be allotted four complimentary badges per 100 square feet of booth space. One badge will be furnished to each registrant at the time of registration. Official badges are not transferable. The general public is not permitted in the Exhibit Hall. There will be a charge of \$200 for each badge in addition to the complimentary allotment.

14. Exhibitor Admittance

Admittance to the Exhibit Hall is limited to the owners, officers, representatives, and employees of exhibiting firms that have contracted for space. Models or similar personnel not commercially connected with the industry may not be employed to help in an exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be registered with AAPA by the Exhibitor prior to July 15, 2020. Excluded from this category are representatives who maintain and own inventories of merchandise for resale. Such persons are considered to be dealers and are eligible to purchase exhibit space.

15. Special Effects and Giveaways

Objectionable audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Distribution of samples, printed literature, or any other materials shall not interfere with other exhibitors' spaces. Distribution of refreshments or other products for consumption on the premises, with the exception of water, will not be permitted unless explicitly approved by AAPA. Films of purely entertainment character, without educational or informative value, will not be permitted.

16. Satellite Activities and Other Events Held in Conjunction with the AAPA Annual Conference

Exhibitor may sponsor or conduct one or more satellite activities designed for attendance by AAPA Annual Conference attendees in or around Fort Lauderdale between September 13-17, 2020. These events must be preapproved by AAPA and may not conflict with official AAPA Annual Conference activities. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party, by reason of occurrences at or related to any functions that it sponsors or conducts. Signage for satellite activities will be allowed only in AAPA-designated areas and must be approved by AAPA prior to display.

17. Conduct of Exhibitors

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with these Exhibit Rules & Regulations. AAPA reserves the right to deny the privileges of the Exhibition floor to any and all exhibitors who do not do so. Exhibitor badges are personal, not transferable, and must be worn at all times. No exhibitor may photograph or videotape the booth, products, staff, or visitors of any other exhibitor without the express permission of the other exhibitor.

18. Exhibitor Services

The Official Show Decorator will provide drayage service for all exhibitors. Such service will include receipt of freight, delivery of the exhibitor's freight to the exhibitor's booth site, storage of the exhibitor's empty containers until the close of the show, and return of the freight to the destination of the exhibitor's choice. Forms will be included in the Exhibitor Service Kit. AAPA, on behalf of exhibitors, will arrange with responsible parties for various exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc., will be furnished in the Exhibitor Service Kit in advance of the Exhibition dates.

19. Exhibitor Service Kit

The Official Show Decorator will distribute an electronic Exhibitor Service Kit to exhibiting companies whose full payment for contracted booth space has been received by the deadline. The Service Kit will include any amended or additional rules and regulations, customs regulations, audio-visual equipment order forms, all decorator related order forms, electrical and telephone order forms, florist and photographer forms, etc. Please review all information carefully and be aware of all required cut-off dates.

20. Americans with Disabilities Act

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall indemnify and hold harmless AAPA and its officers, directors, agents, and employees from and against any consequences of Exhibitor's failure in this regard.

MARK YOUR CALENDARS FOR FUTURE AAPA FALL CONFERENCE DATES AND LOCATIONS!

SEATTLE: OCTOBER 31 - NOVEMBER 4, 2021

MINNEAPOLIS: SEPTEMBER 18 - 22, 2022