Advancing Practice, Instruction and Innovation through Informatics (APIII 2009) Conference

Marriott City Center Hotel
Pittsburgh, Pennsylvania
September 20 – 24, 2009

apiii.upmc.edu

The APIII conference is a five day event scheduled to occur Sunday September 20 through Thursday September 24, 2009. This educational conference begins with the **Association for Pathology Informatics** *advanced course* entitled "**Automating AP Lab Workflow and the Enhancement of Reporting**" which is designed for pathologists, informaticians, administrators and senior technical staff responsible for IT operations in their department or practice. This Course will focus on the workflow and automation in Anatomic Pathology including, but not limited to, order entry, specimen receiving, accessioning, back bench, histology, special studies, sign-out, block, slide and image management, archiving and post diagnostic support for translational research. It will have particular relevance to those interested in improving the efficiency, quality and patient safety in surgical pathology.

The **"Practical Informatics Course"** offers *a beginner* an intensive introduction to basic informatics concepts. This course is intended both for those with a limited background in informatics as well as those wishing to enhance their foundation and understanding of core informatics principles.

This year's featured speaker Gary J. Tearney, MD, PhD will present on Monday, September 21 at 12:30. Dr. Tearney is an Associate Professor, at Harvard Medical School. Dr. Tearney will be open the conference with his presentation **entitled "Endoscopic Microscopy: Bridging the Radiology Pathology Divide",** describing state of the art imaging studies conducted. His presentation will discuss endoscopic microscopy techniques. Dr. Tearney will also discuss the challenges and opportunities for endoscopic microscopy for the pathology field.

Monday afternoon will include **Scientific Sessions**, which present peer-reviewed scientific and technical work of approximately 36 papers, all of which the abstracts will be published in the Archives of Pathology and Laboratory Medicine Journal.

Tuesday, Wednesday and Thursday will be organized around two tracks, an "imaging track" and an "informatics track".
The "pathology imaging track" breakout sessions will discuss on the use of images in practice with specific focus on whole slide imaging implementation, digital pathology strategies, automated histology and clinical image analysis.

The "pathology informatics track" breakout sessions will focus on anatomic pathology workflow, design of LIS and LIMS systems, pathology informatics support for bio-repositories and translational research, the implementation of structured data in pathology, the creation and use cancer databases and the role of the LIS in the digitally integrated medical enterprise.

Complementing the morning breakout sessions are afternoon "focus sessions". Tuesday includes a discussion of radiology/pathology synergy; Wednesday focuses on the informatics support for automated pathology.

Why should your company choose to exhibit?

Whether you want to sell your product, demonstrate the latest technology, network with your peers or research the market, you can do all of this by exhibiting at APIII 2009.

75% of attendees are involved in the decision-making process for purchasing equipment, products, or services for their programs.

- **Increase Sales**
- **Generate Leads**
- **Enhance Awareness**

Benefits of Exhibiting Include:
- Exhibit floor space
- Complimentary advance exhibitor registration
- Access to complimentary onsite meeting space – contact Wendy Frank at frankwm@upmc.edu to schedule
- Company listing in meeting materials and the meeting website apiii.upmc.edu
- Market your company through a complimentary online listing on the APIII website (http://apiii.upmc.edu)
- Make contacts at the conference in an economical and effective way.

APIII provides a unique opportunity to:
- Demonstrate your firm's products or services to members of a specialty audience who influences purchase decisions at their own and other institutions
- Participate in an exhibitor workshop
- Gain exposure to researchers, clinicians and educators
- Meet with attendees during unopposed time at the Opening Reception and breaks held in the exhibitor area.
- Display industry support with commercial support opportunities
- Conduct a Hands-on Computer Workshop (ask for details)

Select and Reserve Your Exhibit Space Now!
APIII values exhibitors who show continued support by repeating their attendance. APIII will reserved the preferred space until June 1 and begins to assign booth space upon a first-com, first-served basis.

Reserve your "Preferred Space" Now. Submit your Exhibit Space Reservation Form and Letter of Agreement along with payment by June 1, 2009

Please make checks payable to "University of Pittsburgh"

Marketing and Sponsorship Opportunities

Exhibiting at the APIII Conference will be your best opportunity to reach the world's top gathering of informatics scientists, clinicians, academic and practicing pathologists, whether you are selling, promoting your company, establishing your corporate message, researching the market, or introducing new products. Take advantage of this unique marketing opportunity.

The APIII Conference offers many opportunities for exhibitors to enhance their presence at the meeting and increase their visibility. APIII has designed its Annual Conference exhibit area with the needs of exhibitors in mind and does all it can to ensure that your company will experience substantial booth traffic. We recognize the value exhibitors add to the meeting, and we make every effort to maximize exposure opportunities

Exhibit Hall traffic is increased through....

- **Electronic Poster Sessions**, located in the Exhibit Hall, encouraging attendees to view the entire hall, including your booth.
- **Morning and afternoon breaks** are served in the Exhibit Hall, which draw crowds into the hall. Sponsoring a breakfast or break is one low-cost means of driving traffic to your booth.
- **Company product description listing** in the APIII Conference Program that is provided to exhibitors who apply by June 1, 2009.

Sponsorship Opportunities
The APIII Conference Sponsors provide unrestricted grants to help defray the cost of various elements of the meeting. All Sponsors are acknowledged in advance publications to the extent possible, so the earlier you make your sponsorship commitment, the greater the visibility you will receive.

Sponsorship support is welcome at any dollar level. Sponsorships are available for each element of the conference listed. Commitments are accepted on a first-come-first-served basis.

Exhibitor Workshops Now offer CME Credits

APIII offers an exhibiting company the opportunity to present an educational program that does not conflict with the conference program. Exhibitor workshops will consist of an hour time slot. We urge exhibitor workshops be of educational content and free from advertisements**. We now offer CME for these activities.** Exhibitors interested in participating, should submit a 300 word abstract. In order to allow sufficient time for reviewing and notification of acceptance, there is a firm deadline of May 1, 2009. A non-refundable fee of $3,000 will be charged per one hour workshop.

Please email your request to Wendy Frank at frankwm@upmc.edu.

Official Exposition Sponsorships
The sponsorship rate structure offers an array of options

Diamond Level
- Sponsorship of the APIII Educational Program (Day/Days) of your choice)
- Exhibitor Space to demonstrate products
- Sponsorship of 4 CAP Foundation Travel Awards in the name of your company
- Special sponsorship sign/banner to display at exhibitor booth
- Admission to the conference program for 5 company representatives
- "Thank You" announced by APIII course director
- Special recognition on the APIII Web site
- Link to your company's Web site from the APIII Web site
- Attendee Mailing List (Pre- and Post-Conference)
- Insertion of Sponsor's one-page flyer into registration bags
- Complementary electric and Wireless Internet connection

Platinum Level
- Sponsorship of the APIII Educational Program of your choice
- Exhibitor Space to demonstrate products
- Sponsorship of 3 CAP Foundation Travel Awards in the name of your company
- Special sponsorship sign/banner to display at exhibitor booth
- Admission to the conference program for 4 company representatives
- "Thank You" announced by APIII course director
- Special recognition on the APIII Web site
- Link to your company's Web site from the APIII Web site
- Attendee Mailing List (Pre- and Post-Conference)
- Insertion of Sponsor's one-page flyer into registration bags
- Complementary Wireless Internet connection

Gold Level
- Sponsorship of APIII Educational Program of your choice
- Exhibitor Space to demonstrate products
- Sponsorship of 2 CAP Foundation Travel Awards in the name of your company
- Special sponsorship sign/banner to display at exhibitor booth
- Admission to the conference program for 3 company representatives
- "Thank You" announced by APIII course director
- Special recognition on the APIII Web site
- Link to your company's Web site from the APIII Web site
- Attendee Mailing List (Pre and Post Conference)
- Insertion of Sponsor's one-page flyer into registration bags

Silver Level
- Exhibitor Space to demonstrate products
- Admission to the conference program for 2 company representatives
- Link to your company's Web site from the APIII 2005 Web site
- Attendee Mailing List on CD (Post-Conference)

Increase your company's exposure by sponsoring one (or more) of the following:

- Opening Reception
- Breakfast
- Luncheon
- Morning / Afternoon Break (served in exhibit hall)
- Breakout Sessions
- Workshops
- Gateway Clipper Dinner Cruise
- CAP Foundation Travel Awards for Scholars in Training
- Electronic Posters
- Scientific Sessions
- Awards Dinner
- Conference Tote Bags
- CAP Foundation Travel Awards

Hands-on Computer Workshops
Introducing a new software product or upgrade? Want to take advantage of the APIII venue to offer training? Exhibiting companies may conduct hands-on computer sessions, giving attendees first-hand experience. Computer workshops will be located in the E Poster and Exhibits area. A non-refundable fee of $2,000 will be charged. Email your request to Wendy Frank at frankwm@upmc.edu.

CAP Foundation Travel Grants for Scholars in Training

We ask that you consider funding a College of American Pathologists (CAP) Foundation Informatics Award for $1,500. The travel scholarships are intended to defray costs of registration, travel, and hotel expenses for pathology residents, fellows (clinical as well as research / post-doctoral), medical students and graduate students to attend the conference in your company's name. The award recipient will be presented with a certificate in your company's name at the Awards Dinner. Funding a CAP award is an excellent way to demonstrate your company's leadership in Informatics and your support of the future implementation of cutting-edge technologies. Please email your request to Wendy Frank at frankwm@upmc.edu

Venue, Accommodations and Travel

Meeting Venue

Pittsburgh Marriott City Center
112 Washington Place
Pittsburgh, Pennsylvania 15219
Direct: 412-471-4000
Toll Free: 888-456-6600

Accommodations
A block of rooms will be held at the special rate of $139 until August 30, 2009. Reservations received after August 30 or after APIII's block is filled (whichever comes first), are subject to availability and prevailing rates. Please tell reservations you will be attending the **"APIII Conference"**.   If you have special needs, please inform the hotel at this time.

Exhibitor Registrations

Each person working in or visiting the exhibits will be required to register and wear an identification badge. An exhibitor will be permitted to register two members, unless otherwise stated in their level of sponsorship. Pre registration is encouraged to avoid time-consuming lines at the conference. We now offer exhibitors the convenience of on-line registration. You will receive a special exhibitor registration code with your packet to register your company representatives.   Please contact Wendy Frank at frankwm@upmc.edu to receive the special registration code for your company.

The Association for Pathology Informatics (API) is the leading society for pathology informatics, a rapidly growing discipline encompassing every aspect of information technology and science as applied to anatomic and clinical pathology practice, research, and education. Informatics includes the study of statistics, digital imaging, and database software used in managing the exploding volume of data in pathology and bioinformatics. Our members include internationally recognized scientists in the field of bioinformatics who stand at the forefront of this exciting new field. We invite you to review API's recently redesigned web site at www.pathologyinformatics.org, which contains additional information about API including some recent achievements. I ask that you strongly consider joining API as a Corporate Member.

Please refer questions to Wendy Frank by email at frankwm@upmc.edu