

Pathology Informatics 2012

EXHIBITOR INFORMATION

Meeting Dates

October 9-12, 2012

Accommodations

A block of rooms will be held at the Hyatt Regency Chicago, 151 East Wacker Drive, Chicago, IL 60601 at the contracted rate of \$279 (plus 15.4% taxes).

Deadline for reservations will be September 28, 2012.

You are responsible for making your own hotel reservations. Contact the hotel at (312) 565-1234.

For reservations on line:

https://resweb.passkey.com/Resweb.do?mode=welcome_new&groupID=8020143

Please tell reservations you will be attending the “*Pathology Informatics 2012*” conference.

Shipping Information/Rates to Hotel

See attached “Shipping and Receiving Guide” from the Hyatt.

Equipment Rental from Hotel

See attached “Business Center Services” from the Hyatt. Please deal directly with AVT Technologies for any additional equipment you need.

Exhibitor Levels

Platinum Level

- **Five complimentary registrations**
- **Two 6'** tables in a location in the most visible area in center of exhibitor ballroom
- Sponsorship of breakfasts, lunches and the *Opening Reception* in the exhibitor ballroom.
- Association for Pathology Informatics Corporate membership and logo on API web site (\$1,500 value)
- Recognition in mailer and conference program
- All early committed exhibitors will be listed in at least one promotional e-mail blast to over 12,000 targeted lab professionals and pathology researchers

Gold Level

- **Three complimentary registrations**
- **One 6'** table in a location in the center of exhibitor ballroom
- Recognition in mailer and conference program
- All early committed exhibitors will be listed in at least one promotional e-mail blast to over 12,000 targeted lab professionals and pathology researchers.
- Named sponsorship of **ONE** travel award for residents/fellows to attend conference.

Silver Level

- **Two complimentary registrations**
- **One 6'** table in a location along the periphery of exhibitor ballroom
- Recognition in mailer and conference program
- All early committed exhibitors will be listed in at least one promotional e-mail blast to over 12,000 targeted lab professionals and pathology researchers

Exhibitor Registrations

Each company representative working in or visiting the exhibits will be required to register and wear an identification badge. Each exhibitor will be permitted to register the number of representatives as outlined by level of participation. These registrations are complimentary.

All representatives **must** pre-register on-line:

<http://www.pathinformatics.pitt.edu/content/registration>

Use the “Exhibitor Registration” with the Exhibitor code of pathinfo2012waived

NOTE: Any additional company representatives **above** the allotted complimentary registrations will be charged at the **\$450** rate.

Exhibitor Badges

Badges will not be mailed in advance, but may be picked up on-site at the Registration Desk. Each person issued an exhibitor's badge must be employed by the exhibiting company or have a direct business affiliation.

Exhibitor Set Up and Breakdown Times

Exhibits will be in the ***West Tower – Gold Level – Regency Ballroom***

Exhibitors may set up on Tuesday, October 9, 2012 starting at 8:00 am.

All set up must be completed by 7:00 am on Wednesday, October 10, 2012

Exhibitor Ballroom Hours:

Wednesday, October 10, 2012

8:00 am – 5:00 pm

5:00 pm – 7:00 pm

Opening Reception in Exhibitor Ballroom

Thursday, October 11, 2012

8:00 am – 5:00 pm

Friday, October 12, 2012

8:00 am – 11:30 am

Breakdown can start at 6:00 pm on Thursday, October 11th, but must be completed by 11:00 am on Friday, October 12th.

Last exhibit time is scheduled for 10:00 – 10:20 am on Friday, October 12th.

Exhibitor Displays

We permit the use of pop-up displays that will fit on the display table of each exhibitor.

Floor displays are acceptable as long as they are kept behind the table or in front of the table but do not extend laterally beyond the length of the table and impinge on the space allocated to neighboring exhibitors.

Opening Reception

The Opening Welcome Reception will be held on Wednesday, October 10, 2012 from 5:30 – 7:30 pm in the Exhibitor Ballroom (West Tower – Regency Ballroom).