



COLLEGE of AMERICAN
PATHOLOGISTS

Education

CAP22 | **OCT 8-11**

ADVANCING MEDICINE TODAY & TOMORROW

EXHIBITOR PROSPECTUS



Reach Pathology Leaders – Meet Key Decision Makers
in New Orleans at CAP22!

MEETING DATES

Saturday, October 8 – Tuesday, October 11

EXHIBIT DATES

Sunday, October 9 – Tuesday, October 11

Reach more than 1,600 pathologists from private practice and academia representing every subspecialty in search of the latest innovations to enhance patient care and improve their practice.

CAP22 brings together key decision makers and influencers!

- Half of CAP21 participants, identified themselves as the decision maker or influencer to diagnostic and practice purchases.
- More than half of the pathologists that attend CAP annual meetings have been in practice 8+ years.



We look forward to partnering with you at the Hyatt Regency New Orleans.

- Return your completed forms from page 20 & 21 to secure your booth space.
- For maximum visibility choose one of our sponsorship/marketing opportunities.

Contact us at exhibits@cap.org if you would like to build a custom package.

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Important Dates

JUNE

- 6/20** Last date to cancel and receive a full refund for cancellation. A 50% cancellation fee will apply to any cancellations made after June 20, 2022.
- 6/28** Booth assignments announced.
Exhibitor kit link available.
Lead retrieval form available.

JULY

- 7/8** Deadline for full payment of booth space.
- 7/13** Deadline for 100-word description.
After July 13, there is no guarantee of inclusion in meeting materials.
- 7/27** Deadline to be included in the Exhibit Hall game: logo due to CAP in a vector EPS, or high-resolution bitmap file format.

AUGUST

- 8/4** Deadline for workshop title and speakers to be received at CAP to guarantee inclusion in any marketing and on-site signage.
- 8/5** Last date to cancel and receive a 50% cancellation fee. The CAP will not issue refunds for cancellations received after August 5, 2022 except due to extenuating circumstances.
- 8/11** Deadline to send island booth blueprints to the CAP for approval. Send proofs for approval to exhibits@cap.org.
- 8/15** Deadline to have all virtual collateral submitted to CAP.
- 8/25** Drop dead date for the CAP to receive approved items to be placed in meeting bag. Send proofs for approval to exhibits@cap.org.

SEPTEMBER

- 9/6** Earliest day shipments can be received at GES Advanced Warehouse.

OCTOBER

- 10/5** Last day for Advance Shipments to arrive at Warehouse without surcharges

Exhibitor Schedule

(Schedules subject to change)

TUESDAY, SEPT. 6 – WEDNESDAY, OCT. 5

Advance shipments will be accepted at the GES warehouse without surcharge between Tuesday, September 6, 2022, and Wednesday, October 5, 2022. Shipping address can be found on page 17.

Move-in/Installation

SATURDAY, OCTOBER 8

8:00 AM – 4:30 PM

Exhibit Hall Hours

SUNDAY, OCTOBER 9

9:00 AM – 3:30 PM Complimentary AM & PM refreshment breaks and lunch to be served in hall for all attendees.

MONDAY, OCTOBER 10

9:00 AM – 3:30 PM Complimentary AM & PM refreshment breaks and lunch to be served in hall for all attendees

6:00 – 7:30 PM Reopen for Keynote reception

TUESDAY, OCTOBER 11

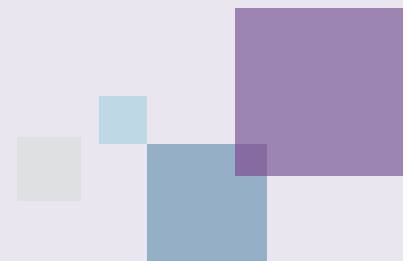
9:00 AM – 1:00 PM Complimentary AM refreshment break and lunch to be served in hall for all attendees.

Move-out/Dismantle*

TUESDAY, OCTOBER 11

1:15 – 7:00 PM Exhibitors may not dismantle their booth even partially before the Exhibit Hall closes

* Please refer to exhibitor kit for outbound freight information.



What to Gain by Exhibiting at CAP22

Amplify your message with greater visibility

- Packages are available to meet every budget and exhibitor goal whether unveiling a new product or educating pathologists on existing offerings.
- Marketing opportunities to help you create greater visibility within the venue through room drops, wall clings, floor clings—and new this year—fabric walls. See page 13 for pricing.
- Participate in the Exhibit Hall bingo game. The game helps bring traffic to your booth and allows your booth staff to start the conversation.
- Industry workshops, held during lunch or dinner, either on-site, virtual, or on-site livestream. These workshops provide a high-impact opportunity to update pathologists on new scientific applications and technologic advances. Limited availability. Confirm your spot early!
- Purchase an email blast option that will get your CAP22 message out to both in person and virtual attendees. Limited availability.



NEW THIS YEAR

Exhibitors are invited to mingle with attendees at the Friday night Welcome Networking reception and the Saturday evening Networking reception both will be held in the Empire Foyer at the Hyatt Regency New Orleans.



Reach Your Target Audience—Increase Brand Visibility

Pick Your Sponsor Package

FEATURES	PLATINUM \$40,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$15,000	DIAMOND In-kind*
10' x 10' booth				●	
10' x 20' booth			●		
10' x 30' booth		●			
10' x 40' booth	●				
Featured recognition on CAP22 website registration site, select CAP22 marketing materials, & on-site at Keynote Event.	●	●	●	●	●
Choose your booth location (only high-level sponsors get this option)	●	●	●	●	●
Right to use “Official Sponsor” of CAP22 in advertising promotions	●	●	●	●	●
Attendee list (no email addresses)	●	●	●		
Inclusion in exhibit hall game	●	●	●		
Virtual Content Hub Package	●	●			
Booth Staff Badges	24	15	11	6	9
CME Access Pass to all programs on-site and virtual	6	3	1		
Recognition on bottom of all CAP22 emails	●	●			
Inclusion of one preapproved item in meeting bag (quantity count provided upon approval)**	●				
One email ad to promote your content and company to be sent once between October 7-12 (You pick day)	●				

* The CAP accepts one in-kind donation of \$30,000 or more for its annual meeting.

** Upon CAP approval, exhibitor is responsible for item ordering, production, and delivery to the CAP by August 25, 2022.

NEW THIS YEAR



Better analytics from our new platform provider Cvent.



EXHIBIT HALL BINGO

This is your chance to engage with attendees as they come by your booth to get a sticker on their bingo card. Be one of the companies who will get more foot traffic and gain exposure by including your company logo and booth number on a bingo card. Each attendee must visit every booth on the card before they can qualify for some awesome prizes. Prizes are provided by the CAP. The bingo game brings attendees to your booth giving booth staff the ability to start engagement.

\$475

Gain Visibility—Generate Quality Leads

High Traffic Exhibit Hall Events

FREE | Morning Coffee: Every morning Sunday-Tuesday attendees will be in the hall to grab a coffee and connect with exhibitors. It's your chance to start the engagement.

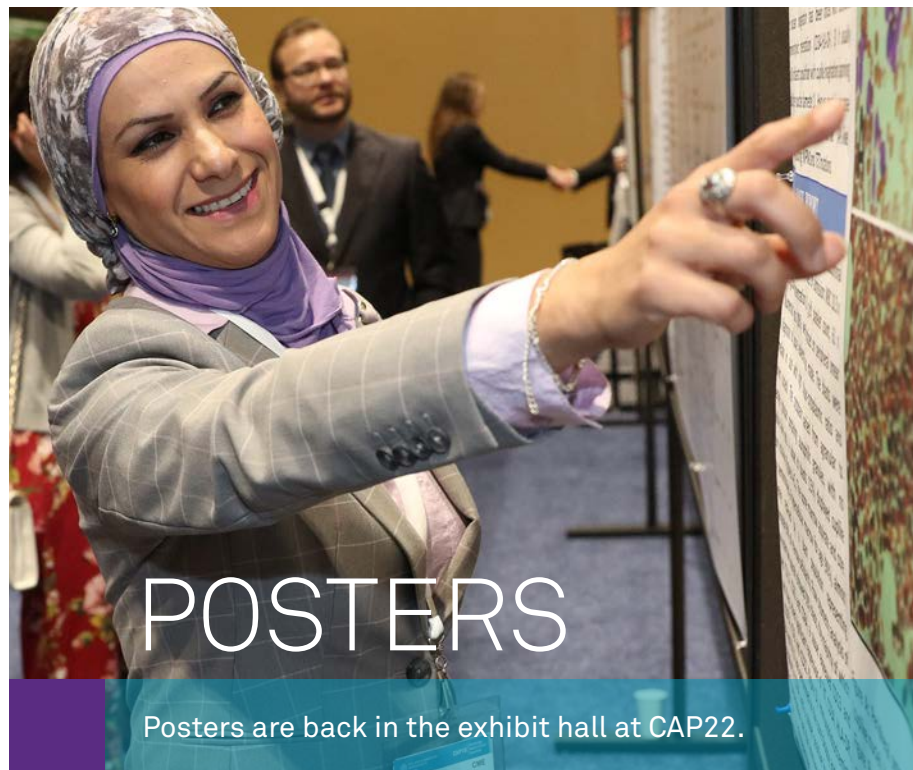
FREE | Lunch: Offering midday connection building for all attendees, Sunday-Tuesday.

FREE | Afternoon Snack Break: Attendees are always in the need for something sweet in the afternoon. It's another chance for you to connect.

NEW | Monday Keynote Reception: An unopposed reception for all attendees following the keynote speaker providing exhibitors an additional opportunity to make connections.

NEW | Fellowship Fair

NEW | Career Fair



POSTERS

Posters are back in the exhibit hall at CAP22.

Generating Quality Leads (Continued)



Host An Industry Workshop

Attract key attendance and provide high-impact opportunity to update pathologists on new scientific applications and technologic advances. As an industry workshop host, your company receives three complimentary badges, in addition to the three per the required minimum 10' x 10' exhibit booth space. Attendees will be able to preregister on the CAP22 registration site as well as sign up or walk in on site. Host is responsible for all food/beverage and audio/visual costs. There is a limited number of workshops available. Workshops are on a first-come, first-served basis.

Hosts are responsible to get title, description, and speakers to CAP as soon as possible. The earlier this information is received the more traffic it will get on the website and registration site. Registration is opening the first week of May. Eight weeks prior to show if your title and speakers have been submitted, CAP will provide you with the hotel contact information, to work directly with the hotel for all your workshop needs. Encore has extended the CAP audio/visual rates to our workshop hosts. On site, CAP will provide you a lead retrieval device to be used only for your workshop.

On-site Only Lunch Workshop \$8,500

On-site only lunch workshop (host responsible for food/beverage and audio/visual)

On-site Livestream Lunch Workshop \$35,000

On-site lunch workshop that includes livestream to our virtual audience & a recording to be placed on the platform for 60 days after show (CAP will provide livestream set-up, host responsible for food/beverage and any additional audio-visual needs not associated with livestream production)

ON-SITE LUNCH OPTIONS

Sunday – Tuesday from 11:15 AM – 12:45 PM

On a first-come, first-served basis.

Virtual Scheduled Workshop Options

Livestream or semi-live (prerecorded with live Q & A) using CAP production company and then placed on website for 60 days after show. \$30,000

Livestream or semi-live using your own production company. Workshop host responsible for sending URL for workshop and recording after to be placed on the website for 60 days after show. \$15,000

ONDEMAND ONLY WORKSHOP

Saturday – Tuesday (three a day) from 11:30 AM – 12:30 PM

Prerecorded Workshop for OnDemand Only.
Company is responsible for providing MP4 video to CAP. \$10,000

Generating Quality Leads (Continued)

Gain Visibility

Exhibit Hall Bingo

\$475

This is your chance to engage with attendees as they come to your booth to get a sticker on their bingo card. Be one of the companies who will get more foot traffic and gain exposure by including your company logo and booth number on a bingo card. Each attendee must visit every booth on the card before they can qualify for some awesome prizes. Prizes will be provided by the CAP. The bingo game brings attendees to your booth giving booth staff the opportunity to start the conversation.

Attendee List

\$800

Attendee List (postal address only). Mailing material should be related to CAP22 and sent prior to show and no more than 60 days after show

Room Drop

\$8,000

Room drops are a great marketing tool when on-site. It's a great way to promote what is happening in your booth, in your company or if you are hosting an industry workshop. Your material is right there for attendees to see whether it is dropped in the morning or evening. A room drop is another great way to market while at CAP22. Material must be approved prior to printing and sending to CAP. Send proof for approval to exhibits@cap.org. Items must not be larger than 10" x 12" in size.

Product Theater

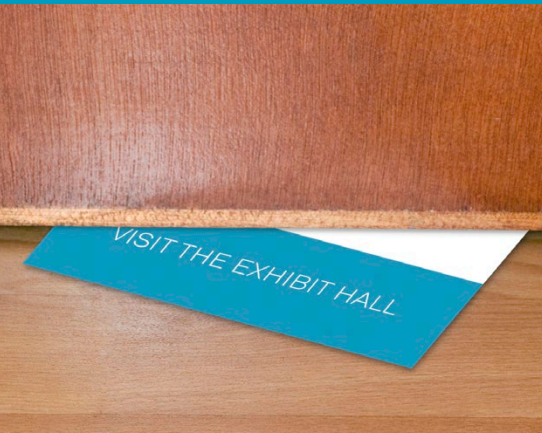
\$5,000 an hour

Here is your chance to showcase new products or solutions in the new 30' x 50' enclosed product theater, located in the exhibit hall. Theater can seat up to 80 people. Standard audio visual package is included (podium, mic, screen).

Virtual Content Hub

\$4,500

If you can't join us in person, take part in our virtual content offering. To get the best of both offerings add the virtual content hub to your in person package. Promote your products, supply content in the Virtual Exhibitor Content Hub. The content hub will be up for 60 days after the close of show. In person and virtual attendees have access to all the virtual content 24/7. New platform with the analytics you have been looking for.





Generating Quality Leads (Continued)

NEW | Sponsor Award Ceremony

\$25,000

Gain visibility and recognition both in person and virtual by sponsoring the CAP awards ceremony. All attendees in person will be invited and it will be livestreamed to the virtual attendees. Following the ceremony will be an awards reception. Recognition will be before the ceremony begins, on-site posters and anywhere the awards ceremony is mentioned. This is a high visible opportunity.

NEW | Photography Booth

\$8,000

This is a high traffic area with attendees coming and going getting their professional photo taken. Capture their attention with your company's branding while they are in the booth or waiting in line. Sponsor will receive recognition in booth location and event signage.

NEW | Speaker Ready Room

\$5,000

This is a great place for company visibility, where all your well-known presenters, your pathology leaders come to prepare. Sponsor will receive recognition in room meeting signage and event signage.

NEW | Hand Sanitizer Stations

\$3,000 each

We will provide hand sanitizer stations throughout the exhibit hall and meeting space. Sponsor one or more. Your company will be associated with helping keep things clean and safe.

NEW | Email Ad to CAP22 Attendees

\$3,000

Provide your company banner and content in HTML format to CAP for one email distribution to all on-site and virtual attendees. One exclusive (customized by you) email will be sent out each day between October 7–12, 2022. Date will be your choice. First-come, first-served.

NEW | Email Ad to CAP Membership

\$5,000 each email

Take advantage of this new opportunity to reach 15,215 board certified pathologists. You send us a customized HTML email to be sent on your behalf between October 3 – December 1. Only one exclusive email will be sent out on any given day.
Limit 5

Generating Quality Leads (Continued)



Satellite Symposia

CAP22 will provide the opportunity for two symposiums to be scheduled in a room for up to 150 people Saturday–Tuesday.

- The satellite symposium must be CME accredited.
- Presentation title and description available within the meeting agenda.
- Pre-post show attendee mailing address (no email).
- One symposium email promotion prior to program. Host is responsible for providing a customized HTML email within three days prior to the program. For satellite symposia application send email to exhibits@cap.org.

On-site with Livestream

\$55,000

On-site evening event including livestream to our virtual audience (CAP will provide livestream set-up, host responsible for food/beverage and any additional audio-visual needs that are not associated with the livestream production).

On-site

\$30,000

On-site only evening event (host responsible for all food/beverage and audio-visual needs)

Virtual

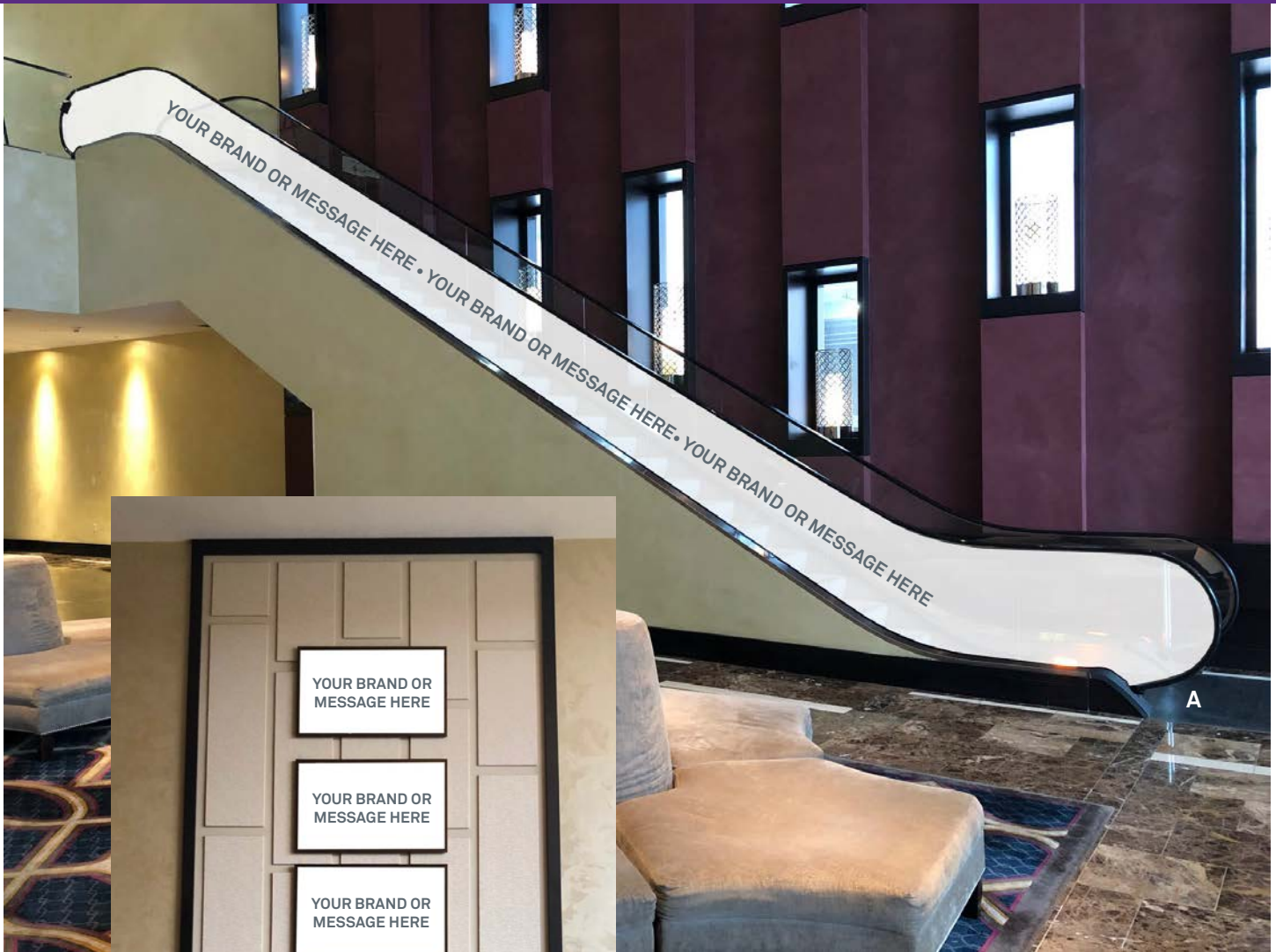
\$35,000

Virtual only evening event. Host responsible for all production needs. Host will provide CAP with the link to the symposium for attendees to get access from the CAP22 platform.

On-site Marketing Opportunities

Gain Visibility

Whether you exhibit in person or virtual get your brand or message out there by purchasing one or more of our multiple different marketing/branding opportunities available at CAP22. These are high visible areas.

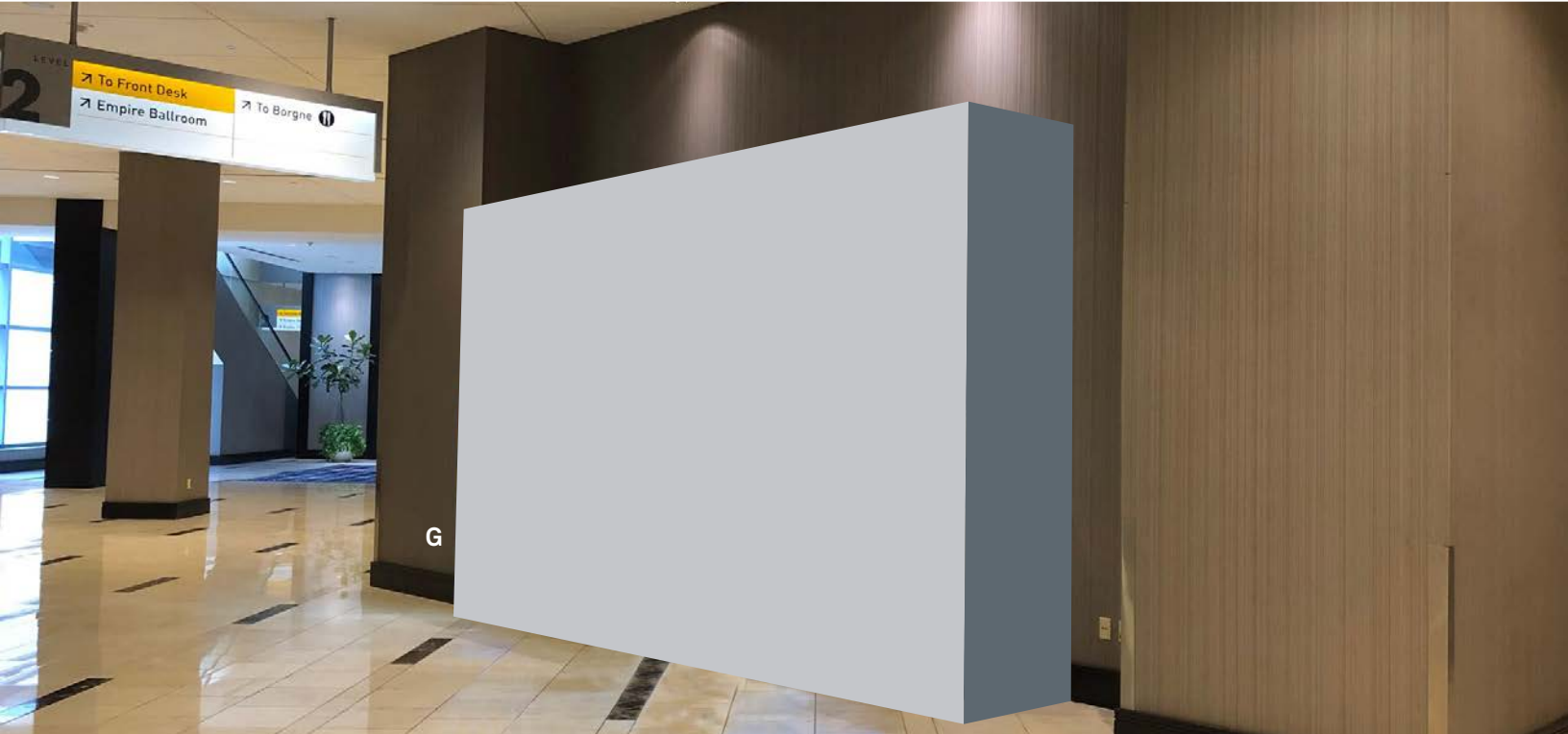
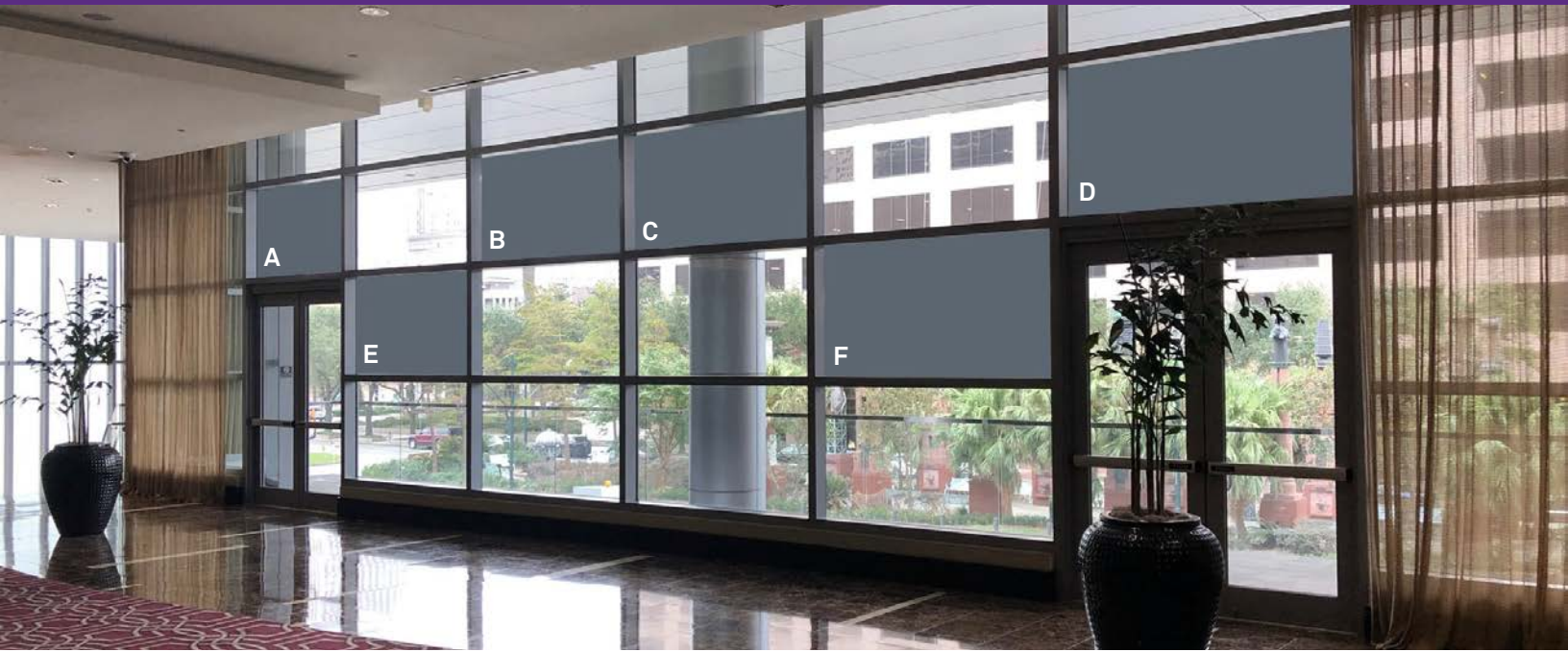


Opportunity for branding clings on the escalator or framed art inserts in the lobby, with eye catching view from the Empire Foyer where CAP22 registration and receptions will be.

A Escalator Clings
\$21,000 single-sided

B Framed Art Inserts
\$4,000 each 4 available

On-Site Marketing Opportunities (Continued)



A–F Empire Foyer Window Clings

Attract the attention of attendees in this not to be missed opportunity to have your branding or message be seen. These window clings are located in the Empire Foyer location of CAP22 registration, receptions and entrance to all plenary events.

\$5,000 each 6 available, *Limit two companies*

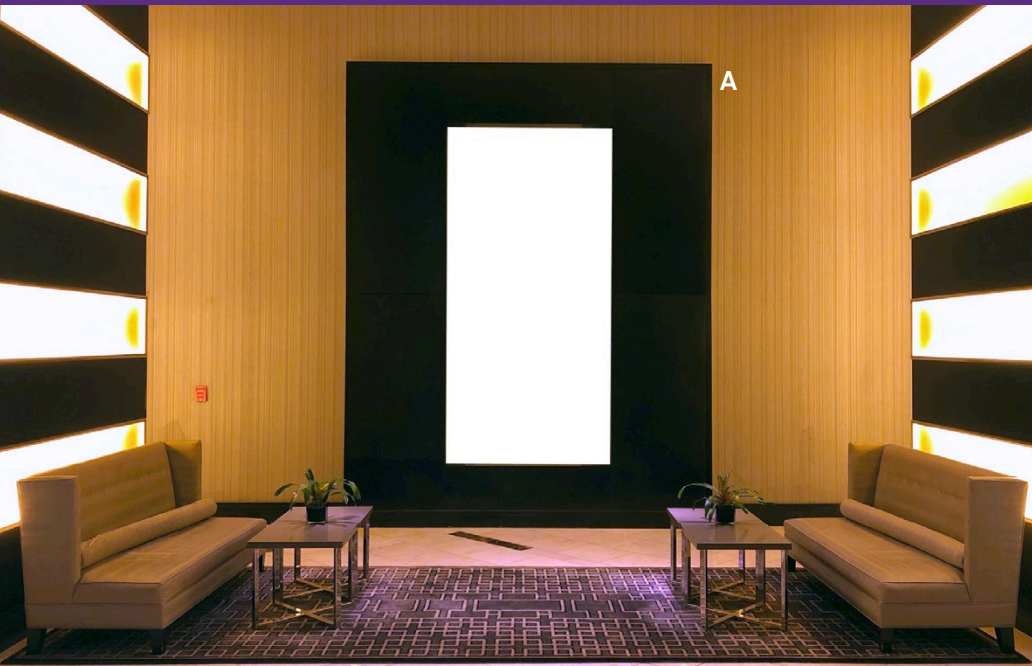
G Hallway Display Area

Located in the hallway on the way to education and the exhibit hall, this location is sure to make an impression. Secure this opportunity with a wall cling or a standalone fabric wall.

Wall Cling \$40,000

Stand-alone Fabric Wall \$50,000

On-Site Marketing Opportunities (Continued)



A Hallway Lounge Framed Display
Stand out in the hallway as attendees pass by, sit and connect in this space.
\$5,000 each 2 available



B Bar Area Mirror Clings
An opportunity for your brand to be seen in a place where attendees will pass by during the day and will go to gather and connect in the evening.
\$3,500 8 total



Companies that have exhibited in the past.

AACC
AdvantEdge Healthcare Solutions
Agilent/Dako
Agiros Pharmaceuticals
Akoya Biosciences Inc.
American Association of Pathologists' Assistants
American Board of Pathology
American Joint Committee on Cancer
American Society for Clinical Pathology (ASCP)
AP Easy Software Solutions
Applied Spectral-Imaging
APS Medical Billing
Arkana Laboratories
ARP Press
ARUP Laboratories
AstraZeneca
Aurora mScope Inc.
Bayer
Bayer Oncology
Biocartis
BioView USA Inc.
Bristol-Myers Squibb
Caliber Imaging and Diagnostics
Caris Life Sciences
Change Healthcare
Cleveland Clinic Laboratories
CSI Laboratories
Discern Management Group LLC
Elsevier Inc.
Foundation Medicine Inc.
Fujirebio US Inc.
Geisinger
Genentech
Genomic Health
GenPath Oncology
Gestalt Diagnostics
GRUNDIUM
Guardant Health
Hamamatsu Corporation
Healthpac Computer Systems Inc.
Hologic Inc.
Innovative Science Press
Integrated Oncology
Jazz Pharmaceuticals Inc.
Kerh Group
Leica Biosystems
MedReceivables Advisor LLC
Medusind Inc.
Merck
MetaSystems
Mikroscan
Motic Instruments Inc.
mTuitive Inc.
NeoGenomics
Nikon
NovoPath Inc.
Olympus America Inc.
Orchard Software Corporation
Paige
PathAI
Pathologyoutlines.com Inc.
Philips
Process Record Slide Limited
Promega Corporation
ProPath
Roche Diagnostics
Sakura Finetek USA Inc.
SCC Soft Computer
Seattle Genetics
Sonic Healthcare USA
StatLab
Stemline Therapeutics
Sunquest Information Systems
University of Michigan - MLabs
Vachette Pathology
Vanderbilt Pathology Laboratory Services
Vector Surgical
Visikol Inc.
Voicebrook Inc.
Wolters Kluwer

Exhibit Information and Show Rules

Location of Exhibits

The exhibits will be in Elite Hall A at the Hyatt Regency New Orleans. The exhibit hall is carpeted.

Children in the Exhibit Hall

For the protection of children and to maintain the scientific nature of exhibitions, no child under the age of 18 will be allowed in the Exhibit Hall during installation, dismantling or show hours. Strollers are not permitted in the Exhibit Hall at any time.

Booth Options and Specifications

All non-island booths are sold in increments of ten foot by ten foot (10' x 10') in-line spaces. Please note that you may not erect walls partitions, decorations, or other obstructions that prohibit seeing through to neighboring spaces. Booths must not measure higher than eight feet (8') at the back wall and four feet (4') on sides. Confine display fixtures over four feet (4') high and no higher than eight feet (8') to that area of the exhibit booth that is within five feet (5') of the back wall.

At CAP22, an island booth is a group of booths made up of four more booths with aisles on all four sides. Island booths may not exceed 10–18 feet (10–18') in height depending on booth location, including any hanging signs whether part of the booth structure or hanging from the ceiling. Islands must have adequate see-through area and sufficient entrances of five feet (5') on all sides. For island booth requests, please submit booth design blueprints and perspective drawings to CAP Show Management at exhibits@cap.org for review no later than Thursday, August 11, 2022. We will notify you within 5–7 business days after receiving your plans if your design is acceptable “as is” or if you will be required to make changes.

Two-story or multilevel booths are not available at CAP22. Peninsula booths are not permitted (i.e., an exhibitor may not rent back-to-back booths at the end of two rows and open the booth to a cross aisle).

Failure to comply with booth specifications on any size booth will require on-site modifications at the sole discretion of CAP Show Management. The exhibiting company will be responsible for any costs incurred with a result of meeting these specifications.

Fees

In-line booth: Each 10'x10' booth will sell for \$3,900; each 10'x20' booth will sell for \$7,800, each 10x 30 booth will sell for \$11,700 and a 10' x 40' will sell for \$15,600.

End booth: Each 10'x10' end booth will sell for \$4,200, 10' x 20' end booth will sell for \$8,400, 10 x 30 end booth will sell for \$12,600 and a 10 x 40 end booth will sell for \$16,800. A 20 x 20 island booth will sell for \$19,000.

Each exhibiting company will receive three (3) complimentary badges per 100-square-foot booth; exhibitors may purchase additional badges at \$225 each for all exhibiting days or \$150 each for one exhibit day.

Attendee List Requests

A CAP22 attendee list with postal addresses only is available for exhibitors to purchase for \$800 (booth space must be paid in full). To receive a preshow list approximately three weeks out and a post-show list five to seven days after show, you will need to submit a payment of \$800. The attendee list is to be used only for CAP22-related activity. It can be used prior to show and no more than 60 days after end of onsite show. You must send a copy of your material to exhibits@cap.org for approval prior to mailing.

Booth Space Requests

To request space at CAP22, please fill out and return the attached Hold-a-Space form and fax it to 847-832-8336 or email it to exhibits@cap.org. Please note that submitting this form does not confirm space; the CAP will send a confirmation of space to the primary contact via email. Exhibitors must pay all booth fees in full no later than Friday, June 3, 2022. After June 3, the CAP will accept requests to exhibit and assign space on a space-available basis after receiving full payment.

Meeting Space Requests

To request meeting space at the Hyatt Regency New Orleans, please email request with date and time to exhibits@cap.org. Space is limited. Meeting space for a max of 15 people rents for \$4,000 a day (up to 10 hours a day). Companies must have a booth on the show floor to request meeting space.

Space Assignment

CAP Show Management assigns exhibit space. Indicate key competitive adjacencies you hope to avoid on the Hold-a-Space form. CAP Show Management will make every effort to honor your request. The CAP does not permit the exchange of booth fees for a supporter opportunity. Booth assignments will be announced on Tuesday, June 28, 2022. An email with your booth number and exhibitor kit link will be sent to you on Tuesday, June 28, 2022.

Payment Terms and Space Fees

The CAP will invoice all CAP22 exhibitor fees via email. If you would like to pay by credit card, please contact the Customer Financial Services department at 800-323-4040 option 1 or once you receive your invoice you can email ar@cap.org. We accept American Express, VISA, or MasterCard. You must pay all fees in full no later than August. We require full payment at time of request for all booth space requests made after Friday, July 8. CAP Show Management will not allow an exhibiting company on the exhibit floor unless booth payment is paid in full.

Cancellations

For cancellations made prior to and including July 28, 2022, you will receive a full refund. A 50% cancellation fee will apply to any cancellations made after July 28, 2022. The CAP will not issue refunds for cancellations received after August 5, 2022.

Exhibitor Promotion and Marketing

The CAP will publish exhibitor information on the CAP22 website (cap.org/CAP22), on-site printed materials, and on-site signage if received by the published dates.

Industry Workshops

All workshop title and descriptions will be included on the CAP22 registration site. Hosts are responsible to get title, description, and speakers to CAP as soon as possible for the best visibility. CAP22 registration site will open the first week of May. Hosts are responsible for all food/beverage and any audio/visual needs other than what is agreed upon with onsite livestream production. Eight weeks prior to show the CAP will provide you with the hotel contact information allowing you to work directly with the hotel. CAP will provide a lead retrieval device (30-45 minutes before the start of your program) for use only at your workshop. The CAP must receive title, description and speakers for your workshop in a Word document by Thursday, August 4, to guarantee inclusion in any marketing and onsite signage. Anything received after August 4, will be included only on the CAP22 website and registration site. Hosts are responsible for all audio/visual as well as food and beverage charges as explained on page 8.

Housing

Exhibitors cannot reserve sleeping rooms before they pay for booth space. The CAP has contracted a block of sleeping rooms at the Hyatt Regency New Orleans. Beginning in May, exhibitors who have paid for booth space may book sleeping rooms. An email with the housing link will be sent to the main contact when registration opens for both housing and staff badges.

Wait List

The CAP will place exhibitors requesting space after the maximum number of booths has been sold on a wait list. If space should become available, we will contact those companies in the order in which they were placed on the wait list. If your company clears the wait list, it should follow the same payment terms as listed on page 16.

Floor Plan

Prospective exhibiting companies may view the floor plan after July 1, 2022, by visiting cap.org/CAP22. The CAP reserves the right to alter the floor plan at any time.

Booth Assignment Notification

The CAP will announce booth placement no later than Tuesday, June 28, 2022. Find this information at cap.org/CAP22.

Lead Retrieval

The CAP will offer an electronic lead retrieval system at cap.org/cap22, beginning June 28, 2022.

Sharing Space

No subletting or sharing of exhibit space is permitted.

Suitcasing

The CAP is helping to ensure a successful CAP22 for its exhibitors by increasing measures to protect exhibitors from "suit casing" at CAP22. While all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this prospectus will be asked to leave immediately.

Please report any violations you may observe to CAP Show Management. The CAP recognizes that suit casing may also take

the form of commercial activity conducted from a hotel guest room, hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this requirement, suit casing is not allowed during or adjacent to CAP22. You must inform CAP Show Management of any hospitality suites and receive written consent prior to the event

Official Show Decorator

The CAP has designated Global Experience Specialists (GES) as the official show decorator and dray-age firm for CAP22. A comprehensive exhibitor service kit containing order forms for all show services, shipping, and on-site storage information, as well as other show details, will be available online on

June 28, 2022, at <https://ordering.ges.com/053600569>. Order GES products and services by visiting GES on-line at ges.com. For additional information regarding exhibitor services, contact GES:

Global Experience Specialists (GES)
7050 Lindell Road
Las Vegas, NV 89118
Tel: 800-475-2098 Fax: 866-329-1437
International faxes: 702-263-1520
Online Chat: [ges.connect/us/chat](https://ges.com/connect/us/chat)

Exhibitor Shipping Instructions

Make freight shipments on straight bills of lading and carefully prepare them to show number of pieces, weight, classification, etc. A delivery ticket showing this information should accompany shipments made by methods other than straight bills of lading.

The exhibiting company holds responsibility for all shipments to the GES warehouse and for their prepayment. To avoid surcharges, shipments should reach the GES warehouse no earlier than Tuesday, September 6, 2022, and no later than Wednesday, October 5, 2022. Hours for receiving are Monday – Friday, 8:00 AM–2:30 PM. Label advance shipments to warehouse as follows:

GES
CAP22
Exhibiting Company Name
Booth #
c/o TForce Freight c/o Exhibit Transfer
3761 Louisa St
New Orleans, LA 70126
United States of America

Direct shipments to the Hyatt Regency New Orleans will only be accepted on Saturday, October 8, 2022, 8:00 AM – 4:30 PM.

Label direct shipments to the Hyatt Regency New Orleans, New Orleans, Louisiana 70113, as follows:

GES
CAP22
Exhibiting Company Name
Booth #
Hyatt Regency New Orleans
601 Loyola Ave
New Orleans, LA 70113-1800
United States of America

Please refer to the exhibitor kit for more detailed information on shipping procedures and pricing. Exhibitor kit will be available on June 28 and sent with the booth assignment email.

Exhibit Personnel

All participants affiliated with exhibits must register for a badge on the Exhibitor Registration portal that opens the first week of May. The main point of contact will receive an email when registration is open. The CAP will issue an exhibitor badge to each exhibit representative, who must be employed by the exhibitor or have a direct business affiliation. Each exhibiting company will receive three (3) complimentary badges per 100 square feet of exhibit space. A company may purchase additional badges at \$225 each for all days or \$150 each for one day. Exhibitors can pick up badges onsite at CAP22 Registration in the Empire Foyer during published registration hours

Protective Footwear

Closed-toe shoes should be worn during installation and dismantle.

Hand-Carried Freight

Exhibitors move-in is not permitted through the hotel lobby except for small, hand-carried items.

Catering

CAP Show Management must approve all catering for your booth in advance. Catering forms will be in the exhibitor kit.

Giveaways

Refer to Adva Med Code for parameters.

Use of CAP Logos

Do not use the CAP logo on any printed or web material without prior written approval from CAP Show Management.

Balloons

Helium balloons or any other floating objects are prohibited on the show floor. Glitter, Confetti, Stickers, or Decals are not permitted by any exhibitor.

Photography/Videography

Photography and/or videography is only permitted within the confines of your own booth provided you do not capture images of other booths.

Unofficial Functions, Promotional Events, or Hospitality Suites

CAP Show Management must approve all social functions, promotional events, or hospitality suites not officially part of the CAP22 annual meeting. There is a fee for meeting space rental. To request meeting space at the Hyatt Regency New Orleans, please send an email to exhibits@cap.org. The CAP prohibits any type of event, whether it is scientific, technical, or social, at a time that conflicts with any CAP22 programs

Selling of Products or Services

Sales and order taking are permitted if exhibitors conduct all transactions appropriately in a manner that is consistent with the professional nature of the exhibits. Exhibitors are responsible for all licenses or permits required by law, as well as the payment of any taxes from sales.

Installation of Exhibits

Exhibitor installation hours are Saturday, October 8, 2022, from 8:00 AM – 4:30 PM. All exhibitor freight must be moved into the hall. All crates will be removed.

If a booth is not set-up by 4:30 PM on Saturday, October 8, CAP Show Management will set up your booth for you and invoice your company for the labor.

Dismantling of Exhibits

Tear-down is scheduled for Tuesday, October 11 from 1:15 – 7:00 PM. **Exhibitors may not dismantle their booths, even partially, before the close of the exhibit hall.**

Services

The exhibit hall at the Hyatt Regency New Orleans is carpeted. In addition to the use of the space itself, the CAP provides each 10'x10' booth with the following:

- One standard two-line sign displaying your company name and booth number
- One 6' draped table
- One wastebasket
- Janitorial services for common areas of the show floor only
- Pipe and drape for back and sides of your area
- Three complimentary exhibit hall badges
- Ability to reserve and pay for up to six (6) sleeping rooms at the Hyatt Regency New Orleans, based on availability

Booth cleaning services, carpet, display units, chairs, electricity, phone service, daily cleaning, Internet services, furniture, etc, are not covered in the booth fee. Exhibitors may order these items through the GES exhibitor kit and services information, which can be found at cap.org/CAP22 after June 28.

Force Majeure

Any nonperformance of either party shall be excused to the extent that performance is rendered impossible by strike, fire, flood, government acts, orders or restrictions, failure of suppliers, or any other reason where failure to perform is beyond the control and not caused by the negligence of nonperforming party.

Indemnification, Liability, and Insurance

Exhibitor is responsible for always safeguarding own property. While security will be provided at the front door of the exhibit hall, neither the CAP nor the Hyatt Regency New Orleans guarantees the prevention of occurrences that may result in damage or loss, nor

do either maintain insurance covering exhibitor property. Exhibitor assumes all responsibility for losses, claims, and/or damage arising from exhibitor activities at the Hyatt Regency New Orleans and agrees to indemnify, defend, and hold harmless the Hyatt Regency New Orleans, the CAP, and their respective officers, directors, servants, agents, and employees from all such losses, damages, and claims. Exhibitor assumes all responsibility for compliance with local, city, and federal ordinances and regulations regarding public exhibitions, including fire, safety, and health regulations.

Exhibitor agrees to obtain insurance for exhibitor's own protection during the course of the meeting. Such protection shall include, but not be limited to, setup, tear down, transit,



and exhibitor's employees. Such insurance must be in amounts adequate to cover indemnification for losses as set above but in no event less than General Liability, \$2 million each occurrence and \$2 million aggregate; and Workers Compensation coverage as required by statute and Employers Liability of \$2 million. Exhibitor agrees to provide proof of adequate insurance to the CAP, its agent, or representative upon request. Exhibitor agrees to learn and comply with all union and facility regulations and/or policies.

If requested by the CAP, exhibitor shall provide, prior to beginning the work, a Certificate of Insurance evidencing the above coverage. Such Certificate shall indicate that the CAP and the Hyatt Regency New Orleans, its officers, directors, servants, agents, and employees have been endorsed as additional insureds.

Exhibitor assumes all liability for any damage to the facility's infrastructure as a result of the exhibitor's actions and/or neglect. Should events beyond the control of the CAP or the Hyatt Regency New Orleans, (including but not limited to acts of God, labor disputes, civil disturbance, acts of terrorism, curtailment of transportation, etc) materially affect either party's ability to perform, the CAP reserves the right to terminate this contract without prejudice.

The CAP reserves the right to promulgate, interpret, amend, and enforce all exhibit rules and regulations, and to alter the exhibit floor plan and schedule in the best interest of the exhibition and the exhibitors. All matters not addressed in these rules and regulations are subject to the discretion of the CAP.

PAYMENT REMINDER

All CAP22 invoices must be paid in full prior to the start of show in order to be allowed on the exhibit floor.

CAP Show Management Contacts

Events Operations Manager

Jessica Ruiz
exhibits@cap.org

Senior Events Manager

Janice Carrier
exhibits@cap.org

Billing

Customer Financial Services at
arcap@cap.org or 800-323-4040 option 1

YOUR COMPANY AND CONTACT INFORMATION (Please print)

Name (Primary contact)

Phone Number

Primary Contact Email Address

Company Name

Company Web Address

Company Address (For invoice)

City

State

Zip Code

On-site contact name and cell number

Type of Company

(Check all that apply)

- Billing & Practice Management
- Histology & Sample Processing
- Microscopes
- Microscopy & Image Management
- Publications
- Special Products
- Specialized Reference Laboratory
- Software
- Association
- Pharma
- Other

HIGH LEVEL SPONSOR PACKAGES

- Platinum **\$40,000**
- Silver **\$20,000**
- Gold **\$30,000**
- Bronze **\$15,000**

BOOTH OPTIONS

- 10' x 10' In-Line Booth **\$3,900**
- 10' x 10' End Booth (One end) **\$4,200 Limited**
- 10' X 20' In-Line Booth **\$7,800**
- 10' X 20' End Booth (One end) **\$8,400 Limited**
- 10' X 30' In-Line Booth **\$11,700**
- 10' X 30' End Booth (One end) **\$12,600 Limited**
- 10' x 40' In-Line Booth **\$15,600**
- 10' x 40' End Booth **\$16,800 Limited**
- 20' X 20' Island Booth **\$19,000**

Please try to place my booth next to/near:

No! I'd prefer not to be placed next to:

INDUSTRY WORKSHOPS

Limited on a first-come, first-served basis.

Onsite Sunday – Tuesday from 11:15 AM – 12:45 PM.

- On-site Only Lunch Workshop \$8,500**
Host responsible for food/beverage and audio/visual
 Sunday Monday Tuesday
- On-site Livestream Lunch Workshop \$35,000**
CAP will provide livestream set-up, host
Which day would you like to confirm?
 Sunday Monday Tuesday
- Virtual Scheduled Workshop**
 - With production support **\$30,000**
 - Without production support **\$15,000**
 - Prerecorded Workshop for OnDemand Only **\$10,000**Refer to page 8 for full details of virtual workshop options.



**RESERVE YOUR SPACE
SIGN UP NOW**

Signature required on page 21 to process form.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Limited on a first-come, first-served basis.

Digital

- Virtual Content Hub **\$4,500**
- Email Ad to CAP22 Attendees **\$3,000**
- Email Ad to CAP Membership **\$5,000**

Marketing Opportunities

- Exhibit Hall Bingo Game **\$475**
- Attendee List **\$800**
- Room Drop **\$8,000**
- Product Theater **\$5,000** *an hour*
How many hours ____

Branding Opportunities

- Speaker Ready Room **\$5,000**
- Escalator Cling **\$21,000** *2 available*
- Framed Art Inserts **\$4,000** *4 available*
- Window Clings Empire Foyer **\$5,000** *each, 4 available*
- Hallway Display
 - Wall Cling **\$40,000**
 - Freestanding Fabric Wall **\$50,000**
- Hallway Lounge Framed Display **\$5,000** *each*
- Bar Area Mirror Clings **\$3,500** *8 total*
- Photography Booth **\$8,000**
- Hand Sanitizer Stations **\$3,000** *each* How many ____

PAYMENT AND CANCELLATION

All invoices must be paid in full by Friday, July 8.

Payment

You will receive an invoice 7–10 days after acceptance to CAP22. Upon receipt of invoice, you may either pay by check and send to address on invoice or pay by credit card. Please contact Customer Financial Services at 800-323-4040 option 1 or email arcap@cap.org. We accept American Express, VISA and MasterCard.

Cancellation

Cancellations received by Thursday, July 28 will get full refund. If canceled after July 28, there will a 50% cancellation fee. A full refund will be issued to all exhibitors if the country was to shut down again.

- I agree to all the rules and regulations for this event found within this document. This application is made by the undersigned and constitutes a contract with the College of American Pathologists.

Signature Required

Date

BE VISIBLE TO PATHOLOGY'S KEY DECISION MAKERS



AMPLIFY YOUR MESSAGE
WITH GREATER VISIBILITY



GENERATE ACTIONABLE
SALES LEADS

RESERVE YOUR SPACE AT CAP22 TODAY

Mark your calendars for future meetings.



CAP23
OCTOBER 7–10
HYATT REGENCY CHICAGO



CAP24
OCTOBER 8–11
WYNN/ENCORE LAS VEGAS



COLLEGE of AMERICAN
PATHOLOGISTS