

Exhibition and Sponsorship Opportunities

[ascp.org/2021](https://www.ascp.org/2021)



LIVE IN BOSTON + VIRTUAL

HYNES CONVENTION CENTER



The Largest Global Event for Current and Emerging Laboratory Leaders

ASCP 2020 attracted 5,000+ attendees in an interactive virtual setting. 2021 brings new opportunities with a return to the in-person meeting experience that for years has attracted an extensive assembly of laboratory leaders, along with a re-imagined hybrid format that brings attendees in Boston together with an expanded virtual audience.

Exhibiting at the Hynes Convention Center in Boston gets you added access to virtual attendees at no additional cost, while virtual-only options offer flexibility for those who can't attend in person.

100,000+ STRONG
ASCP Gives You Access to 100,000+ Members

Since its founding in 1922, ASCP has been the leader in pathology and laboratory medicine. Unique among pathology organizations, its inclusive membership of over 100,000 unites pathologists, laboratory professionals, and residents to advance the profession.

Highlights Include:


- An innovative new Attendee Match Program will **actively pair attendees with exhibitors they are interested in**, in advance of the meeting
- Satellite Symposia and Product Showcases can be **simulcast to in-person and virtual audiences**, with extended reach on-demand
- An all-new virtual exhibitor platform includes **built-in videoconference software for all exhibitors**, so you can get face-to-face with attendees instantly and easily
- The virtual exhibit hall will remain open for an additional **1 month post-meeting**, for extended reach and visibility to attendees viewing on-demand content
- Receive opt-in attendee mailing lists plus options to send sponsored emails before or after the meeting

Face-to-Face Interactions

We are thrilled to return to an in-person meeting experience, giving attendees and partners the opportunity to have the higher-value interactions we've all been seeking.

Rest assured that we are working, along with the Hynes Convention Center, to take every precaution necessary to provide for a safe meeting environment, as the health and well-being of all our partners, attendees and staff is paramount.





**Interested in exhibiting?
Contact exhibit@ascp.org
to get started.**

Access Key Thought Leaders

Founded in 1922, ASCP has long been your best source to connect with thought leaders and early adopters of laboratory and pathology products and services. Today, the ASCP network includes:

- 17,000 laboratory directors, managers and supervisors
- 26,000 anatomic pathologists
- 23,000 clinical pathologists
- 200,000+ ASCP certified medical laboratory scientists (MLS/MT/CT), technicians (MLT/HT/PBT/DPT), and specialists
- Every active resident in pathology and residency program director in the US
- 2,600 pathologist assistants
- Educators, including laboratory science program directors
- Industry professionals

Best of all, these diagnostic leaders represent hospitals and health systems, research hospitals, and independent reference labs—the full spectrum of buyers.

Extend Your Reach by Hosting a Satellite Symposia or Product Showcase Present a symposium related to a current or cutting-edge technology during exclusive time periods, with options to present in-person in Boston, virtually, or both. As a host you will select the topic and speakers. Live Symposia includes virtual and video streaming services. There are limited slots available (9) and it's first come first serve for scheduling.

Achieve Maximum Impact

Through our concentrated exhibit experience and traffic-driving events and features, you can reach key decision makers effectively during a shorter period of time:

Contact exhibit@ascp.org
for more information.

Tuesday, October 26

9:00 AM – 5:00 PM | Exhibitor Load-in and Set-up

Wednesday, October 27

11:00 AM – 7:00 PM | Exhibits Open

Thursday, October 28

9:00 AM – 3:00 PM | Exhibits Open

3:00 PM – 8:00 PM | Exhibitor Move-Out

All outbound carriers must be checked in by 8 pm

* Events and hours subject to change

A Re-Imagined Virtual Experience

Quality engagements don't need to be sacrificed in a virtual setting. In fact, ASCP 2021 brings you effective, measurable ways to connect and follow up with the key attendees you are seeking.

And this year we've completely upgraded the virtual meeting experience to offer more ways for exhibitors and sponsors to interact with and get noticed by attendees.



Pre-Scheduled Appointment System

Allow attendees to pre-book one-on-one meetings with exhibitors at your booth, at networking tables, or virtually in real-time, which means guaranteed leads before the event begins.



Seamless Networking & Building Connections

Make real, human connections through messages, direct meeting scheduling, and 1:1 or small group videoconferencing.



Robust Analytics

Track interactions and visitors to your booth, with post-meeting reporting to every exhibitor



Extended Post-Meeting Access

Attendees will be able to browse your booth or any recorded sessions after the meeting. Last year, over 2,000 attendees logged on post-meeting.



Simplified Virtual Exhibit Hall

A simplified Exhibit Hall and booth structure makes it easier for attendees to find your content and connect with you directly. A searchable keyword index helps attendees find exhibitors and sponsors who are relevant to them.



Featured Video and Content Display

Get key messaging front and center to engage attendees. Embed product videos, share collateral and host video product showcases.



Gamification

Gain extra visibility while attendees participate in fun challenges unique to the virtual space.

Boston Hybrid Exhibitor and Sponsor Packages

Contact exhibit@ascp.org for more information.

All exhibitors participating in-person in Boston will also receive a complimentary virtual booth.

EXHIBITOR BOOTH

\$3,000

10' x 10' Booth

Exhibitor registrations (2)

Post-meeting opt-in attendee mailing address list (no emails)

COMPANY VIRTUAL BOOTH

- Company Name + Location + URL
- Company Description (Limit: 125 characters)
- Product and Service Categories (Limit: 2)
- PDFs (Limit: 2)

- Network with attendees*
 - Schedule 1:1 appointments
 - Host group meetings
- Virtual Exhibitor Registrations (1)
- Special Event Tickets (1)

ALLY PACKAGE

\$6,000

10' x 10' Booth

Exhibitor registrations (3)

AttendeeMatch Program Pass

Logo in the Guide to the Meeting and website

Pre and post meeting opt-in attendee mailing address list (no emails)

COMPANY VIRTUAL BOOTH

- Company Name + Location + URL
- Company Description (Limit: 250 characters)
- Product and Service Categories (Limit: 3)
- PDFs (Limit: 4)
- Network with attendees*
 - Schedule 1:1 appointments
 - Host group meetings

- Virtual Exhibitor Registrations (2)
- Special Event Tickets (2)
- Gift eBag Offer (1)
- Post Show Opt-In Virtual opt-in Attendee Mailing Address List (no emails)

COLLABORATOR PACKAGE

\$15,000

10' x 10' Booth

Exhibitor registrations (4)

AttendeeMatch Program Pass

Logo in the Guide to the Meeting and website

ASCP Social Media Recognition Post

ASCP Pre and Post Show Promotional Feature Email

ASCP Promotional Email Footer

ASCP APP Welcome Screen banner/callout

Recognition on ASCP Registration Pages

Pre and post meeting opt-in attendee mailing address list (no emails)

VIRTUAL MEETING

- Callout in the virtual meeting lobby
- Feature in the product showcase page
- Recognition in general session welcome slide

COMPANY VIRTUAL BOOTH

- Prominent location
- Company Banner, Company Logo, Company Name + Location + URL
- Company Description (unlimited)
- Product and Service Categories (Limit: 5)
- Social Media Platform Links
- Corporate, Product, or Service Images (Limit: 5)

- Video Content (1)
- PDFs (Limit: 8)
- Network with attendees*
 - Schedule 1:1 appointments
 - Host group meetings
- Virtual Exhibitor Registrations (4)
- Special Event Sponsor Recognition
- Special Event Tickets (4)
- Gift eBag Offer (2)
- Virtual Meeting Game Leaderboard Sponsor
- Pre and Post Meeting opt-in Attendee Mailing Address List (not email)

PARTNER PACKAGE

\$30,000

10' x 20' Booth

Half Hour Satellite Symposium

Exhibitor registrations (5)

AttendeeMatch Program Pass

(1) Pre-meeting email and (1) post-meeting email distributed by ASCP

ASCP Pre and Post Show Promotional Feature Email

Full page ad in the Guide to the Meeting

ASCP Social Media Feature Post

ASCP Promotional Email Footer

ASCP APP Welcome Screen banner/callout

Recognition on ASCP Registration Pages

Recognition at the General Session

(2) tickets to the President's Reception

Pre and post meeting opt-in attendee mailing address list (no emails)

VIRTUAL MEETING

- 15 second welcome video in the virtual meeting lobby
- Callout in the virtual meeting lobby
- Feature in the product showcase page
- Recognition in general session welcome slide

COMPANY VIRTUAL BOOTH

- Prominent location
- Company Banner, Company Logo, Company Name + Location + URL
- Company Description (unlimited)
- Product and Service Categories (Limit: 7)
- Social Media Platform Links
- Corporate, Product, or Service Images (Limit: 10)

- Video Content (2)
- PDFs (Limit: 10)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Virtual Exhibitor Registrations (6)
- Special Event Sponsor Recognition
- Special Event Tickets (6)
- Gift eBag Offer (3)
- Virtual Meeting Game Leaderboard Sponsor
- Pre and Post Meeting opt-in Attendee Mailing Address List (not email)

PLATINUM PACKAGE

\$50,000

20' x 20' Booth

One Hour Satellite Symposium

Exhibitor registrations (6)

AttendeeMatch Program Pass

Two full page spread ad in the Guide to the Meeting

(1) Pre-meeting email and (1) post-meeting email distributed by ASCP

ASCP Pre and Post Show Promotional Feature Email

ASCP Social Media Feature Post

ASCP Promotional Email Footer

ASCP APP Welcome Screen banner/callout

Recognition on ASCP Registration Pages

Recognition at the General Session

(4) tickets to the President's Reception

Pre- and post-meeting opt-in attendee mailing address list (no emails)

VIRTUAL MEETING

- 30 second welcome video in the virtual meeting lobby
- Feature in the product showcase page
- Recognition in general session welcome slides

COMPANY VIRTUAL BOOTH

- Prominent location
- Company Banner, Company Logo, Company Name + Location + URL
- Company Description (unlimited)
- Social Media Platform Links
- Product and Service Categories (unlimited)
- Corporate, Product, or Service Images (unlimited)

- Video Content (4)
- PDFs (unlimited)
- Network with attendees*
 - Schedule 1:1 appointments
 - Host group meetings
- Virtual Exhibitor Registrations (10)
- Special Event Sponsor Recognition
- Special Event Tickets (10)
- Gift eBag Offer (6)
- Virtual Meeting Game Leaderboard Sponsor
- Pre and Post Meeting opt-in Attendee Mailing Address List (not email)

ASCP 2021
LIVE IN BOSTON + VIRTUAL

OCTOBER 27-29, 2021



Virtual Exhibit and Sponsorship Packages

Contact exhibit@ascp.org for more information.

**Virtual Exhibit Hall Available
1 month post-meeting! for
extended reach and visibility
to attendees viewing
on-demand content**

EXHIBITOR

\$2,000

CALLOUT IN THE VIRTUAL MEETING LOBBY

- Company Name + Location + URL
- Company Description (Limit: 250 characters)
- Product and Service Categories (Limit: 3)
- PDFs (Limit: 2)
- Full Registrations (2)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Search using demographic data to find prospects
- Post Show Opt-In Attendee Mailing Address List (not email)

ENHANCED

\$5,000

ATTENDEEMATCH PROGRAM PASS

- Company Virtual Booth
- Company Logo, Company Name + Location + URL
- Company Description
- Product and Service Categories (Limit: 5)
- Social Media Platform Links
- Corporate, Product, or Service Images (Limit: 3)
- PDFs (Limit: 3)
- Full Registrations (4)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Search using demographic data to find prospects
- Virtual Meeting Promotional Email Footer
- Recognition on Registration Pages
- Gift eBag Offer (1)
- Lead Retrieval Admin Portal
- Post Show Opt-In Attendee Mailing Address List (not email)

SELECT

\$10,000

CALLOUT IN THE VIRTUAL MEETING LOBBY

- 10 min Product Showcase
- AttendeeMatch Program Pass
- Recognition in session welcome slides
- Company Virtual Booth
- Company Banner, Company Logo, Company Name + Location + URL
- Company Description
- Product and Service Categories (Limit: 8)
- Social Media Platform Links
- Corporate, Product, or Service Images (Limit: 5)
- Video Content (Limit: 3)
- PDFs (Limit: 5)
- Full Registrations (6)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Search using demographic data to find prospects
- Pre-Show Promotional Feature Email
- Social Media Feature Post (1)
- Virtual Meeting Promotional Email Footer
- Recognition on Registration Pages
- Gift eBag Offer (2)
- Lead Retrieval Admin Portal
- Virtual Meeting Game Leaderboard Sponsor
- Pre and Post Show Opt-In Attendee Mailing Address List (not email)

PREMIUM

\$15,000

RECOGNITION AS SPONSOR FOR PROVIDING SUPPORT FOR ENDURING CONTENT

- 5 second video in the virtual meeting lobby
- Callout in the virtual meeting lobby
- Feature in the product showcase page
- 30 min Product Showcase
- AttendeeMatch Program Pass
- Recognition in general session welcome slides
- Company Virtual Booth
- Prominent and first page location
- Company Banner, Company Logo, Company Name + Location + URL
- Company Description
- Product and Service Categories (Limit: 10)
- Social Media Platform Links
- Corporate, Product, or Service Images (Unlimited)
- Video Content (Limit: 5)
- PDFs (Limit: 10)
- Full Registrations (8)
- Special Event Sponsor Recognition (Yoga and Meditation Sessions)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Search using demographic data to find prospects
- Pre and Post Show Promotional Feature Email
- One Push Notification During Event
- Social Media Feature Post (1)
- Virtual Meeting Promotional Email Footer
- Recognition on Registration Pages
- Gift eBag Offer (3)
- Lead Retrieval Admin Portal
- Virtual Meeting Game Leaderboard Sponsor
- Pre and Post Show Opt-In Attendee Mailing Address List (not email)

PLATINUM

\$25,000

RECOGNITION AS SPONSOR FOR PROVIDING SUPPORT FOR COMPLIMENTARY REGISTRATION

- 15 second video in the virtual meeting lobby
- Feature in the product showcase page
- 30 min Product Showcase
- AttendeeMatch Program Pass
- Host 30 Min Roundtable
- Recognition in general session welcome slides
- Company Virtual Booth
- Prominent and first page location
- Company Banner, Company Logo, Company Name + Location + URL
- Booth Description (Unlimited)
- Social Media Platform Links
- Product and Service Categories (Unlimited)
- Corporate, Product, or Service Images (Unlimited)
- Video Content (Unlimited)
- PDFs (Unlimited)
- Full Registrations (10)
- Special Event Sponsor Recognition (Yoga and Meditation Sessions)
- Network with attendees*
- Schedule 1:1 appointments
- Host group meetings
- Search using demographic data to find prospects
- Pre and Post Show Promotional Feature Email
- One Push Notification During Event
- Social Media Feature Post (1)
- Virtual Meeting Promotional Email Footer
- Recognition on Registration Pages
- Gift eBag Offer (3)
- Virtual Meeting Game Leaderboard Sponsor
- Lead Retrieval Admin Portal
- Pre and Post Show Opt-In Attendee Mailing Address List (not email)

SYMPOSIA AND PRODUCT SHOWCASE

LIVE WITH VIRTUAL

- 60 minute Symposium/Product Showcase \$40,000 (9 slots)
- 30 minute Symposium/Product Showcase \$30,000

VIRTUAL ONLY

- 60 minute Symposium/Product Showcase \$30,000
- 30 minute Symposium/Product Showcase \$20,000

Application and Contract for Exhibit

Submit application to exhibit@ascp.org.

Need help? Contact Jennifer Clark
Jennifer.Clark@ascp.org

Contact Information

Company Name

Contact Name

Email

Phone

Address

City State Zip

Country

I would like to receive communication from ASCP regarding exhibiting opportunities at current and future ASCP meetings.

Payment and Cancellation

ASCP requires payment in full with this application. Failure to make payments does not release the contracted or financial obligation of exhibitor.

Payment

- Make checks payable to: ASCP
- ASCP, 3462 Eagle Way, Chicago, IL 60678-1034
- Credit Card Payments: ASCP will provide an electronic invoice for credit card processing over the phone. Please call 312-541-4765 to pay by credit card.

Cancellation Penalties

- 100% of amount due; no refunds
- Full refund if canceled by ASCP without cause

We agree to all of the Terms and Conditions for this event. This application is made by the undersigned, an authorized signatory of the above-listed company, and constitutes a binding contract with the American Society for Clinical Pathology (ASCP).

Exhibitor Signature

Date

Select Your Package & Add-Ons:

LIVE IN BOSTON WITH VIRTUAL EXTENSION

- | | | | |
|---|-----------------|--|----------------|
| <input type="checkbox"/> PLATINUM | \$50,000 | <input type="checkbox"/> ALLY PACKAGE | \$6,000 |
| <input type="checkbox"/> PARTNER | \$30,000 | <input type="checkbox"/> EXHIBITOR BOOTH | \$3,000 |
| <input type="checkbox"/> COLLABORATOR PACKAGE | \$15,000 | | |

VIRTUAL ONLY

- | | | | |
|-----------------------------------|-----------------|------------------------------------|-----------------|
| <input type="checkbox"/> PLATINUM | \$25,000 | <input type="checkbox"/> SELECT | \$10,000 |
| <input type="checkbox"/> ENHANCED | \$5,000 | <input type="checkbox"/> EXHIBITOR | \$2,000 |

SYMPOSIA AND PRODUCT SHOWCASE

Live With Virtual

- | | |
|---|-----------------|
| <input type="checkbox"/> 60 Minute Symposium/Product Showcase | \$40,000 |
| <input type="checkbox"/> 30 Minute Symposium/Product Showcase | \$30,000 |

Virtual Only

- | | |
|---|-----------------|
| <input type="checkbox"/> 60 Minute Symposium/Product Showcase | \$30,000 |
| <input type="checkbox"/> 30 Minute Symposium/Product Showcase | \$20,000 |

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- | | |
|--|-----------------|
| <input type="checkbox"/> 2021 Annual Meeting Pre-Show Email | \$2,500 |
| <input type="checkbox"/> 2021 Annual Meeting Post-Show Email | \$2,500 |
| <input type="checkbox"/> 2021 Annual Meeting Pre & Post-Show Email Package | \$4,000 |
| <input type="checkbox"/> General Session Sponsor | \$50,000 |
| <input type="checkbox"/> Live Roundtables (1 Hour) | \$25,000 |
| <input type="checkbox"/> Live Roundtables (30 Min) | \$15,000 |
| <input type="checkbox"/> Live Fellowship Fair Sponsor | \$10,000 |
| <input type="checkbox"/> Live Wellness Sponsor | \$10,000 |
| <input type="checkbox"/> Live Career Advancement | \$10,000 |
| <input type="checkbox"/> Virtual Roundtables (1 Hour) | \$30,000 |
| <input type="checkbox"/> Virtual Roundtables (30 Min) | \$20,000 |

ADDITIONAL ADD-ONS

- | | |
|--|-----------------|
| <input type="checkbox"/> Additional Live Exhibitor Registration | \$500 |
| <input type="checkbox"/> Additional Virtual Exhibitor Registration | \$299 |
| <input type="checkbox"/> Guide To The Meeting Ad | \$3,500 |
| <input type="checkbox"/> Bag Inserts | \$2,500 |
| <input type="checkbox"/> Door Drop | \$6,000 |
| <input type="checkbox"/> Pop-Up Banners | \$2,500 |
| <input type="checkbox"/> Live Transition/Welcome Intro | \$4,000 |
| <input type="checkbox"/> Virtual Transition/Welcome Intro | \$4,000 |
| <input type="checkbox"/> 5 Minute Entertainment Breaks | \$5,000 |
| <input type="checkbox"/> Virtual Meeting Game Sponsor | \$2,000 |
| <input type="checkbox"/> Notification Alerts | \$2,500 |
| <input type="checkbox"/> Egift Bag Insert | \$2,000 |
| <input type="checkbox"/> Welcome Video (30 Secs) In Exhibit Hall | \$10,000 |
| <input type="checkbox"/> Website Banner Add | \$2,500 |
| <input type="checkbox"/> App Banner Ad | \$2,000 |

Exhibitor Move In:

Tuesday 10/26
9:00 AM – 5:00 PM

Exhibit Hall Hours:

Wednesday 10/27
11:00 AM to 7:00 PM

Exhibitor Move Out:

Thursday, 10/28
3:00 PM- 7:00 PM

Thursday, 10/28
9:00 AM – 3:00 PM