EXHIBITION & SPONSORSHIP OPPORTUNITIES

ascp.org/kl24
KnowledgeLab 2024 Live will be one of the most focused events for current and emerging lab leaders. A destination where our extensive community of laboratory directors, managers and executives, as well as technical experts at hospital, government, academic, independent and physician laboratories can instantly connect with and learn from an expansive network of peers, all in real-time.

**SAN ANTONIO, TX • APRIL 30 - MAY 1, 2024**

**KNOWLEDGE LAB**

Laboratory Management & Leadership Conference

**ascp.org/kl24**

A wealth of unique marketing opportunities

**Show Hours**

Events and hours subject to change

**Monday, April 29**

NOON – 5:00 PM
Exhibitor Load-in and Set-up

**Tuesday, April 30**

11:00 AM – 7:00 PM
Exhibits Open

**Wednesday, May 1**

9:00 AM – 3:00 PM
Exhibits Open

3:00 PM – 6:00 PM
Exhibitor Move-Out

*All outbound carriers must be checked in by 8 PM*

Contact exhibit@ascp.org for more information.
KnowledgeLab 2024 Live brings you effective, measurable ways to connect and follow up with the key attendees you are seeking. Your LIVE on-site booth provides the interaction we all enjoy, that is most effective with both attendee and peer-to-peer engagement.

CONNECT WITH REAL BUYERS WITHIN THE LABORATORY INDUSTRY

200+ attendees
35% of attendees make the final decision on some or all products
65% of attendees have a role in investigating or recommending products

JOB ROLES

These laboratory leaders represent hospitals and health systems, research hospitals, and independent reference labs—the full spectrum of buyers.

- 35% Laboratory Director
- 50% Laboratory Manager
- 10% Medical/Clinical Laboratory Technician
- 5% Other: Pathologists, educators, consultants
San Antonio Live Exhibitor and Sponsor Packages

Exhibit options mate your needs with best value.

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<thead>
<tr>
<th></th>
<th>Standard</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
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**Additional Exhibitor Enhanced Sponsorship Opportunities**

**Symposia and Product Showcase**

- 60 minute Symposium/Product Showcase $25,000
- 30 minute Symposium/Product Showcase $15,000
- 15 minute Symposium/Product Showcase $5,000

There are a limited number of in-person exhibitor packages available. **Act now for your best package and location.**
Select Your Package & Add-Ons:

**LIVE**
- □ STANDARD $3,000
- □ BRONZE $6,000
- □ SILVER $12,000
- □ GOLD $20,000
- □ PLATINUM $40,000

**SYMPOSIA AND PRODUCT SHOWCASE**
- □ 60 Minute Symposium/Product Showcase $25,000
- □ 30 Minute Symposium/Product Showcase $15,000
- □ 15 Minute Symposium/Product Showcase $5,000

**ADDITIONAL SPONSORSHIP OPPORTUNITIES**
- □ Pre-Meeting Opt-in Attendee Mailing Address List (no emails) $2,500
- □ Pre-Show Email $2,500
- □ Post-Show Email $2,500
- □ Pre & Post-Show Email Package $4,000
- □ General Session Sponsor $25,000
- □ Live Roundtables (1 Hour) $25,000
- □ Live Roundtables (30 Min) $15,000

**ADDITIONAL ADD-ONS**
- □ Additional Live Exhibitor Registration $500
- □ Meeting Website Ad $3,500
- □ Promotional Flyer $2,500
- □ Door Drop $6,000
- □ Pop-Up Banners $2,500
- □ Live Transition/Welcome Intro $4,000
- □ 5 Minute Entertainment Breaks $5,000
- □ Welcome Video on Meeting Website $10,000
- □ Website Banner Add $2,500

Payment and Cancellation

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

Payment
- □ A DocuSign Contract will be provided electronically for signature and exhibit selections.
- □ Purchase order available upon request
- □ 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

Terms & Conditions and a DocuSign contract will be provided electronically for signature and exhibit selections.

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Application for Exhibit

Need help?
Contact Jennifer Clark | 317-218-6501
Jennifer.Clark@ascp.org

Contact Information

Company Name

Contact Name

Email

Phone

Address

City   State Zip

Country

Signature     Date

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

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Exhibitor Move In:
Monday, April 29, 2024
NOON – 5:00 PM

Exhibit Hall Hours:
Tuesday, April 30, 2024
8:00 AM to 6:00 PM
Wednesday, March, 1, 2024
7:00 AM – 3:00 PM

Exhibitor Move Out:
Wednesday, May 1, 2024
3:00 PM – 6:00 PM
EXHIBITOR COMPANY INFORMATION
Need help? Contact Jennifer Clark at Jennifer.Clark@ascp.org

COMPANY DESCRIPTION: 75 Word Count

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AUDIENCE FOCUS. Check top three areas.

☐ ANATOMIC PATHOLOGY
☐ BIOREPOSITORIES
☐ CLINICAL PATHOLOGY
☐ CLINICAL CHEMISTRY AND IMMUNOLOGY
☐ COAGULATION AND TRANSFUSION MEDICINE
☐ CYTOGENETICS
☐ CYTOPATHOLOGY
☐ CYTOTECHNOLOGY
☐ DERMATOPATHOLOGY
☐ HEMATOLOGY
☐ HEMATOPATHOLOGY
☐ HISTOLOGY
☐ INFORMATICS
☐ MANAGEMENT / ADMINISTRATION
☐ MEDICAL TECHNOLOGY
☐ MICROBIOLOGY AND INFECTIOUS DISEASE
☐ MOLECULAR DIAGNOSTICS

WHAT PRODUCTS OR SERVICES? Check top three areas.

☐ ANALYTICAL INSTRUMENTS
☐ DIAGNOSTICS AND REAGENTS
☐ LABORATORY INSTRUMENTS
☐ MEDICAL DEVICES
☐ BILLING SERVICES
☐ DIAGNOSTIC SERVICES
☐ OPTICAL EQUIPMENT
☐ NON-PROFILE ORGANIZATION
☐ COMPUTER SYSTEMS
☐ EMPLOYMENT/RECRUITING
☐ PUBLISHED MATERIALS
☐ BUSINESS SOLUTIONS
☐ INFORMATICS
☐ OTHER:

COMPANY WEBSITE URL: ________________________________

CONTACT INFORMATION

PRIMARY CONTACT NAME: ________________________________
TITLE: ________________________________
TELEPHONE: ________________________________
EMAIL: ________________________________

PLEASE LIST THE EXHIBITORS (2) STAFFING THE BOOTH.
There is a fee of $500 Live exhibitor additional exhibitors.

EXHIBITOR 1 NAME: ________________________________
TITLE: ________________________________
TELEPHONE: ________________________________
EMAIL: ________________________________

EXHIBITOR 2 NAME: ________________________________
TITLE: ________________________________
TELEPHONE: ________________________________
EMAIL: ________________________________

ACCEPTANCE OF BINDING CONTRACT FOR EXHIBITING
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). Please note that booth space will not be assigned until payment is received.

NAME: ________________________________
TITLE: ________________________________
SIGNATURE: ________________________________
DATE: ________________________________

COMPANY LOGO
Submit high-res .jpg or .eps file company LOGO to maria.santiago@ascp.org.
1. Application and Eligibility. Application for exhibit space must be made on the printed form provided by the American Society for Clinical Pathology (hereinafter called “ASCP”), contain the information requested, and be executed by an individual who has authority to act for the applicant. Exhibit contents will be limited to only the company and product(s) listed on the application, and are subject to approval by ASCP for accepted and acknowledged efficacy and commercial availability. ASCP may reject the application of any company whose goods or services are not compatible, in the sole opinion of ASCP, with the educational character and objectives of the Annual Meeting. In the event an application is not accepted, any paid fees will be returned.

2. Payment Dates. No exhibit space will be guaranteed until ASCP receives payment. A DocuSign contract will be provided upon request to exhibit for electronic signature and secure online payment.

3. Cancellation. In the event that the exhibitor notifies ASCP of its intent to cancel the contract after acceptance but prior to March 15, 2024, a full refund of monies received, minus a $250 administrative fee, will be given. No refunds will be made on cancellations accepted after April 1, 2024, if for any cause beyond the control of ASCP — such as, but not limited to, the destruction of the meeting/exhibit facilities by an Act of God, the public enemy, authority of the law, fire, or other force majeure — ASCP is unable to comply with the terms of this contract and deliver the exhibitor benefits described, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by ASCP to the date of the termination allocable to the exhibitors after proration thereof among all exhibitors.

4. Assignment of Exhibit Space. Exhibit locations will be assigned according to the date on which the contract and payment are received. In regard to exhibitors, ASCP reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit. Exhibitors who change the size of their booth space are not guaranteed the original location and may be subject to relocation by Show Management.

5. Exhibit Booth and Furnishings. ASCP will provide one 6’ table, two chairs and a waste basket. Exhibits must conform to the contracted tabletop space and not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment may not exceed 8 ft. in height without the consent of ASCP. In front 6 ft. of the booth, display material or equipment shall not exceed 42 in. in height. Exceeding allotted space may incur additional charges or result in required removal of excess items. Additional exhibit services are available at normal charges through the Official Contractor. An exhibitor’s service kit will be mailed to all exhibitors approximately 30-60 days prior to the event with complete details and deadline order dates for supplemental booth equipment and services.

6. Exhibit Regulations. Monday, April 29, 2024, NOON – 5:00 PM | Exhibitor Load-in and Set-up. All exhibits must be set up by 5:00 PM on Monday, April 29, 2024, unless alternate arrangements have been made with show management. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 5:00 PM, exhibits not assembled with no representative present will be assigned to the labor contractor for un-crating and erecting to facilitate the removal of crates and the initial cleaning prior to exhibit opening. Charges will be billed to the exhibitor.

Dismantling – Wednesday, May 1, 2024, 3:00 PM – 6:00 PM | Exhibitor Move-Out. The official closing time of the exhibits is 3:00PM on Wednesday, May 1, 2024. All exhibit material must be packed and ready for removal from the exhibit area no later than 6:00 PM. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined $100 and may be denied exhibit space at any future ASCP meetings.

7. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations in such intensity as in the sole opinion of ASCP does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

8. Exhibit Services. Exhibitors shall employ only union labor, as made available by the Official Contractor for the installation or dismantling of exhibits, when required by union agreements. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles and in any freight traffic area. An exhibitor using an outside contractor for the above work should employ only union display companies and must notify Show Management no later than 30 days prior to the exhibition. The Official Contractor will have complete control over all hired and scheduled coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition.

9. Hospitality and Entertainment. Hospitality suites or events held by the exhibitors must be approved by ASCP. No entertainment may be scheduled to conflict with ASCP’s program hours, activity hours, or exhibit hours.

10. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by ASCP that the exhibitor contact the exhibitor’s insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor’s existing policy covering same.

Neither the exhibit facility, ASCP nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor’s custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of ASCP or the Official Contractor.

11. Liability for Damages or Loss of Property. Guard service is provided by ASCP on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by ASCP for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless ASCP, the exhibiting facility, and the Official Contractor and their respective employees and agents from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of ASCP. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exhibition premises.

12. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor’s name and booth number(s).

13. Miscellaneous. ASCP shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this meeting. Any and all matters not specifically covered herein are subject to decision by ASCP. These terms and conditions may be amended at any time by ASCP upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by ASCP from time to time. This contract shall be interpreted under the laws of the United States and the State of Illinois.