New Orleans

ASC
64th Annual Scientific Meeting
American Society of Cytopathology

HYATT REGENCY

NOVEMBER 4-7, 2016

EXHIBITOR PROSPECTUS
Submit by July 1, 2016 for Priority Point Assignments

CONTACT INFORMATION
American Society of Cytopathology • 100 West 10th St, Ste 605 • Wilmington, DE 19801
Kris Herlitz, The Herlitz Company • Phone: (914) 833-1979 • Fax: (914) 833-0929 • Email: kris@herlitz.com

CYTOPATHOLOGYMEETING.ORG
GENERAL INFORMATION:

The ASC 64th Annual Scientific Meeting will be held at the Hyatt Regency in New Orleans, Louisiana on November 4-7, 2016. The Exhibit Hall is located in Storyville Hall. It will open with a Continental Breakfast on Saturday, November 5th and include the ASC Welcome Reception on Saturday evening. Exhibits will end at 4:30 pm on Sunday, November 6th.

THE PURPOSE OF THE ASC ANNUAL SCIENTIFIC MEETING

The American Society of Cytopathology invites you to share your knowledge with the hundreds of physicians, technologists, scientists, and students who attend this Meeting by exhibiting at the 64th Annual Scientific Meeting in New Orleans, Louisiana.

The purpose of the exhibits is to complement the professional meeting and scientific sessions by enabling attendees to examine and evaluate the following:

- New products and research techniques
- Laboratory and professional services
- State-of-the-art instrumentation
- Continuing Education opportunities
- Economical research supplies
- Academic support resources (books, journals, videos)
- Research support opportunities
- Employment opportunities

The ASC is the premier organization of more than 3,000 pathologists, cytotechnologists, and clinical scientists dedicated to the diagnosis of cancer and related diseases through the cytologic method and its adjunctive techniques.

The Annual Scientific Meeting is the largest conference solely committed to cytopathology. The Annual Scientific Meeting is the place where industry, academia, and clinicians can gather to discuss the latest trends and developing scientific breakthroughs in the cytopathology field and network with their colleagues. Don’t miss this opportunity to market your products and services to a large audience of decision makers and influential individuals in the laboratory and healthcare industry.

The educational objectives of this Meeting are to:

- Update cytologists on the current practice of cytopathology.
- Encourage the highest quality in clinical cytopathology.
- Foster research in the early diagnosis and effective treatment of human diseases.
- Provide a forum for advocacy on behalf of cytologists and their patients.
63rd ANNUAL SCIENTIFIC MEETING ATTENDANCE

Total Attendance: 761

ASC MEMBERSHIP

Total Membership: 3050
EXHIBITOR PROSPECTUS

EXHIBIT BOOTH FEES, GUIDELINES AND INFORMATION

Space Assignment & Fees

The ASC uses a Priority Points System to assign booth space. Exhibitors earn Priority Points for their participation in the ASC and the Annual Scientific Meeting.

Exhibit contracts are due by July 1, 2016. Booth space will be assigned based on each company’s Priority Point number, space choice and consideration to proximity of competitive displays and other matters relating to conduct of the trade show. All contracts received after the July 1st deadline will have space assigned on a first-come, first-served basis.

All contracts must be accompanied by a 50% deposit. No space will be assigned or reserved unless a deposit has been received. The balance is due upon notification of space assignment and must be received by August 12, 2016.

Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on the application. Careful consideration will be given to these requests, although they cannot be guaranteed.

Companies will receive notification of their booth assignments by July 22, 2016.

The ASC and GES reserve the right to make changes to the floor plan of booths as necessary, and to revise the floor plan from time-to-time to accommodate those changes.

Exhibit Hall General Information

- Exhibit booth drape colors are green and purple.
- Exhibit booths must not exceed 8’ in height. Island Booths are limited to 11’ in height.
- The ASC does not allow exhibit booth “tops” that cover 225 square feet.
- The Exhibit Hall is carpeted.
- Helium Balloons are NOT permitted in the Exhibit Hall.

As a condition of exhibiting, each exhibiting company agrees to observe and follow all policies outlined in the stated rules and regulations.

EXHIBIT BOOTH FEES

<table>
<thead>
<tr>
<th>Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Booth</td>
<td>$2,300</td>
</tr>
<tr>
<td>10’ x 20’ Booth</td>
<td>$3,250</td>
</tr>
<tr>
<td>20’ x 20’ Booth</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

*First time exhibitors are eligible for a 25% discount off published rates.

EXHIBIT BOOTH SPECIFICS

All booths are 10’ x 10’ or multiples thereof.

Linear booths (10’ x 10’, 10’ x 20’, 10’ x 30’) include the following:
- 8’ high draped back walls
- 3’ high draped side partitions
- One 6’ draped table
- One side chair
- One 7” x 44” Booth sign with Company Name and Booth Number
- One wastebasket
- Listing in 64th Annual Scientific Meeting Final Program and ASC Web site with company description – due August 12th

ISLAND BOOTHs

An island booth is an open area of exhibit space with aisles on all four sides. Island Booths are limited to 11’ in height. These booths do NOT include the draped back walls, side partitions, tables or chairs. Island Booths include a waste basket.
EXHIBITOR PROSPECTUS

EXHIBIT HOURS

The exhibits will be located at the Hyatt Regency in Storyville Hall. Exhibit booths must be staffed at all times during exhibit hours. These schedules are TENTATIVE and subject to change. A final schedule will be sent to all exhibitors.

The exhibits will be open as follows

Saturday, November 5th
7:00 am – 11:00 am
3:30 pm – 8:30 pm

Sunday, November 6th
7:00 am – 4:30 pm

On Sunday, exhibitors wishing to leave during the lunch hour are welcome to do so as long as they return to their booths in time for the afternoon break. Please note the exhibits will be open for the duration and attendees will be in the hall. Dismantling and leaving your booth early is not an option!

EXHIBIT HALL FLOOR PLAN

Scheduled Exhibit Hall Events (Tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, November 5th</td>
<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>10:00 am – 11:00 am</td>
<td>Morning Break</td>
</tr>
<tr>
<td></td>
<td>3:30 pm – 4:30 pm</td>
<td>Afternoon Break</td>
</tr>
<tr>
<td></td>
<td>6:30 pm – 8:30 pm</td>
<td>President’s Welcome Reception</td>
</tr>
<tr>
<td>Sunday, November 6th</td>
<td>7:00 am – 8:00 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td></td>
<td>9:30 am – 10:30 am</td>
<td>Morning Break</td>
</tr>
<tr>
<td></td>
<td>3:30 pm – 4:30 pm</td>
<td>Afternoon Break</td>
</tr>
</tbody>
</table>
Cancellation of Booth Space

Cancellation of booth space must be received in writing by mail, fax or email.

Cancellations received before August 12, 2016 receive an 80% refund. Cancellations received from August 13, 2016 to September 30, 2016 receive a 50% refund and all cancellations received after September 30, 2016 will not receive a refund.

Exhibitor Booth Personnel

All Exhibit Booth Personnel names must be submitted to the ASC by September 30, 2016. All personnel participating in the ASC Annual Exhibit Show in any capacity must be registered.

Exhibitor Badges

Exhibitor Badges will be distributed onsite at the ASC Registration Desk. Representatives without a badge will not be admitted to the Exhibit Hall. Badges are non-transferable and must be worn in the exhibit area at all times. Exhibitor badges entitle exhibit personnel to participate in Exhibit Hall food and beverage functions only.

Each exhibiting company is entitled to three complimentary badges per 10' x 10' booth contracted, whether requested in advance or on site. Each registered person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation.

Conduct of Exhibitors

Canvassing or distributing advertising material outside of the Exhibitor’s own booth is not permitted. Solicitation of business except by the exhibiting firms is prohibited without written approval by the American Society of Cytopathology.

GENERAL SERVICES CONTRACTOR

The ASC has selected GES Global Experience Specialists as the Official General Services Contractor to provide all show services: carpet, furniture (tables, chairs, etc.), graphics, lighting and rigging, custom and rented exhibits, installation and dismantling services, as well as shipping.

GES Global Experience Specialists
7000 Lindell Road
Las Vegas, NV 89118-4702
Phone: (800) 475-2098 (in USA)
International Calls: (702) 515-5970
Fax: (866) 329-1437 (in USA)
International Faxes: (702) 263-1520
Online chat: www.ges.com/chat

GES SERVICE DESK

GES Global Experience Specialists will staff a service desk beginning at 12:00 pm on Friday, November 4, 2016. At the service desk, Exhibitors may verify, check and adjust their requirements for installation, furniture rental, equipment and other auxiliary services.

EXHIBITOR SERVICE MANUAL

In August, the Exhibitor Service Manual will be available online. This manual contains a complete set of service forms, rates and instructions. Exhibitors are urged to order all required services and furnishings in advance to minimize delays and additional costs during set-up.
Installation and Dismantle

The installation of exhibits must be completed between 8:00 am – 4:30 pm on Friday, November 4th. If an exhibiting company needs additional, early set-up time, please contact GES to make arrangements. All early move-ins will be accommodated based on availability.

No part of the exhibit shall be removed during the show without special permission from the ASC National Office. Exhibits must be kept intact until the closing of the exhibits, 4:30 pm on Sunday, November 6th. All exhibits must be fully removed by 10:00 pm on Sunday, November 6th.

Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Always Honest Hotline

GES expects the highest standards of integrity from all employees. Please call our confidential Always Honest Hotline at (866) 225-8230 to report fraudulent or unethical behavior.

RULES AND REGULATIONS

Use of Society’s Name, Insignia Logo or Acronym (ASC)

The use of the Society’s name, logo or acronym is forbidden on signs inside or outside the exhibit area and on descriptive product literature. Reference may be made to the Meeting as the American Society of Cytopathology Annual Scientific Meeting (with place and dates) on the Exhibitor’s advertising, provided it is first approved by the Society. This rule applies before, after, and/or during the Meeting.

ADA Compliance

The Exhibitor represents and warrants: (1) the exhibit will be accessible to the full extent required by law, (2) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the AIC, and (3) that shall indemnify it and hold harmless and defend the ASC from and against any and all claims and expenses including reasonable attorney’s fees and litigation expenses that may be incurred by or asserted against the ASC on the basis of the Exhibitor’s breach of this paragraph or non-compliance with any of the provisions of the ADA.

In compliance with the ADA, all booth personnel needing special assistance should contact the ASC National Office (302) 543-6583 with their requests.
Subletting Space

The subletting, assignment or apportionment of the whole or partial space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in their space or allow goods other than those manufactured or handled by the contracting exhibitor. The solicitation of business by others within an exhibitor space is not permitted.

Inappropriate Exhibits/ASC’s Right to Refuse Space

The ASC reserves the right to refuse space assignment to any company whose products or services do not contribute directly to the Meeting delegates’ healthcare practice.

FDA Compliance

Any medical device exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or that are not commercially available in the U.S. can be displayed only when accompanied by appropriate signs that indicate the device’s FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device.

Playing or Performing of Music

The Exhibitor represents and warrants that no musical work protected by copyright will be staged, produced or, otherwise, performed via either “live” or “mechanical” means, by or on behalf of the Exhibitor, unless the Exhibitor has previously obtained written permission from the copyright owner or the copyright owner’s designee (e.g., ASCAP, BMI or SESAC) for such use.

Security

Security personnel shall be furnished by the ASC to be on duty in the exhibit area for the duration of the exhibits, but the safekeeping of the Exhibitor’s property shall remain the responsibility of the Exhibitor.

FIRE PROTECTION

All materials used in the exhibit area must be flame proof and fire-resistant in order to conform to local fire ordinances and be in accordance with regulations established by the National Association of Fire Underwriters.

Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations or fire extinguisher equipment are not to be covered or obstructed.

Entertainment

The use of magicians, fortune-tellers, dancers, mimes, puppet shows or other entertainment of this nature is prohibited unless exhibitor has written permission from the ASC National Office.
Liability/Insurance

The Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Hyatt Regency New Orleans Hotel, The Herlitz Company, Inc., American Society of Cytopathology and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

The Exhibitor acknowledges that neither the Hotel, its owners, its operator, nor the American Society of Cytopathology maintains insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims deriving out of injury or damage to Exhibitor’s displays, equipment and other property brought upon the premises of the Hotel and shall indemnify and hold harmless the ASC and the Hotel agents, servants and employees from any and all such losses, damages and claims arising out of the use of the exhibition premises. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their own expense. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligation hereunder and for its own protection.

As a courtesy to Exhibitors, security personnel for the exhibit area will be furnished during hours deemed necessary by the ASC. The furnishing of such service is in no case to be understood or interrupted by Exhibitors as a guarantee to them against loss or theft of any kind.

Work Zone

The customer acknowledges that the show site and surrounding areas are active work zones. The customer, its agents, employees and representatives are present at their own risk.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of GES Global Experience Specialists.

The Teamsters are responsible for handling all material in and out of the hall. Exhibitors are permitted to carry small packages into the hall without the use of wheeled carts and/or dollies. All exhibitors are expected to comply with any union requirements in effect and as outlined in the “SHOW SITE WORK RULES” section of the Exhibitor Service Manual.
CORPORATE PARTNERS PROGRAM

Enhance your corporate identity, maximize your exposure to the premium organization in cytology and build relationships with key cytopathology leaders.

Become a Corporate Partner

The Corporate Partners Program provides opportunities for industry to support programs in Cytopathology Education, Research and Advocacy. The ASC will work toward creating a package that provides you the greatest return by promoting your products and services to decision makers in the laboratory industry.

2015 CORPORATE PARTNERS

Platinum Level

Hologic

Gold Level

BD Diagnostics
Roche Diagnostic Corporation

Bronze Level

Genentech

Patron Level

ASCT Services, Inc.
Thyroid Cytopathology Partners

In Kind Contributions

Dage-MIT
Leica Biosystyems
Nikon Instruments, Inc.

63rd Annual Scientific Meeting Exhibitors

The ASC would like to thank the following companies who exhibited at the 63rd Annual Scientific Meeting in Chicago, Illinois.
Levels of Support

A Corporate Partnership not only provides funding for ongoing and new activities, but also enables mutually beneficial interactions of ASC members with the supporting companies. While unrestricted educational grants of any size are always welcome, the ASC has established five levels of corporate support.

<table>
<thead>
<tr>
<th>Corporate Partners Benefits</th>
<th>Platinum Level $50,000</th>
<th>Gold Level $25,000</th>
<th>Silver Level $15,000</th>
<th>Bronze Level $10,000</th>
<th>Friend $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary advertising in the Annual Scientific Meeting final program</td>
<td>1-page Prominently placed (back cover)</td>
<td>1-page</td>
<td>½ page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary advertising in the ASC Annual Scientific Meeting abstract book</td>
<td>1 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One piece of promotional material in meeting bag</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ASC membership list rentals</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Complimentary list of registrations</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledged in Annual Scientific Meeting final program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledged by support sign in booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledge on ASC meeting Web site with linkage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Corporate Supporter ribbon for booth representatives</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledged in <em>The ASC Bulletin</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledged on signage at the Annual Scientific Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

CORPORATE PARTNER CONTRACTING AND PAYMENT TERMS

Contact Beth Jenkins, (302) 543-6583 for information on Corporate Partner Opportunities.

A 50% deposit of the total amount must accompany all agreements. **Final payment is due by September 9, 2016.**

A commitment is due by August 26th, in order to have your name and advertisements listed in the Program Book. Deposits are non-refundable. Cancellation requests must be in writing. Corporate partners must verify that they have no connection to the decision-making process of any ASC’s Annual Scientific Meeting program. The ASC appreciates the role that industry can play in support of educational activities. Recognizing the importance of this role, the ASC is committed to maintaining a mutually beneficial partnership with industry.
THE FOLLOWING OPPORTUNITIES ARE AVAILABLE FOR THE ANNUAL SCIENTIFIC MEETING:

### Registration Items
- Attendee Bags ........................................... $15,000
- Conference Pens ........................................ $2,000
- Conference Notepads ................................ $2,000

### Networking Activities
- President’s Welcome Reception (Reception in Exhibit Hall) $25,000
- Foundation Reception .................................. $35,000
- Cyber Café ............................................... $15,000
- Morning and Afternoon Breaks ........................ $6,000 each
- Continental Breakfast .................................. $6,000 each
- First Time Attendees Gathering ....................... $6,000
- Leadership Reception ................................... $7,000

### Achievement Awards
- Leopold Koss Lecture ................................... $5,000
- Papanicolaou Lecture & Award ......................... $5,000
- Cytotechnologist Award for Outstanding Achievement $3,000
- Excellence in Education Award ......................... $3,000

### Outstanding Platform or Poster Presentation Awards
- Cytotechnologist Scientific Presentation Award .... $750
- Warren R. Lang, MD Resident Physician Award .... $750
- Gene Saccomanno, MD New Frontiers in Cytology Award $750

### Sponsorship Opportunities
- ASC Annual Meeting Wi-Fi ............................. $20,000
- Connect your message with a custom logo on the first page. Single sponsor.
- Charging Station ........................................... $5,000
- Engage your audience while they charge up. Sponsor to provide art/graphics and/or LCD display images, video and audio. Limit of two sponsors.
- Keycards ....................................................... $7,500
- Keycard Sleeves (front and back) ....................... $7,000
- Coffee Sleeves ............................................ $4,500
- Wake-up your audience when every attendee sees your promotional message first-hand for the duration of the ASC Annual Meeting! Distributed at all ASC Coffee breaks. Sponsor provides sleeves or production available at additional cost.

### Main Lobby Escalators (2 escalators)
- Single sided .................................................. $10,000 per escalator
- Double sided ................................................ $12,000 per escalator or 2 for $17,500

### Atrium 3rd Floor Elevator Bank Floor
- Clings .......................................................... $3,500 per logo
- Waiting for the Elevators? Place your company branding as a floor cling at this main elevator bank. Impress your company logo upon attendees before they are off to where they need to go next. Price includes printing, installation and removal of the signage.

### Atrium Elevator Doors (8 elevators)
- Interior ......................................................... $2,000 per elevator
- Exterior ......................................................... $1,500 per elevator per floor (4 Floors)

### Elevator Windows (set of 8 elevators) ... $1,000 per elevator
- An irresistible view draws all eyes to your Company Logo every time an attendee steps foot in an elevator! Price includes printing, installation and removal of the signage.

### Elevator Floors (set of 8 elevators) ............. $850 per elevator
- Don’t look down on this opportunity to be afoot for attendees’ attention to your products and services. Price includes printing, installation and removal of the signage.

### 8 Block Bar (2 sets of 4) ....................... $1,500 per set of 4
- Thirsty for exposure? Then you need to be spotted on these panels that frame the bar and sitting area that everyone passes everyday going from Lobby to Guestrooms, dining at the hotel restaurant or simply taking in a beverage at the lounge! Price includes printing, installation and removal of the signage.

### Lighted Columns (Set of 3) ...................... $4,500 per column
- Show them your name in lights! Possibly the coolest opportunity of them all where your message captures attention on these lighted columns located on the Main ASC Meeting Level—you cannot help but look at them! Price includes printing, installation and removal of the signage.
MARKETING OPPORTUNITIES

Stand out from other Exhibitors, maximize your visibility and deliver a message of support and commitment to the field of cytology through the following opportunities!

Advertising in the Journal of the American Society of Cytopathology (JASC)

Reach ASC Members by advertising in the Journal of the American Society of Cytopathology, the official journal of the ASC. This journal is targeted to pathologists, cytopathologists, cytotechnologists, students and other members of the related medical and scientific fields. The journal is published six (6) times each year. For additional information on advertising, please contact Bill Hipple at Elsevier.

Mailing Lists

Meeting Registrants Only: Let registered attendees know exactly where you will be located at the Annual Scientific Meeting. You’ll have the opportunity to reach interested professionals prior to the Meeting, with a preview of what you will be exhibiting at your booth.

For more information regarding the ASC Mailing Lists, please contact JoAnn Jenkins at the ASC National Office.

Handouts and Giveaways

All giveaways and handouts, with the exception of literature, must have written approval of the Society prior to the Meeting. Literature and materials are limited to the area rented by the exhibiting company in the ASC Exhibit Hall. Distribution of samples of products and souvenirs is permissible and will be limited to those items relevant to the professional interests of the registrants and must have a value of $10.00 or less per item. Such requests must be submitted to Kris Herlitz by September 9, 2016. The ASC will request removal of unapproved items.

Please complete and submit the Request for Approval of Giveaway Items form.

Hotel Guestroom Door Drops

A door drop is a convenient tool to deliver your marketing message to ASC Annual Scientific Meeting attendees. Interested Exhibitors must submit the Hotel Door Drop request form and sample of the marketing material to Kris Herlitz by September 9th. All door drops must receive written approval from the ASC National Office prior to contacting the hotel and arranging the drop. Please use the Hotel Door Drop form to request approval for a door drop.

Lead Retrieval System

Lead Retrieval System will be available. This system enables exhibitors to collect show leads using an iPhone®, iPod touch®, iPad®, Android, or Blackberry. Use your own or rentals will be available.
**IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Item(s) Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1, 2016</td>
<td>Exhibit Contract and 50% deposit due</td>
</tr>
<tr>
<td>July 22, 2016</td>
<td>Booth Assignment Confirmation</td>
</tr>
<tr>
<td>August 1, 2016</td>
<td>Exhibitor Service Manual Available Online</td>
</tr>
<tr>
<td>August 12, 2016</td>
<td>Exhibitor Final Payment&lt;br&gt;Company/Product Descriptions&lt;br&gt;Logo</td>
</tr>
<tr>
<td>September 9, 2016</td>
<td>Request for Approval of Giveaway Items&lt;br&gt;Request for Hotel Door Drops&lt;br&gt;Exhibitor Service Manual Forms (including certificate of insurance)</td>
</tr>
<tr>
<td>September 30, 2016</td>
<td>List of Exhibit Personnel</td>
</tr>
<tr>
<td>November 4, 2016</td>
<td>Exhibitor Move-in begins at 8:00 am</td>
</tr>
<tr>
<td>November 5, 2016</td>
<td>Exhibit Hall officially opens at 7:00 am</td>
</tr>
<tr>
<td>November 6, 2016</td>
<td>Exhibit Hall officially closes at 4:30 pm&lt;br&gt;All materials must be removed by 10:00 pm</td>
</tr>
</tbody>
</table>

**IMPORTANT LINKS**

- 64th Annual Scientific Meeting
- Contract for Exhibit Space
- Exhibit Booth Personnel Form
- Giveaway Items Form
- Hotel Door Drop Form
- Affiliate Event Information
- Affiliate Event Requests Form
- Hotel Reservations

**KEY CONTACTS**

**Exhibits and Corporate Sponsorship**
Kris Herlitz  
Exhibit Management  
kris@herlitz.com

**Events and Mailing Lists**
JoAnn Jenkins  
jjenkins@cytopathology.org

**Advertising in the Journal of the American Society of Cytopathology (JASC)**
Bill Hipple  
Elsevier  
b.hipple@elsevier.com

**ASC National Office**
Phone: (302) 543-6583  
Fax: (302) 543-6597  
asc@cytopathology.org