57th Annual Scientific Meeting

American Society of Cytopathology

NOVEMBER 13-17, 2009

HYATT REGENCY DENVER *at Colorado Convention Center* • Denver, Colorado

EXHIBITOR PROSPECTUS

Interact with more than **800 cytopathology professionals.**

We've moved! **New Contact Information**
American Society of Cytopathology
100 West 10th Street, Suite 605
Wilmington, DE 19801

Phone: (302) 543-6583
Fax: (302) 543-6597
Email: asc@cytopathology.org
Web site: cytopathology.org

General Information

The 57th Annual Scientific Meeting will take place at:
Hyatt Regency Denver
at the Colorado Convention Center
650 15th Street
Denver, Colorado 80202

The dates of the Annual Scientific Meeting are:
November 13-17, 2009

The Exhibit Hall will be open to attendees Saturday evening, November 14 through Monday, November 16, 2009.

The Purpose of the ASC Annual Scientific Meeting

The ASC invites you to share your knowledge with the hundreds of physicians, technologists, scientists and students who attend this Meeting by exhibiting at the 57th Annual Scientific Meeting in Denver, Colorado.

The Exhibit Hall is the perfect place to further the education of the registrants by providing an area where attendees can learn about new developments, compare products and services, see demonstrations and expand knowledge in their field.

The American Society of Cytopathology (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 ASC 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.

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, and to provide a forum for advocacy on behalf of cytologists and their patients.

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.

Priority Points

Exhibitors earn Priority Points for their participation in the ASC and the Annual Scientific Meeting.

For Exhibit Space Contracts received by the July 7 deadline, 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.

Assignments are based on Priority Point levels, from the highest to the lowest.

Key Contacts

Function Space, Exhibits and Affiliate Programs
Christy Myers
Meetings Manager
(302) 543-6583
cmyers@cytopathology.org

Corporate Support
Elizabeth Jenkins
Executive Director
(302) 543-6583
bjenkins@cytopathology.org

Advertising in *The ASC Bulletin*
Debby MacIntyre
Editorial Assistant
(302) 543-6583
dmacintyre@cytopathology.org

Mailing List
JoAnn Jenkins
Membership Services
(302) 543-6583
jjenkins@cytopathology.org

Web site
Toni Clark
Web Content Coordinator/Administrative Assistant
(302) 543-6583
tclark@cytopathology.org

Reasons to Exhibit

The ASC is the premier organization dedicated to the diagnosis of cancer and related diseases through the cytologic method and its adjunctive techniques.

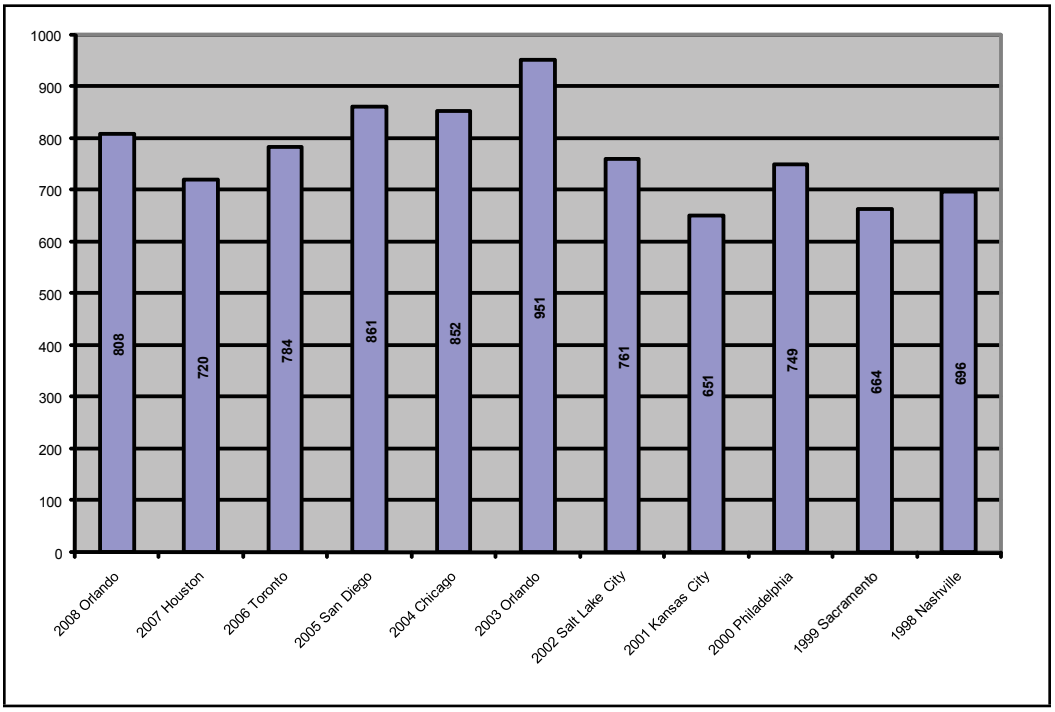
With over 57 years of experience, the ASC is known for its Scientific Program where physicians and technologists gain hands-on experience and earn Continuing Medical Education credits.

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

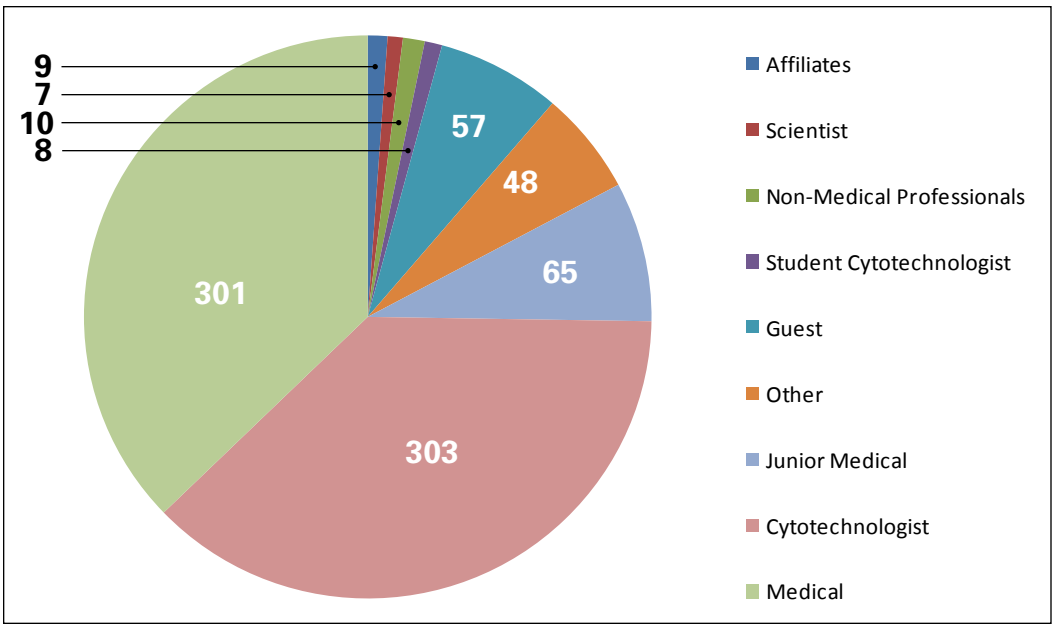
- New products and research techniques;
- Laboratory and professional services;
- State-of-the-art instrumentation;
- Continuing Education opportunities;
- Better and more economical research supplies;
- Academic support resources (books, journals, videos);
- Research support opportunities; and
- Employment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

Annual Scientific Meeting Attendee and Member Demographics

Attendance Chart 1998-2008

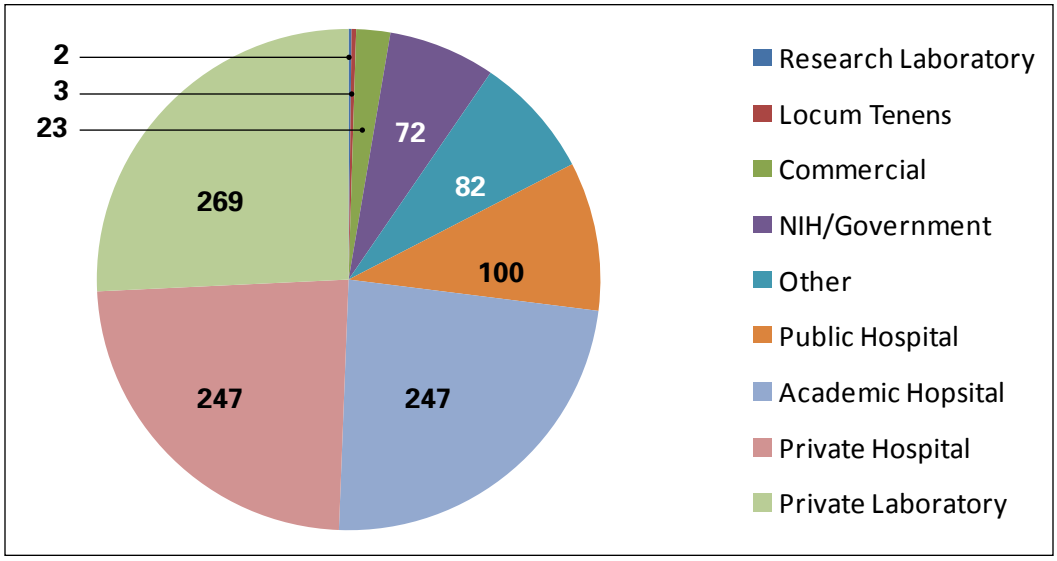


2008 Annual Meeting Attendance



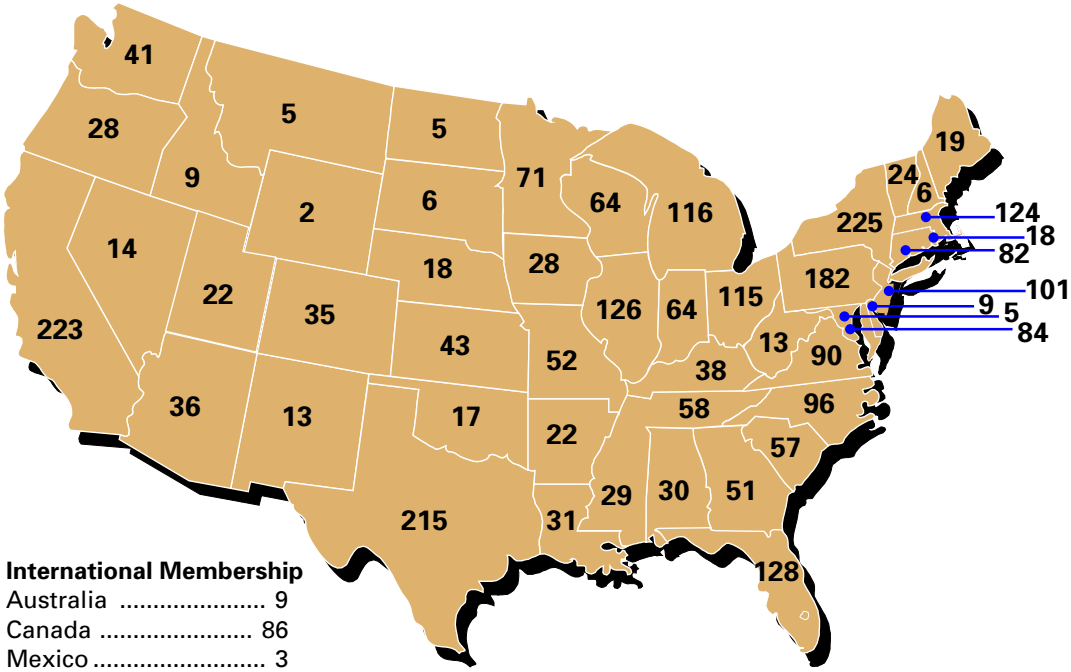
Total Attendance: 808 (not including exhibitors)

ASC Membership by Practice Type*



* Not all members list a practice type.

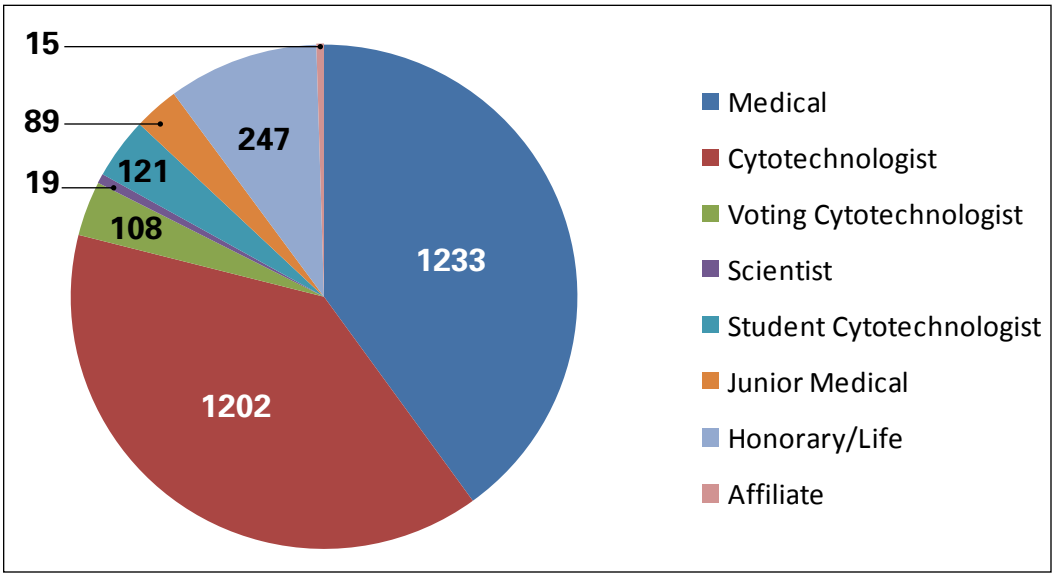
ASC Membership by State



International Membership

Australia	9
Canada	86
Mexico	3
Carribbean	8
Europe	24
Asia	12
Middle East	9
Africa	9
Iceland	1
Total	**161**

ASC Membership Types



Total Membership: 3,304

Exhibit Booth Rates, Guidelines and Information

Exhibit Hours

The exhibits will be open as follows:
(this schedule is tentative and subject to change)

Saturday, November 14, 2009	***New hours*** 5:00 pm – 7:00 pm
Sunday, November 15, 2009	7:00 am – 11:00 am 1:00 pm – 4:30 pm
Monday, November 16, 2009	***Extended hours*** 7:00 am – 12:00 pm

Hours of Exhibit Hall	Unopposed	Total Hours Open
2009 Annual Scientific Meeting	6 Hours	14.5 Hours

Exhibit Hall General Information

- Exhibit booth drape colors:
  BEIGE and FOREST GREEN
- Exhibit booths must not exceed 16 feet in height*
- Exhibit Hall Carpet: The Centennial Ballroom is carpeted

*The Hotel does not allow exhibit booth "tops" or tents that cover 300 square feet.

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

10′ x 10′ Booth	$1,850
10′ x 20′ Booth	$2,850
20′ x 20′ Booth	$5,950
20′ x 40′ Booth	$8,050

Exhibit Booth Specifics

Exhibit contracts are due by July 7, 2009. Contracts received after the July 7 deadline will have space assigned on a first-come, first-served basis.

Contracts must be accompanied by a 50% deposit. The balance is due upon notification of space assignment and must be received by August 28, 2009.

All booths are 10' x 10' or multiples thereof. Linear booths will include the following:

- 8' high draped back walls
- 3' high draped side partitions
- one 6' draped table
- two side chairs
- one 7" x 44" Booth sign with Company Name and Booth Number
- one wastebasket
- Listing in 57th Annual Scientific Meeting Final Program and ASC Web site with company description*

**Deadlines apply*

Island Booths: An island exhibit is an open area of exhibit space with aisles on all four sides. These booths will NOT include the draped back walls and side partitions.

Space Assignment

The ASC Exhibits will be held at the Hyatt Regency Denver in the Centennial Ballroom (Third Level). The Exhibit Hall is open to Meeting attendees: Saturday evening, November 14 through Monday, November 16.

Companies will receive notification of their booth assignments by late July 2009.

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.

No space will be assigned or reserved unless a deposit has been received.

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

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 and goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within their space.

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. will be permitted to 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.

Cancellation of Booth Space

Cancellation of booth space must be directed in writing to the ASC National Office [100 West 10th Street, Suite 605, Wilmington, Delaware 19801, USA, or by fax: (302) 543-6597]. Cancellations received before August 28, 2009 will receive an 80% refund of booth rental fee. Cancellations received between August 28, 2009 and October 8, 2009 will receive a 50% refund of booth rental fee. All cancellations received after October 8, 2009 will not receive a refund.

Exhibitor Booth Personnel

All Exhibit Booth Personnel names must be submitted to the ASC by August 28, 2009, in order to pre-register all company personnel. All personnel participating in the ASC Annual Exhibit Show in any capacity must be registered.

Badge and Final Program Book Distribution

Exhibitor Badges will be distributed onsite at the ASC Registration Desk. Representatives without a badge will not be admitted to the Exhibit Hall.

Each exhibiting company is entitled to three complimentary badges per 10' x 10' booth contracted, whether requested in advance or on site. All badges required beyond the free allotment will cost $25.00 each. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation.

Badges are personal and non-transferable and must be worn in the exhibit area at all times.

Complimentary Exhibit Booth Personnel Badge quantities are indicated below:

Booth Size	Exhibit Booth Personnel Badges
10′ x 10′ Booth	3
10′ x 20′ Booth	6
20′ x 20′ Booth	12
20′ x 40′ Booth	24

Definition of Exhibit Booth Personnel Badges:
Entitles exhibit personnel to participate in Exhibit Hall food and beverage functions only (Saturday evening reception, Sunday and Monday Continental Breakfast, and Exhibit Hall Breaks).

The Company Main Representative noted on the Advance Registration Form is entitled to one (1) copy of the Final Program Book per 10' x 10' booth contracted, up to a maximum of five (5) books. The Final Program Book will be available at the ASC Registration Desk.

Complimentary Annual Scientific Meeting Registration

10' x 10' booth – does not qualify
10' x 20' booth or larger – one complimentary Annual Scientific Meeting registration per company

Exhibitors, who qualify, should include the name of the company representative who will take advantage of this complimentary registration on the Exhibit Contract.

Definition of Complimentary Annual Scientific Meeting Registration:
Entitles exhibit personnel to attend the Scientific Sessions and Monday evening Wine & Cheese Reception. This complimentary registration does NOT include the Video Microscopy Tutorials, Program Faculty Seminar, Panel Luncheons, Roundtables, Workshops, or Special Courses. There is a separate fee for each of these functions.

If your company does not qualify for the complimentary Annual Scientific Meeting registration or would like to purchase additional registrations, you must register separately. Registration materials will be available from the ASC National Office in July 2009.

Conduct of Exhibitors

Canvassing or distributing advertising matter 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.

Staffing

As a courtesy to the attendees and to fellow Exhibitors, exhibits must be staffed at all times during the Exhibit Hall operating hours.

General Service Contractor

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

GES Exposition Services
7050 E. 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
Email: servicenter@ges.com

GES Service Desk

GES Exposition Services will staff a service desk beginning at 6:30 am on Saturday, November 14, 2009. 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.

Union Information

To assist you in planning your participation in the Denver area show, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

Information regarding labor will be included in the GES Service Manual available on the ASC Web site in August 2009.

Exhibitors may hand carry what one person can carry in one trip, provided they do not use any material handling equipment, such as forklifts, flatbeds and dollies, etc. GES Representatives will have sole responsibility in determining the loading and unloading procedures on the dock of the respective facilities.

Installation and Dismantle Labor

GES Exposition Services will provide display union personnel to provide labor for the installation and dismantling of exhibit. Full-time, bona-fide employees of the exhibiting companies are allowed to set their own exhibits without assistance from this union. Any labor services required beyond what your regular full-time employees can provide must be rendered by union labor.

The installation of exhibits must be completed between 6:30 am – 4:30 pm on Saturday, November 14. The Exhibit Hall will open with the President's Welcome Reception for all attendees at 5:00 pm (*tentative*). 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 tentatively 12:00 pm on Monday, November 16. All exhibits must be fully removed by 8:00 pm on Monday, November 16.

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.

Electrical

All power requirements are handled by the Hotel's selected provider. Any locations or events requiring electrical services (including a standard 110V outlet) must be contracted through the selected provider. Electrical labor includes wiring, hookups, interconnections, electrical signs, video taping, camera operations, (including audio and lighting), and television and VCR connections. An electrical form will be included with the Exhibitor Service Manual.

Telephone, Audiovisual, Janitorial Services

Order forms and rates will be available for each exhibitor with the Exhibitor Service Manual.

Ceiling Height

The maximum exhibit booth height will be **16 feet**.

Helium Balloons

Helium balloons are *not* permitted in the hotel.

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 Denver, 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.

Exhibitor acknowledges that neither the Hotel, its owners, its operator, nor Hyatt Regency Denver maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance insuring any losses by the Exhibitor.

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 hotel agents, servants and employees from any and all such losses, damages and claims. 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.

ADA Compliance

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 ACT, and (3) that shall indemnify it and hold harmless and defend the ASC from and against any and all claims and expenses including reasonable attorneys 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.

Playing or Performing of Music

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 Exhibitor, unless 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.

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.

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.

Lead Retrieval System

The ASC does NOT provide lead retrieval systems or magnetic badges for scanning.

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.

Handouts and Giveaways

All giveaways and handouts, with the exception of literature, must have written approval of the Society prior to the Meeting. 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 the ASC Meetings Manager by September 29, 2009. Requests received after Tuesday, September 29, will not be approved. The ASC will request removal of unapproved items.

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

Hotel Door Drops

Hotel Door Drop requests must receive written approval from ASC National Office. Please use the Hotel Door Drop form to request approval for a door drop. Requests must be received by September 29, 2009.

2008 Exhibitors

The ASC would like to thank the following companies who exhibited at the 56th Annual Scientific Meeting in Orlando, Florida.

access genetics
American Society for Clinical Pathology
American Society for Cytotechnology
BD
ZEISS We make it visible.
CellSolutions, LLC
cap Advancing Excellence
ELSEVIER
Fletcher Centrifuges
HOLOGIC
HRA Research
ikonisys
IMPAC
Leica Microsystems
LGM International Inc.
WoltersKluwer Health
mtm
NCCC
Nikon
OLYMPUS
Physicians Reference Laboratory
PSYCHE 30 Years of LIS Innovation
QC Sciences
QIAGEN www.qiagen.com
REDPATH
Roche
SAKURA
Surgipath
THERAPAK
Thermo SCIENTIFIC
WILEY-BLACKWELL
biomagene Easy Digital Pathology
AMERICAN EXPRESS OPEN FOR BUSINESS

Marketing Opportunities

Stand out from other exhibitors, maximize your visibility, and deliver a message of support and commitment to the field of Cytology. By helping defray expenses of the Annual Scientific Meetings, corporate supporters help the ASC keep conference fees lower, which increases attendance!

Corporate Partners Program

The ASC Foundation is introducing its Corporate Partner Program. The Program is designed to enhance the corporate identity of organizations in the cytology field. Participating in the ASC Foundation's Corporate Partner Program will maximize your exposure to the premium organization in cytology. The Program provides opportunities for industry to support programs in Cytology Education, Research and Advocacy. The program can be customized to meet the organizations' specific needs and preferences. Once a plan has been chosen, the ASC will work towards creating a package that will provide you the greatest return.

Advertising in *The ASC Bulletin*

Reach 3,000+ ASC members by advertising in *The ASC Bulletin*, the official newsletter of the ASC. This newsletter is targeted to pathologists, cytopathologists, cytotechnologists, students, and other members of the related medical and scientific fields. The newsletter is published six (6) times each year, and issues are emailed to all members of the Society.

Advertising in *The ASC Bulletin* gives your company high visibility for years to come. Don't miss the opportunity to get your information in the hands of our members. For additional information on advertising, please contact Debby MacIntyre at the ASC National Office (302) 543-6583 or dmacintyre@cytopathology.org Advertising Rates and Publication Deadlines

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. This list is available to Exhibitors prior to the Annual Meeting for $100 and will be available starting October 1, 2009.

Entire ASC Membership: The cost of the Entire Mailing List is $0.25 per address and a minimum order of 500 addresses is required. Currently, the ASC has 3,000 members.

For more information regarding the ASC Mailing Lists, please contact JoAnn Jenkins, Membership Services at the ASC National Office at (302) 543-6583; fax (302) 543-6597 or jjenkins@cytopathology.org

Exhibitor Schedule

This schedule is *TENTATIVE*; a revised schedule will be posted prior to the Annual Scientific Meeting.

Saturday, November 14, 2009	
6:30 am – 4:30 pm	Exhibitor Registration and Exhibitor Move-in: Set-up must be complete by 4:30 p.m.
5:00 pm – 7:00 pm	Official Opening of Exhibit Hall with meeting attendees: President's Welcome Reception
Sunday, November 15, 2009	
7:00 am – 11:00 am	Exhibits Open
7:00 am – 8:00 am	Continental Breakfast with Exhibitors
9:30 am – 10:00 am	Morning Break with Exhibitors
11:00 am – 1:00 pm	Exhibits Closed
1:00 pm – 4:30 pm	Exhibits Open
3:30 pm – 4:30 pm	Afternoon Break with Exhibitors
4:30 pm	Exhibits Closed
Monday, November 16, 2009	
7:00 am – 12:00 pm	Exhibits Open
7:00 am – 8:00 am	Continental Breakfast with Exhibitors
9:30 am – 10:00 am	Morning Break with Exhibitors
12:00 pm	Exhibits Closed and dismantling to begin
8:00 pm	Exhibits and materials to be cleared from Exhibit Hall

President's Welcome Reception

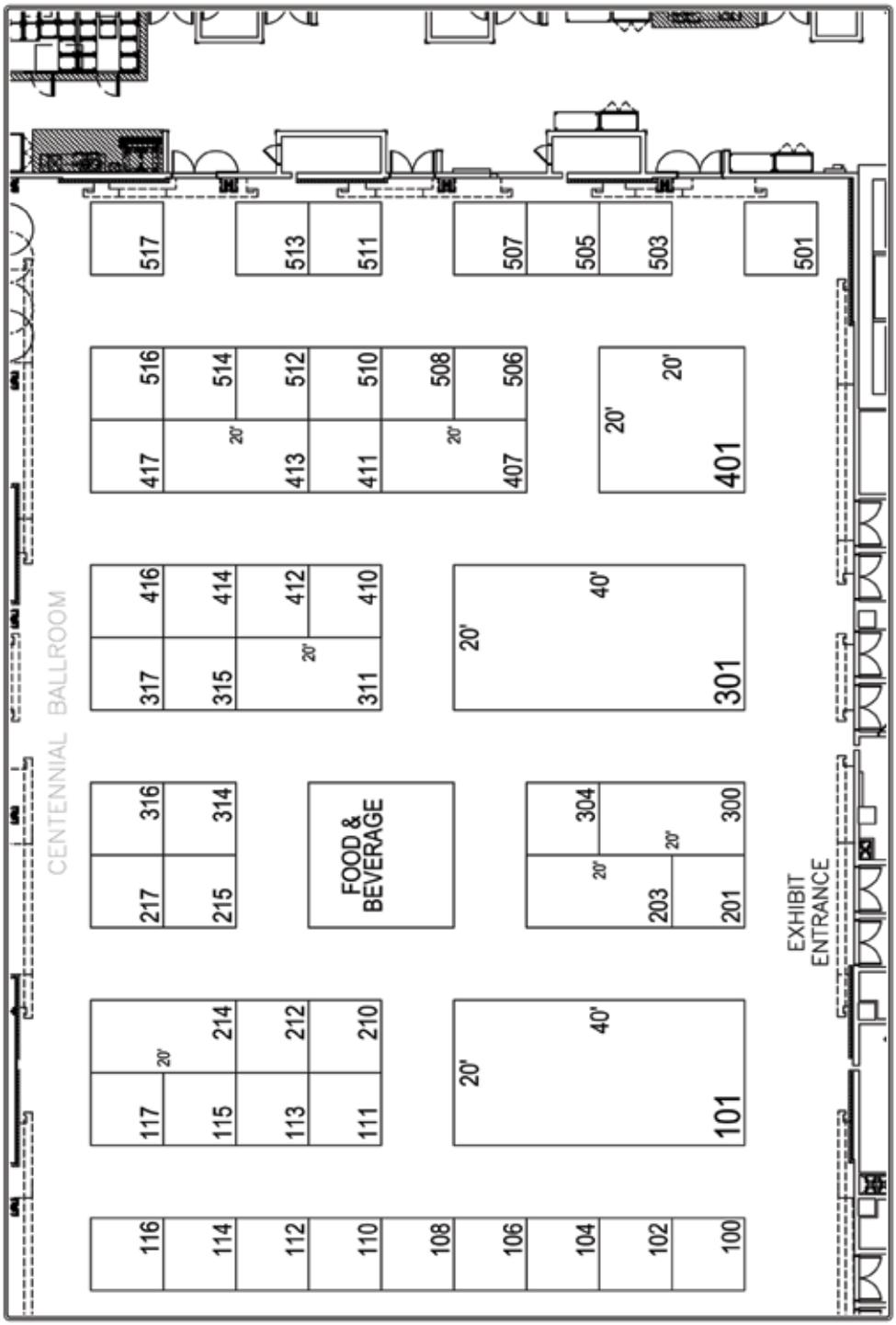
Saturday, November 14 • 5:00 – 7:00 pm

Meeting attendees have the opportunity to network with the exhibitors during the President's Welcome Reception. Includes light food.

Important 2009 Dates and Links

Exhibits	
July 7	Exhibit Contract and 50% deposit due
July 27	Booth Assignment Confirmation sent
August	Exhibitor Service Manual available on Web site
August 28	Final Payment due
August 28	Company/Product Description, logo and list of Exhibit Booth Personnel for Program Book and badges due
September 29	Request for Giveaway Items form due
September 29	Door Drop request form due
September 29	Exhibitor Service Manual forms due (including certificate of insurance)
November 14	Exhibitor move-in begins at 6:30 am with the Exhibit Hall officially opening at 5:00 pm (President's Welcome Reception)
November 16	Exhibit Hall officially closes for dismantling at 12:00 pm
November 16	Exhibits and all materials must be removed by 8:00 pm
Penalties	
Up to August 28	80% refund for cancellation of space
August 28 to October 8	50% refund for cancellation of space
October 9 and after	NO refund for cancellation of space
Affiliate Events	
August 4	Affiliate Event Request Form due

Exhibit Hall Floor Plan

Hyatt Regency Denver at the Colorado Convention Center

The Centennial Ballroom