



20
25

ADVERTISING &
SPONSORSHIP KIT

Advertising

Print Journal Advertising..... 5

\$980	Full-Page
\$590	Half-Page Horizontal or Vertical
\$325	Quarter-Page

Direct Mail Advertising..... 6

\$375	Membership Mailing List
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Annual Sustaining Membership..... 7

\$795	2025 Calendar Year
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Advertising Application 7

Events

Spring Meeting Sponsorships.....8

\$1,550	Daily Sponsor
\$1,200	Bag Sponsor <i>Exclusive!</i>
\$1,100	Notepad Sponsor <i>Exclusive!</i>
\$1,000	Lanyard Sponsor <i>Exclusive!</i>
\$900	Daily Lunch Sponsor
\$750	Pen Sponsor <i>Exclusive!</i>
\$600	Coffee Break Sponsor <i>Exclusive!</i>

Annual Conference Prospectus 10

Summer Meeting Sponsorships..... 11

\$2,500	Tier 1 <i>Two Available!</i>
\$1,500	Tier 2 <i>Two Available!</i>
\$1,000	Tier 3
\$500	Tier 4

Annual Conference Sponsorships..... 12

\$17,225	Diamond Sponsorship <i>Exclusive!</i>
\$9,275	Platinum Sponsorship
\$3,500	Media Sponsor <i>Exclusive!</i>
\$3,500	Volunteer Recognition Event Sponsor <i>Exclusive!</i>
\$3,500	Welcome Gift Sponsor <i>Exclusive!</i>
\$3,000	Lanyard Sponsor <i>Exclusive!</i>
\$2,500	Exhibitor Happy Hour Drink Tickets <i>Exclusive!</i>
\$2,300	Fun Run/Walk
\$2,000	Product Demo
\$1,750	Notepad <i>Exclusive!</i>
\$1,500	Bag Insert
\$1,200	Pen Sponsor <i>Exclusive!</i>

Annual Conference Program Book Advertising ... 16

\$1,750	Full-Back-Cover Color Ad <i>Exclusive!</i>
\$760	Full-Page Color Ad (vertical)
\$525	Half-Page Color Ad (horizontal)

Annual Conference Exhibitor 17

\$4,200	10' x 20' Booth
\$2,250	10' x 10' Booth

Annual Conference Application 19

THE PATHOLOGISTS' ASSISTANT PROFESSION

Elite Audience

88% of our members hold a Master's degree.

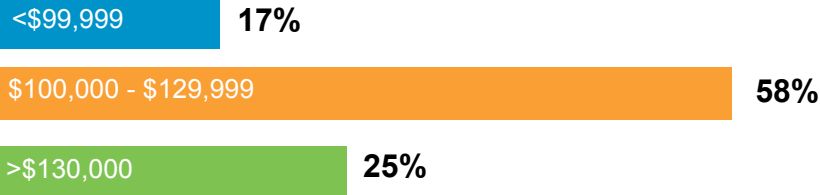
A Pathologists' Assistant is a highly trained, certified allied healthcare professional who is qualified to provide various services under the direction and supervision of a pathologist. PAs play a critical role in the delivery of healthcare services in both surgical pathology and autopsy pathology. They are key partners in assisting the Pathologist to arrive at a pathologic diagnosis.

PAs are highly educated, with a majority having a Master of Science degree. Nineteen schools in North America offer a NAACLS accredited pathologists' assistant training program, which leads to becoming certification exam eligible.

A majority of PAs are responsible for the gross examination and dissection of anatomic pathology specimens and autopsies. Additional duties include but are not limited to:

- Preparing tissue for frozen sections
- Flow cytometry and immunohistochemical staining
- Photographing gross and microscopic specimens
- Various administrative, instructional, and supervisory roles

Income



78% of our members spend a majority of their work time grossing specimens

55% are very influential when it comes to making gross room laboratory purchases.

88% of our membership are satisfied with their career as a PA and would recommend the profession to others

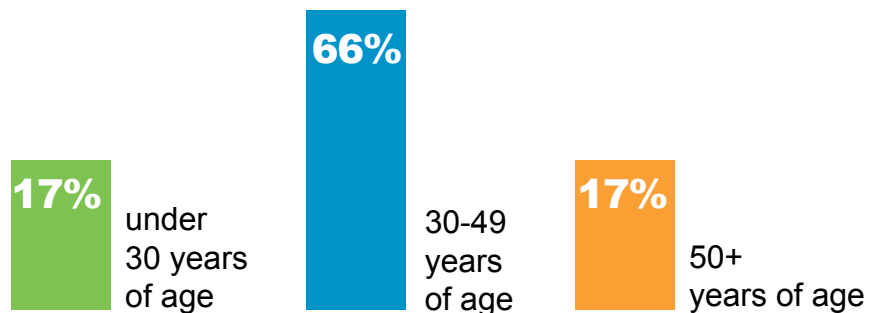
AMERICAN ASSOCIATION OF PATHOLOGISTS' ASSISTANTS (AAPA)

Elite Audience

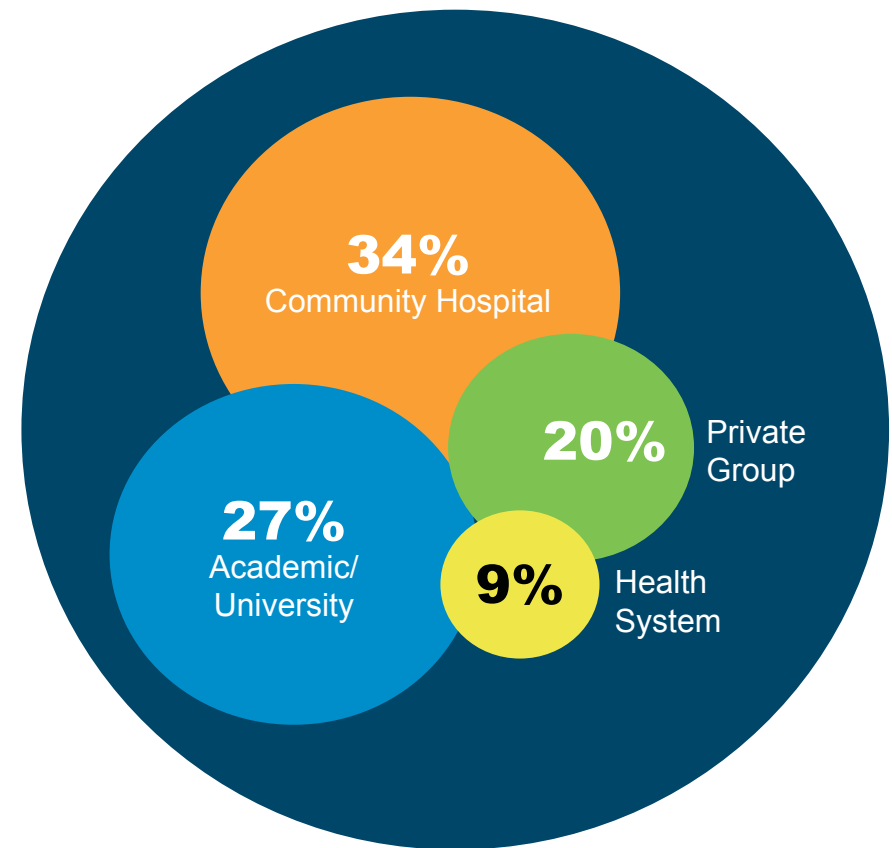
The AAPA advocates, promotes, and sustains the highest educational and professional standards for the profession, all associated educational training programs, and for individual pathologists' assistants. It is our mission to provide our members with quality, targeted continuing education (CE) opportunities, as well as professional development and leadership activities, including networking and support. Additionally, the AAPA strives to promote and support high-quality standards within the scope of practice for pathologists' assistants in anatomic pathology, ensuring the provision of high-quality patient care.

Today the AAPA is composed of more than 2,700 certified and certification-eligible members who have successfully met membership requirements. We are also fortunate to have a strong and growing student membership, comprised of more than 300 students.

Average Member Age



Membership at a Glance



Primary Work Settings

AAPA MEDIA KIT - ADVERTISING OPPORTUNITIES

Connect Through AAPA Platforms

Journal Advertising

By choosing to advertise with the AAPA, you have the opportunity to capture the attention of more than 2,700 members, most of whom are directly involved in the pathology profession. Our members work in a variety of settings including private practices, hospitals, and universities.

Placing an ad with the AAPA is an ideal option to reach the widest audience of our members. Ads are automatically placed in both the print and online interactive versions of the *The Cutting Edge*, the journal of the AAPA. *The Cutting Edge* features peer-reviewed articles along with continuing education credit offerings, association news and board reports, event recaps, member spotlights, and more. It is printed in color and each issue is 28 pages. Advertisers can choose between full-, half-, or quarter-page color ads.

Editorial Schedule

- Issue 1: Ad due January 1; Release date March 1
- Issue 2: Ad due April 1; Release date June 1 (Pre-conference Issue)
- Issue 3: Ad due July 1; Release date September 1
- Issue 4: Ad due October 1; Release date December 1

Ad Submission

- Digital files only, minimum of 300 DPI
- Preferred formats: TIFF, PDF
- All materials must be labeled (advertiser name, AAPA Journal, Issue #)
- Send to devin@pathassist.org

The AAPA reserves the right to place ads within the publication where they deem appropriate.

Quarter-page
Size: 4.5" x 3.5"
Price: \$325

Half-page vertical
Size: 10" x 3.5"
Price: \$590

Half-page ad default - horizontal
Size: 4.5" x 7.5"
Price: \$590

Full-color ad sizes and rates

Full-page
Size: 10" x 7.5"
Price: \$980



More Ways to Connect

Our team of content creators bring an array of cutting edge opportunities to ensure you reach your target audiences in the right place — at the right time.

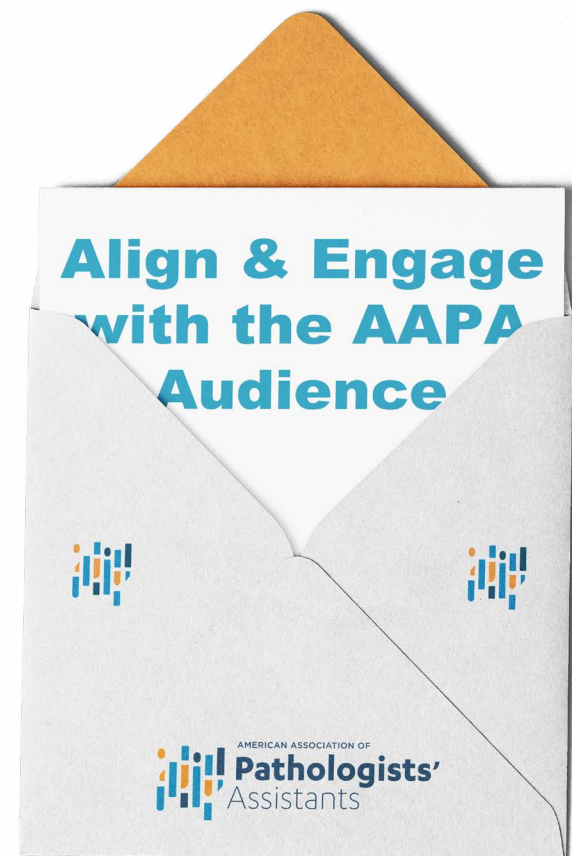
Direct Mail Advertising

Membership Mailing List

The complete list of active AAPA members is available for purchase in Excel format for \$375. Once payment is received, the file will be emailed to the specified address within one week. The Membership Mailing List includes member names and mailing addresses. For inquiries, please contact Devin Robinson at **devin@pathassist.org**.

**Please note: Email addresses and mailing labels are not included.*

The Member Mailing List is for one time use ONLY for AAPA members. Misuse of the list will result in removal of membership.



Sponsor a Scholarship or Travel Grant

Is your company interested in making a difference for a PA? Sponsor a student with an educational scholarship, or sponsor a PA to attend a future conference! Contact Devin Robinson at 847.686.2230 or email **devin@pathassist.org** for more details.



AAPA MEDIA KIT - ADVERTISING OPPORTUNITIES

Annual Sustaining Membership

Can't tell which advertising option would be best for your company? Become a Sustaining Member and have it all! Sustaining Membership provides interested companies with an avenue to demonstrate their support for the AAPA year-round. The 2025 Sustaining Membership cost is \$795.

Annual Benefits for Sustaining Members

- Featured as a Sustaining Member in the Annual Conference program booklet
- Featured as a Sustaining Member in each issue of *The Cutting Edge*
- Linked logo on the home page and on the subpages of pathassist.org
- One-time access to the AAPA Membership Mailing List is provided — must be used within the membership year. This list is for one-time use ONLY.
- One free half-page, B & W ad in one issue of *The Cutting Edge* (\$350 value) to be used within the year of membership
- A 10% discount on additional ads in *The Cutting Edge*
- Subscription to *The Cutting Edge*
- Ability to use "Member of the AAPA" on company advertising

Any individual or group who wishes to help support the AAPA by paying an annual fee set by the Board of Trustees can apply for membership. Sustaining Members will be entitled to all privileges except the right to vote on Association matters, hold office, serve as a committee chair, or have access to job listings and/or the online forum.

The AAPA may reject Sustaining Member applications if it is decided that the individual or group's business and/or personal practices, by its nature, constitute a conflict with the AAPA Bylaws, interests, principles, ethics, and mission statement.



Join the AAPA as a Sustaining Member

For more information or to apply, visit pathassist.org, contact Devin Robinson at 847.686.2230 or email devin@pathassist.org.

AAPA EVENT SPONSORSHIP - SPRING MEETING

The Spring Meeting is a condensed, back-to-the-basics event which offers CE credits to attendees at an affordable rate. Attendance is limited to 125 attendees to encourage strong networking and learning in a more intimate environment.

As a daily sponsor, your company will have a strong visible presence with direct exposure to potential and current clients. Take advantage of the unique opportunity to present your products and services in a casual and friendly environment. Unable to attend? Show your support through one of our sponsorships designed to promote your organization to your target audience of pathologists' assistants.

Daily Sponsor \$1,550 (Max of 3, per day: Select preferred day M/T)

- Table in foyer, outside lecture hall
- Recognition in special eBlasts to attendees
- Literature/Promo item on each seat
- Logo and link on conference web page and app
- Recognition in podium announcements
- Two sponsor registrations
(For the day of your sponsorship only)
- Attendee mailing list
(emailed for one-time use only)
- Company logo/advertisement slide displayed on lecture hall screen during breaks

**Embassy Suites Seattle
Downtown Pioneer Square
Seattle, WA
March 10 - 12, 2025**

Bag Sponsor **Exclusive!** \$1,200

Please note, this sponsor option does not include any onsite personnel

Become the EXCLUSIVE spring meeting bag sponsor. Each attendee will be given a bag with your logo at registration. In addition, you will also be able to place a pamphlet inside the bag. As a bag sponsor your company name and logo will be printed on the bag and you will receive recognition throughout the meeting as a sponsor, in the break slideshow, and on the website. There is only one bag sponsorship available and the sponsorship price includes the price of the bag. Bag will be chosen by the AAPA.

Notepad Sponsor **Exclusive!** \$1,100

Please note, this sponsor option does not include any onsite personnel

As notepad sponsor, your company logo will be imprinted on notepads given to conference attendees. You will also receive recognition as a sponsor throughout the week, in the program booklet, and on the website.

Lanyard Sponsor *Exclusive!*
\$1,000

Please note, this sponsor option does not include any onsite personnel

Your company logo on the name badge lanyard worn by attendees during the meeting.

Daily Lunch Sponsor
\$900
(Select preferred day(s) M/T)

Please note, this sponsor option does not include any onsite personnel

Company logo/advertisement slide displayed on lecture hall screen during breaks.

Pen Sponsor *Exclusive!*
\$750

Please note, this sponsor option does not include any onsite personnel

Your organization's branding will be on all pens during the meeting, a fantastic way to show off your organization!

Coffee Break Sponsor *Exclusive!*
\$600 for All 3 Days

Please note, this sponsor option does not include any onsite personnel

Company logo/advertisement slide displayed on lecture hall screen during breaks.



AAPA RULES & REGULATIONS - SPRING MEETING

1. General

All matters and questions not covered by these Rules & Regulations are subject to the decision of The American Association of Pathologists' Assistants (AAPA). In the event of any such decision being of general interest, written notice will be given by AAPA to sponsors that may be affected. "AAPA" used herein shall mean The American Association of Pathologists' Assistants, its directors, officers, agents, and employees acting for the management of the Spring Meeting. The word "sponsor" used herein shall signify the company or organization contracted for sponsorship at the meeting, including its owners, officers, employees, and representatives.

2. Payment for Sponsorship

Full payment is due at time of registration. Your sponsorship is not solidified until full payment has been made. A payment plan is available upon request.

3. Cancellation/Refund Policy

Cancellation notices must be received in writing via fax, mail or email no later than January 15, 2025 to receive a 50% refund. No refunds will be given after this date. If the AAPA cannot hold the meeting due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, impossible, or commercially impractical to provide the facilities or to hold the meeting, AAPA will provide a refund of the registration/sponsorship amount paid. AAPA is not responsible for travel, lodging, or other costs incurred by participants.

4. Liability

The sponsor acknowledges that AAPA shall not be obligated to maintain property, liability, or business interruption insurance covering the sponsor. It is the sole responsibility of the sponsor to obtain such insurance and the sponsor must do so at his/her own expense. Sponsors are expressly bound, at their expense, to pay for or repair any and all damage to the facility where the Spring Meeting is being held, facility equipment, or the property of others caused by the sponsor or any of its employees, agents, contractors, or representatives.

The sponsor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any sponsor component thereof, including any goods, merchandise, papers, and business records or other property which may be in or come into the sponsor's

possession during the course of the meeting, or in the course of assembling or disassembling the sponsor table and to assume all liability for damage to any person arising from the movement and operation of the sponsor and hereby releases AAPA, its contractors, and the owners and managers of the hotel from any liability whatsoever in respect thereto.

5. Noise Level

Electrical, mechanical apparatus, movie, and musical/voice sounds must be inaudible to neighboring sponsors.

6. Special Effects & Giveaways

Objectionable audible or visual attention-getting devices or effects and offensive odors from sponsor tables are prohibited. Distribution of samples, printed literature, or any other materials shall not interfere with other sponsors' spaces. Distribution of refreshments or other products for consumption on the premises, with the exception of water and bite size candy, will not be permitted unless explicitly approved by AAPA. Films of purely entertainment character, without educational or informative value, will not be permitted.

7. Conduct of Sponsors

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with these Sponsor Rules & Regulations. AAPA reserves the right to deny the privileges of the sponsor tables to any and all sponsors who do not do so. Sponsor badges are personal, not transferable, and must be worn at all times. No sponsor may photograph or videotape the sponsor table, products, staff, or visitors of any other sponsor table without the express permission of the other sponsor.

8. Americans with Disabilities Act

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall indemnify and hold harmless AAPA and its officers, directors, agents, and employees from and against any consequences of Exhibitor's failure in this regard.



TIER 1 - \$2,500*Two Available!*

- **UberEats Lunch Sponsor**
Deliver a meal to attendees no matter where they are! As the exclusive Lunch Sponsor, your brand will be front and center as participants receive an UberEats voucher to enjoy a meal on you.
- **Logo & webpage link**
Your company logo and link will appear on our event page, as well as event related eblast communication
- **Half page ad in The Cutting Edge Journal – to be used in 2025**
- **1 sponsor drafted targeted eblast to all members - content must be reviewed and approved by the AAPA**
- **60 second ad to be posted on social media**
One 60 second video shared on social media (LinkedIn & Instagram)
- **Attendee mailing list (emailed for one-time use only)**
- **Recognition in special eBlasts to attendees**
- **Included as a sponsor in the virtual event platform. Included within the platform:**
 - Company name, logo, slogan, description, website link
 - Sponsor banner on home page and agenda page (rotating)

TIER 2 - \$1,500*Two Available!*

- **Daily Sponsor**
Put your brand in the spotlight! As the Daily Sponsor, you'll have the opportunity to welcome conference attendees with a 1-2 minute video or brief speaking slot before the event kicks off on the day selected.
- **Logo & webpage link**
Your company logo and link will appear on our event page, as well as event related eblast communication
- **30 second ad to be posted on social media**
One 30 second video shared on social media (LinkedIn & Instagram)
- **Attendee mailing list (emailed for one-time use only)**
- **Recognition in special eBlasts to attendees**
- **Included as a sponsor in the virtual event platform. Included within the platform:**
 - Company name, logo, slogan, description, website link
 - Sponsor banner on home page and agenda page (rotating)

TIER 3 - \$1,000

- **Logo & webpage link**
Your company logo and link will appear on our event page, as well as event related eblast communication
- **30 second ad to be posted on social media**
One 30 second video shared on social media (LinkedIn & Instagram)
- **Included as a sponsor in the virtual event platform. Included within the platform:**
 - Company name, logo, slogan, description, website link
 - Sponsor banner on home page and agenda page (rotating)

TIER 4 - \$500

- **Logo & webpage link**
Your company logo and link will appear on our event page, as well as event related eblast communication
- **Logo posted on social media**
Your logo shared on Social Media (LinkedIn & Instagram) with a general thank you message to all sponsors
- **Included as a sponsor in the virtual event platform. Included within the platform:**
 - Company name, logo, slogan, description, website link
 - Sponsor banner on home page and agenda page (rotating)

AAPA EVENT SPONSORSHIP - ANNUAL CONFERENCE

Hyatt Regency Denver at Colorado Convention Center Denver, CO September 7 - 11, 2025

Extend your brand identity and marketing capabilities with a strong visible presence throughout the conference. Multiple levels of sponsorships are available to fit your budget and marketing objectives.

Important Dates

7/7/2025:	Conference Program Book Ad Submission Deadline
8/15/2025:	Hotel Reservation Discount Cut Off
9/9/2025:	Exhibit Hall Move-in: 12:00 pm - 4:00 pm
9/9/2025:	Happy Hour with Exhibitors: 4:30 pm - 7:30 pm
9/10/2025:	Exhibit Hall Opens 8:00-10:00 am
9/10/2025:	Exhibit Hall Move-out Begins at 10:00 am

**All times are tentative and subject to change.*

Premier Conference for Pathologists' Assistants

Pathologists' assistants from across North America attend the AAPA Annual Conference. Have the opportunity to meet and interact with more than 325 conference attendees while promoting your product or services throughout the conference. Make a lasting impression by becoming a daily sponsor or by sponsoring various events or items. Take a look at our sponsorship opportunities to help increase your visibility throughout the entire week.

Reach your Target Audience

Sponsors will have direct exposure to potential and current clients. This is an opportunity to present your products and services in a casual and friendly environment that is targeted to meet your business needs. The majority of our conference attendees have purchasing power or make recommendations for purchasing equipment and products/services. Display and demonstrate your products during the exhibitor session to increase sales and expand your client base. The post-conference survey showed that more than 70% of survey respondents take an active role in purchasing and plan to make a purchase within the next year.

Exhibit Hall Events

The exhibits will open on Tuesday evening starting with Happy Hour with the Exhibitors. Enjoy one-on-one time with attendees during this entertaining event.

Attendees get a raffle ticket, beverage ticket, and appetizers to encourage attendance. Promote goodwill and brand recognition by donating a door prize. Multiple drawings will be held throughout the night. Exhibitors donating a door prize will be recognized in the program booklet. Additionally the exhibit hall will be open Wednesday morning.

Space is limited!

Complete an application online or fill out the enclosed application to take advantage of the early discounted rate. Don't miss the opportunity to be part of this special event.

AAPA EVENT SPONSORSHIP - ANNUAL CONFERENCE CONT.

Diamond Sponsor **Exclusive!**

\$17,225 (choose M/T/W/Th)

- Exclusive daily sponsorship, complete with a table outside of general session and a five-minute lecture hall address on chosen day
- 10' x 20' booth (\$4200 value)
- Bag Sponsor - your logo will appear on the attendee swag bag (\$4250 value)
- PA Networking Lounge sponsor area in the Exhibit Hall (\$3200 value)
- Literature piece placed in each attendee's bag (\$1500 value)
- Full page color ad in one *Cutting Edge* issue (\$980 value)
- Full page color ad in program book, (\$760 value)
- Post conference attendee mailing list (\$350 value)
- Receive a 10% discount on another 2025 Annual Sponsorship option
- Dedicated sponsor eblast to members-only sponsor on eblast
- Logo in program booklet, on conference site, eblasts, signage at event
- Verbal recognition at event

Platinum Sponsor (Daily - 3 Available)

\$9,275

(Max of 3, Select preferred day M/T/W/Th)

- Exclusive daily sponsorship, complete with a table outside of general session and a five-minute lecture hall address on chosen day
- 10' x 20' exhibit booth (\$4200 value)
- Literature piece given to each attendee
- Full page color ad in program book, (\$760 value)
- Post-conference attendee mailing list, distributed two weeks after the conference (\$350 value)
- One dedicated sponsor recognition eBlast to members
- Linked logo on the AAPA Conference website
- Logo recognition in program booklet
- Logo on conference eBlasts
- Logo on signage during the conference
- Verbal recognition at the conference

Premier conference sponsorships offer the best value with exclusive benefits and increased recognition throughout the entire conference.

Daily sponsor benefits are for one day only and must be utilized on your scheduled day. Please indicate your preference on the registration form. Days will be assigned on a first come, first served basis, upon receipt of FULL payment.

Media Sponsor **Exclusive!**

\$3,500

- App sponsor for both Spring Meeting and Annual Conference
- One 60 second video shared on social media throughout the year (boosted post)
- One 30 second video shared on social media throughout the year
- Targeted eblast - two throughout year
- One app push notification for the Spring Meeting and two for the Annual Conference

Volunteer Recognition Event Sponsor **Exclusive!**

\$3,500

Take advantage of this unique opportunity to directly connect with key volunteer leaders as they are celebrated for the time and effort they have invested in this association, and as a result, the future of the profession. This private event for up to 75 members is slated to be held the evening of Monday, September 8.

Benefits include exclusive sponsorship of this event, company/logo recognition, up to four (4) representatives are invited to attend, opportunity to connect with leaders on a more personal level, brief introductory announcement (up to 3-minutes) to acknowledge volunteer leaders in the AAPA and tie in a connection to the sponsoring company. AAPA will choose the event venue and manage the guest list. Sponsor is welcome to contribute to any additional Food & Beverage and AV costs at their discretion.

AAPA EVENT SPONSORSHIP - ANNUAL CONFERENCE CONT.

Welcome Gift Sponsor **Exclusive!** \$3,500

Each attendee will receive a welcome gift preselected by the AAPA at registration. Previous years' gifts have included a backpack, tech bag, portfolio. Your logo will appear, along with the AAPA logo, on this year's welcome gift.

Lanyard Sponsor **Exclusive!** \$3,000

Increase your brand visibility by sponsoring attendee ID lanyards. The AAPA will supply the lanyards with your logo.

Fun Run/Walk Sponsor \$2,300

Join us at the Annual 5K Fun Run/Walk. This is your chance to get to know prospective customers outside of the exhibit hall in a fun, casual setting.

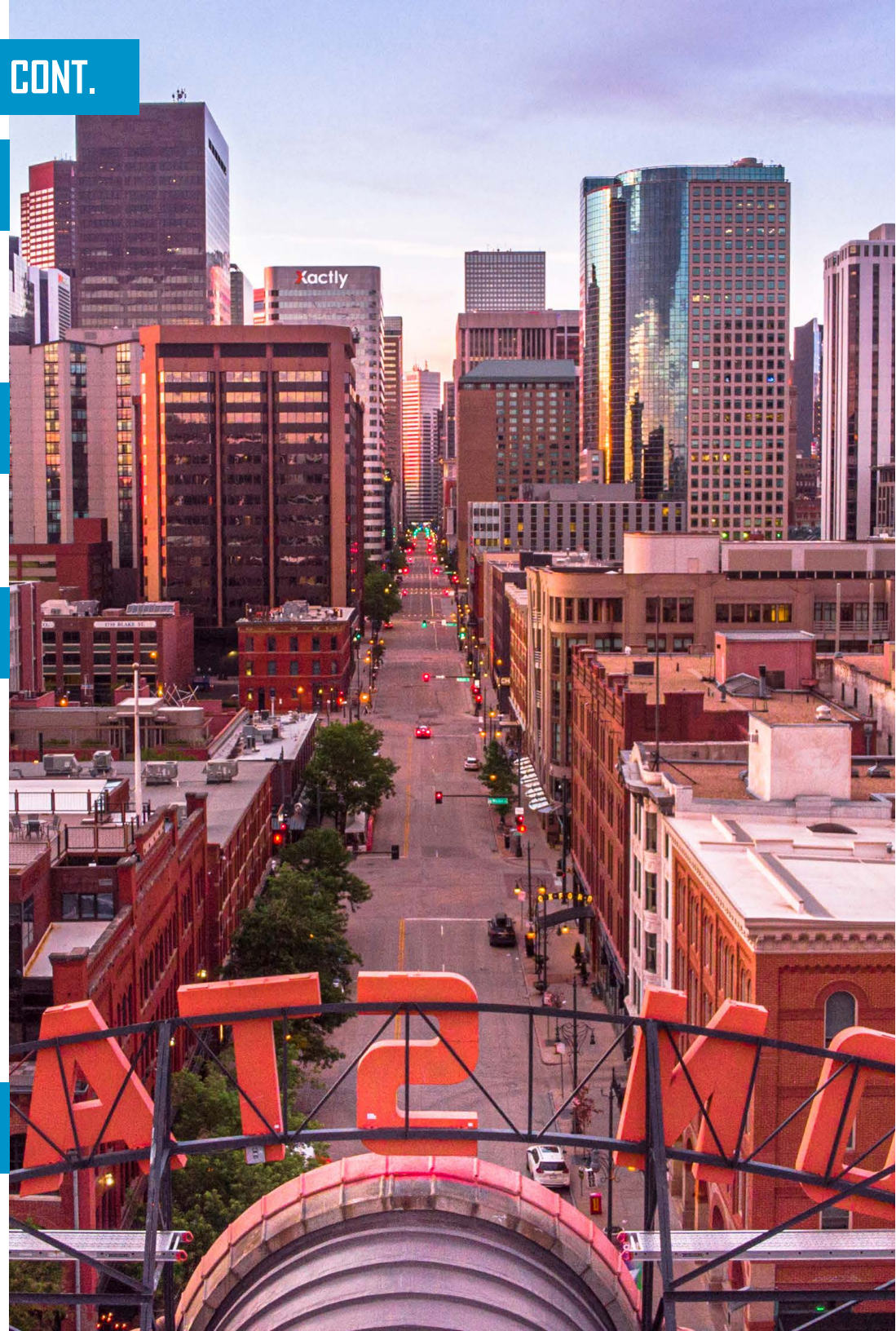
Join the attendees for some fresh air and exercise during the Happy Hour Fun Run/Walk. All attendees are invited to meet after the run/walk for drinks and conversation. This event will take place on Wednesday, September 10.

Benefits include:

- Two Fun Run/Walk Registrations & one drink ticket per sponsor
- Logo on Fun Run/Walk Gift Item
- Logo on signage, website, and in program booklet and verbal recognition at the event

Notepad Sponsor **Exclusive!** \$1,750

As notepad sponsor, your company logo will be imprinted on notepads given to conference attendees. You will also receive recognition as a sponsor throughout the week, in the program booklet, and on the website.



Exhibitor Happy Hour Drink Tickets Exclusive!
\$2,500

Your logo will appear on over 200 attendee drink tickets handed out at the Exhibitor Happy Hour. Receive recognition as a sponsor on signage, website, app, and break slides in the lecture hall.

Product Demo
\$2,000

Showcase your product during a 15 minute product demo at your booth in the Exhibit Hall. Four demo slots are available over the two exhibit days.

Bag Insert
\$1,500

Provide a pamphlet or sample to be placed in the attendee bag.

10'x20' Exhibit Booth Only
\$4,200

Includes a 10' x 20' booth in the Exhibit Hall.

10'x10' Exhibit Booth Only
\$2,250

Includes a 10' x 10' booth in the Exhibit Hall.

Pen Sponsor Exclusive!
\$1,200

Your organization's branding will be on all pens during the meeting, a fantastic way to show off your organization!



AAPA EVENT ADVERTISING - ANNUAL CONFERENCE PROGRAM BOOK

Full-Back-Cover Color Ad - \$1,750

Exclusive!

High visibility full page color ad on the back cover of the conference program booklet that is given to all attendees.

Conference Program Book Ads

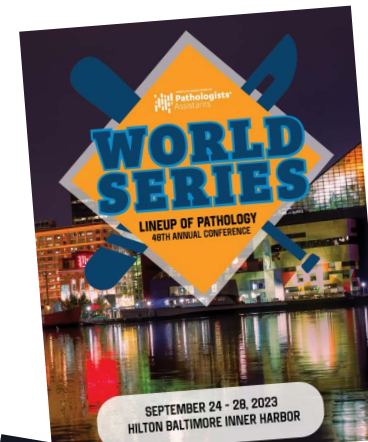
Whether you're looking to reach veterans of the pathology field or students expanding their knowledge, advertising in the program book will gain you access to a premium, engaged audience of pathology professionals.

Pricing:

\$760 - Full-Page Color Ad (vertical)

\$525 - Half-Page Color Ad (horizontal or vertical)

- Ad Submission Deadline: July 7, 2025
- Digital files only, minimum of 300 DPI
- Preferred formats: TIFF, PDF
- All materials must be labeled (advertiser name, AAPA Fall Conference, Program Ad)
- Send to **Devin@pathassist.org**



Full-page color
Size: 10" x 7.5"
Price: \$760

Half-page color
Size: 4.5" x 7.5"
Price: \$525

Exhibitor Information

Exhibit booth options:

- \$4,200 - 10' x 20'
- \$2,250 - 10' x 10'

Each booth includes:

- 3' high side draping
- 8' high back wall draping
- 6' skirted table
- Two chairs
- One waste basket
- One identification sign
- Four exhibit-only registrations
- Logo in the program booklet, listing and logo on conference app and on conference website
- Hard-copy of attendee labels approximately three weeks prior to conference

Exhibit dates & times**:

Tuesday, September 9

- 12:00-4:00 pm - Set up
- 4:30-7:30 pm - Happy Hour with the Exhibitors
(Door prize drawings)

Wednesday, September 10

- 8:00-10:00 am - Exhibit Hall open

*** All times are subject to change.*

Space assignments:

Space is assigned on a first come, first served basis. The AAPA will attempt to accommodate all requests and make a final assignment of booth space based on the date registration was received, each exhibitor's needs, and past participation.

Additional items:

Exhibitor registration does not include access to conference sessions, workshops, or fun activities. Optional activities are available at an additional cost. Additional exhibit-only daily registrations are \$200 each. To access the conference sessions, you must register for the full conference.

Additional furnishings and services may be ordered through the designated show decorator. Details on how to order will be provided in June 2025.

A digital mailing list, will be sent directly to the exhibitor/sponsor contact approximately three weeks prior to, and for sponsors as indicated, two weeks after the conference. This list is for one-time use and may not be added to your database.

Important Dates

- | | |
|-------------------|--|
| 7/7/2025: | Conference Program Book Ad Submission Deadline |
| 8/15/2025: | Hotel Reservation Discount Cut Off |
| 9/9/2025: | Exhibit Hall Move-in:
12:00 pm - 4:00 pm |
| 9/9/2025: | Happy Hour with Exhibitors:
4:30 pm - 7:30 pm |
| 9/10/2025: | Exhibit Hall Opens 8:00-10:00 am |
| 9/10/2025: | Exhibit Hall Move-out
Begins at 10:00 am |

**All times are tentative and subject to change.*

AAPA RULES & REGULATIONS - ANNUAL CONFERENCE

1. General

All matters and questions not covered by these Exhibit Rules & Regulations are subject to the decision of The American Association of Pathologists' Assistants (AAPA). In the event of any such decision being of general interest, written notice will be given by AAPA to exhibitors that may be affected. "AAPA" used herein shall mean The American Association of Pathologists' Assistants, its directors, officers, agents, and employees acting for the management of the Meeting and Exhibition. The word "Exhibitor" used herein shall signify the company or organization contracted for exhibit space at the Exhibition, including its owners, officers, employees, and representatives.

2. Payment for Booth Space

Full payment is due at time of registration. A payment plan is available upon request.

3. Assignment of Booth Space

Conference sponsors will be given priority placement. Booth space thereafter will be assigned on a first-come, first-served basis. The exhibit application form and full payment must be received at the AAPA Central Office before a booth space will be assigned. While AAPA attempts to accommodate Exhibitor location and other preferences, such accommodations cannot be guaranteed. In the event of a conflict regarding space or other material conditions, AAPA shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of exhibition.

4. Exhibit Dates and Hours

The exhibition area will be open: Tuesday September 9, 2025 4:30-7:30 pm and Wednesday September 10, 2025 8-10 am. (All times noted here and elsewhere in this document are local time and are subject to change).

5. Installation of Exhibits

Installation of exhibits will commence on Tuesday, September 9, 2025 at 12:00 pm. All exhibits must be fully installed by 4:00 pm. It is the responsibility of the Exhibitor to ensure their equipment/booth display can easily be transported into the Exhibit Hall. If unsure, Exhibitor should contact the Hotel directly to obtain the necessary room/doorway/elevator dimensions. The AAPA will not be responsible for any damage the Exhibitor incurs to Hotel property in the transportation of their equipment/booth display.

6. Removal of Exhibits

All exhibits must remain intact and staffed until 10:00 am, Wednesday, September 10, 2025, and may not be dismantled or removed until that time.

7. Reservation and Occupation of Exhibit Space

Exhibit space not fully paid for by July 7, 2025, is subject to cancellation or reassignment at the option of AAPA without obligation to refund any deposit monies previously received. Any space not claimed and occupied by 2:00 pm, September 9, 2025 will be resold or reassigned by AAPA with no obligation on the part of AAPA to refund any portion of the payment received for booth rental. Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business.

8. Cancellation/Refund Policy

Cancellation notices must be received in writing via fax, mail or email no later than July 7, 2025 to receive a 50% refund. No refunds will be given after this date. If the AAPA cannot hold the conference due to acts of God, war, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilitating other emergencies making it inadvisable, illegal, or impossible to provide the facilities or to hold the meeting, AAPA will provide a refund of the registration/sponsorship amount paid. AAPA is not responsible for travel, lodging, or other costs incurred by participants.

9. Liability

The exhibitor acknowledges that AAPA shall not be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance and the exhibitor must do so at his/her own expense. Exhibitors are expressly bound, at their expense, to pay for or repair any and all damage to the exhibit facility where the Annual Conference is being held, booth equipment, or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

The exhibitor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, papers, and business records or other property which may be in or come into the exhibitor's possession during the course of the Exhibition, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to any person arising from the movement and operation of the exhibit and hereby releases AAPA, its contractors, and the owners and managers of the exhibit facility from any liability whatsoever in respect thereto.

10. Booth Construction and Arrangement

AAPA arranges for the installation of necessary draped backgrounds of uniform style and name signs. All exhibits must be confined to the limitations of the booth as indicated on the floor plan. No part of inline displays except equipment therein may be higher than 8 feet along the back wall unless specific written permission is granted by AAPA. No perpendicular obstruction 8 feet or more in height may extend forward more than 50% of the distance from the back wall, and none over 36 inches in height shall extend forward for the remaining space to the front of the booth.

(Exceptions are subject to AAPA's approval, and requests must be made in writing at least 60 days prior to the start of the Exhibition.) Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

Flashing and/or strobe lights of any sort are prohibited. Any supplementary lighting, with or without the use of a truss, must be confined within the perimeters of the booth. The use of candles and helium balloons is not permitted in the Exhibit Hall.

11. Noise Level

Electrical, mechanical apparatus, movie, and musical/voice sounds must be inaudible to neighboring exhibitors.

12. Care of Exhibit Space

Exhibitor shall care for and keep in good order its occupied space. Special cleaning and dusting of booth, display equipment, and material will be the Exhibitor's responsibility. Exhibitors may not place anything in the aisles during the open hours of the Exhibition.

13. Registration and Badges

Exhibitor shall register all of its personnel in advance and may register only those of its employees and its independent contractors who are directly engaged in Exhibitor's onsite booth activities. Any additions or changes in registration made during the meeting must be certified by an officer of the exhibiting firm or by the person in charge of the company's booth space. Admission to the Exhibition will be by badge only. Each exhibiting company will be allotted four complimentary badges per 100 square feet of booth space. One badge will be furnished to each registrant at the time of registration. Official badges are not transferable. The general public is not permitted in the Exhibit Hall. There will be a charge of \$200 for each badge in addition to the complimentary allotment.

14. Exhibitor Admittance

Admittance to the Exhibit Hall is limited to the owners, officers, representatives, and employees of exhibiting firms that have contracted for space. Models or similar personnel not commercially connected with the industry may not be employed to help in an exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be registered with AAPA by the Exhibitor prior to July 7, 2025. Excluded from this category are representatives who maintain and own inventories of merchandise for resale. Such persons are considered to be dealers and are eligible to purchase exhibit space.

15. Special Effects and Giveaways

Objectionable audible or visual attention-getting devices or effects and offensive odors from exhibits are prohibited. Distribution of samples, printed literature, or any other materials shall not interfere with other exhibitors' spaces. Distribution of refreshments or other products for consumption on the premises, with the exception of water, will not be permitted unless explicitly approved by AAPA. Films of purely entertainment character, without educational or informative value, will not be permitted.

16. Satellite Activities and Other Events Held in Conjunction with the AAPA Annual Conference

Exhibitor may sponsor or conduct one or more satellite activities designed for attendance by AAPA Annual Conference attendees in or around Denver between September 7-11, 2025. These events must be preapproved by AAPA and may not conflict with official AAPA Annual Conference activities. Exhibitor assumes full responsibility for property damage, personal injury, or death to any party, by reason of occurrences at or related to any functions that it sponsors or conducts. Signage for satellite activities will be allowed only in AAPA-designated areas and must be approved by AAPA prior to display.

17. Conduct of Exhibitors

Exhibitor representatives shall conduct themselves in an ethical and professional manner at all times and in conformance with these Exhibit Rules & Regulations. AAPA reserves the right to deny the privileges of the Exhibition floor to any and all exhibitors who do not do so. Exhibitor badges are personal, not transferable, and must be worn at all times. No exhibitor may photograph or videotape the booth, products, staff, or visitors of any other exhibitor without the express permission of the other exhibitor.

18. Exhibitor Services

The Official Show Decorator will provide drayage service for all exhibitors. Such service will include receipt of freight, delivery of the exhibitor's freight to the exhibitor's booth site, storage of the exhibitor's empty containers until the close of the show, and return of the freight to the destination of the exhibitor's choice. Forms will be included in the Exhibitor Service Kit. AAPA, on behalf of exhibitors, will arrange with responsible parties for various exhibitor services. Complete information regarding carpeting, drayage, furniture, electrical work, etc., will be furnished in the Exhibitor Service Kit in advance of the Exhibition dates.

19. Exhibitor Service Kit

The Official Show Decorator will distribute an electronic Exhibitor Service Kit to exhibiting companies whose full payment for contracted booth space has been received by the deadline. The Service Kit will include any amended or additional rules and regulations, customs regulations, audio-visual equipment order forms, all decorator related order forms, electrical and telephone order forms, florist and photographer forms, etc. Please review all information carefully and be aware of all required cut-off dates.

20. Americans with Disabilities Act

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall indemnify and hold harmless AAPA and its officers, directors, agents, and employees from and against any consequences of Exhibitor's failure in this regard.

Please print clearly when completing this form for badge and program booklet accuracy.

Company contact name: _____
 Company: _____
 Address: _____
 City/State/Zip: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____
 Website: _____
 Main Conference Contact
 Name: _____
 Email: _____

Booth Rep #1: _____
 Email : _____
 Booth Rep #2: _____
 Email: _____
 Booth Rep #3: _____
 Email: _____
 Booth Rep #4: _____
 Email: _____
 We'd prefer to be next to: _____
 We'd prefer to be away from: _____

Product/Service Description in 100 words or less. (Please also email to info@pathassist.org by July 7, 2025.)

Part I - Registration Options:

Annual Conference Sponsorships

- ☐ \$17,225 Diamond Sponsorship **Exclusive!**
- ☐ \$9,275 Platinum Sponsorship
Daily Sponsor Preference Day(s): M (), T (), W (), Th ()
- ☐ \$3,500 Media Sponsor **Exclusive!**
- ☐ \$3,500 Volunteer Recognition Event **Exclusive!**
- ☐ \$3,500 Welcome Gift Sponsorship **Exclusive!**
- ☐ \$3,000 Lanyard Sponsorship **Exclusive!**
- ☐ \$2,500 Exhibitor Happy Hour Drink Tickets **Exclusive!**
- ☐ \$2,300 Fun Run/Walk
- ☐ \$2,000 Product Demo
- ☐ \$1,750 Notepad **Exclusive!**
- ☐ \$1,500 Bag Insert
- ☐ \$1,200 Pen Sponsor **Exclusive!**

Annual Conference Program Book Advertising

- ☐ \$1,750 Full-Back-Cover Color Ad **Exclusive!**
- ☐ \$760 Full-Page Color Ad (vertical)
- ☐ \$525 Half-Page Color Ad (horizontal)

Annual Conference Exhibitor (included as part of Diamond and Platinum sponsorships above)

- ☐ \$4,200 10' x 20' Booth
- ☐ \$2,250 10' x 10' Booth

Total Amount Due _____

Part II - Payment:

- ☐ Enclosed is \$ _____ for payment of the AAPA Conference. **Please make your check payable to AAPA.*
- ☐ Please charge my: ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX \$ _____ for payment of the AAPA Conference
- Card # _____ Exp. Date _____
- Credit Cardholder's Name _____ Sig. Code _____
- Cardholder Signature _____

PLEASE NOTE: *This is an application to exhibit. All exhibitor applications are subject to review and approval by the AAPA. Moreover, we reserve the right to deny exhibitor privileges to any applicant.*

Signature & Date: _____

Contributions or gifts to AAPA are not tax deductible as charitable contributions. They may, however, be tax deductible as ordinary and necessary business expenses or under other provisions of the Internal Revenue Code. Consult your tax advisor.

Part III - Door Prizes:

Door prizes will be presented during Happy Hour with the Exhibitors on Tuesday. Please consider making a donation for the drawings held throughout this fun, interactive time with attendees. Door prize suggestions: gift certificates or merchandise that travels well. Another option is to have the prize shipped to the winner following the conference. Individual booth drawings must be drawn and presented by the contributor and will not be included as part of the door prize drawings.

- ☐ Yes! We'd like to donate a door prize (*description*): _____
- ☐ Yes! We'd like to donate a door prize. Please contact me in July for the description.
- ☐ No, we're not interested in donating at this time.

Part IV - Contact Information:

Hotel Information: Hyatt Regency Denver at Colorado Convention Center 650 15th Street Denver, CO 80202	Mail/Fax the completed form to: AAPA Central Office 529 14th Street, NW, Suite 1280 Washington, DC 20045 USA or complete the form online: pathassist.org/PromoteYourBusiness	Questions? 800-532-AAPA (2272) info@pathassist.org pathassist.org
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Contact Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Fax: _____

Country: _____

Website: _____

Phone: _____

Email: _____

Please note: This is an advertising application. All advertising applications are subject to review and approval by the AAPA. Moreover, we reserve the right to deny advertising privileges to any applicant.

Signature & Date: _____

Print & Online Interactive Journal Advertising

*The Cutting
Edge Journal*

1. Select Ad Size for Print and Interactive Ad:

- ☐ Full-Page Ad (10" high x 7 1/2" wide) - #___ x \$980
- ☐ Half-Page Ad (4 1/2" high x 7 1/2" wide) - #___ x \$590 (half-page default)
- ☐ Half-Page Ad (10" high x 3 1/2" wide) - #___ x \$590
- ☐ Quarter-Page Ad (4 1/2" high x 3 1/2" wide) - #___ x \$325

2. Next Select Issue Date:

- ☐ Issue 1 (Ad due January 1, 2025); Release date March 1
- ☐ Issue 2 Pre-conference Issue (Ad due April 1, 2025); Release date June 1
- ☐ Issue 3 (Ad due July 1, 2025); Release date September 1
- ☐ Issue 4 (Ad due October 1, 2025); Release date December 1

Direct Mail Advertising

**AAPA Mailing
List**

- ☐ Mailing List to advertise your company's product or service - \$375

Membership

**AAPA Sustaining
Membership**

- ☐ 2025 AAPA Sustaining Membership (Through 12/31/2025) - \$795

Payment MUST accompany application form Total Amount Due \$ _____