THE 2011 ANNUAL MEETING WILL OFFER MORE SPONSORSHIP OPPORTUNITIES THAN EVER!

PLATINUM SPONSORS — $40,000
Total Cash Value — $29,030

On-Site Visibility
- Four (4) exhibit booths (Additional space at $2,000 each, $2,150 corner booth) with first priority placement in half - $8,150 value
- 24 exhibit badges - $4,320 value
- One (1) Full meeting registration - $1,560 value
- Right to use, “Official Platinum sponsor of USCAP,” in advertisement and promo — priceless
- Access to USCAP mailing list for two mailings - $1,000 value
- One item provided by sponsor for placement in attendee bag (pre-approval by USCAP) - $5,000 value

Print Visibility/Other Media
- Full-page color ad in Abstract Book (distributed to all attendees and mailed to 10,000+ USCAP members) - $5,200 value (priceless)
- Full-page color advertisement in Program Book (distributed to all attendees) - $2,200 value (priceless)
- Video segments are posted on the USCAP website and sent via e-mail to all members and non-members.
- Company Advertorial - USCAP will bring an experienced television news crew to the event to develop a three-minute advertorial featuring your company. The advertorial will be hosted by a television professional, and can include an interview with your company representative, as well as produce demonstrations and testimonials from current customers if available - $3,000 value (will not be posted on USCAP website).

GOLD SPONSOR — $25,000
Total Cash Value — $19,890

On-Site Visibility
- Three (3) exhibit booths (Additional booths at $2,000 each, $2,150 corner booth) with priority placement after Platinum sponsors - $6,150 value
- 18 exhibit badges - $3,240 value
- Right to use, “Official Gold Sponsor of USCAP,” in advertisement and promo — priceless
- Access to USCAP mailing list for one mailing - $500 value
- One item provided by sponsor for placement in attendee bag (pre-approval by USCAP) - $3,000 value

Print Visibility/Other Media
- Half-page color advertisement in Abstract Book (distributed to all attendees and mailed to 10,000+ USCAP members) - $2,750 value (priceless)
- Half-page color advertisement in Program Book (distributed to all attendees) - $1,250 value (priceless)
- Video clips on USCAP Web site with a link to your homepage — priceless

SILVER SPONSOR — $15,000
Total Cash Value — $9,160

On-Site Visibility
- Two (2) exhibit booths (Additional space at $2,000 each, $2,150 corner booth) with priority placement after Platinum and Gold sponsors - $4,000 value
- 12 exhibit badges - $2,160 value
- Access to USCAP mailing list for one mailing - $500 value
- Right to use, “Official Silver Sponsor of USCAP,” in advertisement and promo — priceless

Print Visibility/Other Media
- Quarter-page color advertisement in Abstract Book (distributed to all attendees) - $1,625 value (priceless)
- Quarter-page color advertisement in Program Book (distributed to all attendees) - $875 value (priceless)
- Logos on USCAP Web site with a link to your homepage — priceless

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Internet & Evaluation Café — $15,000
The Internet Café provides attendees the opportunity to check email and complete course evaluations for CME/Self Assessment. Always a busy spot, the sponsor of the Internet Café will receive a customized screensaver featuring their logo on all 24 monitors as well as recognition on the USCAP Web site, in the Program Book and with signage above the Café.

USCAP Reception and Art Show & Sale — $20,000
The USCAP reception is one of the best attended events of the conference, but is limited to only three Sponsors. It is open to all registrants and provides a wonderful opportunity for one-on-one interaction with all attendees. Featuring hors d’oeuvres, beer and wine, this event is always a hit. Sponsors will be recognized on the USCAP Web site, in the Program Book and with signage at the event.

**IN RECOGNITION OF THE 100TH ANNUAL MEETING, the USCAP is pleased to present “The Art of Pathology Art Show & Sale” in conjunction with the USCAP Reception. The show will feature 2-D and 3-D art submitted by USCAP pathologists, spouses, vendors and other associates. Proceeds benefit the USCAP Foundation. This is a historic, one-time-only event that will be well attended and provide a wonderful evening of art and entertainment, along with an elegant reception for all attendees.**

SPONSORSHIP PAYMENT AND CANCELLATION POLICY

Yes, we are interested in the following Sponsorship Opportunities at the USCAP 2011 ANNUAL MEETING* (please check all that apply):

- **PLATINUM SPONSOR** .................................................................$40,000
- **GOLD SPONSOR** ...............................................................$25,000
- **SILVER SPONSOR** ............................................................$15,000
- **Internet Café & Evaluation Café** .............................................$15,000
- **USCAP Reception and Art Show & Sale** (Limit 3) ....................$20,000
- **Attendee Bag** ........................................................................$20,000
- **Hotel Room Key Cards** ..........................................................$10,000
- **Lanyards or Badge Holders** ....................................................$7,000
- **Fellowship Fair** .....................................................................$5,000
- **House Staff Hospitality Room** ...............................................$3,500
- **Speaker Preview Room** ..........................................................$3,000
- **Coffee Breaks (each)** .............................................................$3,000
- **Product Demo Suite - Full Day $12,000; Half Day $7,000**
- **100th Annual Meeting 5K Run - $3,000**

* You must be an exhibitor to sponsor an item or event.

Check made payable to United States and Canadian Academy of Pathology (U.S. Currency drawn on U.S. bank)

**Visa** ☐ **MasterCard** ☐ **American Express**

Name of Cardholder: _______________________

Credit Card Number: ________________

Amount of Payment: ____________________ Exp. Date:____ / ____

Signature: ____________________________

Contact Information (please print)

Contact Name: _________________________

Address: ______________________________

City: ___________________ State: _______ Postal Code: __________

Country: _____________________________

Phone: ___________________ Fax: ______________

E-mail: _____________________________

URL: ________________________________

(please see mailing address and cancellation policy on the back of this panel)
Schedule of Payments:
- This completed sponsor form and all payments should be sent to Nancy West at the address listed below, or, if paying by credit card, you may fax the completed form to (706) 753-8033.
- 50% must accompany the Sponsorship Form. Your sponsorship will not be confirmed until payment has been received.
- Balance due by January 28, 2011

CANCELLATION POLICY AND FEES
Cancellations are required to telephone Ms. Nancy West at 706/733-7550 and send a confirming letter of cancellation to:
Mr. Nancy West
United States and Canadian Academy of Pathology
3641 Walton Way Extension
Augusta, GA 30999

Letters must be received before the date listed below. Cancellations will be based on the following schedule:
- Until December 3, 2010, all commitments may be cancelled in full.
- A 20% administration fee based on the payments received to date.
- Following the schedule of payments, any payments made after December 3, 2010, will not be refunded.

EDUCATION & INNOVATION FOR THE NEXT 100 YEARS.
February 26 - March 4, 2011
Henry B. Gonzalez Convention Center
San Antonio, Texas

SPECIAL 100TH ANNUAL MEETING FEATURES:
- “Art of Pathology Show & Sale” during the USCAP Reception
- 5K Run to Benefit American Cancer Society
- New, enhanced sponsorship opportunities

A special part of our centennial meeting includes a celebration banquet featuring Sir Ken Robinson, Ph.D. as the keynote speaker with the topic:
“Out of Our Minds: Learning to be Creative”
He will be speaking on how to infuse innovation and creativity into pathology education (and pretty much anything else!).

SIR KEN ROBINSON, PHD. is an internationally recognized leader in the development of creativity, innovation and human resources. He has worked with governments in Europe, Asia and the USA, with international agencies, Fortune 500 companies, and some of the world’s leading cultural organizations. He is the author of the New York Times Best Seller, “The Element: How Finding Your Passion Changes Everything.”

There will also be an “Art of Pathology” art show, sale and reception featuring 2-D and 3-D work from pathologists within our membership.
For more information about artwork submission, contact Jennifer Hunt, jhunt5@partners.org.

Attendee Bags — $20,000
Limited to no more than two sponsors, this is a great opportunity to have your company logo appear everywhere. Included with their registration, each attendee will receive a bag for the conference. Sponsors will also be recognized on the USCAP Web site and in the Program Book.

Lanyards or Badge Holders — $7,000
This is a great way to get your company name around the neck of every attendee. Each attendee will receive one for their name badge. Sponsors will also receive recognition on the USCAP Web site and in the Program Book.

Hotel Room Key Cards — $10,000
Put your company’s name in the hand of every San Antonio Marriott Rivercenter and Riverwalk guest. Sponsors will have their company information placed on the room keys of USCAP meeting attendees. Sponsors will also receive recognition on the USCAP Web site and in the Program Book.

Fellowship Fair — $5,000
The most popular event with Residents and faculty, this job fair attracts over 50 Medical Institutions and over 500 residents in a casual atmosphere and is available to multiple sponsors. Refreshments and soft drinks are provided. Sponsors will receive recognition on the USCAP Web site, in the Program Book and with signage at the event.

House Staff Hospitality Room — $3,500
Offering a chance for residents to interact with leaders in the pathology community, this is a great opportunity for sponsors to get their name out to the up and coming pathologists. Highly popular with the Residents, coffee and soft drinks are provided throughout the day. Monday and Tuesday, continental breakfast and lunch will also be served. Sponsors will receive recognition on the USCAP Web site in the Program Book and with signage at the event.

Speaker Preview Room — $3,000
This room is visited by over 400 USCAP Senior Faculty members during our Annual Meeting. This is a great opportunity to display your company’s name. Sponsors will also receive recognition on the USCAP Web site and in the Program Book.

Coffee Breaks (each) — $3,000
Coffee breaks are provided in the Exhibit Hall Monday - Wednesday, and at highly trafficked areas throughout the venue on days when the Exhibit Hall is closed. A perfect opportunity for quick “meet and greets,” sponsors will receive recognition on the USCAP Web site, in the Program Book and with signage at the event.

Product Demo Suite — Full Day - $12,000; Half Day - $7,000
This is a new offering which features a spacious 10’ x 20’ meeting room on the exhibit floor with seating for up to 20, plus audiovisual screen where companies can privately demonstrate products, make presentations or just have client meetings.

100th Annual Meeting 5K Run - $3,000
In celebration of the USCAP 100th Annual Meeting a 5K run benefiting the American Cancer Society will be held on the convention center grounds. Sponsorship includes signage, coverage of the event on USCAP-TV, and a special check presentation at the USCAP business meeting to the ACS. 50% of the sponsorship will go directly to the ACS.

Unofficial Social Functions, Promotional Events
The U.S. & Canadian Academy of Pathology must approve all social functions, hospitality suites, and promotional events that are not officially part of the 2011 Annual Meeting.

For more information on these sponsorship opportunities, please contact Nancy West at (706) 733-7550 or nancy@uscap.org.