

EXHIBITOR PROSPECTUS



AMP 2013 Annual Meeting
Phoenix Convention Center
Phoenix, AZ
November 14-16, 2013
Corporate Workshop Day
November 13, 2013

Rates increase
after March 29!

AMP 2013 Annual Meeting

November 14-16, 2013



Association for Molecular Pathology

Exhibit at the AMP 2013 Annual Meeting!

AMP hosts the only event with direct access to nearly 1,700 key decision makers involved in every aspect of molecular diagnostics, including:

- ▶ Interpretation and reporting of molecular diagnostic tests
- ▶ Assay development, validation, and performance
- ▶ Translational research
- ▶ Medical education

Book your exhibit space today!
www.amp.org/2013/exhibits



The AMP 2013 Annual Meeting is the only opportunity to connect with nearly 1,700 key decision makers involved in every aspect of molecular diagnostics, including:

- ▶ Interpretation & Reporting of Molecular Diagnostic Tests
- ▶ Assay Development, Validation & Performance
- ▶ Translational Research
- ▶ Medical Education



AMP Members and Meeting Attendees are experts in the specialty areas of

- ▶ Genetic Disorders
- ▶ Hematopathology
- ▶ Infectious Diseases
- ▶ Solid Tumors

AMP Members and Meeting Attendees work as

- ▶ Pathologists
- ▶ Doctoral and Clinical Laboratory Scientists
- ▶ Clinicians and Other Health Care Personnel
- ▶ Government Employees – primarily regulators in the field
- ▶ Professionals in the *in vitro* diagnostics industry

AMP 2012 ANNUAL MEETING EXHIBITORS (partial list)

Altona Diagnostics USA, Inc.	EGT	Mayo Medical Laboratories
Ambry Genetics	ELITech Molecular Diagnostics	Meridian Bioscience, Inc.
American Society for Clinical Pathology	Emory Genetics Laboratory	MetaSystems Group, Inc.
Amoy Diagnostics	Empire Genomics, LLC	MRC-Holland
Applied BioCode, Inc.	Entro Gen	Nanosphere, Inc.
ARUP Laboratories	Epigenomics, Inc.	Panagene Inc.
Asuragen, Inc.	Eppendorf North America	PerkinElmer Life Sciences & Technology
ATCC	Exact Sciences	Pharmigene, Inc.
Aurora Biomed Inc.	Fisher HealthCare	Phthisis Diagnostics
AutoGenomics, Inc.	Fluidigm	PreAnalytiX
AvanSci Bio	Focus Diagnostics	PrimeraDx
Aviir	GeneInsight	Promega Corporation
Baylor College of Medicine - Cancer Genetics Laboratory	General Biologicals Corporation	Psyche Systems Corporation
BD Diagnostics	Genetic Information Management Systems	QIAGEN, Inc.
Beaumont Laboratory	Geneuity Clinical Research Services	Qnostics Inc.
BioDiscovery, Inc.	Genial Genomic Solutions / Rainbow Scientific, Inc.	QTI
BioFire, Inc.	GenMark Diagnostics	Quidel Corporation
BioGenex	GenomeWeb	RainDance Technologies
BioHelix Corporation	GenPOC	Regional Pathology Services at University of Nebraska Medical Center
Biomatrix Inc	Geospiza from Perkin Elmer	Rheonix, Inc.
bioMerieux, Inc.	GnuBIO, Inc.	Roche
Bioplastics / Cyclertest, Inc.	Hain Lifescience GmbH	SCC Soft Computer
Bio-Rad Laboratories	Hamilton Robotics	SciGene
Biosearch Technologies, Inc.	Hologic	Sequenom, Inc.
bioTheragnostics, Inc.	Hologic Gen-Probe	SeqWright, Inc.
BioView USA Inc.	Horizon Discovery LTD	SeraCare Life Sciences, Inc.
BlueGnome	HTG Molecular	Siemens
Boehringer Ingelheim Pharmaceuticals, Inc.	iCubate	Signature Genomics from PerkinElmer, Inc.
Boreal Genomics	Illumina, Inc.	Slone Partners
Canon US Life Sciences	IMPACT Marketing Group	SoftGenetics, LLC
Cellay, Inc.	IncellDx, Inc.	STEMCELL Technologies, Inc.
Cepheid Inc.	Innogenetics, Inc.	STRATEC Biomedical AG
Cerner Corporation	Integrated DNA Technologies	Streck
chemagen from PerkinElmer, Inc.	Integrated Oncology	SurModics
City of Hope Molecular Diagnostic Lab	Invivoscribe Technologies, Inc.	Taigen Bioscience Corporation
Cleveland Clinic Laboratories	Ion Bus by Life Technologies	Therapak Corporation
College of American Pathologists	IPSOGEN	TIB Molbiol, LLC
College of American Pathologists Periodicals	IQuum, Inc.	Transgenomic, Inc.
Complete Genomics	Iris Sample Processing	UNICONnect
Conexio Genomics	Kailos Genetics, Inc.	University of Washington
Current Technologies	Knome	WaveSense, Inc.
CymoGen Dx	Kreatech Diagnostics	ZeptoMetrix Corporation
Cytocell, Ltd./Rainbow Scientific, Inc.	Laboratory for Molecular Medicine, PCPGM	
Daan Diagnostics Ltd.	Laboratory for Personalized Molecular Medicine	
Data Unlimited International, Inc.	Lathrop Engineering, Inc.	
DIATHERIX Laboratories	Life Technologies	
Dx Assays Pte Ltd	Luminex Corporation	
DxTerity Diagnostics Inc.	Maine Molecular Quality Controls, Inc.	
EdgeBio		

Your colleagues and competitors are sure to exhibit!

PRICES, DATES, and DEADLINES

Important Dates

Corporate Partner Booth Contracts Due	March 29
Reduced Booth Space Fee Deadline	March 29
Exhibitor Application and Contract Due	August 15
Corporate Workshop Application Due	August 15
Exhibitor Meeting Space Applications Due	August 15
Product Description for Program Due	August 15
Booth Cancellation or Reduction Deadline	August 15
Island Space Booth Rendering Due	August 15
Corporate Workshop Descriptions Due	September 13

Booth Space Fees

On or before Mar 29 / After Mar 29

10' x 10' Inline (bound by front aisle only)	\$4,000 / \$4,440
10' x 10' Corner (bound by a front & side aisle)	\$4,750 / \$5,225
10' x 20' Inline (bound by front aisle only)	\$8,000 / \$8,800
20' x 20' Island	\$19,000 / \$20,900
10' x 50' Island (only one available)	\$23,000 / \$25,300
20' x 30' Island	\$27,500 / \$30,250
20' x 40' Island	\$35,000 / \$38,500
30' x 30' Island	\$39,000 / \$42,900
20' x 50' Island	\$43,000 / \$47,300
Other sizes	Contact Exhibit Management
10' x 10' Non-Profit* (Inline only)	\$2,000 / \$2,200

* refer to AMP definition of Non-profit on page 4

Exhibit Installation

Wednesday, November 13	7:00 am – 6:00 pm
Thursday, November 14*	7:00 am – 10:00 am

*internal booth work only, no freight delivery

Companies requiring additional installation time should contact AMP Exhibits Manager for assistance. Early move-in may be subject to additional fees.

HELPFUL LINKS and CONTACT INFORMATION

AMP Main Website
www.amp.org

AMP 2013 Annual Meeting Website
www.amp.org/2013

AMP 2013 Annual Meeting Exhibits Landing Page
www.amp.org/2013/exhibits

Unless otherwise noted, complete and return all forms, and direct all inquiries regarding exhibits, sponsorships, partnerships, and support opportunities to:

Catherine Davidge
Marketing, Development & Exhibits Manager
Association for Molecular Pathology (AMP)
9650 Rockville Pike
Suite E133
Bethesda, MD 20814-3993 (USA)
Phone: 301-634-7400
Fax: 301-634-7990
Email: cdavidge@amp.org

Exhibit Hall Hours

Thursday, November 14	11:30 am – 4:30 pm
Appointment only demos	4:30 pm – 5:30 pm
Friday, November 15	9:00 am – 4:00 pm
Appointment only demos	4:00 pm – 5:00 pm
Saturday, November 16	9:00 am – 1:30 pm
Appointment only demos	8:00 am – 9:00 am

Appointment only demo times are specifically for exhibitors and their invited guests (Registered Attendees or official Guests of Exhibitors) to conduct demos in a quieter atmosphere than during regular Exhibit Hall hours.

Exhibit Hall hours are subject to change at the discretion of Exhibits Management. Exhibiting companies will be informed of any changes.

Exhibitor Registration

Tuesday, November 12	4:00 pm – 7:00 pm
Wednesday, November 13	7:00 am – 6:00 pm
Thursday, November 14	7:00 am – 5:00 pm
Friday, November 15	8:00 am – 5:00 pm
Saturday, November 16	8:00 am – 2:00 pm

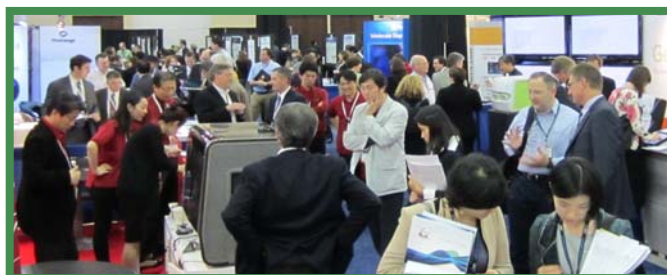
Exhibit Dismantling*

Saturday, November 16	1:30 pm – 9:00 pm
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* No packing or dismantling of exhibits will be permitted until **1:30 pm, Saturday, November 16**. Early departure will result in the company or group being penalized a fee no less than \$2,500 and may result in being prohibited from participating in future AMP Events.

QUICK REFERENCE

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AMP Annual Meeting Exhibit Hall

INCLUDED WITH YOUR BOOTH SPACE

Program Listing

Exhibitors must provide a 60-word (max.) product description to be included in the printed and mobile Exhibit Guide. This guide is distributed to all meeting attendees and available electronically online and via the mobile app. The opportunity to advertise your products and services is complimentary and is available only to AMP's exhibitors. Product description must be submitted by **August 15, 2013**.

Corporate Workshop Day Opportunity

Available to AMP Exhibiting Companies, only – AMP Corporate Workshop Day, Wednesday, November 13, 2013. These scientific industry presentations are very popular with meeting attendees. Take advantage of this opportunity to present your company's products and services directly to your prospective clients in the intimate setting of a Corporate Workshop. Refer to the request form on page 7 for more information.

Take advantage of these exclusive opportunities for AMP Exhibiting Companies!

Exhibitor Badges

Exhibitor badges must be worn at all times and allow access to the Exhibit Hall **only**. Exhibiting companies receive six badges per 10' x 10' booth space. Additional Exhibitor badges will be available at a fee of \$50.00 each.

Guest of Exhibitor Badges

Each exhibiting company is entitled to six Guest of Exhibitor badges; the Guest badges will be available for pick up at registration by the designated company representative. Guest of Exhibitor badges allow for access to the Exhibit Hall, **only**.

Post-Meeting Registration List (PDF format)

AMP will provide a complete registration list to exhibitors within 30 days of completion of the Annual Meeting. This list will be available upon request through **December 13, 2013**. The registration list will be a read-only PDF file and does not include email addresses. The information is the sole property of AMP and cannot be reproduced in any form without express written permission.

Additional Promotional Opportunities

Including rental of AMP Membership and pre-registrant mailing lists, Program Book and JMD ad placement, support of services, dining, and networking events onsite at the Annual Meeting, and much more. Refer to the AMP 2013 Marketing Opportunities Brochure for details. Available online at www.amp.org/2013/exhibits in early 2013.

Exhibitor Meeting Rooms

Space on the floor of the exhibit hall will be dedicated as meeting space for AMP exhibitors. Some of the spaces will be hard-walled and will require reservation and payment. Others will be pipe and drape and will be available at no cost on a first come, first served basis. Details will be available in January. This service is available to exhibiting companies, only.

EXHIBITOR SERVICES

AMP Exhibit Management

Staff at AMP is available to assist with your pre-, during, and post-show exhibit needs. Contact Catherine Davidge at AMP by email at cdavidge@amp.org or by phone at 301-634-7400.

Official Services Contractor / Show Decorator

The Expo Group is the official services contractor for the AMP 2013 Annual Meeting. Online Exhibitor Service Manuals will be available well in advance of the event. The Expo Group may be contacted by mail at 5931 West Campus Circle Drive, Irving, TX 75063 USA or by phone at 972-580-9000. Those using the services other than those provided by The Expo Group must notify Exhibit Management in writing no later than **August 15, 2013**.

Reserve your booth space by August 15!

Lead Retrieval Services

Attendees at the AMP 2013 Annual Meeting will carry electronically coded name badges. Lead retrieval services will be available onsite. Lead retrieval service order forms will be included in the Online Exhibitor Service Manual and available at www.amp.org.

AMP EXHIBITOR CHECKLIST

- ☐ Review entire Prospectus, particularly the Rules and Regulations – by signing the Application Form, your company agrees to the terms and conditions set forth in the Prospectus and any amendments that AMP may publish and/or distribute
- ☐ Complete the entire Exhibitor Application and Contract Form – incomplete forms will not be processed by AMP
- ☐ Submit the completed Contract Form with payment to AMP – forms submitted without payment will not be processed by AMP
- ☐ Submit 60 word (max) product and service description online – deadline is August 15, 2013
- ☐ Review AMP 2013 Marketing Opportunities Brochure for options on expanding your company's reach – these opportunities go quickly!
- ☐ Complete and return the Corporate Workshop Application and Contract Form – deadline is August 15, 2013
- ☐ Register your company's booth staff online – details available in January 2013
- ☐ Submit your company's booth rendering (if an island or end cap space) – deadline is August 15, 2013
- ☐ Order carpeting (floor covering is required!) and furnishings (if applicable) from The Expo Group

EXHIBITOR RULES AND REGULATIONS

These Rules and Regulations, including any amendments published on the AMP 2013 Annual Meeting Website, distributed to the Company Primary Contact, or communicated to the onsite contact, are a part of the Exhibitor Contract. Failure to abide by such Rules and Regulations, either by Company staff or contracted labor, including failure to have booth design pre-approved as required, may result in revocation of permission to exhibit in 2013, with forfeiture of all monies paid, and/or denial of permission to exhibit in future years.

Exhibit Space Rental

All booths are 10' x 10' or multiples thereof. A combination of inline and corner booths may be secured to create an inline booth size larger than 10' x 10' or an end cap booth (limited number available). Island booths or spaces other than those noted on the exhibit floor plan will be charged the full cost of any booths deleted to create such an island (if approved by Exhibit Management and Fire Marshall regulations).

Booth Design

Booths must be designed so that they can be installed and completely removed during published installation and dismantling hours. Failure to comply will result in additional fees for labor, liability and insurance as determined by Exhibit Management. Any booth design, configuration, and/or height not expressly permitted in this Prospectus requires advance written permission from Exhibit Management.

ISLAND AND END CAP BOOTHS – a rendering of the booth design including signage must be submitted for Exhibit Management approval no later than **August 15, 2013**.

Each inline exhibit space will have an 8' high back wall and 3' high side dividers defining the sides of the space. A booth identification sign measuring 7" x 44" and showing only the company name will also be supplied with all booths.

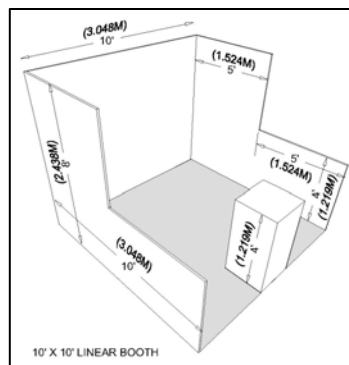
IMPORTANT:

- **Exhibiting companies are required to provide floor covering for their booth area.**
- Inline booth spaces are arranged in a straight line. The back wall of any construction in a linear booth shall not exceed 8' in height including signage. All display material is restricted to a maximum height of 4' in the front half or front 5' of the booth and a maximum of 8' in the rear half or the rear 5' of the booth. Booth space side dividers are 3' high.
- Island booth spaces should be designed to be visually open. Maximum height for all island booths, including signage, is 16'. Excessive visual obstructions are prohibited; judgment of such is the sole purview of Exhibit Management. See

note re: Island and End Cap Booths
above.

- All displays, booth elements, signage, and other exhibit materials including floor covering, must be contained within the confines and plane of the booth dimensions. No exhibit may span or extend into an aisle.
- End cap spaces are available only as noted on the floor plan and consist of a 20' x 10' space (1/2 of a 20' x 20' island). Back wall height for end-caps cannot exceed 8' in the center (10') and 4' on either side (5').

Diagram of Booth Dimensions



Booth Space Reservations

Booth spaces may only be reserved by receipt of completed Exhibitor Application & Contract and full payment for booth space.

Subletting / Sharing Exhibit Space

Subletting or sharing any part of the exhibit space by an exhibitor is prohibited.

Liability

Exhibiting companies agree to indemnify, protect, save and keep AMP forever harmless from any damage or charges or claims imposed due to the following acts or omissions by the exhibiting company, its agents, employees, invitees, persons acting on its behalf, or authorized representatives at any time during the meeting in the exhibit hall and all other AMP meeting locations:

- Negligent or intentional acts or omissions;
- Violation of any person's or entity's property rights;
- Violation of any law or ordinance; and
- Use and occupancy of the exhibition or official meeting premises or any part thereof.

In addition, the Exhibiting Company agrees to secure and maintain comprehensive commercial general liability insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage. Insurance will cover the period through the term of this agreement, including move-in and move-out days.

Exhibiting Companies with booths measuring taller than 8' MUST submit a certificate of insurance to Exhibit Management no later than 30 days prior to move-in day. All other Exhibiting Companies will provide a certificate of insurance upon request by Exhibit Management.

Insuring Exhibits

Exhibiting companies are strongly encouraged to insure their exhibits, promotional items, and display materials, and other items against theft, fire, etc... at their own expense.

As a courtesy to exhibiting companies, security for the exhibit hall area will be furnished by AMP during the hours deemed necessary. This service is not to be implied or interpreted as a guarantee against lost, theft, or damage of any kind.

Non-Profit Organizations

The non-profit rate of \$2,000 for one 10' x 10' inline booth is available to 501(c)3 organizations that are also one of the following: family or patient advocacy group; membership or volunteer organization; university; or government agency. W-9 form required. Not eligible for first-come, first-served booth assignment. Quantity is limited to one 10' x 10' space per qualifying organization. In order to qualify for first-come, first-served booth assignment process, non-profit organizations may exhibit at the for-profit rate.

Co-Marketing

Page 4 of 8

Exhibit Management will review and approve or deny applications for co-marketing on a case-by-case basis. Applications that arrive separately or after the deadline of **August 15, 2013** will not be honored. If two or more divisions of a company wish to exhibit in one booth space, they must exhibit under one company name. All badges and Exhibitor Guide listings will be conducted in one name only. Multiple listings for one booth space are not permitted.

Non-Contracted Exhibit Space

Persons, companies or organizations that have not contracted with AMP to occupy space in the Exhibit Hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the official meeting spaces, exhibit areas, parking lots or in any space in an AMP contracted hotel.

Exhibit Hall Reconfiguration and Booth Placement / Relocation

Generally, Exhibit Management does not reconfigure the Exhibit Hall but reserves the right to do so. AMP reserves the right to relocate booth space to areas other than that originally assigned.

On rare occasions, relocation may occur onsite. Exhibitor will be notified of relocation as soon as possible, as will Annual Meeting attendees. Management strives for, but cannot guarantee booth placement as requested.

Booth Space Cancellation or Space Reductions

- All notifications of exhibit space cancellations or reductions must be received in writing by Exhibit Management.
- Cancellations received on or before **August 15, 2013**, qualify for a 75% refund of all monies paid for booth space rental.
- Any company cancelling its booth space from **August 16, 2013** through **October 14, 2013**, will forfeit 50% of the total cost of exhibit space rental.
- Any company cancelling after **October 14, 2013**, will forfeit full exhibit space payment.

Note: Reduction of island booth space dimensions after assignment has been confirmed may result in relocation of the exhibit booth. AMP may cancel exhibitor rooms and room blocks held by a company cancelling or reducing booth space.

Booth Staffing

Booths must be staffed at all times during Exhibit Hall hours. Early departure or absence will result in the company or group being penalized a fee no less than \$2,500 and may result in being prohibited from participating in future AMP Events. It is understood that booths staffed by one person will be vacant as necessary for breaks, meals, etc.

Giveaways and Booth Activities

Exhibiting companies are permitted to distribute promotional materials (giveaways) and other items at their assigned Exhibit Booth location only. All items distributed must be useful to the professional activities of the meeting attendees, have a value of \$10.00 or less per item and be made available to all meeting attendees as long as supplies last.

Exhibiting companies wishing to conduct contests or drawings should contact the Exhibit Management by email at cdavidge@amp.org or by phone at 301-634-7400 for guidelines and permission.

IMPORTANT:

No soliciting of attendees is permitted in the aisles, at other exhibitors' booths, at the hotels, or in any other area of the meeting and exhibit facility. No distribution of literature or other promotional items at hotel guestrooms, or in any other public or private area of the hotels or convention center is permitted.

Sale of Goods

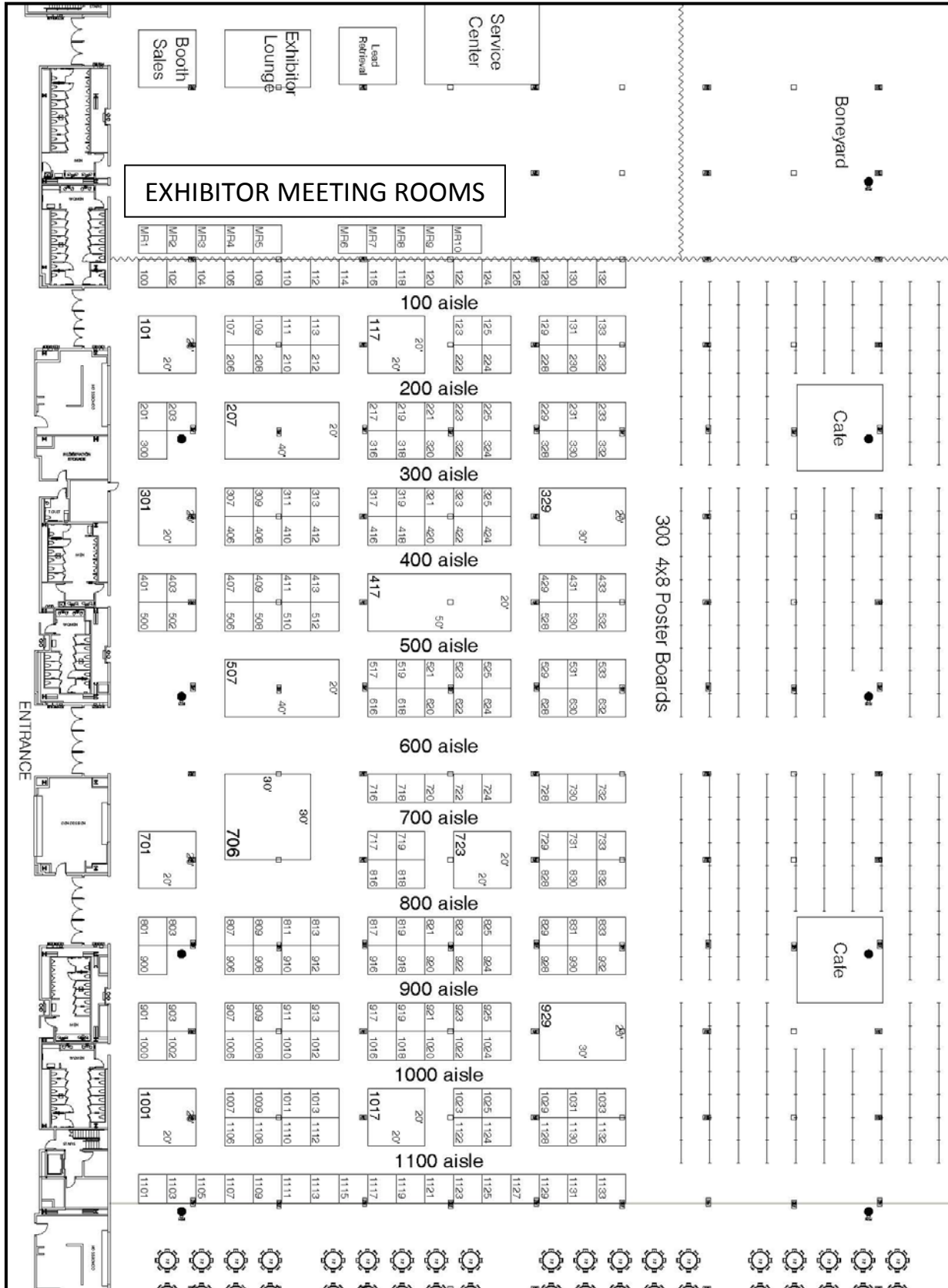
The sale of goods or services of any kind in the Exhibit Hall in connection with the Annual Meeting is prohibited. Order taking is permitted.

Use of AMP Logo

Use of the AMP Logo is not permitted.

SUBJECT TO CHANGE!

VISIT <http://www.floorplangenie.com/Events/fpgAMP/AMP2013/public/fphtml.aspx>
for the most recent floor plan and space availability.



AMP 2013 CORPORATE PARTNER PROGRAM

The AMP Corporate Partner Program is designed to elevate and expand the visibility and reach of AMP corporate supporters. By contributing funds for AMP educational initiatives, companies earn the status of Corporate Partner and receive exceptional visibility and benefits. All funds received for Corporate Partnerships are utilized in-full to support AMP educational initiatives throughout the year.

Corporate Partner Benefits

- ▶ Acknowledgement year-round on the AMP Website
- ▶ Company logo and link to Company Website on AMP Website
- ▶ Prominent signage onsite at Annual Meeting
- ▶ Recognition in the AMP Annual Meeting print and online program
- ▶ Notice of support via Annual Meeting issue of AMP Newsletter
- ▶ Ad in *JMD* thanking AMP Corporate Partners

SILVER Level Corporate Partner Benefits

- ▶ Benefits of ALL Corporate Partners as noted above
- ▶ Preferred booth space selection for the following year's Annual Meeting

GOLD Level Corporate Partner Benefits

- ▶ Benefits of ALL Corporate Partners as noted above
- ▶ Priority booth space selection for the following year's Annual Meeting
- ▶ Upgraded ad placement in any non-meeting issue of *JMD*

PLATINUM Level Corporate Partner Benefits

- ▶ Benefits of ALL Corporate Partners as noted above
- ▶ High priority booth space selection for the following year's Annual Meeting
- ▶ Complimentary four-color, full-page, priority placement ad in any non-meeting issue of *JMD*
- ▶ Complimentary one-time use of the AMP member mailing list
- ▶ Complimentary insertion of one item for Annual Meeting attendee meeting bag
- ▶ Two complimentary tickets to the Annual Meeting banquet or evening social event (if applicable)
- ▶ One complimentary attendee registration to the Annual Meeting
- ▶ Acknowledgement on signage at the Annual Meeting

DIAMOND Level Corporate Partner Benefits

- ▶ Benefits of ALL Corporate Partners as noted above
- ▶ Highest priority booth space selection for the following year's Annual Meeting
- ▶ Complimentary 4-color, full-page, priority placement ad in the Annual Meeting issue of *JMD*
- ▶ Complimentary use of the AMP member mailing list twice during the year OR complimentary one time use of Annual Meeting pre-registrant list
- ▶ Complimentary insertion of one item for Annual Meeting attendee meeting bag
- ▶ Three complimentary tickets to the Annual Meeting banquet or evening social event (if applicable)
- ▶ Two complimentary attendee registrations to the Annual Meeting
- ▶ Exclusive opportunity to host an event for all Annual Meeting attendees
- ▶ Dedicated acknowledgement signage at the Annual Meeting
- ▶ Complimentary meeting room for internal company meetings during the Annual Meeting

Corporate Partner Commitment Levels:

- ▶ \$15,000 for Silver Level
- ▶ \$30,000 for Gold Level
- ▶ \$50,000 for Platinum Level
- ▶ \$75,000 for Diamond Level



AMP 2011 Corporate Partners

AMP 2013 CORPORATE WORKSHOP DAY

AMP Corporate Workshop Day takes place one day prior to the official start of the AMP Annual Meeting. This event is the opportunity for AMP Exhibiting Companies to present directly to and interact directly with their clients and prospects. More than 80% of all meeting registrants attend Corporate Workshop Day. No registration is required so your colleagues and customers alike are welcome to attend regardless of whether or not they plan to attend the AMP Annual Meeting.

Highlights of Corporate Workshop Day...

- ▶ More than 70 hours of workshops hosted by AMP Exhibiting Companies
- ▶ Takes place one day prior to the start of the AMP Annual Meeting
- ▶ Does not require registration so your colleagues and clients are welcome to attend
- ▶ Attracts more than 1,200 AMP meeting registrants
- ▶ Allows AMP Exhibitors direct access to their clients and prospects in a classroom-type environment
- ▶ Provides workshop host companies with the opportunity to place a poster in a designated area on Corporate Workshop Day

Costs and Services...

- ▶ The cost to AMP Exhibiting Companies is \$3,750 per hour. This opportunity is **ONLY** available to AMP Exhibiting Companies.
- ▶ The fee includes general A/V services – a podium, room set-up, microphone, projector, and screen. Additional services including catering are available at the workshop host's expense.
- ▶ AMP promotes Corporate Workshop Day to all members and meeting registrants via the Website, email, and the online registration process

A sample of last year's Corporate Workshop Day program is available online at www.amp.org or by contacting Catherine Davidge, AMP Marketing, Development, and Exhibits Manager by phone at 301-634-7400 or by email at cdavidge@amp.org. Use the request form on the next page to secure your company's workshop today.

Deadline to request a Corporate Workshop is August 15, 2013. Space fills quickly so book yours today!

AMP Corporate Workshop Application and Contract

Phoenix, AZ – November 13, 2013

Deadline to Apply: August 15, 2013



A full day of corporate presented workshops will take place on Wednesday, November 13, 2013. For exhibiting companies, only, meeting rooms have been reserved for workshop presenters in Phoenix, AZ at the location of the AMP Annual Meeting. Workshops begin on the hour and run for 50 minutes followed by a 10 minute break. The fee for each workshop is \$3,750 per 50 minute time slot. This fee includes the room with seating, podium, microphone, projector, and screen. Catering arrangements should be made directly with the property food and beverage manager and will be billed directly to your Company. **SEE PAGE TWO FOR IMPORTANT TERMS OF AGREEMENT.**

The completed Corporate Workshop Application Form is due to AMP by August 15 so that we can work with you to arrange a schedule that most benefits presenters and attendees (minimizing topic duplications or other conflicts). This will allow us to provide early notification to our membership and meeting attendees about your workshop for early registration and travel planning purposes. Should you require catering services, we will connect you with the appropriate representative at the convention center or hotel. **If you plan to host more than one workshop, please submit a separate form for each workshop (payment may be combined).**

Company:			
Pre-Event Contact Individual:	Onsite Contact Individual: (if different from pre-event contact)		
Telephone:	Telephone:		
Email:	Email:		
Workshop Content Descriptor Select one that most closely identifies the workshop topic: <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <input type="checkbox"/> Extraction / Purification <input type="checkbox"/> Genetics / Cytogenetics <input type="checkbox"/> Infectious Diseases - General <input type="checkbox"/> Informatics <input type="checkbox"/> Microarrays <input type="checkbox"/> Multiplex Assays </td> <td style="vertical-align: top;"> <input type="checkbox"/> Mutation Analysis <input type="checkbox"/> Pharmacogenetics/Pharmacogenomics <input type="checkbox"/> QC / Validation <input type="checkbox"/> Sequencing / Next Generation Sequencing <input type="checkbox"/> Viral Assays <input type="checkbox"/> Other: (please specify) _____ </td> </tr> </table>		<input type="checkbox"/> Extraction / Purification <input type="checkbox"/> Genetics / Cytogenetics <input type="checkbox"/> Infectious Diseases - General <input type="checkbox"/> Informatics <input type="checkbox"/> Microarrays <input type="checkbox"/> Multiplex Assays	<input type="checkbox"/> Mutation Analysis <input type="checkbox"/> Pharmacogenetics/Pharmacogenomics <input type="checkbox"/> QC / Validation <input type="checkbox"/> Sequencing / Next Generation Sequencing <input type="checkbox"/> Viral Assays <input type="checkbox"/> Other: (please specify) _____
<input type="checkbox"/> Extraction / Purification <input type="checkbox"/> Genetics / Cytogenetics <input type="checkbox"/> Infectious Diseases - General <input type="checkbox"/> Informatics <input type="checkbox"/> Microarrays <input type="checkbox"/> Multiplex Assays	<input type="checkbox"/> Mutation Analysis <input type="checkbox"/> Pharmacogenetics/Pharmacogenomics <input type="checkbox"/> QC / Validation <input type="checkbox"/> Sequencing / Next Generation Sequencing <input type="checkbox"/> Viral Assays <input type="checkbox"/> Other: (please specify) _____		
Workshop Title: (Deadline to provide final title is September 16.)	Preferred Time Range: (AMP will aim to accommodate your request but cannot guarantee the preferred time range): <input type="checkbox"/> Morning (8am-11am) <input type="checkbox"/> Noon -1pm <input type="checkbox"/> Afternoon (2pm-5pm) <input type="checkbox"/> Other _____		
Maximum number of attendees:	Targeted number of attendees:		
How long will the workshop last? Workshops start on the hour and run for 50 minutes with a 10 minute break.	Will you be serving food and/or beverages? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Undecided		
How many 50 minute time slots will your company host? <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> Other	Do you plan to present a corporate poster? (see page two) <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Undecided		
Format you prefer <input type="checkbox"/> Classroom <input type="checkbox"/> Theater <input type="checkbox"/> Demonstration w/6 ft tables <input type="checkbox"/> Include _____ Head table(s) <input type="checkbox"/> Schedule all of our workshops as back-to-back and in the same meeting room All efforts will be made to fulfill the request in its entirety. AMP cannot guarantee a room layout and size as requested on this form.			
NOTE: \$3,750 per 50-minute hour includes a basic audio visual setup (podium, microphone, projector, and screen), only. Additional requirements including catering must be arranged via the convention or hotel services department. Contact information will be provided by AMP within eight weeks of the event.			
Full payment must accompany this application form for consideration. Payments may be made by check payable to AMP in U.S. dollars drawn on a U.S. bank, or by MC, VISA, AMEX			
<input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX	Credit Card #: Expiration Date: <i>Note: Credit Card payments are processed through the American Society for Investigative Pathology (ASIP) and your credit card invoice will reflect this.</i>		
<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <input type="checkbox"/> 1 Workshop..... \$3,750 <input type="checkbox"/> 2 Workshops..... \$7,500 <input type="checkbox"/> 3 Workshops..... \$11,250 <input type="checkbox"/> 4 Workshops..... \$15,000 </td> </tr> </table>		<input type="checkbox"/> 1 Workshop..... \$3,750 <input type="checkbox"/> 2 Workshops..... \$7,500 <input type="checkbox"/> 3 Workshops..... \$11,250 <input type="checkbox"/> 4 Workshops..... \$15,000	
<input type="checkbox"/> 1 Workshop..... \$3,750 <input type="checkbox"/> 2 Workshops..... \$7,500 <input type="checkbox"/> 3 Workshops..... \$11,250 <input type="checkbox"/> 4 Workshops..... \$15,000			
Name on Card:	Signature: _____ Date: _____		

A one paragraph description of your workshop (100 words, max.) must be submitted by September 16. Descriptions exceeding 100 words will be edited by AMP and will be used for distribution to AMP members; posting on the AMP website's meeting section, and publication in the Corporate Workshop Day Program. Submission of this completed form with payment constitutes agreement with the Terms of Agreement as noted on page two. **Space will be sold on a first-come, first-served basis.** Preliminary schedule/assigned time slot will be provided on or about September 16.

Please submit the completed Corporate Workshop

Application Form to:

Catherine Davidge

Association for Molecular Pathology

9650 Rockville Pike, Bethesda, MD 20814

Tel: 301-634-7900 • Fax: 301-634-7990

Email: cdavidge@amp.org • Web: www.amp.org

Corporate Workshop Cancellation Policy: All corporate workshop cancellations must be received in writing by AMP Meeting Management.

■ Cancellations received on or before **August 15, 2013** qualify for a 75% refund of all monies paid for workshop time slot.

■ Any company cancelling its workshop time slot from **August 16, 2013** through **October 14, 2013**, will forfeit 50% of the total cost of their corporate workshop payment.

■ Any company cancelling after **October 14, 2013** will forfeit full corporate workshop payment.

■ Cancellation of exhibit booth will result in automatic cancellation of corporate workshop.

AMP Corporate Workshop Day

Wednesday, November 13, 2013, Phoenix, AZ

TERMS OF AGREEMENT

By hosting a workshop, you, your company, and related representatives agree to the following...

GENERAL POLICIES:

1. Workshops may be hosted by AMP exhibiting companies, only. Cancellation of the host company's exhibit space will result in cancellation of their Corporate Workshop(s).
2. The official event name is AMP Corporate Workshop Day. Although it immediately precedes the AMP Annual Meeting, due to CME regulations, this event cannot be promoted as part of the AMP Annual Meeting.
3. AMP does not offer CME for AMP Corporate Workshop Day; however, your company may provide CME for its specific workshop(s). AMP cannot assist with securing CME accreditation or notification of CME information to attendees of said workshop.
4. Registration is not required to attend AMP Corporate Workshop Day. Anyone may attend, including individuals who have not registered to attend the AMP Annual Meeting.
5. AMP Corporate Workshop Day is free to all attendees. Attendance fees may not be charged by Corporate Workshop host companies.
6. Use of the AMP logo by workshop host companies for any reason is strictly prohibited.

BEFORE THE EVENT:

1. AMP will promote AMP Corporate Workshop Day to all meeting registrants, members, and others via the AMP Website, emails, mailings, and other promotional methods.
2. Host Companies may rent the AMP Annual Meeting pre-registration or AMP member mailing list at the established rates in order to promote their workshop separately.
3. Host Companies may want to rent lead retrieval equipment in order to capture contact information for those attendees who do have their AMP Annual Meeting registration badge in hand (note – badges are not required to attend AMP Corporate Workshop Day).
4. Host Companies must provide AMP with the name, email address, and cell phone number for the primary onsite contact person. This is necessary for several reasons, including emergency and security purposes.

DURING THE EVENT:

1. AMP will provide a detailed program and appropriate signage onsite for AMP Corporate Workshop Day.
2. Workshop hosts may place one sign just outside the entrance to their workshop, during the time of their workshop, only. Sign may not be larger than 36" x 48". Easels must be provided by the workshop host or secured via the venue.
3. Advertising, directionals, signage, and other promotional materials onsite for specific workshops are expressly prohibited and will be removed by AMP. Violation of this policy may result in cancellation of the company's workshop.
4. AMP Corporate Workshop Day is also Corporate Poster Day. If your company would like to display a poster on a poster board in the designated area during Corporate Workshop Day, please indicate this on page one of this form. Detailed information regarding poster content, size, and placement will be provided in advance of the event.



Expand your Company's Reach by Supporting AMP
Educational Endeavors throughout the Year
Become an AMP Corporate Partner!

ASSOCIATION FOR MOLECULAR PATHOLOGY

2013 AMP Corporate Partners Program

Select Your 2013 Corporate Partnership Level:

- ☐ Diamond Partnership, \$75,000/year
- ☐ Platinum Partnership, \$50,000/year
- ☐ Gold Partnership, \$30,000/year
- ☐ Silver Partnership, \$15,000/year

Select Your Payment Plan:

- ☐ Full Payment Enclosed
- ☐ Three (3) Payment Plan:

Please include the first payment with this form.

1st Payment of 30% due 2/15/2013

AMP will invoice you one month prior to the payment-due date for the following two payments. Invoice will be sent to the contact name listed on this form.

2nd Payment of - 30% due 4/15/2013
3rd Payment of - 40% due 6/14/2013

Commitment Form

The AMP Corporate Partners Program is designed to elevate and expand the visibility and reach of AMP corporate supporters. By pledging to contribute specific amounts of funding for AMP educational initiatives, companies earn the status of Corporate Partner and receive additional benefits not offered to other corporate supporters.

Partnerships are renewable each year. Corporate Partners will have first options and right of first refusal for selected sponsorship items. Visit www.amp.org to view AMP Promotional Opportunities.

Contact Information:

Organization/Company _____

Contact Name _____

Address _____

City _____ State/Province _____ Zip _____

Country _____

Tel _____

Email _____

Payment: *(please indicate desired partnership level and payment plan at left)*

- ☐ Check enclosed *(made payable to "Association for Molecular Pathology" or "AMP")*

Charge my credit card* Amount \$ _____

☐ VISA ☐ MasterCard ☐ American Express

Credit Card # _____ Exp Date _____

Card Holder Name *(please print)* _____

Signature _____ Date _____

Credit Card Billing Address _____

City _____ State _____ ZIP _____ Country _____

***IMPORTANT:** If paying by credit card, the charge on your credit card statement will be from the American Society for Investigative Pathology (ASIP). AMP is constituent society of the office of the American Society for Investigative Pathology, and uses the ASIP credit card processing system.

Association for Molecular Pathology

Catherine Davidge
Marketing, Development,
& Exhibits Manager
9650 Rockville Pike
Bethesda, MD 20814-3993 (USA)
Tel: 301-634-7400
Fax: 301-634-7990
Email: cdavidge@amp.org
www.amp.org



AMP 2013 Annual Meeting - Exhibitor Application and Contract

Phoenix Convention Center - Exhibit Days: November 14-16, 2013

Corporate Workshop Day: November 13, 2013 - Deadline to Apply: August 15, 2013

Company Name: <i>(Please list company name as you would like it to appear in the AMP 2013 program, exhibitor badges and any required signage)</i>		
Primary Contact Individual: <i>(This person will receive all AMP 2013 exhibitor correspondence)</i>		
Address:		Telephone:
City:	State/Province:	Country:
Zip/Postal Code:		Email:
Booth Space Choices: <i>(Refer to Exhibit Hall Floor Plan)</i> 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____		Onsite Contact Person (Name and Email) Will this person be picking up exhibitor registration badges onsite for <i>all</i> of your company's booth staff? <input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> We plan to Co-Market with: _____ (company name). We wish to be placed in adjacent booth spaces. Letters of request attached.		
Island booth spaces – floor plan of booth must be approved by Exhibit Management. Attach or email to cdavidge@amp.org by August 15, 2013.		

Product Description

A 60-word description of products or services is requested for inclusion in the Meeting Program. Descriptions exceeding 60 words will be edited by AMP. Submit online at www.amp.org/2013/exhibits by **August 15, 2013**.

Booth Space Fees – Save 10% by booking before March 30, 2013

- | | |
|--|---|
| <input type="checkbox"/> 10' x 10' Inline.....\$4,000 / \$4,400 | <input type="checkbox"/> 20' x 30' Island.....\$27,500 / \$30,250 |
| <input type="checkbox"/> 10' x 10' Corner.....\$4,750 / \$5,225 | <input type="checkbox"/> 20' x 40' Island.....\$35,000 / \$38,500 |
| <input type="checkbox"/> 10' x 20' Inline.....\$8,000 / \$8,800 | <input type="checkbox"/> 30' x 30' Island.....\$39,000 / \$42,900 |
| <input type="checkbox"/> 20' x 20' Island.....\$19,000 / \$20,900 | <input type="checkbox"/> 20' x 50' Island.....\$43,000 / \$47,300 |
| <input type="checkbox"/> Other <i>(Size and Cost)</i> _____ <i>*refer to page 4 for definition of Non-Profit</i> | |

Payment of Fees

Full payment must accompany the Exhibitor Application and Contract Form or it will not be processed. Payment may be made by check in U.S. dollars drawn on a U.S. bank, or MC, VISA, AMEX by completing the following credit card information:

<input type="checkbox"/> MC <input type="checkbox"/> VISA <input type="checkbox"/> AMEX	Expiration Date: _____	
Account #:		
<i>Note: Credit Card payments are processed through the American Society for Investigative Pathology (ASIP) and your credit card invoice will reflect this.</i>		
Name on Card:	Signature:	Date:

In accordance with the terms, conditions and regulations governing exhibits for and Company activity associated with the AMP 2013 Annual Meeting, the undersigned hereby makes application for exhibit space(s) that, when accepted by AMP Exhibit Management, **becomes a contract**. All Rules and Regulations as outlined in the *Exhibitor Prospectus*, as well as any amendments published online or distributed by AMP, are a part of this contract. Failure to abide by such Rules and Regulations, either by Company staff or contracted labor, may result in revocation of permission to exhibit in 2013, with forfeiture of all monies paid, and/or denial of permission to exhibit in future years. **As a representative of the above noted company, by signing below, I confirm that I have read, understand, and accept these and all terms, conditions, and regulations.**

Signature:	Date:
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Deadline for Exhibitor Application and Contracts, description of products or services, and payment: August 15, 2013

Space will be sold on a first-come, first-served basis. Booth space will be verified upon receipt of completed application including full payment and description of products or services. **IMPORTANT:** No booths will be held or assigned without required full pre-payment.

Please submit completed Exhibitor Application and Contract with payment to:

Catherine Davidge
Marketing, Development, & Exhibits Manager
Association for Molecular Pathology, Suite E133
9650 Rockville Pike, Bethesda, MD 20814
Tel: 301-634-7400 • Fax: 301-634-7990
Email: cdavidge@amp.org • Web: www.amp.org

Exhibit Space Cancellation and Reduction Policy: All exhibit space cancellations and reductions must be received in writing by AMP Exhibit Management (Catherine Davidge).

- Cancellations or reductions received on or before **August 15, 2013** qualify for a 75% refund of all monies paid for booth space rental.
- Any company cancelling or reducing its booth space from **August 16, 2013 through October 14, 2013**, will forfeit 50% of the total cost of exhibit space rental.
- Any company cancelling after **October 14, 2013** will forfeit full exhibit space payment

DATE RECEIVED: _____

CV# _____

☐ Booth Assigned _____