



**PACIFIC NORTHWEST  
SOCIETY of PATHOLOGISTS**



**2024 SPRING MEETING  
PROSPECTUS**

**May 25, 2024**

**UBC Robson Campus | Vancouver, BC**

Dear Industry Colleagues,

We invite you to participate in our 2024 PNWSP Spring Meeting. This year, our meeting will be held at the University of British Columbia - Robson Campus, in beautiful downtown Vancouver, BC. Approximately 75 pathologists from around British Columbia, Washington, and Oregon will gather to learn from top experts in their specialty.

Becoming a sponsor/exhibitor of this meeting is an ideal opportunity for your company and representatives to engage in personal conversations and develop relationships with physicians who are leaders in their practices around the region.

Each year industry feedback about our meeting is unanimously enthusiastic. We anticipate selling out our exhibit hall space. So don't delay and register today!

We hope you will take advantage of this amazing opportunity, and look forward to seeing you there in May!

Please contact the PNWSP office at [delphi@pnwsp.org](mailto:delphi@pnwsp.org), with any questions.

Thank you,  
Wei Xiong, MD, PhD, FRCPC  
PNWSP President

# EXHIBIT & SPONSORSHIP OPPORTUNITIES

*Exhibit tables include up to two representatives each.*

## **Gold | \$3,500**

Faculty or General Sponsor (or Dinner Sponsor - please inquire with PNWSP)

- Official sponsor of our meeting faculty.
- Booth/display in the exhibitor hall.
- Verbal recognition from the podium.
- Featured acknowledgement in signage, e-syllabus, and PNWSP website.
- Meeting attendee list (*from attendees that consent to provide their contact information*).
- Access to lectures (*please either remove or turn your nametag over*).
- Option to send out one emailed invitation to an event supported by you or your organization.

## **Silver | \$2,500**

Breakfast, Lunch, or General Sponsor: \$2,500 each

- Official sponsor of breakfast or lunch.
- Booth/display in the exhibit hall.
- Verbal recognition from the podium.
- Acknowledgement in signage, e-syllabus, and PNWSP website.
- Meeting attendee list (*from attendees that consent to provide their contact information*).
- Access to lectures (*please either remove or turn your nametag over*).
- *Option to send out one emailed invitation to an event supported by you or your organization.*

## **Bronze | \$1,500**

AM Break, PM Break, or General Sponsor: \$1,500 each

- Booth/display in the exhibit hall.
- Featured acknowledgement in signage, e-syllabus, and PNWSP website.
- Meeting attendee list (*from attendees that consent to provide their contact information*).

## **Booth Only | \$1,200**

- Booth/display in the exhibit hall.
- Acknowledgement in signage, e-syllabus, and PNWSP website.
- Meeting attendee list (*from attendees that consent to provide their contact information*).

# RESERVE YOUR BOOTH FOR SPRING CME MAY 25, 2024

Company Name \_\_\_\_\_

Exhibitor Contact \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Representative #1 \_\_\_\_\_

Representative #2 \_\_\_\_\_

Product(s) to be displayed \_\_\_\_\_

## I would like to be one of the following sponsors for the Spring 2024 Meeting

Gold | \$3,500                       Silver | \$2,500

Bronze | \$1,500                       Booth Only | \$1,200

### Payment Accepted: Check (made out to PNWSP), Visa, MC, & AmEx

Enclosed is my check for payment     Please charge my credit card

Name on Card \_\_\_\_\_

Billing Address & Zip Code \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

Security Code \_\_\_\_\_

**Return completed application, with payment to:**

PNWSP | 2001 Sixth Avenue, Suite 2700, Seattle, WA, 98121

Fax: (206) 441-5863 | Email: delphi@wsma.org | There is a \$100 service fee on all cancellations.

*No Refunds for cancellations requested one month before the meeting start date.*

# MEETING AGENDA

## Saturday, May 25

<i>7:30 - 8:30 AM</i>	<i>Registration, Breakfast, and Exhibits Visits</i>
<i>8:30 - 9:30 AM</i>	<i>Keynote: L. Jeffrey Medeiros, MD (Session 1)</i>
<i>9:30 - 10:30 AM</i>	<i>Keynote: L. Jeffrey Medeiros, MD (Session 2)</i>
<i>10:30 - 10:45 AM</i>	<i>Coffee Break and Exhibits Visits</i>
<i>10:45 - 11:30 AM</i>	<i>Presentation: Brian Skinnider, MD, LMCC, FRCPC</i>
<i>11:30 AM - 12:30 PM</i>	<i>Keynote: L. Jeffrey Medeiros, MD (Session 3)</i>
<i>12:30 - 1:30 PM</i>	<i>Lunch and Exhibits Visits</i>
<i>1:30 - 2:15 PM</i>	<i>Dermatopathology Lecture: Antonio Subtil Deoliveira, MD, MBA - "Dermatolymphoma: Diagnostic and Pathologic Considerations"</i>
<i>2:15 - 3:15 PM</i>	<i>Keynote: L. Jeffrey Medeiros, MD (Session 4)</i>
<i>3:15 - 3:30 PM</i>	<i>Coffee Break and Exhibits Visits</i>
<i>3:30 - 4:30 PM</i>	<i>Keynote: L. Jeffrey Medeiros, MD (Session 5)</i>
<i>4:30 PM</i>	<i>Meeting Adjournment</i>

## EXHIBIT HOURS

### **Saturday, May 25, 2024**

Breakfast: 7:30 - 8:30 AM

AM Coffee Break: 10:30 - 10:45 AM

Lunch: 12:30 – 1:30 PM;

PM Coffee Break: 3:15 - 3:30 PM

End of Meeting: 4:30 PM

## **How Many Representatives Can Attend?**

All exhibitor representatives must be registered and wear the official PNWSP meeting badge throughout the weekend. Each exhibit table includes up to two representatives. Please contact the PNWSP office with any questions.

## **Where Can Industry Representatives Stay?**

PNWSP does not have a room block for this meeting. However, there are several hotels near and around Robson Square, as well as near the waterfront that are walking distance from the meeting venue, UBC - Robson Square.

## **Exhibit Information:**

This is a very tight space, and we anticipate selling out the booth spaces early as we have in past years. We are offering tabletop exhibit space only. Pop up displays cannot be placed on either side of your table, nor block the view of other exhibit tables. Please be considerate of attendees and other exhibitors and be sure not to block pathways and exits.

## **Attendee Lists:**

Exhibitors will receive a list of pre-registered attendees in your meeting packet at the registration desk. This list will include the name, credentials, and attendee city/state for all registered attendees that have given consent to share their contact information, per ACCME rules. Please note the following 2022-2023 Accreditation Rules regarding names and contact information. *“As of January 2022, the ACCME put into effect a new rule with respect to how exhibitors and sponsors are given conference attendee names and contact information. This means that all attendees must give explicit consent to provide their name and contact information prior to exhibitor’s receiving a list of attendees.”* ACCME official language: <https://www.accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce/standard-2-prevent-commercial-bias-and-marketing-accredited-continuing>

## **Booth Assignments:**

We will assign booths by May 17, 2024. You do not need your booth number for shipping purposes.

## **Shipping:**

Please email the PNWSP office if you need shipping/receiving information. UBC and PNWSP are unable to take responsibility for damaged or lost shipments.

## **Exhibit Practices and Regulations/CME-Related Rules and Regulations:**

- The PNWSP reserves the right to refuse exhibit space or promotional activity space for any reason. The PNWSP reserves the right to close an exhibit or promotional activity for any reason. In addition, any representatives of the exhibiting company who conduct themselves unethically or outside the guidelines provided by the CAP (PNWSP's CME accrediting body) may be asked to remove their company's exhibit.
- Adherence to Guidelines – It is the responsibility of the exhibiting company to distribute the guidelines below to all company representatives attending the CME activity and/or working in the exhibit space.
- Arrangements for commercial exhibits and/or promotional activities and/or in-kind support cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for the CME activity.
- Exhibit and/or promotional activity fees and/or in-kind support are not considered commercial support of the CME activity and will not be acknowledged as educational grants.
- Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.
- Distribution of literature, samples, etc., in the exhibit area by firms that are not participating as paid exhibitors is strictly prohibited.
- Social events or promotional activities at the CME activity cannot compete with, or take precedence over, the CME activity or other official conference activities. Industry-sponsored social events or promotional activities, including exhibiting company-sponsored social events or promotional activities, must be approved by the PNWSP, even if the events are off-site.
- The exhibiting company must be granted prior approval from PNWSP if it desires to provide funds for the use of social events and/or promotional activities. The exhibiting company must provide all funds approved for such events to the PNWSP. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, or any others involved with the supported activity.

**The exhibiting company agrees that its actions, and the actions of its representatives, shall not violate the following guidelines:**

- Product-promotion materials or product-specific advertisement of any type is prohibited in or during CME activities.
- Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or immediately after the CME activity.
- Educational materials that are used during a CME activity cannot contain any advertising, corporate logo, tradename, or a product group message of an ACCME defined commercial interest.
- Representatives of an exhibiting company can attend the CME activity at the discretion of the PNWSP but cannot engage in sales or promotional activities while in the space of the CME activity, as determined by PNWSP, consistent with the ACCME guidance. Representatives of the exhibiting company must remove their company name badges and anything with a corporate logo, tradename, or a product group message while in the educational space of the CME activity.

**General terms of this agreement to exhibit at the PNWSP meeting:**

- No subletting of space is permitted without the consent of PNWSP management.
- Exhibitors are responsible for shipping, storage, and installation of exhibit materials, and all costs involved thereby.
- Cancellations: PNWSP requires all cancellations to be made in writing/via email. Cancellations made on or prior to May 3 2024, will receive a refund minus a \$250.00 administrative fee. Cancellations made after May 3, 2024 will not be refunded.
- PNWSP and UBC do not guarantee against theft, vandalism, or other damage to exhibitor booths.
- It is expressly understood that exhibitors shall indemnify and hold harmless PNWSP and UBC of all liability (damage or accident) that might arise from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or in display of exhibits.
- In the event of fire, strikes, or other uncontrollable circumstances, the contract for space will not be binding.
- It is expressly understood that PNWSP will not pay for special equipment, facilities, and services ordered by exhibitors.
- Electrical and other apparatus must be operated so that the noise does not interfere with other exhibitors.



- All electrically wired display material must comply with the requirements of the National Board of Fire Underwriters.
- Care must be taken by the exhibitor not to deface or destroy any part of the exhibit areas. In the event of property damage caused by the exhibitor, the exhibiting company will be held responsible.
- Use of the name “Pacific Northwest Society of Pathologists” or that of any officer or staff member of PNWSP, in recommendation of a product or services, is expressly prohibited.
- Table space not occupied by 7:30 AM, Saturday, May 25, 2024, will be forfeited by the exhibitor and this space may be resold, reassigned, or used by the conference management (unless special arrangements have been made with WSPS management prior to this date.
- If for any reason exhibitor representatives need to reach PNWSP staff from Saturday, May 25, 2024, they should get a message to the group via the UBC events department.

Check payments should be made payable to PNWSP and mailed to:

PNWSP  
2001 6th Ave, Ste. 2700  
Seattle, WA 98121

PNWSP Tax ID # 20-0650577