



AMERICAN SOCIETY FOR
CYTOTECHNOLOGY

Working Together. Shaping Our Future.

May 3 - 5, 2019
Sheraton Old San Juan, Puerto Rico
Exhibitor Prospectus



www.asct.com

May 3-5, 2019

Exhibitor Prospectus

***The American Society for Cytotechnology
invites you to share your
products, services and knowledge at the
2019 Annual Conference.***

Reasons to Exhibit



Why Exhibit?

The ASCT Annual Conference is our principle venue for providing cytotechnologists, cytopathologists, lab managers, educators, students and more in both the established and latest innovations in the profession. At the ASCT 2019 Conference, you will have a chance to visit with close to 150 cytotechnology professionals. The intimate size of our audience will guarantee plenty of one-on-one time with key clients and cytopathology leaders. Your current and future customers will be at the ASCT 2019 Conference.

Your competition will be there

Our exhibition features leading manufacturers, suppliers and developers of medical information and technology. Conference attendees are always on the look-out for cutting edge technology, and those who exhibit are able to network directly with those who directly influence and/or make key lab decisions.

It's more than a show

The ASCT 2019 Annual Conference is a professional conference providing quality continuing education for cytotechnologists, pathologists, and students. You will have an opportunity to get your products in front of key decision-makers. Take advantage of this valuable opportunity to meet your targeted audience face-to-face and to promote your products and services to those in the industry.

ASCT is providing numerous opportunities for our exhibitors to participate in the conference. All breakfasts, breaks and the Friday evening Welcome Reception will be held in the exhibition hall. Additional Exclusive Sponsorship opportunities are listed on page 4.

ASCT looks forward to your organization being a part of this important conference. Our exhibitors and sponsors help make this conference possible and we appreciate your support.

HISTORY OF THE ASCT

The American Society for Cytotechnology (ASCT) is a national professional organization established in 1979 to represent the interests of cytotechnologists. The ASCT recognizes the importance of continuing education (CE) for cytotechnologists in an era of rapidly evolving regulations, science and technology. CE is essential for maintenance of competency and professional development.

May 3-5, 2019

Exhibitor Prospectus

Thank you to our 2018 exhibitors in Salt Lake!

We greatly appreciate your participation and look forward to seeing you in San Juan!

ASCT Services, Inc.

Cell Solutions

Hologic, Inc.

IMEB

Interpace Diagnostics

Nikon Instruments

Roche Diagnostics

Techcyte

Exhibit Hours

Subject to Change
Thursday, May 2, 2019

11:00am-3:00pm

Exhibit Set-up

Friday, May 3, 2019

7:00am-8:00am

Breakfast in Exhibit Hall

10:00am-10:30am

AM Break with Exhibitors

3:00pm-3:30pm

PM Break with Exhibitors

4:00pm-5:30pm

Welcome Reception with Exhibitors

Saturday, May 4, 2019

7:00am-8:00am

Breakfast in Exhibit Hall

10:00am-10:30am

AM Break with Exhibitors

2:45pm-3:20pm

PM Break with Exhibitors

3:20pm Breakdown of Exhibits

Exhibit Space

The Exhibit Space will consist of tabletop exhibits only. Each exhibitor will be provided with a **six-foot table**, two chairs and a wastebasket. Please plan on making arrangements for the set-up of your display, as there is **no** official decorator for this meeting.

Exhibit Opportunities

One tabletop.....\$850.00

Two tabletops.....\$1050.00

Includes:

- All breaks (morning and afternoon) and breakfast in the exhibit hall Friday and Saturday
- Friday evening Welcome Reception
- Signage in exhibit hall and company name on the ASCT website.
- Two registrations for company representatives (additional company representatives or guests may register for \$100 per person)
- **Only at ASCT!** All exhibitors will be able to talk directly to the attendees providing a 2-3 minute industry update during the main program.

Contract for Exhibit Space

In order to reserve exhibit space, please complete the enclosed contract for exhibit space and return to ASCT by **Friday, April 5, 2019**. The contract must be returned to the ASCT office along with full payment. Space can only be reserved with accompanying payment.

Cancellation/Refund Policy

Cancellations after **April 5, 2019** will be eligible for a fifty percent (**50%**) refund of their exhibitor fee. **No refunds will be issued after April 12, 2019.**

Electrical & Shipping Requirements

Electrical requirements, including payment, are to be arranged directly with the hotel. Deliveries and shipments may arrive up to 3 business days prior to the event date.

Ship to:

Attn: your name, arrival date
ASCT Annual Meeting
100 Brumbaugh St.
San Juan, PR 00901
787-721-5100

Security

You are responsible for security at all times during the day when the exhibit hall is open. The exhibit hall will be locked at night.

May 3-5, 2019

Exhibitor Prospectus

Additional Exclusive Sponsorship Opportunities

**Thursday Evening
(Sightseeing Tour).....\$1250**

ASCT is offering a sightseeing networking tour for our attendees this year. Sponsoring the tour will allow you to receive extra one-on-one time with conference attendees!

Benefits include:

- Signage with your company name and logo
- Complimentary registration to meeting and workshops for two company representatives
- Company logo and link on www.asct.com
- Prominent billing in the conference syllabus given to all attendees
- Public announcement of appreciation
- Acknowledgment with signage at the meeting
- Complimentary list of registered meeting attendees
- Industry Partner Update: each exhibitor will receive 2-3 minutes during the main program to speak to attendees and provide an industry update.

Friday Welcome Reception.....\$5000

Benefits include:

- Conference note pads with your logo and the ASCT logo
- Free ad in conference syllabus
- First choice on exhibit booth location
- Complimentary registration to meeting and workshops for two company representatives
- Company logo and link on www.asct.com
- Prominent billing in the conference syllabus given to all attendees
- Public announcement of appreciation
- Acknowledgment with signage at the meeting
- Complimentary list of registered meeting attendees
- Industry Partner Update: each exhibitor will receive 2-3 minutes during the main program to speak to attendees and provide an industry update.

Student Registration Sponsorship...\$345ea

Sponsor a student and provide the opportunity for a student to receive complimentary meeting registration.

Benefits include:

- Acknowledgement with signage and thank you during student presentations and industry partner to meet future leaders in cytopathology.

**Friday or Saturday Breakfast.....
\$3000 (per breakfast)**

**Morning or Afternoon Coffee Breaks....
\$1500 (per break)**

Benefits include:

- Complimentary registration to meeting and workshops for two company representatives
- Company logo and link on www.asct.com
- Prominent billing in the conference syllabus given to all attendees
- Public announcement of appreciation
- Acknowledgment with signage at the meeting
- Complimentary list of registered meeting attendees
- Industry Partner Update: each exhibitor will receive 2-3 minutes during the main program to speak to attendees and provide an industry update.

Conference Lanyards..... \$1000

Each attendee will receive a lanyard with your company name and logo

Water Bottles.....\$1000

Water bottles wrapped with your company's logo and ASCT logo will be made available to conference attendees

Conference Pens.....\$750

Each attendee will receive a pen with your company name and logo



May 3-5, 2019

Additional Exclusive Sponsorship Opportunities continued

DATES TO REMEMBER

February 13

Advertising deadline for
The Voice

April 5

Deadline for ad in conference
syllabus

April 5

Contract and payment for
booth and/or sponsorship
opportunities due

April 5

Company logo and
description due

April 12

Last date to cancel exhibit
with 50% refund

April 1

Deadline to reserve hotel
rooms in ASCT block

May 2

Exhibitor set-up:
11:00am-3:00pm

May 4

Exhibitor break-down: 3:20pm

Advertising Opportunities

Conference Syllabus insert..... \$500

Benefits include:

This option allows you to place an advertisement in the conference syllabus that is given to attendees upon check-in. Advertisements must be one page (8.5 x 11 or smaller) and must be supplied and shipped by sponsor to ASCT, or emailed as a color PDF to be received by **(April 6, 2018)**.

Conference Splash Page.....Half Day: \$1000 Full Day: \$1500

Benefits include:

Vendors will receive the opportunity to advertise in the general session room. As attendees enter each classroom, your advertisement will be placed on the large screen at the front of the room serving as a splash page before the actual presentation begins. The splash page can contain your logo, website, images of equipment or a message directing attendees to your booth. This opportunity is available Friday and Saturday.

The Voice

Advertise your presence in the Voice. ASCT members will receive the March issue of the Voice prior to the Conference. You may reserve ad space by contacting ASCT. Phone: 800-948-3947 or info@asct.com. Ad copy is due by **February 13, 2019**.

Hotel Accommodations

Rooms are being held at the Sheraton Old San Juan for the special rate of \$145.00 per night, plus tax. You may make reservations by calling the Sheraton Old San Juan at 787-721-5100 or online at www.asct.com on the 2019 Conference [web page](#). Be sure to mention the American Society for Cytotechnology to receive the discounted rate! Reservation requests after **April 1** will be subject to space availability at prevailing rates. Make your reservations early!

Travel

There are hundreds of non-stop flights in and out of [Luis Muñoz Marín International Airport](#) (SJU) every day. Chicago is less than five hours away. New York, under four. And Panama City, under three. Just hop on a plane, take a nap, and wake up in San Juan.

Shuttle/Taxi

Getting around once you're in Puerto Rico is easy. Taxis are everywhere and your favorite rental car companies are all here.



May 3-5, 2019

Exhibit and Sponsorship Reservation Form

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Sponsors should submit the names of all personnel attending the meeting so that name badges can be prepared:

Attending Representatives _____

Email _____

Please provide a paragraph description of your company and/or product in Word including a logo (**high resolution JPG format**) to be placed on the website. **Email to cdenton@asct.com by Friday, April 5.**

Exhibit Opportunities

____ One Tabletop Exhibit Space.....\$850

____ Two Tabletop Exhibit Spaces.....\$1050

____ Additional Company Representative.....\$100 ea.

Subtotal Amount Due: \$ _____

Additional Sponsorship Opportunities

____ Friday Welcome Reception.....\$5000

____ Student Registration Sponsorship.....\$345ea

____ Breakfast\$3000
(please indicate Friday or Saturday) _____

____ AM or PM Break.....\$1500
(please indicate morning or afternoon
Friday or Saturday) _____

____ Thursday Evening Sightseeing Tour.....\$1250

____ Conference Lanyards.....\$1000

____ Water Bottles.....\$1000

____ Conference Pens.....\$750

____ Conference Syllabus Insert.....\$500

Conference Splash page

____ Half Day:\$1000

____ Full Day:\$1500

**Total Amount Due: \$ _____
(must be paid in full by April 5, 2019)**

Payment Information

Check enclosed (*make checks payable to ASCT*)

Credit Card (circle): MasterCard VISA AMEX

Card # _____ Exp. _____

Amount to be charged: \$ _____

Name on Card _____

Signature _____

Date _____

Proximity to Other Possible Exhibitors

Exhibitors who wish to avoid space located next to a competitor may indicate so below. Consideration will be given to all requests, but cannot be guaranteed.

We do not wish to be located next to the following companies: _____

Electrical arrangements are to be made directly with the hotel.

Return Contract and Exhibit Fee to:

ASCT

1500 Sunday Drive, Suite 102, Raleigh, NC 27607

Email: info@asct.com

Phone: 800-948-3947 www.asct.com