

**Society of
Toxicologic Pathology
27th Annual Symposium**

San Francisco

**Hyatt Regency
June 22–26, 2008**

Systems Pathology

www.toxpath.org



EXHIBITOR PROSPECTUS



Benefits of Exhibiting

The Society values the support of exhibitors and believes the relationship between exhibiting companies and the STP membership is a mutually beneficial one. STP provides a wide array of benefits and services to exhibiting companies.

- Two complimentary full conference registrations, which entitle the attendees to participate in all scientific sessions and social functions;
- Company listing and exhibit location published in the Society's Annual Meeting *Program* provided to all meeting attendees;
- Four complimentary category listings;
- Highly visible signage acknowledging all exhibitors at the meeting;
- Recognition in all advertising efforts for this year's meeting;
- The poster sessions and welcome reception will be held in the exhibitors' area to maximize exposure to the more than 600 attendees anticipated to attend the meeting in 2008;
- An internet café will be set up in the exhibit area where attendees can come to check e-mail during exhibit hours;
- Around-the-clock search capability on the STP Web site, **www.toxpath.org**.

2007 STP Exhibitors

Ani Lytics, Inc.

Antech Diagnostics GLP

Aperio Technologies, Inc.

Applied Imaging Corp.

AstraZeneca

Bench International

BioImagene, Inc.

Carl Zeiss MicroImaging, Inc.

Charles River Laboratories

CIT

CompuCyte Corporation

Definiens

D.O.D. Veterinary Pathology Residency

DMetrix, Inc.

EPL ARCHIVES, INC.

EPL, Inc.

Faxitron X-Ray Corporation

Histo-Scientific Research Laboratories (HSRL)

HistoTox Labs, Inc.

Huntingdon Life Sciences

Informa Healthcare

Instem

LABCAT

Metabolon

National Toxicology Program (NTP)

Olympus America, Inc.

Pathology Data Solutions, Inc.

Pfizer, Inc./PGRD

Poly Scientific R&D Corp.

RCC Ltd.

Roche

The Society of Toxicologic Pathology

Systems Pathology Company, LLC

Triangle Biomedical Sciences, Inc.

Xybion Medical Systems



Rental Fees and Terms of Payment

RATES FOR EXHIBITING AT THE STP 27TH ANNUAL SYMPOSIUM

8' x 10' exhibit space	\$1,195
8' x 10' corner space	\$1,395
8' x 10' non-profit space	\$550

The exhibit space will be 8' deep and 10' wide, and include 8' high draped backwall, 3' high side drape returns, and one 7"x 44" identification sign. STP will provide one draped table and two chairs per booth. All other items are additional and should be ordered through the official service contractor.

Payment is due at the time application is received. Space will not be assigned without full payment. Space assignments are sold on a first-come, first-serve basis based on space availability. The Society reserves the right to alter an Exhibitor's assigned space if it is deemed necessary in the best interest of the exhibitor. Before exercising its discretion, Show Management will consult with the Exhibitor. Applications for exhibit space are subject to the approval of STP. All payments must be made in U.S. currency; company check, money order, or credit card.

BOOTH SPACE CANCELLATION TERMS

It is agreed that (a) if a company cancels its space between January 10, 2008, and March 1, 2008, it will be responsible for paying 50% of the total cost of the space; (b) if cancellation occurs on or after March 1, 2008, the company will be responsible for paying the full cost of the booth space. In the event of booth space cancellation, the Exhibitor must notify the Society in writing or refunds will not be considered. The Society reserves the right to cancel this contract in any event, on written notice to applicant, if the Society considers it inadvisable to hold the Exhibition.

CONTRACTOR SERVICES

The official service contractor is:
Champion Exposition Services
139 Campanelli Drive
Middleboro, MA 02346
Tel: (800) 723-1123
Fax: (508) 946-1019
Outside U.S. Telephone: 001 508 923 5200
E-mail: help@championexpo.com

This firm will provide all exhibiting services. Exhibitors shall provide only the material and equipment that they own and is to be used in their exhibit space. All other items used in the booth are to be provided by Champion Exposition Services. Champion Exposition Services will have complete control of all dock and loading facilities. They will receive and deliver shipments, and provide all rigging, labor, and equipment. All services not ordered in advance must be obtained through the Champion Exposition Services exhibitor service center, which will be staffed at all times during installation, exhibit hours, and dismantling.



Exhibit Installation and Move-Out

EXHIBIT INSTALLATION

Saturday, June 21	1:00 PM–4:00 PM
Sunday, June 22	8:00 AM–2:00 PM

Exhibits must be set by 2:00 PM on Sunday, June 22, 2008. Any exhibit that is not well underway by 1:00 PM on Sunday, June 22 with either be forced up at the exhibitor's expense or the crates will be removed from the Exhibit Hall.

Every effort will be made by the official service contractor to have all exhibit material in the booth and ready for setup at the initial time of installation of exhibits.

PLEASE NOTE: No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area. Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning of the exhibit area, since time will not permit a sweeping of the booths or aisles on the opening of the show.

EXHIBIT HOURS

Sunday, June 22	4:30 PM–6:30 PM
Monday, June 23	7:00 AM–11:00 AM 12:00 NOON–4:30 PM
Tuesday, June 24	9:00 AM–12:15 PM
Wednesday, June 25	9:00 AM–1:30 PM

As a courtesy to the registrants and your fellow exhibitors, the Society requests that your booth be opened during the exhibit hours and fully staffed each day. Any Exhibitors who violate this rule will be ineligible to participate in future shows.

EXHIBITOR MOVE-OUT

Wednesday, June 25	1:30 PM–5:00 PM
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All material must be packed, ready and removed from the exhibit area by 5:00 PM on Wednesday, June 25, 2008. The exhibitor shall be liable for all storage and handling charges for failure to remove exhibit by the specified time and date.

Important: To avoid any damage to your equipment, please remain with the exhibit until crates are delivered and your labor, if requested, is available.



BOOTH DESIGN AND USE OF EXHIBIT SPACE

The display should be in good taste and in keeping with the general tone of the show. The display should not interfere with or detract from adjoining exhibits. These provisions are subject to enforcement at the discretion of Show Management. Linear booths (8' x 10's) must confine their exhibits to not more than 8' high along the back wall and no more than 4' high along the side rail. However, linear exhibits may be structured above the side rail if the structure extends no more than 4' forward from the back of the booth. Exceptions must be approved in writing by Show Management. Exhibitors planning to use special equipment or construction are required to submit their plans upon submission of the exhibit space contract to be certain that the plans comply with all regulations.

REGISTRATION

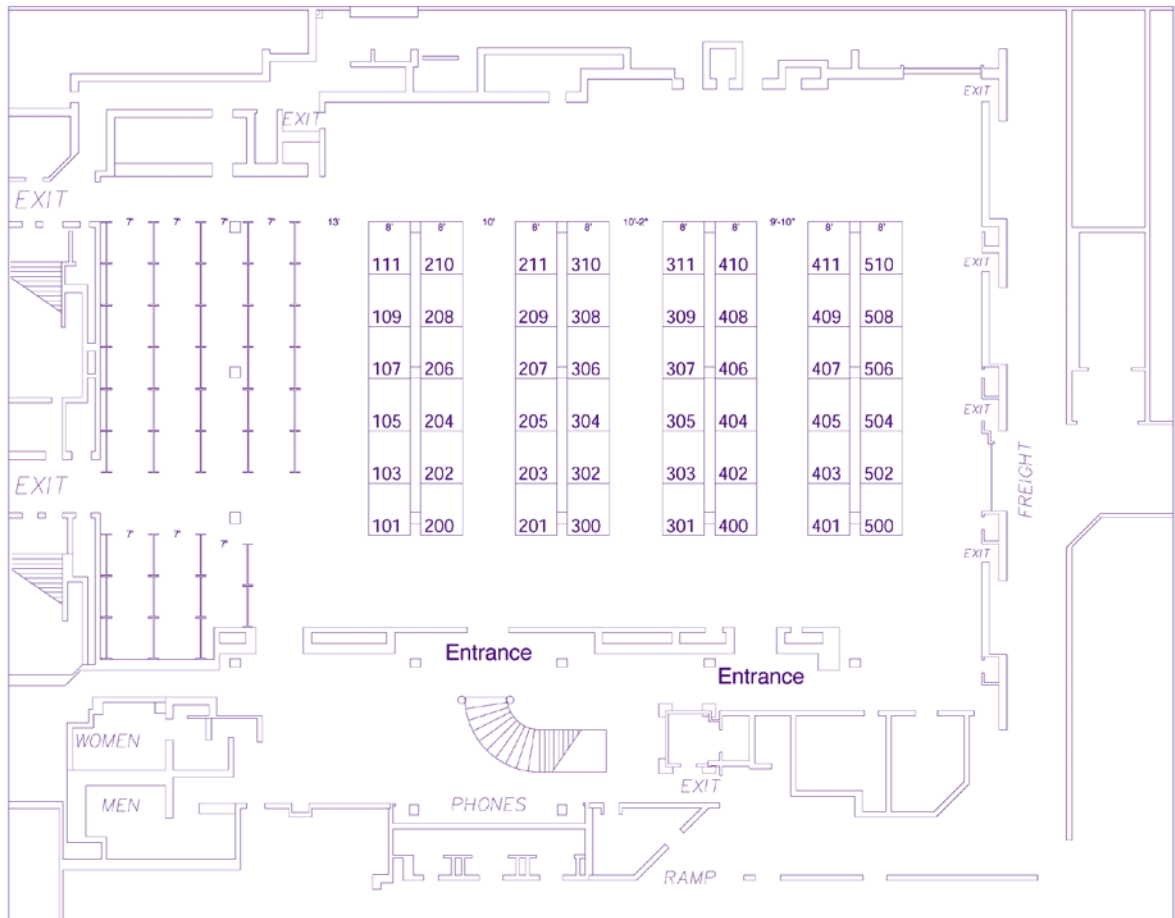
Each person attending the exhibit will be required to register and wear an appropriate badge. Two Exhibitor badges will be issued per 8' x 10' booth space rented. These badges will allow Exhibitor staff to enter the exhibit area before, during, and after official exhibition hours and to attend the scientific sessions. Special badges will be issued for persons installing and dismantling displays. Exhibiting companies must register additional staff as a full conference attendee if more than two badges are needed.

AMERICANS WITH DISABILITIES ACT

Individuals needing auxiliary aids or services as identified in the Americans with Disabilities Act, please call the STP office at (703) 438-7508.

Floor Plan

PACIFIC BALLROOM



Hotel Information

HYATT REGENCY SAN FRANCISCO

The Hyatt Regency San Francisco is the largest luxury waterfront hotel in San Francisco. Situated directly on the Embarcadero waterfront overlooking the city's pristine bay, the hotel showcases an array of shopping, dining, and sightseeing activities.

Attendees can choose from the Hotel's Eclipse Café which serves California cuisine, the Equinox restaurant which is San Francisco's only revolving restaurant, or the 13 Views bar which offers 13 different views of adjacent Justin Herman Plaza and the Embarcadero waterfront. The Hotel offers local attractions such as the Embarcadero Center shops and restaurants, the adjacent Waterfront Bay Trail, the ferry service to Sausalito and Alcatraz, and the Presidio Golf Course to name a few.

The Hotel offers guest rooms with either city or bay views. High speed internet is also available in each room.

Hyatt Regency San Francisco
5 Embarcadero Center
San Francisco, CA 94111



HOTEL RESERVATIONS

STP has reserved a limited block of discounted rooms at the Hyatt Regency San Francisco. Please help STP by blocking your guest room inside the designated block. You can make reservations on-line (<http://resweb.passkey.com/go/STPA>) or by phone at the numbers listed below; please remember to refer to the Society of Toxicologic Pathology Meeting in order to receive the discounted conference rate. All cancellations and changes should be made directly with the hotel. It is important to make reservations as soon as possible to assure availability.

Hyatt Regency San Francisco Rates: The daily total is \$238.39 per room. (The rate is \$209 for single and double occupancy, plus 14% tax, and the California Tourism Fee of \$.13 per night).

Toll-Free Phone: (800) 233-1234—Please be sure to identify that you are with STP in order to receive the discounted conference rate.

Local Phone: (415) 788-1234

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Air, Car, Ground Transportation

AIRPORT

The San Francisco International Airport (SFO) is located 12 miles from the Hyatt Regency San Francisco. Most U.S. and many international airlines offer direct flights to San Francisco. San Francisco International Airport is one of the USA's busiest airports, handling both domestic flights and international connections for the Pacific Rim, Europe, and Latin America. Located 14 miles south of San Francisco, SFO serves the cosmopolitan of San Francisco, Silicon Valley, and the wider Bay Area.

BART

(San Francisco Bay Area Rapid Transit District)

BART rail can be taken from the San Francisco International airport to the Embarcadero stop, which is in front of the San Francisco Hyatt Regency. A one-way fare is \$5.15. For more details about the airport station and to view a system map, visit www.222.BART.gov.

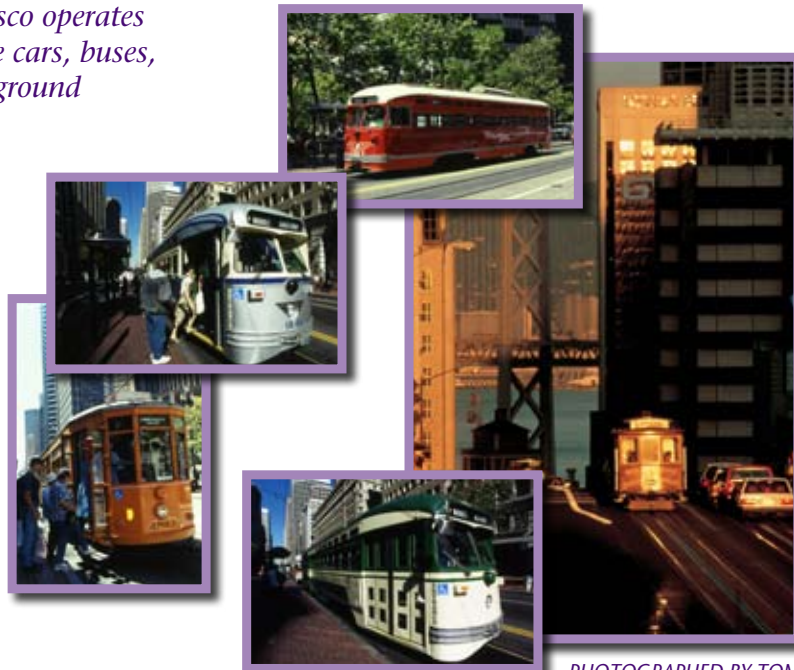
CAR RENTAL

San Francisco International Airport is served by eight major car rental firms. The airport's rental car center allows travelers to pick up and drop off rental cars at one convenient, central location. Alamo, Avis, Budget, Dollar, Enterprise, Hertz, National, and Thrifty car rental counters are located on the 4th floor of the SFO rental car center.

SHUTTLE OR TAXI

The Hyatt Regency San Francisco does not offer its own hotel shuttle to and from the airport. However, shuttle services are available through Yellow Shuttle, Super Shuttle, and Lorries Shuttle. A one way shuttle to the Hyatt Regency San Francisco is \$13–\$15. No advance reservations are needed or accepted. Simply go to the second level of the airport (by departing flights) to pick up any of the shuttles listed above. A one way taxi service from the airport to the Hyatt Regency San Francisco is \$40–\$45.

The City of San Francisco operates the world-famous cable cars, buses, trolley buses, an underground metro system, and historic streetcars.



PHOTOGRAPHED BY TOM BROSS
& MARK GIBSON.

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EXHIBIT SPACE APPLICATION FORM

Society of Toxicologic Pathology 27th Annual Meeting June 22–26, 2008 | Hyatt Regency San Francisco, CA



Company _____ For Profit Not-for-profit

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Contact _____ E-mail _____

Web site _____

I agree to abide by the 2008 Exhibit Rules and Regulations which are made a part of this contract by reference.

Signature _____ Date _____

Preferred booth locations: 1. _____ 2. _____ 3. _____

Please fill in a brief description for use in the final *Program* (50 words or less): _____

Please list four categories your company falls under: _____

8'x10' Exhibitor Fee: \$1,195 U.S. Dollars—standard booth

\$1,395 U.S. Dollars—corner booth

This includes a skirted table, two chairs and two (2) complimentary conference registration fees.

Non-Profit Exhibitor fee: \$550 U.S. Dollars.

Booth #: _____

Amount Due: _____

PAYMENT TYPE

Visa Master Card American Express

Card number: _____

Exp. Date: _____

Signature: _____

Name on card: _____

Check (made payable to Society of Toxicologic Pathology)

A 50% deposit must be received with application. Final payment is due January 5, 2008. Please retain a copy for your records and remit to:

Society of Toxicologic Pathology
1821 Michael Faraday Drive
Suite 300
Reston, VA 20190

Phone: (703) 438-7508
Fax: (703) 438-3113
jbrazel@toxpath.org

2008 STP RULES AND REGULATIONS

CHARACTER OF THE EXHIBITION: The purpose of the Society of Toxicologic Pathology exhibit program is to further the education of the registrants by providing an area for Exhibitors to present information on products or services pertinent to the scientists' professional interests. The Society reserves the right to determine the eligibility of any company product or service and the right to restrict, prohibit or evict any Exhibitor or product that in the opinion of Show Management detracts from the character of the exhibition or for any violation of the following Rules and Regulations. In the event of such restriction or eviction, the Society is not liable for refunding exhibit fees or any other cost incurred by the Exhibitor. Violations of the Rules and Regulations may also result in loss of Exhibitor priority.

BOOTH SPACE CANCELLATION TERMS: It is agreed that (a) if a company cancels its space between January 10, 2008, and March 1, 2008, it will be responsible for paying 50% of the total cost of the space; (b) if cancellation occurs after March 1, 2008, the company will be responsible for paying the full cost of the booth space. In the event of booth space cancellation, the Exhibitor must notify the Society in writing or refunds will not be considered. The Society reserves the right to cancel this contract in any event, on written notice to applicant, if the Society considers it inadvisable to hold the Exhibition.

GENERAL CONDUCT OF EXHIBITS: The following practices are prohibited by the Society of Toxicologic Pathology: (1) noisy electrical or mechanical apparatus interfering with other exhibitors; (2) operation of X-ray equipment; (3) canvassing or distributing any material outside the Exhibitor's own space without the Society's approval; (4) subleasing of exhibit space; (5) the use of billboard advertisements and/or display of signs outside the exhibit area; (6) soliciting participation in surveys or otherwise harassing registrants; (7) publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours; (8) contests or games of chance conducted on-site; (9) entry into another Exhibitor's booth without permission; (10) photographing or examining another Exhibitor's equipment without permission; (11) the distribution of any give-away items (excluding items regularly manufactured by the exhibiting company) not approved by Toxicologic Pathology and that are priced at more than \$5.00 each; (12) exhibiting or selling products/services to prospects before the opening of the show; (13) the smoking of cigarettes and cigars in the exhibit area; (14) the distribution of food except for beverages and candy with prior Society approval; (15) the playing of copyrighted music without the proper licensing; (16) the displaying of live animals and/or animals in distress in videotapes or photos as part of a display or sales literature; and (17) all exhibit space must be on carpet.

The use of open audio systems is discouraged. Requests to use an open audio system must be approved by the Exhibit Director, and the Exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to the registrants or adjacent Exhibitors.

Exhibitors are requested to staff their exhibits during show hours with personnel attired in a manner consistent with the decorum or the meeting as well as knowledgeable in the products and policies of the company.

The Exhibitor agrees to promptly remove from its exhibit space any person or thing that Show Management determines not to be suitable or in keeping with the character of the exhibition.

Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times.

DISTRIBUTION OF SAMPLES AND GIVE-A-WAYS: All distributions either on the exhibit floor or at hotel(s) of business-like samples and give-a-ways are permitted and provided that (1) there is no interference with adjoining Exhibitors, and (2) the items must be in good taste.

INSURANCE: All Exhibitors, their contractors and suppliers working in the exhibit area are required to carry liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Every reasonable precaution is taken by the exhibition location and the Society to safeguard and protect the Exhibitors' property while at the exhibition. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exhibition.

LIABILITY: Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Society of Toxicologic Pathology, The Hyatt Regency San Francisco, and its employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorneys' fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the negligence of the Hyatt Regency San Francisco, its employees and agents. In addition, the Exhibitor acknowledges that the Society of Toxicologic Pathology and the Hyatt Regency San Francisco do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. The Society and the Hyatt Regency San Francisco shall take reasonable precautions against damage or loss by fire, water, storm, theft or strikes or other emergencies, but do not guarantee or insure the Exhibitor against loss by reason thereof. In case their premises of the Hyatt Regency San Francisco shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by demonstration, reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or by the Society, or for any other reason, this exhibit space application/contract may be terminated by the Society. In the event of such termination, the Exhibitor waives any and all damages and claims for damages, and agrees that the sole liability of the Society shall be of returning to each Exhibitor his or her space payment less the prorated share of all costs and expenses incurred and committed by the Society.

These Rules and Regulations are deemed part of all exhibit space contracts. Any and all matters not specifically covered by the Rules and Regulation shall be subject solely to the decision of the Show Management. Show Management shall have full power to interpret, amend, and enforce these Rules and Regulations, provided any amendments, when made, are brought to the notice of Exhibitors. Each Exhibitor, for itself, its employees and agents agree to abide by the Rules and Regulations and by any amendments or additions thereto in conformance with the preceding sentence.

EXHIBIT AND PUBLIC POLICY: (a) Each Exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety, while participating in this show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility of the Exhibitor. (b) Materials used in all parts of exhibit construction, together with curtains, draperies and other decorative materials must be flameproof as prescribed by the fire ordinance of the city.

The Fire Marshall will examine all exhibits and test construction and decorative materials prior to the opening of the exhibit. No combustible material such as crepe paper, tissue paper, cardboard or corrugated paper or board shall be used in, or about, or in the construction of any exhibit or part of an exhibit at anytime. (c) Nothing shall be posted, tacked, mailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Anything necessary or proper for the protection of the building, equipment or furniture will be at the expense of the Exhibitor. (d) No Exhibitor may allow an article to be brought into, or permit any act to be done in the Hyatt Regency San Francisco which will increase the premiums or void policies of insurance held by the Society. No Exhibitor may permit any act by its employees, agents, or guests by which the premises of the Hyatt Regency San Francisco shall in any manner be marred or defaced. (e) Each Exhibitor must surrender the space occupied by it in the same condition as at the commencement of its occupation. Any damage done to the premises by the Exhibitor shall be made good to the Society or the Hyatt Regency San Francisco as their interests may appear.

FLAMMABLE MATERIAL: No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the Fire Prevention Bureau, or insurance carriers may be used in any booth. The use of crepe or corrugated paper is strictly prohibited.



Additional Exhibitor Marketing Opportunities

ATTENDEE MAILING LIST—NEW THIS YEAR!

Want to increase awareness of your presence at the show? Have a great give-away or raffle you want to promote? Want to increase traffic to your booth? Then consider a pre-show mailing. Mailing data and/or labels will be available for purchase either before or after the meeting for approved mailings at a cost of \$300. *Electronic versions will only be sent to third party mail houses. Lists will include name, organization and address only of all registered meeting attendees and exhibitors.*

EXHIBITOR-HOSTED EVENTS—NEW THIS YEAR!

Exhibitors may host an event for all attendees, such as a breakfast, lunch, or reception, that does not compete with STP scheduled events. The cost of hosting a function is free, however, all catering costs are the responsibility of the exhibiting company. Events will be publicized in the Exhibits section of the *Program* book. The following events are available:

- Sunday night reception after STP Welcome Reception (one available)
- Monday night reception (one available)
- Tuesday night reception (one available)
- Attendee breakfast (five available)
- Attendee luncheon (four available)
- Breaks (several opportunities available)

FINAL PROGRAM AD WITH FREE JOURNAL AD

Place an advertisement in the 2008 STP Final Annual Meeting *Program* and get your 2nd ad placed in the *Toxicologic Pathology* Journal for FREE! This two for one bargain cost \$1,000. Ads displayed in the 2008 *Program* will also be published in the Issue I of the 2009 *Toxicologic Pathology* Journal...a savings of \$800. Create a lasting impression with your advertisement in the 2008 Annual Meeting *Program*; your company name will be available as a source of information both during and after the show. You will be receiving maximum exposure to this niche market via the Annual Meeting attendees and the additional readership of the Journal. 43% of the membership work in management and are decision makers for their organizations. 100% of the Annual Meeting Attendees receive the *Program*, and 1,000 researchers and research associates receive the *Toxicologic Pathology* Journal.

EXHIBITOR HOSTED EDUCATION SESSION

A limited number of one-hour Exhibitor Hosted Education Sessions are available during the Annual Meeting. The \$1,000 cost to host this session includes an LCD projector, screen, and mic. You must supply your own laptop. Your session will be listed in the Exhibits section of the *Program*.

STP SPONSORSHIP

Have you considered becoming a Society sponsor? This is an excellent way to increase your company's presence before, during, and after the STP Annual Meeting while supporting the activities of the Society. Sponsors are recognized on the STP Web site, in the preliminary and final *Programs*, in *Scope* Newsletters and on signage throughout the meeting. For more information as well as an exact listing of sponsorship levels and benefits, please contact Sue Pitsch at (703) 438-7508 or spitsch@toxpath.org.

Contact Information: For further information, please call Judy Brazel at (703) 438-7508 ext. 1454 or send an e-mail to jbrazel@toxpath.org.

www.toxpath.org

Please contact Judy Brazel, Exhibits Manager, at judy@toxpath.org or (703) 438-7508 if your company would like to reserve space or if you need more information.

