Dear Prospective Conference Exhibitor:

Pathology is moving and changing fast. With new advances in products and technology, the Midwestern Conference: Update Course in Diagnostic Pathology seeks to inform attending Pathologists of advances and connect them to providers around the world. Ensuring that Pathologists are provided with a comprehensive and practical update on diagnostic surgical pathology, including advances in molecular techniques and their application to diagnostic Pathology, are the focuses of the annual Conference.

We are excited to announce that the 2019 event will be held at Milwaukee’s newest hotel venue – Saint Kate The Arts Hotel, October 4th – 6th. Due to open in June 2019, it has already been named as one of Frommer’s “12 Hot and Fresh Hotels to Book in 2019.” The Saint Kate, named for the patron saint of artists, Saint Catherine, is a one-of-its-kind destination focused on celebrating the arts in all forms and the creative process. Located in downtown Milwaukee, The Saint Kate is within walking distance to the entertainment district, art attractions, the Third Ward and Fiserv Forum, placing guests close to some of the best experiences that Milwaukee has to offer.

While the ongoing goal of this three-day program continues to be providing thorough updates in diagnostic surgical pathology, this year we are pleased to devote special focus to Women’s Health Pathology. We hope that you’ll join us as we continue to take our Midwestern Conference to the next level of excellence, and we expect that the 2019 event will be even larger and more thought-provoking than past years.

We anticipate approximately 100 attendees, four guest speakers, fourteen MCW-faculty speakers, seven MCW-trainee (resident/fellow) speakers, and up to eleven Exhibitor booths. To generate event exposure and response, we are sending out over 13,000 invitations to physicians and trainees around the United States and the world, marketing through direct mail, e-mail campaigns, social media, press releases, personal networking efforts and other advertising sources.
This is an invaluable opportunity to build awareness for your brand, products and services among an audience of practicing Pathologists, Surgeons, Oncologists and Pathologists-in-Training. With that, we invite you to participate as an Exhibitor in this CME-accredited activity.

On behalf of the MCW-Department of Pathology, we hope you’ll choose to partner with us for what’s shaping up to be our most exciting *Midwestern Conference: Update Course in Diagnostic Pathology* yet!

**Shannon M. Majewski, CMP**  
Course Coordinator, Midwestern Conference: Update Course in Diagnostic Pathology  
Education Program Coordinator  
Department of Pathology & Laboratory Medicine  
Medical College of Wisconsin
About MCW Department of Pathology

A Message from the Chair

The Merriam-Webster Dictionary defines “Pathology” as “the study of the essential nature of diseases and especially of the structural and functional changes produced by them.” Since it also defines “Medicine” as “the science and art of dealing with the maintenance of health and the prevention, alleviation, or cure of disease,” it is not hard to appreciate that Pathology is an essential, foundational discipline for the entire practice of medicine. This applies equally to clinical care, biomedical research, and medical education.

It has been estimated that 70% of medical decisions are dependent on lab results, and Pathologists and the Clinical Laboratory Scientists with whom they work in integrated teams are responsible for all of those lab results. This encompasses everything from microscopic analysis of tissue biopsies and organ resections to innumerable blood tests to next generation sequencing of the genome. It is no exaggeration to say that modern patient care would grind to a halt without us. And, contrary to popular stereotypes, we do not hide in our offices tossing diagnostic results “over the fence” to our clinical colleagues. Instead, we are integral members of the multi-disciplinary caregiving team, providing consultation on the proper ordering and interpretation of laboratory tests, as well as critical pathological information to drive management decisions in this age of increasingly personalized medicine. We are also skilled in quality management and improvement, process improvement, and systems management, allowing us to serve as leaders in our healthcare systems.

In the area of medical research, we are the experts in the handling of tissue and other biological specimens, as well as in the laboratory techniques to extract information from them. Whether in the realm of basic science, translational research, or clinical research, we have the knowledge and skills to add new information to the medical literature on the mechanisms, classification, diagnosis, and management of essentially every human disease, either as independent investigators or as indispensable collaborators with other researchers.

Finally, pathology is a fundamental component of medical education; without a thorough grounding in pathology, physicians cannot achieve a deep understanding of the diseases they are responsible for treating. And pathology education doesn’t stop with second year medical students. We serve as educators through the entire lifecycle of medical practice, from Undergraduate Medical Education to Graduate Medical Education to Continuing Medical Education, for a broad range of medical professionals.

Steven H. Kroft, MD
Professor and Interim Chair
About Midwestern Conference:
Update Course In Diagnostic Pathology

Conference History

Academic medicine, at its origin, is rooted in the principles of advancing understanding through research and the sharing of knowledge. Teaching is part and parcel to why we are here.

Given that in medicolegal terms, the standard of care in any community is, and continues to be, dictated by the standard of care at the nearest local academic medical center, it is part of our community role as a major academic medical center to assume the responsibility for establishing those standards and for communicating them to our colleagues. It was this awareness that distinguished a need and poured the foundation for an annual update course.

MCW’s Mission and Vision are built on four pillars: Patient Care, Education, Research and Community Outreach. The Mission and Vision, coupled with the need to share the standards of care set by local academic medicine, inspired the building of the Midwestern Conference: Update Course in Diagnostic (Surgical) Pathology. Intended to fulfill our obligation and commitment to our colleagues in the community, it continues to provide timely and useful updates in our specialty. The ongoing need, feedback and commitment to its purpose have sustained its continuation. It has been gratifying that the course has not only been met with wide acceptance in our local community but has also attracted practitioners from nearly every state as well as internationally.

It has been my distinct pleasure to have been joined for so many years by such talented, distinguished individuals from the field of Pathology. It is with gratitude that I thank all our past and present participants – presenters, attendees and exhibitors alike - for their roles in supporting the mission of academic medicine, in coming together for the sharing of knowledge.

Saul Suster, MD
Professor, Chair Emeritus & Course Co-Director
Conference Vision

The Midwestern Conference seeks to bring the latest pertinent advances in medical knowledge to the practicing surgical pathologist, distilling the vast universe of new innovations into a manageable and user-friendly format.

The development of the Conference is based on the foundation of knowledge advancement and is designed using past-conference evaluative feedback to enhance the learning experience and ensure that the content continues to suit the needs of the audience, evolving with the times.

This year, content has been added to lend greater focus to Women’s Pathology Issues, and I am excited to have added an optional, informal “Fireside Chat” interview session addressing the nuances of diagnostic Gynecologic Pathology. The session is designed to provide a “deep dig” into the difficulties of challenging diagnostic cases. This year I will moderate the session featuring Dr. Debra Bell, an internationally renowned expert in Ovarian Pathology. The session will broach controversial aspects of borderline tumors, low-grade serous carcinomas and their high-grade counterparts. The gathering will provide a platform for attendees to pose questions and diagnostic challenges that they have experienced in their practice to one of the luminaries in the field.

It is with great enthusiasm that I contribute to the legacy of this course.

Juan C. Felix, MD
Professor, Vice Chair, Director of Anatomic Pathology
& Course Co-Director
Course Overview

Course Description

This three-day course has been designed to provide a comprehensive and practical update of diagnostic surgical pathology, with a special focus this year on women’s health pathology. It is primarily designed to enhance the knowledge of practicing surgical pathologists, particularly those involved in community practice. The activity will include lectures containing the latest in research and diagnosis, and complex surgical pathology cases, each session providing time for questions and answers. Case presentations are selected to highlight unusual presentations of rare and common conditions, to demonstrate key points in diagnosis and potential pitfalls, and will emphasize application of evidence-based medicine and up-to-date references.

Target Audience

The course is applicable to practicing surgical pathologists, surgeons, oncologists and pathologists-in-training. Healthcare professionals who work in other areas of research and diagnostic surgical pathology will also find this course beneficial.

Course Objectives

Upon completion of the activity, participants will be able to:

- Evaluate current criteria for diagnosis in various subspecialty areas in diagnostic pathology
- Discuss the proper application of immunohistochemical and other special studies in problematic cases
- Explain advances in terminology and classification of neoplastic and non-neoplastic disorders

Fast Facts at a Glance

- 4-6 October 2019
- Milwaukee, Wisconsin
- 13,000 invitations
- 80-120 attendees (US & International)
- 26 sessions
- Friday night Welcome Reception
- 10 exhibitor spaces
- Conference website:
  https://www.mcw.edu/departments/pathology-laboratory-medicine/midwestern-conference
Profile of Attendees

Professional Roles 2018
- Active Physicians = 65
- Retired Physicians = 3
- Residents = 19
- Fellows = 3
- Observers= 1
- Exhibitors = 11

Regions of Origin 2018
- Midwest States/Wisconsin Specific = 65
- Midwest States/Other (IA, IL, IN, MN, MI, SD, OH, KS) = 21
- Northeast States (CT, MA, NY) = 5
- Southeast States (GA, NC) = 3
- Southwest States (TX) = 2
- West States (CA) = 1
- International (Bahamas, Brazil, Canada, Ecuador, Romania) = 5
General Exhibit Information

Eligibility to Exhibit

All products and services exhibited must be directly related to the practice and advancement of Pathology and the education of the professional attendees. MCW-Department of Pathology reserves the right to withhold approval of Exhibitors’ products and services that in its judgement do not further the educational, scientific, or practices need of its attendees. At the request of MCW-Department of Pathology Course Directors or Coordinator, an Exhibitor shall remove any product or service in the display for which approval was not granted or is deemed inappropriate. Exhibitors applications will not be processed without payment in full.

Exhibitor Inclusions

- One 6’ (72” x 30”), skirted table
- 2 Chairs
- Booth identification sign
- Company logo and URL link featured in the conference program
- Company logo and URL link on the 2019 Midwestern Conference webpage
- Friday evening Welcome Reception
- Daily lunch with attendees
- Admission to the course lectures (audit only)
- Electricity access
- Exhibit space, based on respective Exhibitor Registration Fee Option selected

Exhibit Space and Rates

Conference lectures will be held on the 2nd floor of The Saint Kate The Arts Hotel, in the Simone Ballroom 1 & 2. Exhibit space will be located just outside the ballroom lecture space in the Foyer. Over the three days of the event, attendees will have the flexibility to visit Exhibit space at their convenience, including before and after the conference, during breakfast, lunch and refreshment breaks, allowing ample time to interact and network with your company. Please see the brochure for review of the agenda and conference details, including specific times for interaction with attendees.

<table>
<thead>
<tr>
<th>One 6’ (72” x 30”) Table</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Three Day Rate (Save 33%)!</td>
<td>$750</td>
</tr>
<tr>
<td>Single Day Rate</td>
<td>$375</td>
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</tbody>
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Exhibit Set-Up Dates and Time

Set-up time is 5:30 a.m. – 7:00 a.m. Friday, Saturday and Sunday mornings.

Exhibit Dates and Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tr>
<td>Friday, October 4, 2019</td>
<td>7:00 a.m. – 5:30 p.m.</td>
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<tr>
<td>Saturday, October 5, 2019</td>
<td>7:00 a.m. – 3:30 p.m.</td>
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<tr>
<td>Sunday, October 6, 2019</td>
<td>7:00 a.m. – 2:30 p.m.</td>
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Terms and Conditions

By registering to exhibit at the Midwestern Conference: Update Course in Diagnostic Pathology, you are agreeing to the following:

1. The fee being paid will be used for exhibit and/or display fees. No funds will be paid to support any educational programming associated with this event.

2. Registration as an Exhibitor in no way creates an expectation or obligation to purchase or recommend exhibiting company’s products or services.

3. Exhibits are promotional events and exhibiting companies and their representatives will have no influence on the selection of speakers, content or other components of the CME activity.

4. Exhibitor products, displays and marketing materials are not permitted within the conference room.

5. As this event is being offered in conjunction with CME credit, ACCME requirements will be strictly enforced by the CME provider. Exhibitor cooperation is compulsory.

6. As an accredited CME activity, and in accordance with the MCW Office of Continuing and Professional Education’s Continuing Education Policy # ED.CE.330 which states “MCW does not share, sell or otherwise distribute participant information to third parties,” Exhibitors and attendees will not be provided with a list of attendees and corresponding contact information.

7. Table assignments are honored on a first-come, first-served basis with paid registration. Table space will be assigned upon receipt of payment.

8. Exhibiting companies are not permitted to share a booth with another company, nor invite a representative from another company to attend or exhibit.

9. If table space sells out, Exhibitors will be added to the wait list in order of receipt and will be contacted upon receipt of another Exhibitor’s written cancellation.

10. Each 6’ table space is allowed a total of (2) two representatives.

11. Each Exhibitor is expected to wear the conference name badge provided onsite.
12. Payment for booth space must be received no later 5:00 p.m. central time on September 3, 2019.

13. Booth spaces not paid in full by 5:00 p.m. central time on September 3, 2019 will be forfeited and the exhibiting company will be assessed a $50.00 cancellation fee.

14. Photography and videotaping of conference sessions, presenters or participants by exhibitors is expressly prohibited.

15. Conference presenters, schedule and topics are subject to change without notice.

16. Any items shipped to the facility by the Exhibitor will be at the sole expense of the exhibitor for arrangement of shipping, storage, handling and applicable fees.

17. Exhibitors are responsible for securing their own items. MCW Department of Pathology will not be liable for lost, stolen or damaged items.

18. The Medical College of Wisconsin is a no profit 501(c)(3) organization. Exhibitors requiring a Request for Taxpayer Identification Number and Certification are to contact the Course Coordinator.

19. Failure to abide by the Terms and Conditions may result in removal from the premises and violators will be disinvited to register for future MCW Department of Pathology offerings.

Cancellation/Refund Policy

Exhibitor cancellation requests must be made in writing.

On/Before September 3, 2019, 5:00 p.m. central time: Registration fees for cancellations made within this timeframe are refundable, less a $50.00 cancellation fee. Cancellation requests must be date stamped and received by 5:00 p.m. central time, September 3, 2019 for refund, less cancellation fee, to apply.

September 4, 2019 and beyond: Registration fees for cancellations made within this timeframe are non-refundable.

Deadline

The deadline for registration and payment is 5:00 p.m. central time September 3, 2019. Registration will be accepted on a first come, first served basis; space may fill up prior to the deadline. Payment is required to guarantee space.

Space Limitations

Exhibitor space is limited to eleven tables daily. Please consider reserving your space early.
Registration Instructions

To register as an Exhibitor for the 12th Annual Midwestern Conference: Updated Course in Surgical Pathology, October 4-6, 2019 please complete and return the Exhibitor Registration form.

Be sure to:

- Indicate which day/s you plan to exhibit.
- Include payment. Accepted forms of payment include credit card (Visa, MasterCard, Discover or American Express), Check or Money Order (payable to MCW, Department of Pathology).
- Help us promote you on our website and course program by sending:
  - A high-resolution digital company logo
  - One or two paragraph description of your company, including products and services
  - Contact information for attendee inquiries, including Exhibitor representative name, phone and email address
- Include the mobile phone number of the Exhibitor representative who will be on-site (for emergent matters)

*For security purposes, credit card information cannot be accepted by email. Please allow for sufficient mailing time of your registration form and payment; alternatively, you may email your completed registration form leaving the credit card information blank and contact Course Coordinator directly by phone to process payment.

Contact Information

Thank you in advance for your consideration of support. We look forward to your sharing in the success of our Conference and having an active role in its prospects for the future. If you have any questions or require additional information, please contact me directly.

Mail

Shannon Majewski, Midwestern Conference Course Coordinator
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