

EXHIBITOR PROSPECTUS

14th Annual Midwestern Conference: Update Course in Diagnostic Pathology

September 22 – 24, 2023– Milwaukee, WI, USA

SUMMER 2023

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 attendees of advances in pathology and connect them with professional colleagues throughout the nation and the world. Ensuring that Pathologists are provided with a comprehensive and practical update on diagnostic pathology, including advances in molecular techniques and their application, are the focuses of the annual Conference.

This year's conference will be held **Friday, September 22 – Sunday, September 24** at the Hyatt Regency Milwaukee, located in downtown Milwaukee, at 333 W Kilbourn Ave, Milwaukee. Local nearby attractions include the Fiserv Forum, Miller High Life Theatre, Marcus Center for the Performing Arts, the Historic Third Ward, the Milwaukee Art Museum, the Harley-Davidson Museum, and the Pabst Mansion, placing guests close to some of the best experiences that Wisconsin has to offer.

The ongoing goal of this three-day, in-person program continues to be providing education through updates in diagnostic surgical pathology, and we hope that you will join us as we take our Midwestern Conference to the next level of excellence with top-notch speakers and poster sessions.

We are using an event management service, Whova, again this year, which has some fantastic features for our exhibitors such as lead retrieval, a passport contest, and the ability to upload branding videos.

Similar to last year, Yolanda Wilson, MBA, the Senior Business Operations Coordinator for Pathology will be managing the exhibits portion of this conference, serving as the Exhibits Coordinator.

We anticipate approximately 100 attendees, four guest speakers, twelve MCW-faculty speakers, several MCW-trainee (resident/fellow) speakers, and up to fifteen Exhibitor tables. To generate event exposure and response, we are sending out over 12,000 invitations to physicians and trainees around the United States, 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 MCW-Department of Pathology, we hope you will choose to partner with us as we - once again - bring to fruition, this year's ***Midwestern Conference: Update Course in Diagnostic Pathology!***

Sincerely,

Kelly Simarski

Course Coordinator, *Midwestern Conference: Update Course in Diagnostic Pathology*
Education Program Coordinator III
Department of Pathology & Laboratory Medicine
Medical College of Wisconsin
M: (262) 510.8993

Yolanda S. Wilson, MBA

Exhibits Coordinator, *Midwestern Conference: Update Course in Diagnostic Pathology*
Senior Business Operations Coordinator
Department of Pathology & Laboratory Medicine
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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 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 care-giving 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 part 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 does not 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 Chair

About Midwestern Conference: Update Course in Diagnostic Pathology



Conference History from the Course Founder

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 was 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, present, and future 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 and Chair Emeritus

2019





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.

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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 we have tried to focus in areas frequently requested by former participants such as dermatopathology and women's health. Our distinguished visiting faculty have expressed great enthusiasm in sharing their knowledge with participants as well as our faculty members. Our in-house faculty have been gaining notoriety nationally and are preparing to share their cutting-edge advances that gave them this notoriety with the participants.

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 Director

MEDICAL COLLEGE OF WISCONSIN

14TH ANNUAL MIDWESTERN CONFERENCE:
UPDATE COURSE IN DIAGNOSTIC PATHOLOGY

Friday, Sept. 22 – Sunday, Sept. 24, 2023
Hyatt Regency Milwaukee
333 W Kilbourn Ave, Milwaukee, WI

The Medical College of Wisconsin
DEPARTMENT OF PATHOLOGY
Course Director, Juan C. Felix, MD

ASCP

SEE INSIDE FOR CME CREDIT

Register Now: www.mcw.edu/midwesternconference

Course Overview

Course Description

This three-day course has been designed to provide a comprehensive and practical update of diagnostic surgical 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.

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Target Audience

This course is applicable to practicing surgical pathologists, surgeons, oncologists, pathologists' assistants, 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

At the conclusion of this activity, participants should 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

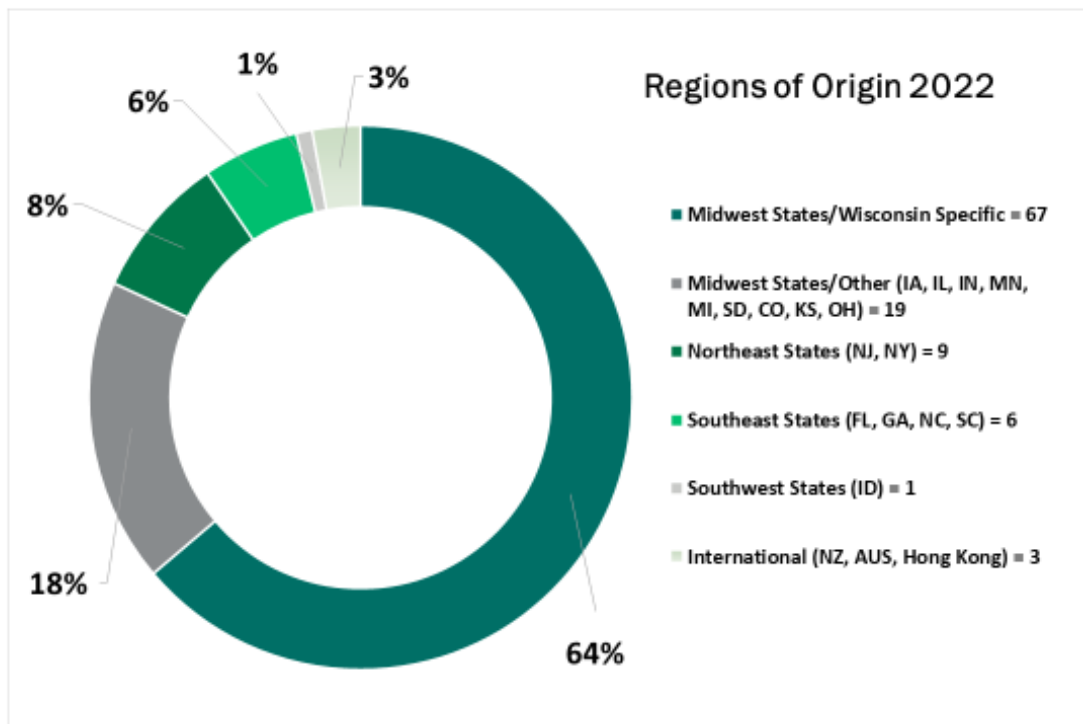
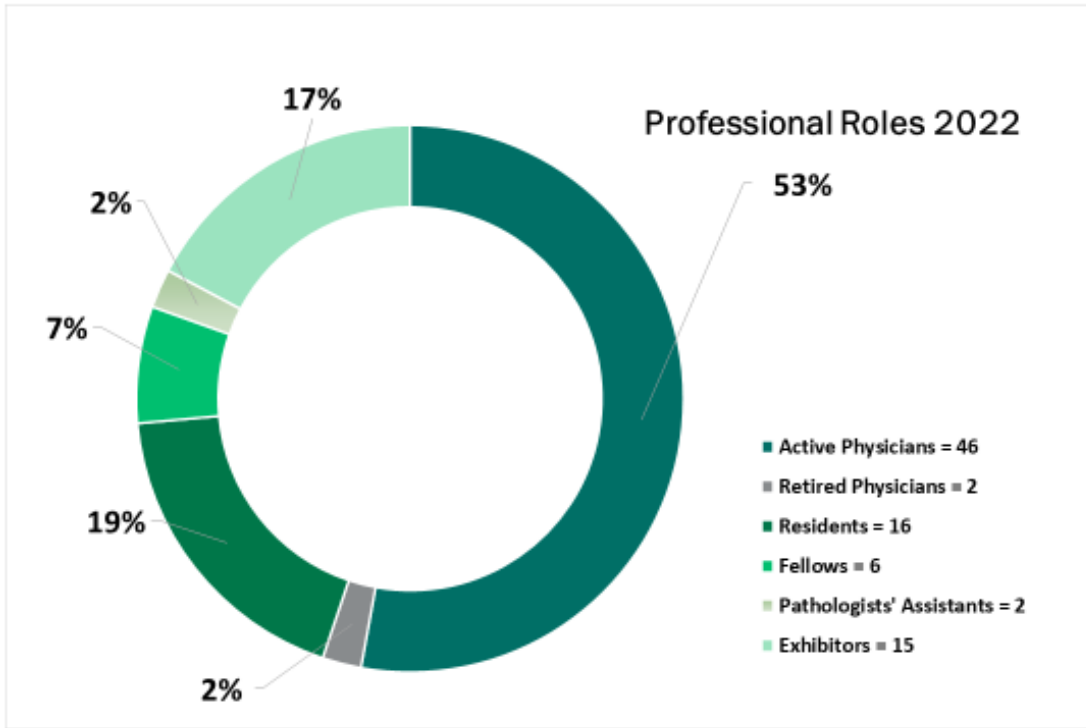


Facts at a Glance

- 22 - 24 September 2023
- Milwaukee, Wisconsin
- Over 12,000 invitations
- 80-120 attendees (US & International)
- 20+ presentations
- Friday night Welcome Reception
- 15 exhibitor spaces

Conference website: www.mcw.edu/midwesternconference

Profile of Attendees



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 Coordinators, an Exhibitor shall remove any product or service in the display for which approval was not granted or is deemed inappropriate. Exhibitor applications will not be processed without payment in full.

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Exhibitor Inclusions

- Exhibit space, based on respective Exhibitor Registration Fee Option selected
- One 6' (72" x 30") skirted table
- 2 Chairs
- Booth identification sign
- Company logo and URL link featured on the Exhibitor app page
- 2 tickets to the Friday evening Welcome Reception
- Daily breakfast and lunch with attendees
- Admission to the course lectures (**audit only**)*
- Electricity access
- Lead retrieval capabilities
- Passport contest
- Upload branding videos (limit 200 MB)
- Capacity to build your online app profile
- Include deals and offers through the web app
- Logo printed on a Thank You poster, located outside the meeting room

*Special pricing is available for exhibitors seeking CME/hours of attendance. Contact ywilson@mcw.edu for details.

Exhibit Space and Rates

Conference lectures will be held on the 2nd floor of the Hyatt Regency Milwaukee, in the Regency D Ballroom. Exhibit space will be located in the Atrium – where meals and breaks will be served. 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 information, and review the agenda [here](#) and conference details, including specific times for interaction with attendees.

One 6' (72" x 30") Table	Fee
Three Day Rate (Save 33%!)	\$900*
Single Day Rate	\$450*

*Publishers/book vendors, please contact Yolanda Wilson for publisher pricing

Exhibit Set-Up Dates and Time

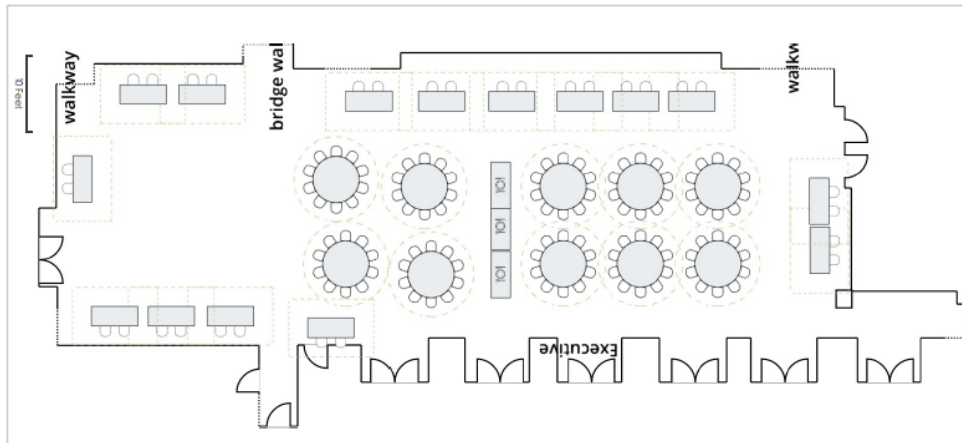
Set-up time is 5:30 a.m. – 7:00 a.m. Friday, Saturday and Sunday mornings.

Exhibit Dates and Hours

Friday, Sept. 22, 2023	7:00 a.m. – 5:00 p.m.
Saturday, Sept. 23, 2023	7:00 a.m. – 4:30 p.m.
Sunday, Sept. 24, 2023	7:00 a.m. – 3:30 p.m.

Exhibit Space Floor Plan*

Exhibit tables will line the perimeter of the Hyatt Regency’s Atrium on the 2nd Floor. Breakfast, lunch, and breaks will be served in the same space. The conference will be held in the Regency Ballroom, across the walkway. See full hotel floor plan on the next page.



*Floorplan is subject to change

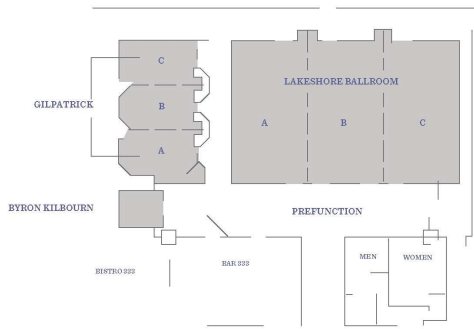
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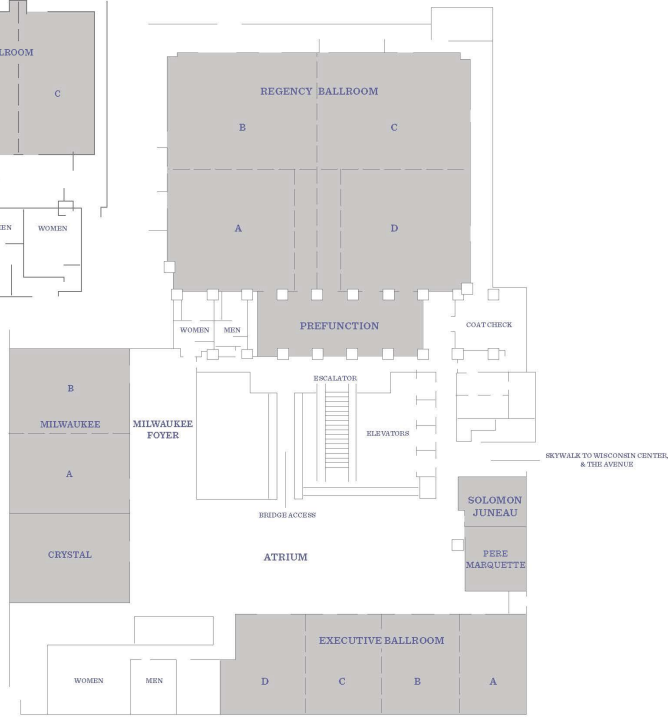


FLOOR PLAN

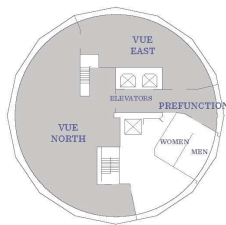
FIRST FLOOR



SECOND FLOOR



VUE-21ST FLOOR
 Rooftop



THIRD FLOOR



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, company logos, and marketing materials of any type 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. While attendees may choose to have their badge scanned or provide contact information directly with Exhibitors, as an accredited CME activity, and in accordance with the MCW 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 listing of attendees and corresponding contact information. Any attempt to photograph or otherwise intercept sign-in sheets or the registration lists will be basis for immediate removal from the conference.
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 per day total.
11. Each Exhibitor is expected to wear the conference name badge provided onsite.
12. Payment for table space is due by credit card upon sign up.
13. Photography and videotaping of conference sessions, presenters, or participants by Exhibitors is expressly prohibited.
14. Conference presenters, schedule and topics are subject to change without notice.
15. 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.

16. Exhibitors are responsible for securing their own items. MCW Department of Pathology will not be liable for lost, stolen, or damaged items.
17. 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 Exhibits Coordinator.
18. Failure to abide by the Terms and Conditions may result in removal from the premises and violators will be disinvented to register for future MCW Department of Pathology offerings.

Cancellation/Refund Policy

Exhibitor cancellation requests must be made in writing.

On/Before August 23, 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, August 23 for refund, less cancellation fee, to apply.

August 24 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 **August 23**. 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 fifteen tables daily. Please consider reserving your space early.

Registration Instructions

To register as an Exhibitor for the *14th Annual Midwestern Conference: Updated Course in Diagnostic Pathology*, September 22 – 24, 2023 please register online [here](#).

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).

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 us directly.

Mail

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