



PI Summit 2024 Exhibitor Prospectus

May 20-23, 2024
Ann Arbor Marriott at
Eagle Crest
Ypsilanti, MI

Save the date:
PI Summit 2025
May 19-22,

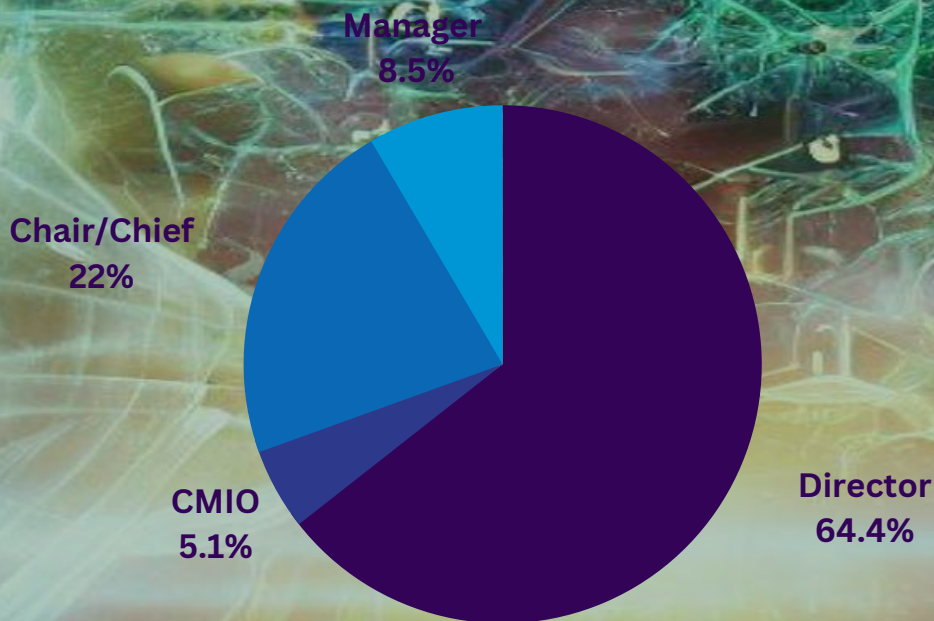
api
PATHOLOGY
INFORMATICS

WHAT IS THE PI SUMMIT?

The 2024 Pathology Informatics Summit continues its tradition of assembling the top thought leaders in clinical laboratory and anatomic pathology informatics. The Pathology Informatics Conference topics will include exciting and innovative informatics sessions in the following fields: Laboratory Medicine, Anatomic Pathology, Digital Imaging and Machine Vision, Molecular/Genomics, Operations, Education, AI/Machine Learning, Regulatory Issues, and many more!

Without question, PI Summit 2024 will be a singularly outstanding event and should be on the "must-attend" list for anyone interested in staying current in this very fast-paced and important sub-specialty of pathology.

Meet Decision Makers Face-to-Face



At our 2023 PI Summit, nearly 57% of our attending pathologists and researchers held appointments as Directors, Chairs/Chiefs, CMIOs, Managers, or other affiliated leadership positions. The PI Summit not only features cutting-edge content presented by such leaders in the field, many of the presenters and attendees are decision-makers sitting "in the room" when budgets are written, proposals are reviewed, and decisions are made.

The PI Summit is considered an essential meeting as an annual space to share cutting-edge research, explore new products, and discuss salient issues. Year after year, our attendees have touted the importance of this meeting.



David McClintock, MD
Mayo Clinic, Chair, Division of
Computational Pathology
and AI

Ulysses Balis, MD
University of Michigan, Director,
Division of Pathology Informatics

“As the *Chair* of a leading Pathology Department in the AI/Digital pathology innovation space, I see the annual Pathology Informatics Summit Meeting as one of the premier opportunities for identifying new and critically important technologies. The timely deployment of these technologies within our numerous departmental computational pathology initiatives is central to advancing our research and educational programs. **The Pathology Informatics Summit brings together both thought leaders and departmental section heads, who hold direct purchasing authority and are eager to deploy solutions. New vendors in the Pathology AI and Digital Imaging space would be well-served by exhibiting at this meeting.**”

John Tomaszewski, MD, MASCP
*Chair, Department of Pathology
University of Buffalo*

“Not only do I come for the presentations, but I also come for the conversations. I have always found the exhibitor area to be extremely valuable at the APIII/Pathology Informatics Summit. **I look forward to talking to the vendors, learning about new technological advancements and innovation, and bringing that information back to my institution.**”

Dave McClintock, MD
*Chair, Division of Computational Pathology and Artificial Intelligence
Mayo Clinic*



"Informatics...is leadership, leadership across the health care system. (I)t is critically important to get networking through organizations like API and its annual meeting."

Attendees come from all over!

Ronald Jackups, MD, PhD
Associate CMIO, Barnes-Jewish Hospital
Washington University St. Louis



28 Countries Represented*

United States
Brazil
Canada
Colombia
Puerto Rico

Belgium
Denmark
Finland
Germany
Hungary
Italy
Spain
Netherlands
Switzerland
United Kingdom

India
Israel
Lebanon
Saudi Arabia
South Africa
Sri Lanka

Australia
Hong Kong
Japan
South Korea
Taiwan

* Data from past meetings

Pull up a chair and meet the thought leaders behind the PI Summit and the Association for Pathology Informatics

<p>President Ji Yeon Kim, MD, MPH <i>Physician Director of Laboratory Informatics</i> Kaiser Permanente Southern California</p>	<p>Membership Committee Chair Jennifer Woo, MD <i>Medical Director, Bloodbank and Transfusion Services</i> City of Hope</p>	<p>Associate Editors, JPI Matthew Hanna, MD <i>Director, Digital Pathology Informatics</i> Memorial Sloan Kettering Cancer Center</p>
<p>President-Elect Ronald Jackups, MD, PhD <i>Associate CMIO, Laboratory Informatics</i> <i>Section Head, Clinical Informatics</i> Washington University School of Medicine</p>	<p>Membership Committee Co-Chair Sarah Findeis, MD <i>Assistant Professor of Pathology</i> University of Rochester Medical Center</p>	<p>Hooman Rashidi, MD <i>Associate Dean for AI and in Medicine</i> University of Pittsburgh Medical Center</p>
<p>Past President Toby Cornish, MD, PhD <i>Medical Director of Pathology Informatics and LIS</i> University of Colorado</p>	<p>Training & Education Committee Co-Chairs Ronald Jackups, MD, PhD <i>Associate CMIO, Laboratory Informatics</i> <i>Section Head, Clinical Informatics</i> Washington University School of Medicine</p>	<p>Joseph Rudolf, MD <i>Medical Director, Automated Core Lab</i> University of Utah School of Medicine</p> <p>Technical Standards Committee Co-Chairs Victor Brodsky, MD <i>Associate Medical Director of Information Systems</i> Washington University St. Louis</p>
<p>Secretary Lisa-Jean Clifford COO and Chief Strategy Officer, Gestalt Diagnostics</p>	<p>Michelle Stoffel, MD, PhD <i>Associate CMIO for Laboratory Medicine and Pathology</i> University of Minnesota</p>	<p>Steven Hart, PhD <i>Senior Associate Consultant - AI, Division of Computational Pathology and AI, Department of Laboratory Medicine and Pathology</i> Mayo Clinic</p>
<p>Treasurer Enrique Terrazas, MD, MS Chief Laboratory Officer Quest Diagnostics</p>	<p>Publications Committee Chair Stephen Hewitt, MD, PhD National Institutes of Health - National Cancer Institute</p>	<p>Pathology Informatics Summit Planning Committee Co-Chairs Ulysses Balis, MD <i>Director, Division of Informatics</i> University of Michigan</p>
<p>Program Committee Chair David McClintock, MD Chair, Division of Computational Pathology and Artificial Intelligence Mayo Clinic</p>	<p>Editors-in-Chief Journal of Pathology Informatics Liron Pantanowitz, MD Chair, Department of Pathology University of Pittsburgh Medical Center</p>	<p>J. Mark Tuthill, MD <i>Division Head of Pathology Informatics</i> Henry Ford Health System</p>
<p>Program Committee Chair-Elect Amrom Obstfeld, MD, PhD Assistant Director of Hematology and Coagulation Laboratories Children's Hospital of Philadelphia</p>	<p>Anil V. Parwani, MD, PhD <i>Vice Chair and Director of Anatomic Pathology</i> <i>Director of Pathology Informatics</i> <i>Director of the Digital Pathology Shared Resource</i> The Ohio State University</p>	<p>Digital Pathology and AI Planning Committee Co-Chairs Michael Feldman, MD Chair, Department of Pathology Indiana University</p>
		<p>S. Joseph Sirintrapun, MD <i>Director of Pathology Informatics</i> Memorial Sloan Kettering</p>

Since its founding in 2000, API has successfully carved its reputation among laboratory medicine and pathology informatics specialists as a **society run by and for the people** at the forefront of the field. Institutional decision-makers with purchase-authority not only **attend** API's annual PI Summit, but many also are deeply involved in cultivating and developing educational and professional content alongside meeting planning.

Much of what happens behind the scenes at API involves the **“sleeves-up, hands-on”** participation of institutional and industry leaders. **API's unique grass-roots collaboration has successfully launched key annual API programs like the PI Summit (spring) and the Digital Pathology and AI Workshop (DP-AI) (autumn).**

New Features for Vendors



Ila Singh, MD, PhD
Texas Children's
Hospital, Chief Pathology
Informatics

Mary Edgerston, MD, PhD
V.D. Anderson, Division
Pathology/Lab Medicine

Alexis Carter, MD
Children's Healthcare of Atlanta,
Physician Informaticist for the
Laboratory at Children's Healthcare
of Atlanta

Last year's meeting format was a huge success, not only for our attendees, but also for our vendors! Our unique Beer/Wine/Cocktail and Food Tasting event paired with our Vendor Trivia Game with high-end prizes was a resounding hit! Exhibitor Ballroom traffic ramped up as attendees sought out vendors to learn about featured products and services.

We have planned additional **enhanced vendor-attendee interactions** and **increased visibility for exhibitors for PI Summit 2024**. API has created **hard-to-resist points of intersection** (*prices and events subject to change):

- **All meals and refreshment breaks May 21-22 will take place in the Exhibitor Ballroom.**
- ***NEW!* Micro-Brew/wine and Paired Food Tasting:** Tuesday, May 21st will be an evening of experiencing micro-brews and wines in the Exhibitor Ballroom. Tasting stations will be intermingled with exhibit booths and attendees will be encouraged to learn about your products and services.
- ***NEW!* PI+ Trivia Game:** In the Exhibit Hall, vendors and attendees are invited to intermix and form teams to participate in an interactive trivia game - cultivating memorable networking experiences. Up for grabs will be high-end prizes.
- **Wide Membership Outreach for Advertising:** API's online membership platform can project your sponsorship through our bi-monthly newsletters and our website (5,400 active members).
- **Raffles to Support Vendor Talks:** To encourage **robust attendance at Diamond Talks and President's Reception Sponsor Talks**, API will sponsor high-end raffle prizes open only to individuals who attend all 20-minute Diamond Talks (a MacBook Air or Surface Pro (valued \$1,200)) and all 10-minute President's Reception Talks (Raspberry Pi Kits (valued \$100 each)).*
- ***ADD-ON Material Sponsorship Opportunities for Enhanced Visibility for your Company Logo*** (open to all vendors): Lanyards (\$4,000), WiFi (\$4,000)
- ***ADD-ON Sponsorship Opportunities for Enhanced Visibility****:
 - **President's Reception** (3 available - \$6,000 each, **only available to exhibiting vendors**) - Sponsors will be given **10 minutes to speak** at the end of the President's Address. *And*, to encourage robust attendance, API will host a raffle for high-end prizes for attendees who are present for all Reception Sponsor talks.
 - **Women's Networking Event** (2 available - \$1,500 each, open to all vendors) - In addition to visibility in PI Summit-related e-Blasts, sponsors will be featured on API's DEI page, as well as its March newsletter celebrating women in Medicine and Pathology Informatics (5,500 recipients).
 - **Poster Session** (2 available - \$2,500, open to all vendors) - Your company's logo will be on every side of each Poster Plinth.
 - ***NEW!* Live Music Night with "Lost in Processing" and festivities sponsorship for Wednesday, May 22** (1 available - \$4,500, open to all vendors) - this includes all digital and printed program advertising for sponsorship of the event and featured activities (e.g., cornhole, photo booth, etc.), along with a **5 minute on-stage speaking opportunity** before introducing the band.

LIVE MUSIC EVENT: LOST IN PROCESSING AT **PI SUMMIT 2024**

LET'S ROCK
TOGETHER



An Ann Arbor-based band founded by faculty from the Department of Pathology at the University of Michigan. They interpret guitar-oriented classics from artists like Eric Clapton, Cream, Neil Young, Van Morrison, The Rolling Stones, Fleetwood Mac, The B52s, Bonnie Raitt, and Guns N Roses, among many others. Their current lineup includes: Ulysses ("U") Balis (big data scientist, bassist, and master clockmaker, keeping time any way that he can . . .), Joel Greenson (part-time GI pathologist, full-time fisherman, and $\frac{3}{4}$ time lead guitarist), and Jeffrey Myers (surgical pathologist and rhythm guitar player) teamed up with local artists Ed Cackett (astrophysicist and drummer, who works on the "big bang" in everything he does), Laura Nisenon (singing psychologist on lead and harmony vocals), Jorge Livingston (vocalist, keyboardist and percussionist), and his lovely wife Alison (lead and harmony vocals) to create a unique sound familiar to those of a certain age.



22 MAY

**Ann Arbor Marriott
Eagle Crest Resort
Ypsilanti, MI**

Exhibitor Package Details

Tier	Registrations	6' Exhibitor Tables	API Website Presence	Recognition & Signage	Platform Talk	E-blast and recognition	Access to attendee list	Cost
DIAMOND (Limit 4)	10 (\$9,500 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	2 X 6' Tables + Draping Centrally located in the exhibitor space	Banner on API web site	Sponsorship of Lunches	1 (20 min) Attendees of the Diamond Talks will be eligible to win a raffle for a MacBook Air or Surface Pro (valued \$1,200)*	2 Independent promotional e-blasts featuring company and exhibitor talk to PI Summit registrants and API members Inclusion in general e-blasts, newsletters, and website conference promotions	YES (pre- and post-Summit)	\$25,000 Early Bird: 5% Off Exhibitor Fees for PI Summit 2024
	Premium API Corporate membership (\$3,500 value)		Company profile/logo on API website	Sponsorship of Afternoon Coffee Breaks				Deadline December 31, 2023
PLATINUM	6 (\$5,700 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	2 X 6' Tables + Draping Centrally located in the exhibitor space	Company profile/logo on API website	Sponsorship of Breakfasts		1 Independent promotional e-blasts to PI Summit registrants and API members Inclusion general e-blasts, newsletters, and website conference promotions	YES (pre- and post-Summit)	\$18,000 Early Bird: 5% Off Exhibitor Fees for PI Summit 2024 Deadline December 31, 2023
	API Corporate membership (\$1,750 value)							
GOLD	4 (\$3,800 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	1 X 6' Tables + Draping Centrally located in the exhibitor space	Company profile/logo on API website	Sponsorship of Mid-Morning Coffee Breaks		Inclusion general e-blasts, newsletters, and website conference promotions	YES (post-Summit)	\$12,000 Early Bird: 5% Off Exhibitor Fees for PI Summit 2024 Deadline December 31, 2023
SILVER	3 (\$2,850 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	1 X 6' Tables + Draping Located along the sides of exhibitor ballroom	Company profile/logo on API website			Inclusion general e-blasts, newsletters, and website conference promotions	NO	\$8,000 Early Bird: 5% Off Exhibitor Fees for PI Summit 2024 Deadline December 31, 2023
BRONZE (open to companies employing under 15 people)	2 (\$1,900 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	1 X 6' Tables & draping located along the sides of exhibitor ballroom	Company profile/logo on API website			Inclusion general e-blasts, newsletters, and website conference promotions	NO	\$6,000 Early Bird: 5% Off Exhibitor Fees for PI Summit 2024 Deadline December 31, 2023
Not-for-Profit	1 (\$950 value) Includes access to all session talks and evening events from Tuesday, May 21- May 23	1 X 6' Tables & draping located along the sides of exhibitor ballroom	Company profile/logo on API website			Inclusion general e-blasts, newsletters, and website conference promotions	NO	\$2,500 (No Corporate Member or Additional Discounts Apply)

So, brush off your clubs, restring those rackets, pack your walking shoes, or maybe just be ready to pull up a chair and be “in” on the growing field of pathology informatics!

Last day to register for sponsorships is April 26, 2024

Grace Chae at grace.chae@pathologyinformatics.org
Nova Smith at nova.smith@pathologyinformatics.org

SAVE THE DATES for 2 EVENTS:

API Fall Meeting: DP-AI 8.0 Workshop 2024

The Digital Pathology-Artificial Intelligence Workshop will be in its 8th year (DP-AI 8.0) and continue to emphasize the practical considerations for digital pathology and artificial intelligence relevant to all types of pathology practices. This meeting provides both overviews and deep-dives into multiple aspects of digital pathology and AI use across the clinical laboratories, with access to active lab tours.

	Platinum \$10,000 Limit 4*	<ul style="list-style-type: none">3 registrationsPre and Post-meeting attendee list15-minute presentation slot during breakfast (2 each day)Half page advertisement in printed meeting programCompany logo on API website with link to company website, listed in all digital and print marketing related to meeting and meeting programs, and listed in 3-4 CAP e-blasts, depending upon date of commitment (over 50K recipients)1 targeted company e-blast to API Contacts (6,000 valid emails)Up to 2 targeted eblasts showcasing all participating vendors (link to company website, contact information of registered vendor attendees, etc.), depending upon date of commitment <small>*up to 4 additional Platinum vendors may be invited by the planning committee to participate as part of the lab tour in lieu of the 15-minute podium spot</small>
	Gold \$7,000 Limit 6	<ul style="list-style-type: none">2 registrationsPost-meeting attendee list30-minute shared vendor roundtableCompany logo on API website with link to company website, listed in all digital and print marketing related to meeting and meeting programs, and listed in 3-4 CAP e-blasts, depending upon date of commitment (over 50K recipients)Up to 2 targeted eblasts showcasing all participating vendors (link to company website, contact information of registered vendor attendees, etc.), depending upon date of commitment
	Silver \$3,000	<ul style="list-style-type: none">1 registrationCompany logo on API website with link to company website, listed in all digital and print marketing related to meeting and meeting programs, and listed in 3-4 CAP e-blasts, depending upon date of commitment (over 50K recipients)Up to 2 targeted eblasts showcasing all participating vendors (link to company website, contact information of registered vendor attendees, etc.), depending upon date of commitment

Prices subject to change.

API Spring Meeting: PI Summit 2025, May 19-22, 2025
Ann Arbor Marriott at Eagle Crest
Ypsilanti, MI

JOIN



API is led by volunteers who are practicing pathology informaticists at top medical institutions and laboratories across the country. Their collective dedication to the subspecialty provides direct access to expertise, as well as mentoring and training unmatched by other organizations.



Become a Corporate Member and join the PI community of experts! Have an ear on what experts are saying with access to API's ListServ, API Committees, and promote your company with e-Blasts and take advantage of discounts for meetings, JPI, and other events.

What is the Association for Pathology Informatics?

The Association for Pathology Informatics (API), is a not-for-profit organization that seeks to advance pathology informatics. Pathology Informatics has been increasing in importance as the demand for, and development of, information systems and technology continue to address healthcare industry needs. Beginning with the collection, processing, and analysis of patient specimens, the field of pathology, as a whole, generates significant amounts of data that require careful interpretation and reliable distribution to fulfill the core mission of supporting patient care.

Since its founding in 2000, API has successfully carved its reputation among laboratory medicine and pathology informatics specialists as a society run by and for the people at the forefront of the field. Many are deeply involved in API and much of what happens behind the scenes involves the "sleeves-up, hands-on" participation of institutional and industry leaders. API's unique grass-roots collaboration has successfully launched key annual API programs like the PI Summit (spring) and the Digital Pathology and AI Workshop (DP-AI) (fall).

API fosters a community for thought-leaders and stake-holders who come together to develop and learn more about the specialty of pathology informatics. Together, API members seek to explore and challenge the boundaries of what is available in digital pathology, IT systems, and artificial intelligence for existing hospital and laboratory institutions.



Why Choose API?

- ✔ Our leaders are experienced educators, many of whom are program/division leaders or department chairs at top medical and laboratory institutions - this means they are abreast of training needs and developments in the specialty.
- ✔ API's mission to facilitate training and education means continually developing original and cutting-edge content and workshops.

What Does API Offer? Access to...

- API's Peer-Review *Journal of Pathology Informatics (JPI)*
- 2 Annual Meetings:
 - Pathology Informatics Summit (PI Summit) (Spring)
 - Digital Pathology-Artificial Intelligence Workshop (DP-AI) (Fall)
- Training Workshops like R-Language Programming (Beginner and Intermediate)
- Mentors and "Mentoring Monday" Sessions About Different PI Pathways
- Fireside Chats on Topics like Technical Standards, Work-Flow Management, Case Studies, Applying to Fellowship Programs, How to Successfully Publish, etc.
- Networking Opportunities, PI-Specific Job Posts, etc.
- API List-Serv to 5,500 Members for Expert Insights at Your Fingertips

Publish your manuscript with API's *Journal of Pathology Informatics!* This highly-regarded peer-reviewed journal aims to publish broadly about pathology informatics.

API Members get 30% off publication fees.

Contact Grace Chae, Managing Editor, at grace.chae@pathologyinformatics.org



Executive Director
Nova Smith

nova.smith@pathologyinformatics.org