PI Summit 2024
Exhibitor Prospectus

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

Save the date:
PPI Summit 2025
May 19-22,
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.

“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
Attendees come from all over!

28 Countries Represented*

- United States
- Brazil
- Canada
- Colombia
- Puerto Rico
- Belgium
- Denmark
- Finland
- Germany
- Hungary
- Italy
- Spain
- Netherlands
- Switzerland
- United Kingdom
- Australia
- Hong Kong
- Japan
- South Korea
- Taiwan
- India
- Israel
- Lebanon
- Saudi Arabia
- South Africa
- Sri Lanka

* Data from past meetings

“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.”

Ronald Jackups, MD, PhD
Assistant CMIO, Barnes-Jewish Hospital
Washington University St. Louis
Pull up a chair and meet the thought leaders behind the PI Summit and the Association for Pathology Informatics

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

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.
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 (“Ul”) 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 ¾ 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 Nisenson (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.
## Exhibitor Package Details

<table>
<thead>
<tr>
<th>Tier</th>
<th>Registrations</th>
<th>6' Exhibitor Tables</th>
<th>API Website Presence</th>
<th>Recognition &amp; Signage</th>
<th>Platform Talk</th>
<th>E-blast and recognition</th>
<th>Access to attendee list</th>
<th>Cost</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>DIAMOND (Limit 4)</td>
<td>10 ([$9,500 value]) Including access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>2 X 6' Tables + Draping Centrally located in the exhibitor space</td>
<td>2 X 6' Tables + Draping Centrally located in the exhibitor space</td>
<td>Sponsorship of Lunches</td>
<td>1 (20 min)</td>
<td>1 Independent promotional e-blasts featuring company and exhibitor talk to PI Summit registrants and API members</td>
<td>YES (pre- and post-Summit)</td>
<td>$25,000</td>
<td>December 31, 2023</td>
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<td></td>
<td>Premium API Corporate membership ($3,500 value)</td>
<td>Company profile/logo on API website</td>
<td>Sponsorship of Afternoon Coffee Breaks</td>
<td>Inclusion in general e-blasts, newsletters, and website conference promotions</td>
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<td>PLATINUM</td>
<td>6 ($[$5,700 value]) Includes access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>2 X 6' Tables + Draping Centrally located in the exhibitor space</td>
<td>Company profile/logo on API website</td>
<td>Sponsorship of Breakfasts</td>
<td>1 Independent promotional e-blasts to PI Summit registrants and API members</td>
<td>YES (pre- and post-Summit)</td>
<td>$18,000</td>
<td>December 31, 2023</td>
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<td>API Corporate membership ($1,750 value)</td>
<td>Company profile/logo on API website</td>
<td>Sponsorship of Breakasts</td>
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<td>GOLD</td>
<td>4 ($[$3,800 value]) Includes access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>1 X 6' Tables + Draping Centrally located in the exhibitor space</td>
<td>Company profile/logo on API website</td>
<td>Sponsorship of Mid-Morning Coffee Breaks</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
<td>YES (post-Summit)</td>
<td>$12,000</td>
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<td>Company profile/logo on API website</td>
<td>Sponsorship of Mid-Morning Coffee Breaks</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
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<td>SILVER</td>
<td>3 ($[$2,850 value]) Includes access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>1 X 6' Tables + Draping Centrally located in the exhibitor space</td>
<td>Company profile/logo on API website</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
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<td>NO</td>
<td>NO</td>
<td>$8,000</td>
<td>December 31, 2023</td>
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<td>Company profile/logo on API website</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
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<td>NO</td>
<td>NO</td>
<td>NO</td>
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<td>December 31, 2023</td>
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<tr>
<td>BRONZE (open to companies employing under 15 people)</td>
<td>2 ($[$1,900 value]) Includes access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>1 X 6' Tables &amp; draping located along the sides of exhibitor ballroom</td>
<td>Company profile/logo on API website</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>$6,000</td>
<td>December 31, 2023</td>
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<td>Not-for-Profit</td>
<td>1 ($[$950 value]) Includes access to all session talks and evening events from Tuesday, May 21- May 23</td>
<td>1 X 6' Tables &amp; draping located along the sides of exhibitor ballroom</td>
<td>Company profile/logo on API website</td>
<td>Inclusion general e-blasts, newsletters, and website conference promotions</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>$2,500</td>
<td>No Corporate Member or Additional Discounts Apply</td>
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</table>
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.

**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.

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

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

**Prices subject to change.**
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.

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

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.

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