



*Maryland & DC  
Society of  
Pathologists*

2026 SUMMER MEETING  
AUGUST 08, 2026 | 9AM - 3PM  
SMC CAMPUS CENTER  
BALTIMORE, MD

# INDUSTRY PROSPECTUS

Thank you for your interest in supporting the Maryland & DC Society of Pathologists (MDSP). This prospectus outlines our sponsorship tiers, year-round partnership opportunities, and optional add-ons designed to maximize visibility and engagement with pathology professionals across the Maryland and DC region.



# Welcome

## MICHAEL KALLEN, M.D.

President

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Dear Industry Partners,

The Maryland & DC Society of Pathologists is pleased to invite you to participate in our 2026 Summer Meeting taking place on August 8, 2026. This annual event brings together pathologists from academic, hospital, and private practice settings across the region for a day of education, collaboration, and scientific exchange.



Each year, the support of our industry partners plays a vital role in the success of our meeting. Exhibits and sponsorships provide an opportunity for companies to share innovations, demonstrate technologies, and engage directly with the physicians who rely on these tools in their daily practice. Our sponsorship options are designed to offer meaningful visibility and multiple points of interaction throughout the meeting.

Within this prospectus, you will find a detailed outline of available exhibit spaces, sponsorship levels, and optional promotional opportunities. We anticipate approximately 100 attendees, representing a range of practice environments across Maryland and the District of Columbia.

Because space is limited, we encourage early registration. To confirm your participation, please submit the completed registration form along with payment at your earliest convenience. Payment may be made by credit card or by check payable to the Maryland & DC Society of Pathologists.

We appreciate your consideration and your continued engagement with our Society. Your partnership strengthens our educational programs and helps ensure the continued growth of our annual meeting. We look forward to collaborating with you at the 2026 Annual Meeting in Bethesda.

Sincerely,  
Michael Kallen, M.D.  
President, Maryland & DC Society of Pathologists

## Why Sponsor Us

### 1. Direct Access to High-Value Decision Makers

Our attendees include medical directors, department chairs, academic and community pathologists, residents, fellows, and subspecialists who influence instrumentation, send-out testing, and diagnostic workflows.

### 2. High-Impact Educational Programming

MDSP offers robust educational programming, including 2–3 in-person meetings and six or more virtual Grand Rounds annually with national experts and CME opportunities.

### 3. Meaningful Face-to-Face Time

Meetings are structured to maximize vendor interaction through prime vendor table placement, extended breaks, networking time, and optional sponsored receptions.

### 4. Specialty-Focused Digital Visibility

Sponsorship includes attendee lists with emails, visibility on the MDSP website, email blasts, and brand exposure to a curated, high-engagement pathology audience.

### 5. Premium Speaking Opportunities

Tiered opportunities allow sponsors to present breakfast sessions, lunch sessions, Grand Rounds segments, or dedicated in-person meeting presentations.

### 6. Year-Round Recognition for Diamond Partners

Diamond partners receive sustained visibility through homepage placement, recurring educational exposure, and multiple communication touchpoints.

### 7. Pricing Aligned with Industry Standards

Our sponsorship levels match regional and national norms, offering meaningful access to a valuable and influential specialty audience.

### 8. A Collaborative Sponsor Environment

MDSP prides itself on supporting sponsors with clear visibility, flexible opportunities, and personalized engagement opportunities.

# General Information



## Approximate Exhibit Schedule

August 8, 2026

- Set Up: 8:30AM
- Exhibiting: 9AM-3:30PM
- Tear Down: 3:30PM



## Attendees

We anticipate approximately 50 attendees, including practicing pathologists, trainees, and industry partners from across Maryland and Washington, DC.



## Location

Baltimore, Maryland, with easy access from Maryland, DC, and surrounding regions.



## Program Highlights

A curated program of expert speakers, diagnostic advances, and contemporary research aimed at elevating clinical practice.



## Meeting Purpose

To unite pathologists, trainees, and industry partners in a collaborative environment that advances practice and professional growth.



## Exhibitor Impact

Exhibitors gain high-value, direct access to pathology professionals, creating opportunities to showcase solutions, build relationships, and support the evolving needs of the specialty.

# Packages



## Gold – \$10,000

- Prime-location 6' tabletop exhibit
- 30–45 minute Featured Presentation
- Full-page advertisement in Exhibit Guide
- Logo on event page & MDSP homepage
- Two complimentary attendee badges
- Attendee list including emails



## Silver – \$5,000

- Prime-location 6' tabletop exhibit
- 15-minute Presentation
- Full-page advertisement in Exhibit Guide
- Two complimentary attendee badges
- Logo displayed on event page
- Attendee list including emails



## Bronze – \$1,000

- 6' tabletop exhibit (standard location)
- Two complimentary attendee badges
- Logo displayed on event page
- Attendee list including emails



## Diamond – \$20,000 (2 available for 2027)

- Premier vendor placement at all in-person meetings (2–3/year)
- Up to two badges per in-person meeting
- Logo on MDSP homepage year-round + event pages
- Premium advertisement position in Exhibit Guide
- Attendee list including emails + access to membership email list
- Two dedicated email blasts
- Unlimited attendance at virtual Grand Rounds
- Logo displayed during Grand Rounds
- Three 5-minute Grand Rounds speaking opportunities
- 15-minute presentation at each in-person meeting

## Sponsorship Tier Comparison

Benefits	Bronze \$1,000	Silver \$5,000	Gold \$10,000	Diamond* \$20,000
Exhibit Table Placement	Standard 6' table	Prime 6' table	Prime 6' table	Premier location at all meetings
Complimentary Badges	2	2	2	2 (per meeting)
Logo on Event Page	-	-	✓	✓
Logo on Homepage	-	-	✓	✓
Advertisement	-	Full Page	Full Page	Full Page
Attendee List (Emails)	✓	✓	✓	✓
Email Blasts to Members	-	-	-	✓
Virtual Grand Rounds Access	-	-	-	✓
Grand Rounds Speaking	-	-	-	Three 5 Min presentations per yr
In-Person Speaking	-	30 Min.	1 Hour	30-45 Min. Per Meeting
Vendor Table Frequency	1 meeting	1 meeting	1 meeting	All meetings

\*Best value if you plan to sponsor multiple meetings per year

# Add-On Opportunities

## Annual Meeting Reception Sponsor – \$5,000

- Exclusive recognition as the Reception Sponsor
- Signage at reception entrance and throughout space
- 2-3 minute greeting by sponsor representative
- Inclusion in agendas, announcements, and event emails

## Badge Lanyard Sponsor – \$1,000

### Advertising Options

- Full Page Ad in program handout – \$750
- Half Page Ad in program handout– \$500

## Break Sponsor/All day beverages – \$1,500

- Signage at break stations
- Verbal recognition before the break

# Terms & Conditions

By registering as an exhibitor or sponsor, participants agree to the following terms. Exhibit space is confirmed upon full payment; unpaid spaces may be reassigned. Cancellation requests must be submitted in writing—refunds (minus a 25% administrative fee) are available only if received at least 30 days before the meeting. No refunds are provided for late cancellations or no-shows.

Exhibitors must use only their assigned space and may not share or sublet without approval. Setup and breakdown must follow the published schedule, and early teardown is not permitted. All materials must remain within the exhibit area, and promotional activities cannot interfere with educational sessions.

The Society and venue are not responsible for loss, damage, or injury to exhibitor property; exhibitors are encouraged to carry their own insurance. Use of the Society's name or logo requires written approval. All participants must comply with applicable laws and maintain professional conduct throughout the event.

Submission of registration and payment signifies acceptance of these terms.