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<td>February</td>
<td>Deadline: 07 Feb Distribution: Molecular Med TRI-CON, USCAP, AACC, ECCMID</td>
<td>Focus: Lab Sustainability Additional Topics: Cancer Biomarkers, Microbiology</td>
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<td>USCAP - Executive Invites (Print Feature)</td>
<td>Increasing Laboratory Workflow Efficiency (Lab Automation) (Forum) Test Utilization Management (Roundtable)</td>
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<td>April</td>
<td>Deadline: 04 Apr Distribution: AAPA, Euromedlab, ASCO, ASM Microbe, ESHG, Digital Pathology &amp; AI Congress: USA (Global Engage), AMP Europe, ECDP</td>
<td>Focus: Images Additional Topics: Neuropathology, Companion Diagnostics</td>
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<td>May</td>
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<td>June</td>
<td>Deadline: 06 Jun Distribution: AACC, APC Prods, CAP-ACP, ESCV</td>
<td>Focus: Infectious Disease Diagnostics Additional Topics: Diversity, Equity, and Inclusion, Spatial Biology</td>
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<td>Technology to Empower: IVD (Print Feature)</td>
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<td>Focus: Power List Additional Topics: Education and Training, Precision medicine</td>
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<td>Powerful Profiles (Print Feature)</td>
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<td>September</td>
<td>Focus: Computational Pathology Additional Topics: Point-of-Care Testing, Forensic pathology</td>
<td>Technology to Empower: Molecular Diagnostics (Print Feature)</td>
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<td>Celebration of the Lab (Roundtable)</td>
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<td>October</td>
<td>Distribution: AMP, Digital Pathology &amp; AI Congress Europe (Global Engage), ASH, International Pathology Day</td>
<td>Focus: Climate Change and Disease Additional Topics: Hematopathology, Omics</td>
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Technology to Empower

In these special features, we shine a spotlight on state-of-the-art technologies in fields of interest to our readers, ranging from molecular diagnostics to spatial biology. With just six spaces available in each feature, Technology to Empower offers an exclusive opportunity to highlight your brand in a dedicated space within The Pathologist.

Innovators

Once a year, The Pathologist celebrates game-changing technologies in pathology and laboratory medicine. In our Innovators section, you can tell the story behind your technologies and innovations, outline what sets you and your work apart from the rest of the field, and illustrate how your technology drives advances in a particular area of pathology or laboratory medicine, all while going beyond a list of features to showcase the “human” angle of your work.

Powerful Profiles

In conjunction with The Pathologist’s annual Power List, this special section provides an opportunity for companies, organizations, and educational institutions to showcase their role in advancing the future of pathology and laboratory medicine. From driving discoveries to charitable efforts, showcase your hard work on behalf of your clients – and elevate your powerful profile in the pathology world.

Weapons of Reason

This section tackles the lab’s most pressing issues with companies and organizations who aren’t afraid to ask the big questions. Weapons of Reason are the tools the lab uses to tackle challenges facing the field – from broad concepts such as collaboration and open-mindedness to specific ideas, techniques, and applications.
New Year’s Resolutions

This special series supplement is dedicated to images and the tools used to create them. The supplement will be published digitally, with a limited run of print issues delivered to key industry events throughout 2023. Share your New Year’s resolutions to become a part of the “big picture” in pathology and laboratory medicine imaging!

Infectious Disease

This special series supplement is dedicated to infectious diseases, microbiology, and the companies tasked with research and treatment of them. The supplement will be published digitally, with a limited run of print issues delivered to key industry events throughout 2023.

Forums

Our topic specific forums provide four sponsors with an opportunity to present their innovation updates, applications and words of wisdom to a dedicated digital audience and answer questions in a live roundtable discussion.

- 15-minute pre-recorded presentation
- A seat at the Q&A roundtable
- Access to all leads generated for the event
- Brand and speaker promotion in all event marketing

Roundtables

The Pathologist’s roundtables are an opportunity to hear the views of a diverse panel of experts on a specialist subject. With topics ranging from genomics to AI, from education to infectious disease, each roundtable gathers four to five pathologists and laboratory medicine professionals to discuss the issues affecting their community now and in the future. Sponsorship details can be found here.
**Hands-On**

The most compelling part of any exhibition is the products and technologies on show – and The Pathologist’s video team can help you capture your story and take it beyond the show floor. We will produce a concise, stylish walkthrough of your product presented by one of your experts. Your "Hands on with [COMPANY] at [EVENT]." video will be promoted across all major social media channels, our weekly e-newsletter, and thepathologist.com homepage for six weeks after the event.

Content will be based on the following:
- What the product is
- What current (or unmet) needs the product addresses
- Why doctors should take notice

Package:
- 90 second video shot, produced, and edited
- Inclusion of your URL
- Homepage promotion on thepathologist.com for two months
- One-month social promotion
- 4x promotions in weekly e-newsletter
- Provision of video asset for your own use

**Digital Pathology and AI:**

**Topic-specific video series**

“An interview with...”: a collection of thought leadership interviews capturing the energy and personality of eight leading figures from our industry.

On the topic of digital pathology and AI, we ask a set of predetermined questions that your chosen spokesperson can answer as they see fit. These will be questions that resonate with our audience, such as:

1. Challenges pathologists face in digital pathology and AI
2. Practical tips, tricks, and concerns for adopting and expanding
3. What do the next five years look like for the field

This video series will be marketed via all of our digital channels. You will also receive an mp4 copy of the video to host wherever you wish.