

PHILADELPHIA 2015 92ND ATLANTIC DERMATOLOGICAL CONFERENCE APRIL 24TH THRU 26TH 2015 Hosted by the Philadelphia Dermatological Society

Dear Exhibitor & Sponsor Partners:

We are pleased to invite you to participate in the 92nd Atlantic Dermatological Conference (ADC) to be held April 24-26, 2015, at the Sheraton Philadelphia Downtown Hotel.

The Atlantic Dermatological Conference is the third largest United States meeting for dermatology (after the two American Academy meetings) and we are expecting approximately 600 Dermatologists to attend.

The 2015 ADC is being jointly sponsored by the Philadelphia Dermatological Society and the National Association for Continuing Education.

The conference draws primarily from Northeast and Mid-Atlantic regions, and dermatologists from all over the United States and Canada attend.

The Table Top Exhibits will be in the ADC Exhibit Hall located adjacent to all the scientific sessions.

We encourage you to take advantage of this valuable marketing investment available to your company today! Through various exhibitor opportunities your organization can directly participate in this scientific meeting and gain increased company and product visibility among dermatologists.

We invite you to select an exhibitor/sponsor level that fits your marketing strategy; one that will help your company achieve the greatest impact and awareness in the dermatologic market.

We are also excited to launch a brand-new, permanent website for the Altantic Dermatological Conference at www.AtlanticDermConference.org. This is the destination for all conference matters and attendees, including conference registration. We are currently welcoming advertisers on the site as you'll see in this prospectus.

Sincerely,

Stuart R. Lessin

Stuart R. Lessin, MD

2015 ADC Fundraising Chair
The Philadelphia Dermatological Society

Announcing the new ADC website! www.AtlanticDermConference.org | Follow us on twitter @AtlanticDermADC





Educational Support Opportunities

Plan now to exhibit and sponsor at the 2015 ADC in order to participate in the only premier dermatological conference that hosts a live patient viewing attracting dermatologists from across the country!

Benefits

- ☐ Access to the third largest gathering of dermatologists in the U.S and Canada.
- ☐ Admittance into non-ticketed sessions.
- ☐ Free listing in Exhibitor & Sponsor Program Book.
- ☐ Exhibit exposure to dermatologists across the Northeast and Mid-Atlantic Regions.
- ☐ Direct exposure of your products and services.
- □ Welcome Reception for Exhibitors & Sponsors in the Exhibit Hall.
- ☐ All Refreshment Breaks in the Exhibit Hall.

Sponsorship

Take advantage of the additional special advertising opportunities in this year's ADC invitation.

- WiFi Hotspot
- ADC Website Ads
- Meter Board Logo Ads
- Bus Banner & Headrest Signage Advertising
- Premier Exhibit Space Available
- Friday Night Welcome Reception
- Saturday Keynote Luncheon
- Exhibitor Trail Map Drawing of iPad
- The Barnes Foundation Saturday Night Social Event



Announcing the new ADC website!

www.AtlanticDermConference.org | Follow us on twitter @AtlanticDermADC

Exhibit Dates & Hours | Sheraton Philadelphia Downtown Hotel

Set Up | Friday, April 24, 2015 | **8:00am—11:00am Exhibits Open** | Friday, April 24, 2015 | **12:00pm—6:30pm**

Saturday, April 25, 2015 | **7:00am—3:30pm**

Dismantle | Saturday, April 25, 2015 | **3:30pm—5:00pm**

Friday Night Welcome Reception | 6:00pm-7:00pm

ADC Exhibitor & Sponsorship Opportunities

Sponsorship Levels

DIAMOND \$75,000 3 Product Theaters Available One per company Non CME Event
Time Slots Available Friday, April 24th 8:00am-9:00am, 9:15am-10:15am, 10:30am-11:30am
□ 2 Tables in Exhibit Hall & Product Theater Room for Special Sponsored Session Discussion
□ Premier table locations in exhibit hall
□ Allowed 10 complimentary company representatives
☐ Ten (10) complimentary tickets to the Saturday Barnes Foundation social event
□ Special acknowledgement at Saturday Barnes Foundation social event
□ Complimentary full page and full color ad in Exhibitor & Sponsor Program Book
□ Logo & 25 Word Advertisment on the new ADC website: www.AtlanticDermConference.org
□ Meter Board Logo Advertising
□ Complimentary listing in Exhibitor & Sponsor Program Book
2
PLATINUM \$50,000
□ 1 Table
☐ 1st Choice of Premium table location in exhibit hall
□ Allowed 8 complimentary company representatives
☐ Eight (8) complimentary tickets to the Saturday Barnes Foundation social event
□ Complimentary full page full color ad in Exhibitor & Sponsor Program Book
□ Logo & 25 Word Advertisment on the new ADC website: www.AtlanticDermConference.org
□ Meter Board Logo Advertising
□ Complimentary listing in Exhibitor & Sponsor Program Book
a complimentary library in Exhibitor & openior in regram book
GOLD \$35,000
□ 1 Table
□ 2nd Choice Preferred table location in exhibit hall
□ Allowed 6 complimentary company representatives
☐ Six (6) complimentary tickets to the Saturday Barnes Foundation social event
□ Logo & 25 Word Advertisment on the new ADC website: www.AtlanticDermConference.org
□ Meter Board Logo Advertising
□ Complimentary 1/2 page full color ad in Exhibitor & Sponsor Program Book
□ Complimentary listing in Exhibitor & Sponsor Program Book
CILVED \$25,000
SILVER \$25,000
□ 1 Table
□ 3rd Choice of Excellent table location in exhibit hall
□ Allowed 4 complimentary company representatives
□ Four (4) complimentary ticket to the Saturday Barnes Foundation social event
☐ Meter Board Logo Advertising
□ Logo in Exhibitor & Sponsor Program Book
□ Complimentary listing in Exhibitor & Sponsor Program Book
EVIDEITOR &F 000
EXHIBITOR \$5,000
□ 1 Table
□ Allowed 1 complimentary company representative
□ Complimentary listing in Exhibitor & Sponsor Program Book

Advertising Instructions | Deadline for artwork | Feb 20, 2015

For information regarding advertising specifications and requirements, please contact: Tracy O'Shaughnessy | Tracy@AtlanticDermConference.org | 303.525.2811

Special Advertising Opportunities

All the sponsorships below are available in addition to a minimum \$5,000 table exhibit fee.

FRIDAY WELCOME RECEPTION \$25

- ☐ Logo Signage and Announcement of Sponsorship
- ☐ Available to one (1) company only

SATURDAY | THE BARNES FOUNDATION RECEPTION | \$25,000

- ☐ Logo Signage and Announcement of Sponsorship
- ☐ Available to one (1) company only

HOTEL KEY CARDS | \$20,000

- ☐ 4 Color Logo
- ☐ Distributed to ADC attendees staying at Sheraton Downtown Hotel
- ☐ Available to one (1) company only

SATURDAY | KEYNOTE LUNCHEON | \$18,000

- ☐ Logo Signage and Announcement of Sponsorship
- ☐ Available to one (1) company only

SATURDAY OR SUNDAY CONTINENTAL BREAKFASTS | \$15,000 each

- ☐ Logo Signage and announcement of Sponsorship
- ☐ Saturday | Breakfast available to 1 company only
- ☐ Sunday | Breakfast available to 1 company only

BUS BANNERS | Advertise company Logo or Ad on the side of our ADC Busing | 4 companies

2 ADC Shuttle Buses | From Sheraton Hotel to Patient Viewing at Perelman Hospital

- ☐ 2' x 24' Banner for \$10,000
- ☐ 2' x 35' Banner for \$15,000

BUS HEADRESTS | Advertise your company Logo or Ad on the Headrests | 2 company

2 ADC Shuttle Buses | From Sheraton Hotel to Patient Viewing at Perelman Hostpial

- ☐ Single Sided Headrest for \$5,000
- □ Double Sided Headrest for \$10,000

WiFi Hotspot | \$15,000 | Advertising signage as Sponsor of WiFi for the 2015 ADC

LOGO PROJECTION (Gobo) in Exhibit Hall | \$10,000

- $\hfill \Box$ Custom imprinted with company logo projected onto exhibit hall wall
- ☐ Available to one (1) company only

LITERATURE DROPS IN GUEST HOTEL ROOMS | \$5,000 per day

□ Promotional materials and/or samples dropped at each door overnight | *Available to all companies*

In Room TV Advertising | \$5,000 | One Minute Spot - Continuous Loop of Ad | Available to all companies

ADC Website Advertising | \$5,000 | Logo and 25 Word Advertisement | Available to all companies

Exhibitor Trail Map Giveaway of an iPAD | \$3,000 | iPad Drawing Sponsor | Available to 1 company

Meter Board Advertising | \$1,000 | Company Logo on 6' Meter Board | Available to all companies

All
Exhibitors
& Sponsors
Receive
Pre & Post
Conference
Attendee List





Purchase a Color Ad in Exhibitor/Sponsor Program Book Deadline for artwork | February 20, 2015

Full page color Ad Inside or Back Cover \$10,000 Full page color Ad \$6,000 | 1/2 page color Ad \$4,000

Hotel Information

Hotel Information

Sheraton Philadelphia Downtown Hotel | 201 North 17th Street, Philadelphia, PA 19103

Reservations | Call 1-800-325-3535 or go to www.AtlanticDermConference.org to register today.

Register early to obtain the ADC group rate of \$229 Single.

A block of rooms have been reserved for: **April 22 - 26, 2015**The ADC room rate will be available until March 25,2015 or until the room block is sold out, whichever comes first.

Just blocks from historic sites and shopping and in walking distance of Love Park, the Franklin Institute and the Philadelphia Museum of Art.





The Barnes Foundation Social Event

Saturday | April 25, 2015

Plan now to network and make new connections at the ADC social event.

SAVE THE DATE

PHILADELPHIA 2015

92ND ATLANTIC DERMATOLOGICAL CONFERENCE APRIL 24TH THRU 26TH 2015

Hosted by the Philadelphia Dermatological Society

Registration opens December 1, 2014

Sheraton Philadelphia Downtown Hotel

Call 1-800-325-3535 or go to www.AtlanticDermConference.org Register early to obtain the ADC group rate of \$229 Single/Double

The Barnes Foundation

Exclusive access to the world-famous art collection

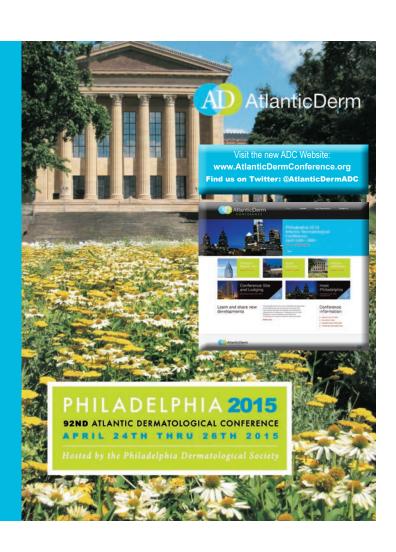
Saturday, April 25, 2015

Live Patient Viewing: Over 60 patients followed by in-depth case discussions Approximately 16 *AMA PRA Category 1 Credits*™ | **AAD Recognized Credits**

For more information contact Tracy O'Shaughnessy
Phone: 303.525.2811
Email: Tracy@AtlanticDermConference.org

www.AtlanticDermConference.org
Find us on TWITTER: @AtlanticDermADC

2016 ADC | 93rd Atlantic Dermatological Conference
May 6-8, 2016 | Hyatt Regency Inner Harbor | Hosted by the Maryland Dermatologic Society



How to Participate

Reserve an Exhibitor & Sponsor opportunity now at the 2015 ADC in Philadelphia, PA.

Here's All You Do:

- 1. Reserve your space early by March 20, 2015, so you'll get the best possible location and ensure your listing in the Exhibitor & Sponsor Program Brochure. Simply complete the application on the last page and submit it with your exhibitor or sponsor payment.
- 2. You'll receive your table top number and a service kit, which contains information on registration, hotel, travel, and technical sessions, as well as the exhibitor rules and regulations and all the forms you'll need.
- 3. Frequent show updates will be mailed to you to keep you on schedule, inform you about conference developments and share some useful information to help make your exhibit experience in Philadelphia is successful.

We'll send your Exhibitor/Sponsor Kit in reply to your application.

EXHIBIT LOCATION & INFORMATION

Exhibits will be located in the Independence Ballroom at the Sheraton Philadelphia Downtown Hotel.

The exhibit program is limited to a 6' table top display per company. All dimensions are believed to be accurate but are not warranted by the ADC. Stationary construction of backdrops, display cases or additional display paraphernalia will not be allowed. The price of the table includes 6' table, 2 chairs and 1 complimentary registration per table based on exhibitor level.

The exhibit hall is carpeted. Sufficient lighting is provided for adequate illumination in the exhibit area, but no individual electrical outlets are provided at each individual table. All electrical work must be ordered through the Sheraton Hotel and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of Philadelphia, PA.

All draping or display materials of cloth must be fireproofed. Under no conditions will combustible oils or gases be permitted in the exhibit area.

REGISTRATION | **Exhibitor Registration** | Online registration for all exhibitor badges. **Go to www.AtlanticDermConference.org now to register exhibitors from the 'Register Now' link.**

Exhibitors will not be admitted to the exhibit area without an exhibitor's badge. Each exhibitor will be allowed complimentary registrations depending on their exhibitor level.

The ADC Registration Desk will be located in the Liberty Ballroom Foyer of the Sheraton Downtown Hotel for badge pickup; and will be in operation during the entire exhibit show hours.

Announcing the new ADC website! www.AtlanticDermConference.org | Follow us on twitter @AtlanticDermADC

ADC Exhibitor Guidelines

Categories of Exhibits

The exhibit program is designed to provide dermatologists with first-hand information about products and services specific to the area of Dermatology and to serve as a forum for updating the physician's knowledge of current technological advances in the field of Dermatology. The exhibit program is an integral part of the overall educational schedule for the ADC.

The ADC will consider application for exhibit space for products and services in the following categories:

- Pharmaceuticals specific to dermatology, both prescription and non-prescription.
- Equipment and devices which are designed for diagnosis and treatment of dermatologic conditions.
- Office equipment, record-keeping equipment, or services relating to the support of non-medical aspects of the practice of dermatology.
- Scientific educational publications.
- Activities of professional and educational organizations.

APPLICATION DEADLINE

In order to be considered for exhibit space, and for your company to be recognized in conference materials, applications must be returned by:

Warch 20, 2015. Notification of acceptance and space assignment will be emailed.

The ADC Exhibit Hall books up fast!

EXHIBIT SPACE NOTE: Exhibit space cannot be guaranteed for exhibitor commitments received after March 20, 2015.

Criteria for Acceptance

Permission to exhibit may be granted to firms only if their proposed exhibit meets the following criteria:

- The product or service relates specifically to the medical and
- scientific aspects of the practice of dermatology;
- The products or services to be displayed are safe when used in accordance with the instructions or recommendations of the applicant;
- The products or services are capable of safely performing in accordance with the claims made by the applicant;
- The products or services to be displayed contribute significantly to the educational goal of the ADC.

REVIEW PROCEDURES

Applications for exhibit space will be reviewed by the ADC to determine whether they satisfy the criteria for acceptance. Also, please note the following:

- 1. Each applicant must supply specific information concerning the products or services to be displayed with the exhibit application.
- 2. When deemed necessary, the ADC may request additional supporting data from the applicant.

ELECTRICAL, INTERNET & SHIPPING

You will receive information on electrical, internet services and shipping along with your exhibitor/exhibit confirmation once your application and deposit is received.

PAYMENT IN FULL

Full payment for your level of exhibitor must be received no later than March 20, 2015. Failure to pay in full by that date may result in forfeiture of your table top exhibit and it's reassignment to another company.

Assignment of Space

Exhibiting companies are not eligible for space assignment until a completed application and exhibit or sponsor fees are received at the ADC office.

Table tops will be assigned with first priority given according to exhibitor or sponsor levels as indicated.

The remaining table tops will be assigned on a first-come, first-served basis.

EXHIBIT LOCATION

Exhibits will be located in the Independence Ballroom at the Sheraton Philadelphia Downtown Hotel.

REFUNDS

Should your company's priorities change and you choose not to participate, the maximum refund will be \$1,000. No refunds will be given for notice of non-participation received after December 1, 2014.

Send all refund requests in writing via email to:Tracy O'Shaughnessy at Tracy@AtlanticDermConference.org

INTERPRETATION & APPLICATION OF RULES & REGULATIONS

All matters in question not specifically covered by these rules and regulations are subject to the decision of the ADC.

CME PROVIDER | NACE

The National Association for Continuing Education (NACE) | 300 NW 70th Avenue, Suite 102, Plantation, FL 33317 | Phone: 954-336-6553 | Fax: 954-723-0057 | info@naceonline.com.



www.AtlanticDermConference.org
Follow us on twitter @AtlanticDermADC

ADC Exhibitor Rules & Regulations

For your own protection be sure to read the exhibitor rules and regulations in this prospectus.

ADVERTISING Exhibit items, advertising literature, or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the ADC or which could be construed as an endorsement by the ADC or by its attendees is prohibited. The use of ADC or The Philadelphia Dermatological Society logos, seals of approval, trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the annual conference, unless prior agreement has been made with the ADC.

SOCIAL FUNCTIONS AT THE ADC Approval is now required for all exhibitor social functions. Requests for such activities must be submitted in writing to the ADC Meeting Consultant prior to March 20, 2015. The request must specify date, time, and location, type of function and anticipated attendance. Functions will not be permitted during the hours of the Scientific Sessions or other ADC official functions.

TABLE TOP ACTIVITIES, A/V & DEMONSTRATIONS The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding the product line or service in the exhibit booth/table. However, other attention getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved in writing by the ADC Meeting Consultant. Only such activities which, at the discretion of the ADC Meeting Consultant are in keeping with the professional deportment of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated each exhibitor. The use of other than closed-sound systems will be permitted only with the prior written approval of the ADC. Any table top exhibit may be closed if deemed by the ADC to have an excessive noise level or disruption of exhibitors.

FDA REGULATIONS Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition on promoting approved drugs for unapproved uses. Exhibitors are expected to abide by all applicable FDA regulations. Requests for information and guidance should be directed to: FDA Division of Drug Marketing, Advertising and Communications, HFD-42, Room 17B17, 5600 Fishers Lane, Rockville, MD, 20857, Phone 301-827-2831.

SUBLETTING & SHARING OF SPACE No part of any exhibit table top assigned to an exhibitor may be reassigned, sublet or shared with any other party by that exhibitor.

INSURANCE Exhibiting Companies acknowledge and agree that neither ADC, The Philadelphia Dermatological Society, nor the Sheraton Philadelphia Hotel, carries insurance for or will be responsible for loss of property or damage to Exhibitor's property. Exhibitor shall obtain such insurance on its property and for its liability as it elects. In addition, Exhibitor shall obtain and maintain at its own expense a standard Comprehensive General Liability Policy, which policy shall provide coverage for injury or death to persons and damage to property in connection with the ADC. Exhibitor shall provide ADC with such evidence of coverage as may be reasonably requested at least 30 days prior to the ADC. It is the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor deems adequate.

SECURITY Security personnel will NOT be available. The display area will have entrances which will be closed after display hours. There is not to be any assumption of obligation or duty with respect to the protection of property of the exhibitor, which shall at all times be the sole responsibility of each exhibitor.

LIABILITY AND INDEMNIFICATION The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the ADC, the Philadelphia Dermatological Society, its officers, directors, agents and employees and the Sheraton Philadelphia Hotel, and its agents, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the ADC, the Philadelphia Dermatological Society, its officers, directors, agents or employees of the Sheraton Philadelphia Hotel, or its agents, servants or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the ADC from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of the ADC, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor. The exhibitor hereby waives any claim against the ADC, The Philadelphia Dermatological Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.



2015 ADC Exhibit & Sponsorship Levels

□ YES we want a 6' exhibit table and we will display the following products/services: □ NO we do not want a 6' table—we will be sponsors only.
A Exhibitor □ \$5,000 6' Table Top exhbit
B. Additional Company Representatives May be registered at \$200 per person □ \$200 each # = \$
C. Sponsor Levels □ Diamond (\$75,000) Time Slots Friday, April 24, 2015 □8:00am-9:00am □ 9:15am-10:15am □ 10:30am-11:30am Includes Product Theater Room and AV Does not include F&B
□ Platinum (\$50,000) □ Gold (\$35,000) □ Silver (\$25,000)
D. Additional Sponsorship Advertising Opportunities
□ Friday Welcome Reception \$25,000
□ Saturday The Barnes Foundation Social Event \$25,000
□ Hotel Key Cards \$20,000
□ Saturday Keynote Luncheon \$18,000
□ Saturday or Sunday Continental Breakfast \$15,000 each
 □ Bus Banners Advertise your company Logo or Ad on the side of our two ADC Buses Available to 4 companies □ 2' x 24' Banner for \$10,000 □ 2' x 35' Banner for \$15,000
 □ Bus Headrests Advertise your company Logo or Ad on the Headrest Available to 2 companies □ Single Sided Headrest for \$5,000 □ Double Sided Headrest for \$10,000
□ WiFi Hotspot \$15,000 Advertising signage as Sponsor of WiFi for the ADC
□ Logo Projection (Gobo) in Exhibit Hall \$10,000 Available to one 1 company only
□ Literature Drops in Hotel Guest Rooms \$5,000 per day Available to all companies
□ In Room Advertising \$5,000 One Miniute Spot - Continuous Loop of Ad Available to all companies
□ ADC Website Advertising \$5,000 Logo & 25 Word Ad on ADC Website Available to all companies
□ Exhibitor Trail Map Giveaway of iPAD to Attendee \$3,000 iPad Drawing Sponsor Available to 1 company
□ Meter Board Advertising \$1,000 Company Logo on 6' Meter Board Available to all companies
Total Exhibit & Spsonsorship Advertising: \$

ADC 2015 Exhibit & Sponsorship

Application and Agreement

Instructions

- 1. Please read this form and the exhibit prospectus carefully and print or type all information.
- 2. **Note: The Application Payment Due Date is March 20, 2015**.| This application will not be processed unless it is signed by company representative, dated with the exhibit or sponsor fee included.
- 3. Complete, sign and return this form via E-Mail to Tracy@AtlanticDermConference.org to reserve your space.

Please PRINT— All Information to be used in Exhibitor-Sponsor Program Book and Table Top Exhibit

Company:	
Address:	
City:	State: Zip:
Phone:	Fax:
E-Mail Address: (IMPORTANT)	Web Address:
Company Contact:(Name & Email of person	n in charge of exhibit/sponsorship to whom instructions should be sent)
Al	DC 2015 Agreement
We hereby agree to: 1. Abide by all rules and regulations included i 2. Attach hereto our check payable to Philadel 3. Pay in full for the space prior to March 20, 2	Iphia Dermatological Society.
AGREE FOR EXHIBITING COMPANY:	
COMPANY NAME:	
SIGNATURE:	NOTE: Please a send copy of Agreement with your check.
DATE:	
PAYMENT INFORMATION: Check Payment C	Only (no credit cards please)
Total Amount Enclosed: \$	Make Check Payable To: The Philadelphia Dermatological Society Mail to: The Philadelphia Dermatological Society — ADC 2015

www.AtlanticDermConference.org | Follow us on twitter @AtlanticDermADC

914 S. Clifton Street, Philadelphia, PA 19147
Announcing the new ADC website!