

TORONTO **May 5 - 7, 2017**

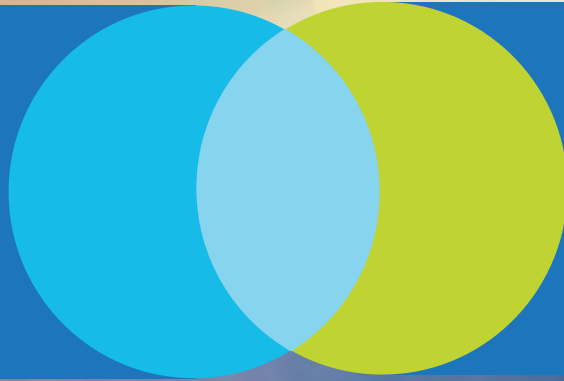


# AtlanticDerm

C O N F E R E N C E

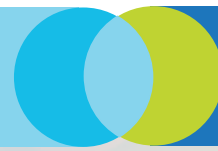
TORONTO 2017  
94<sup>th</sup> Atlantic  
Dermatology  
Conference

Hosted by the Toronto Dermatological Society



**EXHIBITOR &  
SPONSORSHIP  
PROSPECTUS**





TORONTO **May 5 - 7, 2017**

## JOIN US IN TORONTO

Dear Exhibitor & Sponsor Partners:

I am very pleased to invite you to participate in the 94<sup>th</sup> Atlantic Dermatological Conference (ADC) to be held May 5-7, 2017 at the Westin Harbour Castle, located at the shoreline of Lake Ontario on Toronto's newly revitalized Queen's Quay.

The Toronto Dermatological Society (TDS) is pleased to once again host the ADC meeting.

The Atlantic Dermatological Conference is the third largest meeting of dermatologists in North America for dermatology (the 1<sup>st</sup> and 2<sup>nd</sup> being the annual and summer AAD Meetings). We are expecting approximately 400 dermatologists to attend from Central and Eastern Canada and the Mid-Atlantic and Northeastern US.

This Prospectus outlines the many opportunities we at the TDS have formulated for our colleagues in industry to participate in this highly regarded meeting.

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. Our website, [www.atlanticdermconference.org](http://www.atlanticdermconference.org) is the destination for all conference information for both exhibitors/supporters and participants. As you will see in this prospectus, we are currently welcoming advertisers on the site.

If you have any questions, please feel free to visit [www.atlanticdermconference.org](http://www.atlanticdermconference.org) or contact the ADC 2017 Secretariat at: [Info2017@atlanticdermconference.org](mailto:Info2017@atlanticdermconference.org)

Sincerely,

**Dr. Sam Hanna, MD, DABD**  
President, Toronto Dermatological Society  
Chair, Atlantic Dermatology Conference, Toronto 2017

# ADC SPONSORSHIP & EXHIBITOR OPPORTUNITIES

## BENEFITS

- Access to the third largest gathering of dermatologists in the U.S and Canada.
- Listing in the final program book.
- Exhibit exposure to dermatologists across the Northeast and Mid-Atlantic Regions.
- Direct exposure of your products and services.
- Welcome Reception for all Delegates in the Exhibit Hall.
- All refreshment breaks in the exhibit hall.



Photo © Canadapanda | Dreamstime.com

BENEFITS	DIAMOND \$85,000	PLATINUM \$60,000	GOLD \$40,000	SILVER \$30,000
Exhibit Booths (8 x 10)	2	1	1	1
Choice of Booth location	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	4 <sup>th</sup> choice
Complimentary Registrations	10	8	6	4
Social Event Tickets	10	8	6	4
Complimentary Advertising in the Exhibitor & Sponsor Program Book	Full Page Colour Ad	Full Page Colour Ad	½ Page Colour Ad	Logo Only
ADC Website Advertising	25 word advertisement & logo	25 word advertisement & logo	25 word advertisement & logo	NO
Conference signage Advertising	YES	YES	YES	YES
Complimentary Sponsorship Listing in the Program Book	YES	YES	YES	YES
Pre & Post Conference Attendee List	YES	YES	YES	YES

\*\* NOTE ALL PRICES ARE IN CANADIAN DOLLARS, AND SUBJECT TO 13% HARMONIZED SALES TAX (HST) \*\*

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## Logo on Conference Lanyard – \$25,000

**(1 OPPORTUNITY AVAILABLE)**

This opportunity provides the maximum amount of exposure as the lanyards are used by all delegates throughout the conference and provide high visibility of your brand.

## Logo on the Delegate Bag – \$25,000

**(1 OPPORTUNITY AVAILABLE)**

The sponsor will have their logo printed on the delegate bags alongside the ADC logo. This option provides great exposure as the delegate bags will be given out to all delegates when they register on site. They are re-usable bags that will have your branding and are used throughout the conference and beyond.

## Welcome Reception – \$25,000

**(1 OPPORTUNITY AVAILABLE)**

The Welcome Reception is the event that kicks off the conference and is a great opportunity for networking. The sponsor of the Welcome Reception will be recognized with signage at the event, on the website and in the final program. They will also have the opportunity to provide additional materials for the event as long as they are approved by conference management.

## Social Event – \$25,000

**(1 OPPORTUNITY AVAILABLE)**

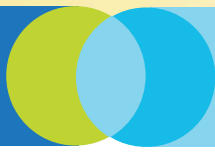
Event details to be announced at a later date.

## Hotel Key Cards – \$20,000

**(1 OPPORTUNITY AVAILABLE)**

The sponsor of the hotel key cards will be able to provide their full colour branding on the key cards for the Westin Harbour Castle. This is an excellent opportunity to be the first sponsor each delegate sees when they arrive in Toronto.





## Continental Breakfast – \$15,000 (2 OPPORTUNITIES AVAILABLE)

Historically, these food and beverage functions have been a great opportunity for networking and have been well attended. This opportunity will provide sponsors with a very visible, high profile presence with all participants. The sponsor's name and logo will be prominently displayed in the Exhibit Hall, print materials, mobile app and all food and beverage stations.

## Recharge Station – \$10,000 (2 OPPORTUNITIES AVAILABLE)

The Recharge Stations will be set throughout the facility to give delegates the opportunity to charge their smart phones and electronic devices while taking a moment to network with other conference delegates. The sponsor of this area will have signage recognizing the sponsor.

## Refreshment Break – \$7,500 (3 OPPORTUNITIES AVAILABLE)

There are three Refreshment Break opportunities available during the conference. At each Break the sponsor will have branding options that are very visible and evident to all delegates. The sponsors will be recognized in print materials, mobile app and at all food and beverage stations.



## ADVERTISING OPPORTUNITIES

### Literature Drops in Hotel Guest Rooms

– \$5,000 PER DAY  
(5 OPPORTUNITIES DAILY)

One piece of promotional material or one sample product delivered to each guest room. On a first come first serve basis. Also available to exhibitors

### ADC Website Advertising – \$5,000

Logo & 25 Word Ad on ADC Website  
(Not available until June 2016)

# EXHIBITION

## Fees for Exhibit Space

	<b>EARLY BIRD RATE</b> <i>(Deadline January 13, 2017)</i>	<b>REGULAR RATE</b> <i>(January 14 – May 4, 2017)</i>
<b>Single Space - 8 x 10</b>	<b>\$5,500.00</b>	<b>\$6,000.00</b>
* SUBJECT TO 13% HST ** ALL FEES IN CANADIAN DOLLARS **		

## Standard Exhibit Booth Rental Includes (per 8'x10' space)

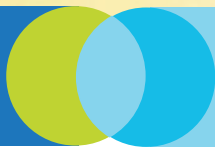
- One 6' x 2' skirted table and 2 fabric chairs
- 8' high back wall, stepping down to 3' high side wings
- Set-up and dismantling of the standard booth described above
- One company sign booth header panel (22 characters maximum – no logos)
- One waste basket
- Overnight security in the exhibit area for duration of the conference and move-in / move-out
- Daily vacuuming of aisles and general housekeeping of the exhibit common areas.
- General show lighting for all the event areas
- A company listing in the Conference Program
- One Exhibit Area Only passes per 8' x 10' booth space
- Reduced registration fees for additional registrations

### Cancellation Policy

- On or before January 13, 2017  
50% refund
- On or after January 14, 2017  
No refund - 100% non-refundable
- Cancellations will be refunded in the form of payment was made

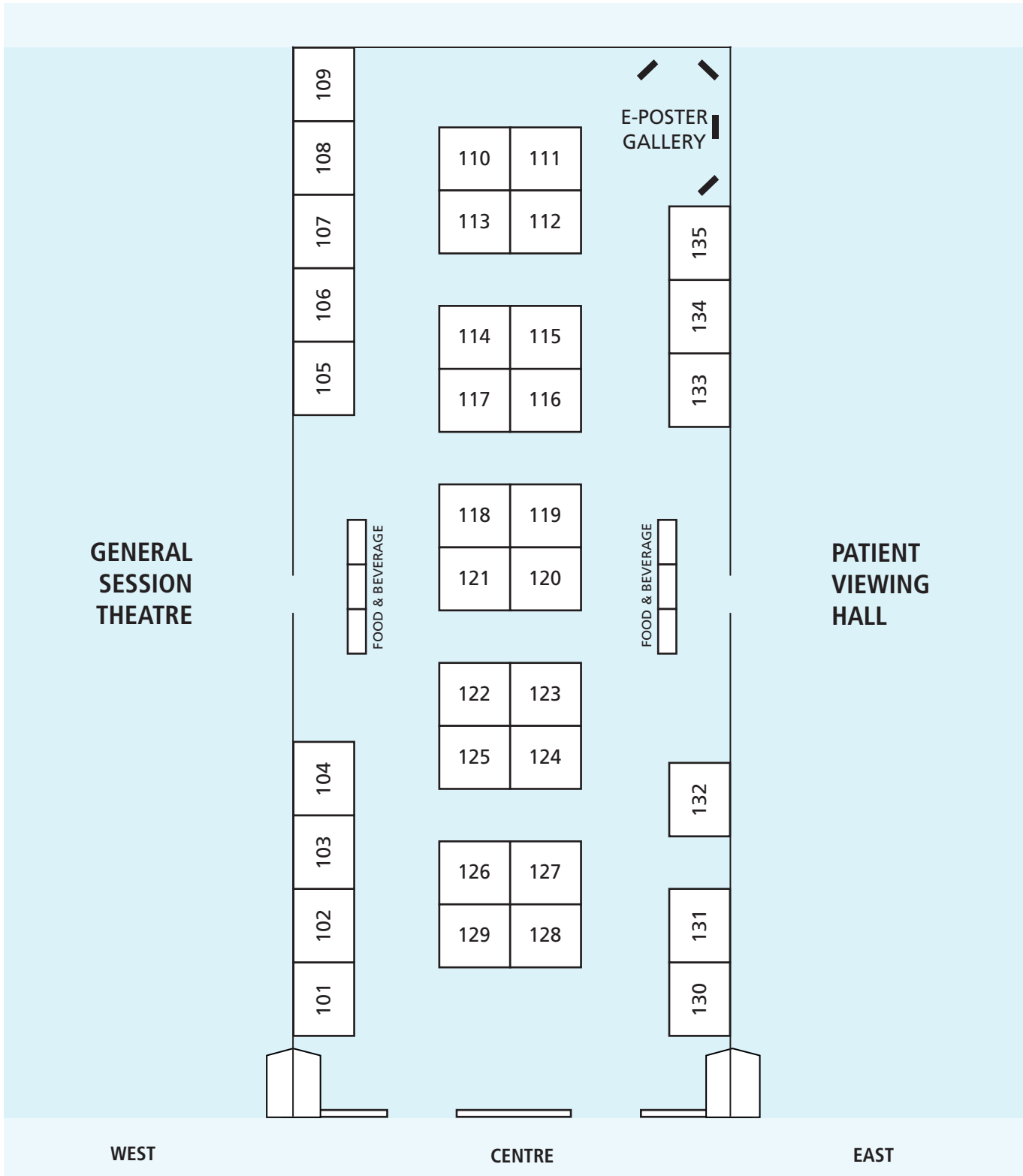
Exhibitor Questions – [Exhibits2017@atlanticdermconference.org](mailto:Exhibits2017@atlanticdermconference.org)





## EXHIBITOR FLOOR PLAN

FLOORPLAN SUBJECT TO CHANGE PRIOR TO EVENT



# ADC 2017 Exhibitor & Sponsorship Application and Agreement



TORONTO May 5 - 7, 2017

AtlanticDerm  
CONFERENCE

## 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 13, 2017.** 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 Exhibits2017@atlanticdermconference.org to reserve your space.

**Please PRINT — All Information to be used in Exhibitor-Sponsor Program Book**

### A. Exhibitor

- 8 x 10 Exhibit Booth – \$5,500  
(Deadline January 13, 2017)
- 8 x 10 Exhibit Booth – \$6,000  
(After January 14, 2017)

### B. Sponsor Levels

- Diamond – \$85,000
- Platinum – \$60,000
- Gold – \$40,000
- Silver – \$30,000

### C. Additional Sponsorship Advertising Opportunities

- Logo on Lanyard – \$25,000
- Logo on Delegate Bags – \$25,000
- Welcome Reception – \$25,000
- Social Event – \$25,000
- Hotel Key Cards – \$20,000
- Continental Breakfast – \$15,000 EACH
- Recharge Station – \$10,000
- Refreshment Break – \$7,500
- Literature Drops in Hotel Guest Rooms / Available to all companies – \$5,000 PER DAY
- ADC Website Advertising - Logo & 25 Word Ad on ADC Website / Available to all companies – \$5,000



**TOTAL EXHIBIT & SPONSORSHIP ADVERTISING: \$** \_\_\_\_\_ *(All Fees in Canadian Dollars)*

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov / State: \_\_\_\_\_ Postal / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: (IMPORTANT) \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Contact: \_\_\_\_\_

*(Name & Email of person in charge of exhibit/sponsorship to whom instructions should be sent)*

## ADC 2017 AGREEMENT

### We hereby agree to:

- Abide by all rules and regulations included in this prospectus.
- Attach hereto our cheque payable to Toronto Dermatological Society.
- Pay in full for the space prior to **March 13, 2017**.

### AGREE FOR EXHIBITING COMPANY:

COMPANY NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**NOTE: Please a send copy of Agreement with your cheque.**

### PAYMENT INFORMATION:

Cheque Payment Only  
(no credit cards please)  
Total Amount Enclosed:  
\$ \_\_\_\_\_

### MAKE CHEQUE PAYABLE TO:

The Toronto Dermatological Society

### MAIL TO:

Atlantic Dermatology Conference 2017  
c/o Simply Eventful Management  
300-West Broadway  
Vancouver, BC V6H 1G7, CA

### WIRE TRANSFER:

Please contact  
Exhibits2017@atlanticdermconference.org  
for wire transfer details.