



# EXHIBITOR & SPONSOR PROSPECTUS

# ADC 2018

*Hosted by: New England Dermatological Society (NEDS)*

## AtlanticDerm

CONFERENCE  
PROVIDENCE, RI

MAY 11-13, 2018







# AtlanticDerm

CONFERENCE

## DEAR EXHIBITOR & SPONSOR PARTNERS:

We are pleased to invite you to participate in the 95th Atlantic Dermatological Conference (ADC) to be held May 11 – 13, 2018 at the Rhode Island Convention Center (RICC), located in the vibrant city of Providence, Rhode Island. This year, ADC is being hosted by the **New England Dermatological Society (NEDS)** and we look forward to showcasing the best Providence has to offer.

The Atlantic Dermatological Conference is the third largest United States meeting for dermatology (after the two American Academy meetings). The conference draws primarily from Northeast and Mid-Atlantic regions, and dermatologists from all over the United States and Canada are invited to attend. We are expecting approximately 500 dermatologists to attend.

Tabletop exhibits will be located in close proximity to all the scientific sessions. We encourage you to take advantage of this valuable marketing investment available to your company. Through various exhibitor opportunities, your organization can directly participate in this educational meeting and gain increased company and product visibility among dermatologists.

We invite you to select an exhibitor/sponsor level that best 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 matters and attendees, including exhibitor and attendee registrations. As you will see in this prospectus, we are currently welcoming advertisers on the site.

If you have any questions, please feel free to contact Lori Pearson, ADC Meeting Manager at [info@atlanticdermconference.org](mailto:info@atlanticdermconference.org) or call (317) 205-9480 for additional information.

We look forward to seeing you in Providence!

Sincerely,

**Brett King, MD**  
2018 ADC Fundraising Chairs  
New England Dermatological Society

**Jeff Sobell, MD**  
2018 ADC Fundraising Chairs  
New England Dermatological Society

# CONFERENCE SUPPORT OPPORTUNITIES

## ADC 2018 INVITES YOU

### TO EXHIBIT AND SPONSOR AT OUR 95TH ANNUAL MEETING



**PLAN NOW** to take this opportunity to participate in one of the premier dermatological conferences that hosts a live patient viewing attracting dermatologists from across the country!

## BENEFITS

- Access to the 3rd largest gathering of dermatologists in the US and Canada
- Direct exposure of your products and services
- Exhibit exposure to dermatologists across the Northeast and Mid-Atlantic Regions
- Complimentary listing in Exhibitor & Sponsor Program Book
- Welcome Reception in the Exhibit Hall, open to all attendees. **This will be the first opportunity for exhibitors to meet participants.**
- Admittance into non-ticketed sessions
- Refreshment Breaks in the Exhibit Hall

## EXHIBIT SCHEDULE

RHODE ISLAND CONVENTION CENTER

### FRIDAY, MAY 11, 2018

- 8:00 am – 11:00 am Exhibitor Registration
- 8:00 am – 11:00 am Exhibitor Move-in & Set-up
- 12:00 pm – 7:00 pm **Exhibit Hall Open**
- 5:30 pm – 7:00 pm Welcome Reception in Exhibit Hall

### SATURDAY, MAY 12, 2018

- 7:00 am – 3:30 pm **Exhibit Hall Open**
- 3:30 pm – 5:00 pm Exhibitor Move-out & Dismantle



## SPONSORSHIP

Take advantage of the additional special advertising opportunities at ADC 2018.

- Premier Exhibit Space Available
- Friday Evening Welcome Reception
- Saturday Keynote Luncheon
- Saturday Evening Social Event, Rhode Island School of Design (RSID) Museum
- Branded mobile device recharging station
- WiFi Hotspot
- ADC Website Ads
- Company Logo on signage

# EXHIBITOR & SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP LEVELS



### DIAMOND \$75,000

**3 Product Theaters Available**  
**One per company | Non-CME Event**

**FRIDAY, MAY 11**

**Time Slots Available:** 8:30 am–9:30 am,  
10:00 am–11:00 am, 11:30 am–12:30 pm

- Meeting room for special sponsored session discussion
- 2 Tabletop displays in exhibit hall
- Premier table locations in exhibit hall
- Up to 10 complimentary company representatives
- 10 complimentary tickets to the Saturday evening social event
- Complimentary full page, full color ad in Exhibitor & Sponsor Program Book
- Listing in Exhibitor & Sponsor Program Book
- Special acknowledgement at Saturday evening social event
- Company Logo and a 25-word ad listed on the ADC 2018 website
- Logo advertising on signage

### PLATINUM \$50,000

- 1 Tabletop display in exhibit hall
- First choice of premium table location in exhibit hall
- Up to 8 complimentary company representatives
- 8 complimentary tickets to the Saturday evening social event
- Complimentary full page, full color ad in Exhibitor & Sponsor Program Book
- Complimentary listing in Exhibitor & Sponsor Program Book
- Company Logo and a 25-word ad listed on the ADC 2018 website
- Logo advertising on signage

### GOLD \$35,000

- 1 Tabletop display in exhibit hall
- Second choice preferred table location in exhibit hall
- Up to 6 complimentary company representatives
- 6 complimentary tickets to the Saturday evening social event
- Complimentary 1/2 page, full color ad in Exhibitor & Sponsor Program Book
- Complimentary listing in Exhibitor & Sponsor Program Book
- Logo and 25-word ad on the ADC 2018 website
- Logo advertising on signage

### SILVER \$25,000

- 1 Tabletop display in exhibit hall
- Third choice of excellent table location in exhibit hall
- Up to 4 complimentary company representatives
- 4 complimentary tickets to the Saturday evening social event
- Complimentary listing in Exhibitor & Sponsor Program Book
- Logo advertising on signage



**EARLY BIRD SPECIAL**  
**BEFORE JANUARY 15TH!**

### EXHIBITOR \$5,000

*(before January 15) | \$5,750 after January 15*

- 1 Tabletop display in exhibit hall
- 1 complimentary company representative
- Complimentary listing in Exhibitor & Sponsor Program Book



# SPECIAL ADVERTISING OPPORTUNITIES

All exhibitors & sponsors will receive a pre and post conference attendee list.



## FRIDAY

WELCOME RECEPTION - \$25,000

Available to one (1) company only

- Logo signage and announcement of sponsorship

## SATURDAY

RHODE ISLAND SCHOOL OF DESIGN (RISD)

MUSEUM RECEPTION - \$25,000

Available to one (1) company only

- Logo signage and announcement of sponsorship

KEYNOTE LUNCHEON - \$20,000

Available to one (1) company only

- Logo signage and announcement of sponsorship

## SATURDAY OR SUNDAY

CONTINENTAL BREAKFASTS - \$15,000 each

Available to 1 company only, Saturday or Sunday

- Logo Signage and announcement of Sponsorship

## ADDITIONAL ADVERTISING OPPORTUNITIES

WiFi HOTSPOT - \$15,000

- Advertising signage as supporter of WiFi

BRANDED CHARGING STATION - \$10,000

- Advertising signage as supporter of the mobile device charging station

COLOR ADVERTISEMENT IN EXHIBITOR & SPONSOR PROGRAM BOOK

- Full page color ad (inside or back cover) - \$10,000
- Full page color ad - \$6,000
- 1/2 page color ad - \$4,000

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

Available to one (1) company only

- Custom imprinted with company logo projected onto exhibit hall wall

LOGO CONFERENCE BAGS - \$7,500

Available to one (1) company only

- Custom imprinted with company logo and distributed to all participants

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

Available to all companies

- Promotional materials and/or samples dropped at each door overnight

ADC WEBSITE ADVERTISING - \$5,000

Available to all companies

- Logo and 25-word advertisement

METER BOARD/SIGNAGE ADVERTISING  
\$1,000

Available to all companies

- Company logo on meter board

## ADVERTISING INSTRUCTIONS DEADLINE FOR ARTWORK: FEB 20, 2018

For information regarding advertising specifications and requirements, please contact ADC at [info@atlanticdermconference.org](mailto:info@atlanticdermconference.org) or 317.205.9480



# HOW TO PARTICIPATE

RESERVE NOW to be an Exhibitor or Sponsor  
at ADC 2018 in Providence.



## Here's **WHAT** You Do:

Reserve your space early – by January 15, 2018, 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.

You'll receive a confirmation to include your tabletop number and a service kit, as well as additional conference information on hotel, travel, and educational sessions, and any other forms you will need.

Frequent show updates will be emailed to you to keep you on schedule, inform you about conference developments and share some useful information to help make your exhibit experience in Providence successful.

## MEETING & EXHIBIT HALL LOCATION

### Rhode Island Convention Center

1 Sabin Street, Providence, RI, USA, 02903  
(401) 458-6000 | [www.riconvention.com](http://www.riconvention.com)

Educational sessions, exhibit hall and welcome reception will be held at the Rhode Island Convention Center (RICC), attached to the Omni Providence Hotel.

The exhibit program is limited to a 6' tabletop 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. Note, the exhibit hall is carpeted.

Tabletop display includes:

- 6' table
- 2 chairs
- 1 complimentary registration per table based on exhibitor level

## EXHIBITOR BADGES

Registration for all exhibitor badges will be available online in February 2018.

- 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 RICC, Ballroom Pre-function, 5th floor for badge pickup; and will be open during the exhibit show hours.

## APPLICATION DEADLINE & PAYMENT

In order to be considered for exhibit space, and for your company to be recognized in conference materials, applications must be returned by: **March 15, 2018**.



Register before January 15, 2018 for the early bird rate! Notification of acceptance and space assignment will be emailed after April 1. *The ADC Exhibit Hall books up quickly!*

Full payment for your level of exhibitor must be received no later than **March 15, 2018**. Failure to pay in full by that date may result in forfeiture of your table top exhibit and its reassignment to another company.

## REFUND

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 March 31, 2018. Send all refund requests in writing via email to: Lori Pearson at [lpearson@hollandparlette.com](mailto:lpearson@hollandparlette.com).

## 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.

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 RICC and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of Providence, RI.

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

## 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.

## CME

AMA PRA Category 1 Credit™ will be provided for ADC 2018.

## QUESTIONS

Contact ADC at [info@atlanticdermconference.org](mailto:info@atlanticdermconference.org)  
or (317) 205-9480.



# ADDITIONAL INFORMATION & EXHIBITOR GUIDELINES



## HOTEL ACCOMMODATIONS

### Omni Providence Hotel

1 West Exchange Street, Providence, RI, USA, 02903  
(401) 598-8000 | Reservations: (800) 843-6664  
[www.omnihotels.com/hotels/providence](http://www.omnihotels.com/hotels/providence)

The Omni Providence Hotel is the host hotel for ADC 2018 and attached to the Rhode Island Convention Center (RICC) in downtown Providence.

A special room rate of \$199.00 USD per night single/double is available for all meeting participants. This rate is offered on a space-available basis through April 14, 2018. Please contact the Omni Hotel Reservations at (800) 843-6664 and indicate you are with "ADC 2018" to receive the special room rate or make your reservations. Online reservations will be made available in late 2017.



## 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 dermatological 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.

## 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.

## CRITERIA FOR ACCEPTANCE

Permission to exhibit may be granted to companies 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.

## 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.
- Tabletops will be assigned with first priority given according to exhibitor or sponsor levels as indicated. The remaining tabletops will be assigned on a first-come, first-served basis.

# ADC EXHIBITOR RULES & REGULATIONS



## 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.

## 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 New England 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.

## 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 department 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 tabletop exhibit may be closed if deemed by the ADC to have an excessive noise level or disruption of exhibitors.

## 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, 2018. 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.

## 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:

The Office of Prescription Drug Promotion (OPDP)  
10903 New Hampshire Ave.,  
Building 51, Room 3203,  
Silver Spring, MD 20993-0002  
(301) 796-1200 | [www.fda.gov](http://www.fda.gov)

## INSURANCE

Exhibiting Companies acknowledge and agree that neither ADC, the New England Dermatological Society, nor the Rhode Island Convention Center, 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.

## 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.

## 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 New England Dermatological Society, its officers, directors, agents and employees and the Rhode Island Convention Center, 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 New England Dermatological Society, its officers, directors, agents or employees of the Rhode Island Convention Center, 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 New England Dermatological Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.



# ADC 2018 EXHIBIT AND SPONSORSHIP



REGISTER BEFORE  
JANUARY 15, 2018



AtlanticDerm  
CONFERENCE  
PROVIDENCE, RI  
MAY 11-13, 2018

## APPLICATION AND AGREEMENT

1. Please read this form and the exhibit prospectus carefully and print or type all information.
2. **Application Payment Due Date is March 15, 2018.** 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 email to Lori Pearson at [info@atlanticdermconference.org](mailto:info@atlanticdermconference.org) to reserve your space.

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

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

Website: \_\_\_\_\_

### Name, email, and phone of person in charge of exhibit/sponsorship to whom instructions should be sent to.

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

Email: \_\_\_\_\_

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

## ADC 2018 AGREEMENT

### We hereby agree to:

- Abide by all rules and regulations included in this prospectus.
- Attach ad space to our check payable to New England Dermatological Society (NEDS).
- Pay in full for the space prior to **March 15, 2018.**

## AGREE FOR EXHIBITING COMPANY

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

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PAYMENT INFORMATION

Check Payment Only (no credit cards please)

Total Amount Enclosed: \$ \_\_\_\_\_

Make check payable to: New England Dermatological Society (NEDS)



**ADC 2018**  
Attn: Lori Pearson  
8365 Keystone Crossing,  
Suite 107  
Indianapolis, IN 46240

### A. EXHIBITOR

- 6' Table Top Exhibit** - \$5,000 (before Jan. 15)  
(\$5,750 after Jan. 15)

#### Additional Company Representatives

- \$200 each # \_\_\_\_\_

- YES we want a 6' exhibit table and we will display the following products/services:  
\_\_\_\_\_

### B. SPONSOR LEVELS

(Visit page 4 for complete details.)

- Diamond** - \$75,000
- Platinum** - \$50,000
- Gold** - \$35,000
- Silver** - \$25,000

### C. ADDITIONAL SPONSORSHIP ADVERTISING OPPORTUNITIES

- Welcome Reception** - \$25,000
- Rhode Island School of Design (RISD) Museum Reception** - \$25,000
- Keynote Luncheon** - \$20,000
- Continental Breakfast** - \$15,000 each
- WiFi Hotspot** - \$15,000
- Branded Charging Station** - \$10,000
- Color Advertisement in Exhibitor & Sponsor Program Book**
  - Full page (inside or back cover) - \$10,000
  - Full page - \$6,000
  - 1/2 page - \$4,000
- Logo Projection (Gobo) in Exhibit Hall** - \$10,000
- Logo Conference Bags** - \$7,500
- Literature Drops in Hotel Guest Rooms** - \$5,000 per day | Available to all companies
- ADC Website Advertising** - \$5,000  
Available to all companies
- Meter Board Advertising** - \$1,000  
Available to all companies

### TOTAL EXHIBIT & SPONSORSHIP ADVERTISING:

**Total:** \$ \_\_\_\_\_

