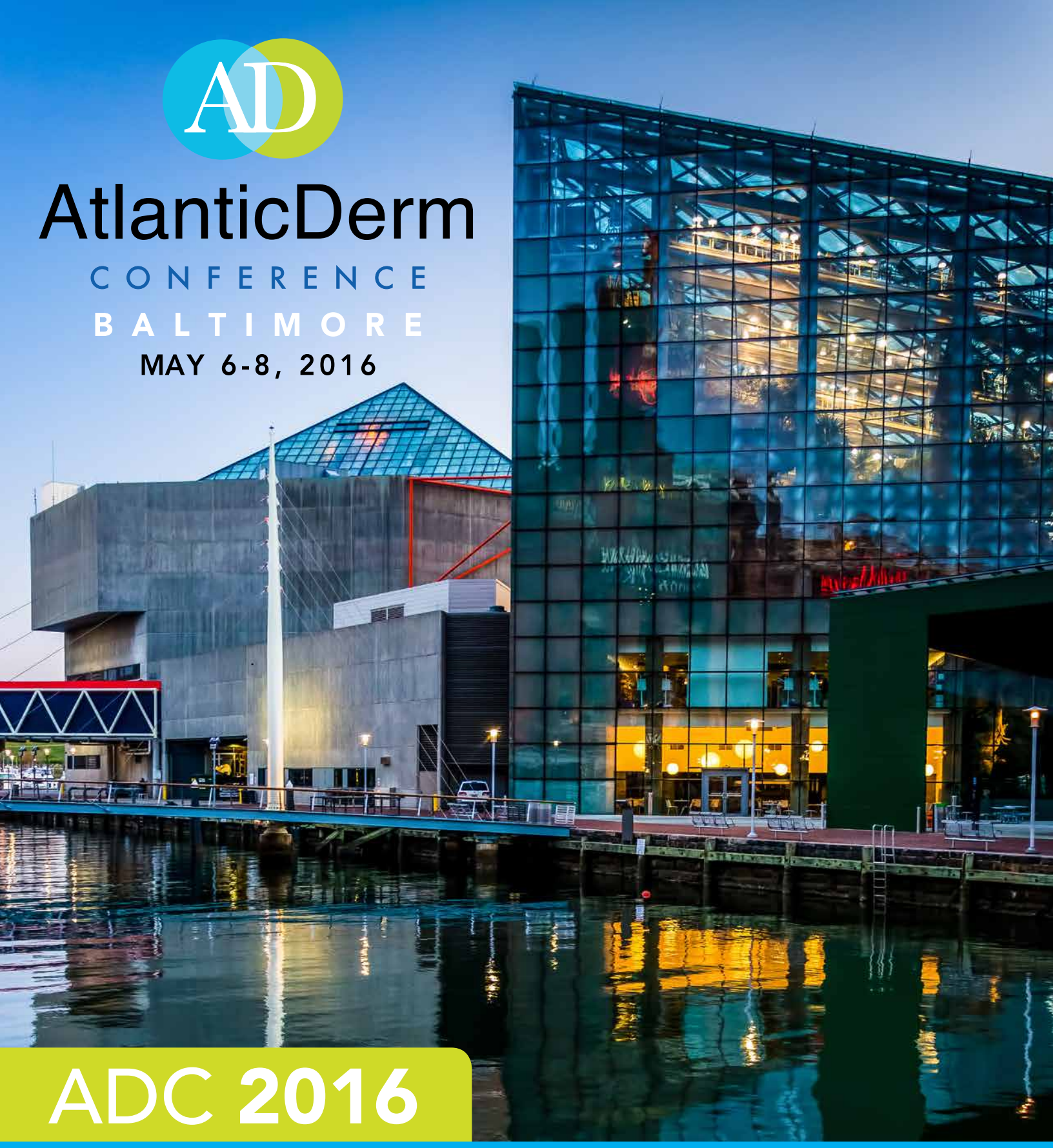
AtlanticDerm

CONFERENCE

BALTIMORE

MAY 6-8, 2016



ADC 2016

EXHIBITOR & SPONSOR PROSPECTUS

HOSTED BY:
Maryland Dermatologic Society

JOIN US IN BALTIMORE

AtlanticDerm
CONFERENCE
BALTIMORE
MAY 6-8, 2016

Dear Exhibitor & Sponsor Partners:

We are pleased to invite you to participate in the 93rd Atlantic Dermatological Conference (ADC) to be held May 6 – 8, 2016 at the Hyatt Regency Baltimore, located in the picturesque Inner Harbor. ADC 2016 is being hosted by the Maryland Dermatologic Society.

The Atlantic Dermatological Conference is the third largest United States meeting for dermatology (after the two American Academy meetings) and we are expecting approximately 500 dermatologists to attend.

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

Tabletop exhibits will be located adjacent 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 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.

Our website, 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 or contact Lori Pearson, ADC Meeting Manager at info@atlanticdermconference.org.

We look forward to seeing you in Baltimore.

Sincerely,

Elisabeth Richard, MD
2016 ADC Fundraising Chair
The Maryland Dermatologic Society

Luis Garza, MD, Ph.D.
2016 ADC Fundraising Chair
The Maryland Dermatologic Society

SUPPORT OPPORTUNITIES

ADC 2016 INVITES YOU TO SUPPORT OUR 93RD ANNUAL MEETING

EDUCATIONAL SUPPORT

PLAN NOW to take this opportunity to participate in the only premier dermatological conference that hosts a live patient viewing, attracting dermatologists from across the country!

BENEFITS:

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

EXHIBIT SCHEDULE:

FRIDAY, MAY 6, 2016

8:00 am - 11:00 am	Exhibitor Registration
8:00 am - 11:00 am	Exhibitor Move Set-up
12:00 pm - 7:00 pm	Exhibit Hall Open
6:00 pm - 7:00 pm	Welcome Reception in Exhibit Hall

SATURDAY, MAY 7, 2016

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 in this year's ADC invitation.

- Premier Exhibit Space Available
- Friday Night Welcome Reception
- Saturday Keynote Luncheon
- Saturday Night Social Event, National Aquarium
- WiFi Hotspot
- ADC Website Ads
- Company Logo on Signage

SUPPORT OPPORTUNITIES

ADC 2016 INVITES YOU TO EXHIBIT AND SPONSOR OUR 93RD ANNUAL MEETING

EXHIBITOR & SPONSORSHIP

SPONSORSHIP LEVELS:

DIAMOND - $75,000

3 Product Theaters Available | One per company
Non CME Event

Friday, May 6 - Time Slots Available: 8:00 am-9:00 am, 9:15 am-10:15 am, 10:30 am-11:30 am

- 2 Tables in Exhibit Hall & Product Theater Room for special sponsored session discussion
- Premier table locations in exhibit hall
- Allowed 10 complimentary company representatives
- 10 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
- Logo and 25 word ad on the ADC 2016 website
- Logo advertising on signage
- Special acknowledgment at Saturday evening social event

PLATINUM - $50,000

- 1 Table
- First choice of premium table location in exhibit hall
- Allowed 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
- Logo and 25 word ad on the ADC 2016 website
- Logo advertising on signage

GOLD - $35,000

- 1 Table
- Second choice preferred table location in exhibit hall
- Allowed 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 2016 website
- Logo advertising on signage

SILVER - $25,000

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

EXHIBITOR - $5,000

- 1 Table
- Allowed 1 complimentary company representative
- Complimentary listing in Exhibitor & Sponsor Program Book

SPECIAL ADVERTISING OPPORTUNITIES

FRIDAY

WELCOME RECEPTION - $25,000

Available to one (1) company only

- Logo Signage and Announcement of Sponsorship

SATURDAY

NATIONAL AQUARIUM RECEPTION - $25,000

Available to one (1) company only

- Logo Signage and Announcement of Sponsorship

KEYNOTE LUNCHEON - $18,000

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

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

ADDITIONAL ADVERTISING OPPORTUNITIES

WiFi HOTSPOT - $15,000

- Advertising signage as Sponsor of WiFi

PURCHASE A 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

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 ADVERTISING - $1,000

Available to all companies

- Company Logo on 6' Meter Board

ADVERTISING INSTRUCTIONS - DEADLINE FOR ARTWORK: FEB 20, 2016

For information regarding advertising specifications and requirements, please contact Lori Pearson at info@atlanticdermconference.org or 317.205.9480

HOW TO PARTICIPATE

Reserve now an Exhibitor & Sponsor Opportunity at ADC 2016 in Baltimore!

HERE'S ALL YOU DO:

1 Reserve your space early by **March 20, 2016**, 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 tabletop number and a service kit, which will contain information on conference 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 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 Baltimore successful.

An Exhibitor/Sponsor Service Kit will be sent to you in reply to your application.

EXHIBIT LOCATION & INFORMATION

Exhibits will be located adjacent to the educational session in the Hyatt Regency Baltimore.

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. Tabletop will include:

- One 6 ft. Table
- Two Chairs
- One Complimentary Registration per table based on exhibitor level

ELECTRICITY, DRAYAGE & CARPET

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 Hyatt Regency and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of Baltimore, MD.

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

Registration for all exhibitor badges will be available in February 2016.

- 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 /support level.
- The ADC Registration Desk will be located in the Constellation Ballroom Foyer of the Hyatt Regency for badge pickup; and will be in operation during the entire exhibit show hours.

LOCATION & HOTEL RESERVATIONS

Hyatt Regency Baltimore on the Inner Harbor
300 Light Street
Baltimore, MD, USA, 21202
Reservations: (800) 233-1234
Phone: (410) 528-1234
http://baltimore.hyatt.com/en/hotel/home.html

The Hyatt Regency Baltimore is the host hotel for ADC 2016. The hotel is located at the Inner Harbor in downtown Baltimore.

A special room rate of $179.00 USD per night single/double is available for all meeting participants. This rate is offered on a space-available basis through April 6, 2016. Please contact the Hyatt Regency Reservations at (800) 233-1234 or (410) 528-1234 and indicate you are with "ADC2016" to receive the special room rate or make your reservations on-line by visiting www.atlanticdermconference.org.

QUESTIONS

Contact Lori Pearson at info@atlanticdermconference.org or 317.205.9480.

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.

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.

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.

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:

EXHIBIT SPACE NOTE: Exhibit space cannot be guaranteed for exhibitor commitments received after March 20, 2016.

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.

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

AMA Category I credit (CME) will be provided for ADC 2016.

EXHIBIT LOCATION

Exhibits will be located adjacent to the educational session in the Hyatt Regency Baltimore.

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.

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 **March 20, 2016**. Notification of acceptance and space assignment will be emailed. **The ADC Exhibit Hall books up quickly!**

PAYMENT IN FULL

Full payment for your level of exhibitor must be received no later than **March 20, 2016**. Failure to pay in full by that date may result in forfeiture of your table top exhibit and it's reassignment to another company.

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 March 31, 2016. Send all refund requests in writing via email to Lori Pearson at info@atlanticdermconference.org.

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 Maryland Dermatologic 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, 2016. 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 & DEMOS

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 tabletop 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: The Office of Prescription Drug Promotion (OPDP) 10903 New Hampshire Ave. Building 51, Room 3203, Silver Sprint, MD 20993 | Phone: 301-796-1200

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 Maryland Dermatologic Society, nor the Hyatt Regency Baltimore 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 Maryland Dermatologic Society, its officers, directors, agents and employees and the Hyatt Regency Baltimore, 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 Maryland Dermatologic Society, its officers, directors, agents or employees of the Hyatt Regency Baltimore, 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 Maryland Dermatologic Society, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

2016 ADC EXHIBIT & SPONSORSHIP LEVELS

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Company Name:_____

Contact Name:_____ Title:_____

Email:_____ Phone:_____

❑ **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

❑ **6' Table Top Exhibit** - $5,000

ADDITIONAL COMPANY REPRESENTATIVES

May be registered at $200 per person

❑ $200 each #_____ $_____

B. SPONSOR LEVELS

Diamond ($75,000)
Friday, May 6 - Time Slots Available:

❑ 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)**

Visit page 4 for complete details

C. ADDITIONAL SPONSORSHIP ADVERTISING OPPORTUNITIES

❑ Friday
Welcome Reception - $25,000

❑ Saturday
National Aquarium Reception - $25,000

❑ Saturday
Keynote Luncheon - $18,000

❑ Saturday or Sunday
Continental Breakfast - $15,000 each

❑ **WiFi Hotspot** - $15,000
Advertising signage as Sponsor of WiFi for the ADC

❑ **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

❑ **Literature Drops in Hotel Guest Rooms**
$5,000 per day | *Available to all companies*

❑ **ADC Website Advertising** - $5,000
Logo & 25 Word Ad on ADC Website
Available to all companies

❑ **Meter Board Advertising** - $1,000
Company Logo on 6' Meter Board
Available to all companies

TOTAL EXHIBIT & SPONSORSHIP ADVERTISING:

A. ❑ **Exhibitor**
❑ **Additional Company Reps #** _____

B. ❑ **Sponsor Level:** _____

C. ❑ **Additional Advertising Opportunities: $** _____

Total: $ _____

ADC 2016 EXHIBIT & SPONSORSHIP

APPLICATION AND AGREEMENT

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, 2016.** 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 to reserve your space.

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

Company Name (as it should appear in the program & on name badges): _____

Contact Name: _____ Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Company Email: _____ Website: _____

ADC 2016 AGREEMENT

We hereby agree to:

- ❑ Abide by all rules and regulations included in this prospectus (located on page 8).
- ❑ Attach ad space to our check payable to Maryland Dermatological Society.
- ❑ Pay in full for the space prior to **March 20, 2016**.

AGREE FOR EXHIBITING COMPANY

Company Name: _____

Printed Contact Name: _____ Title: _____

Signature: _____ Date: _____

PAYMENT INFORMATION:

Check Payment Only *(no credit cards please)*

Total Amount Enclosed: $_____

Make check payable to: Maryland Dermatological Society

ADC 2016
Attn: Lori Pearson
8365 Keystone Crossing, Suite 107
Indianapolis, IN 46240

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