



ORLANDO
DERM AESTHETIC & CLINICAL | MIAMI
CONFERENCE 2017

REACH YOUR AUDIENCE. REACH YOUR GOALS

2017 EXHIBITOR & SPONSOR PROSPECTUS



ORLANDODERM.ORG

 sanovaworks

JANUARY 13-16, 2017 • NATIONAL DORAL • MIAMI, FL



A nighttime photograph of a city skyline, likely Miami, with numerous skyscrapers illuminated and their lights reflected in a body of water. The sky is dark with some clouds. In the foreground, there is a large, dark rock on the left side.

ODAC
GOES TO
Miami!

ORLANDO
DERM AESTHETIC | MIAMI
& CLINICAL | 2017
CONFERENCE

WHERE: NATIONAL DORAL MIAMI

WHEN: JANUARY 13-16, 2017

ORLANDODERM.ORG

ORLANDO
DERM AESTHETIC | MIAMI
& CLINICAL 2017
CONFERENCE

The Orlando Dermatology Aesthetic & Clinical Conference Invites You to Our 14th Annual Meeting!



The ORLANDO DERMATOLOGY AESTHETIC & CLINICAL (ODAC) conference is a distinguished event designed to meet the needs of clinical and aesthetic dermatology practitioners in the 21st century.

Founded by Dr. Perry Robins in 2003, ODAC focuses on the quality improvement of patient care by increasing the knowledge and skill of both novice and experienced dermatologists, educators, residents and department chairs. ODAC has a rich history of investing in the future of dermatology. In addition to educating experienced dermatologists in the field, ODAC annually hosts the Advanced Resident Training and Education (ARTE) scholarship program, attracting the best and brightest up and coming physicians from across the country. ODAC's alignment with the Journal of Drugs in Dermatology (JDD), our primary media partner, further cements this commitment to educational excellence.

ODAC has a strong commitment to aligning with your overall corporate marketing and educational objectives to deliver access to dermatology practitioners and young physicians on the brink of brand loyalty, decision-making and practice development.

The event delivers a unique educational program and boosts state-of-the-art technology through Live streaming video for special presentations, real-time surveys, feedback forms, graphical data and live Q&A. This information is compiled and used to help organizers and sponsors understand the needs of dermatologists and residents.

NOT YOUR AVERAGE CONFERENCE

Celebrating its 14th year, the Orlando Dermatology Aesthetic & Clinical (ODAC) conference provides face-to-face access to practicing and **young dermatology physicians who are on the brink of establishing brand loyalty and practice habits.**

ODAC develops innovative, scalable opportunities based on your target audience, marketing needs and sales objectives to deliver unopposed breaks and lunch exhibit hall hours with traffic-driving opportunities and turn-key workshops, product theaters and symposia.

ODAC offers 3 DAYS of face-to-face access with 15+ HOURS of networking

- Intriguing Preconference Workshop Sessions
- Industry-Sponsored Product Theaters
- Breakfast and Dinner Symposia
- Live Injections and Device Demonstrations
- Cutting-Edge Supplementary Sessions
- Live Audience Polling
- Hands-On Injection Training
- Resident Training Workshop
- Focus Groups, Advisory Boards, and Working Groups
- JDD Thought Leaders of Distinction Awards
- Roundtable Discussion Sessions
- Live Stream of Special Sessions

ODAC ATTENDEE PROFILE



The ODAC key target audience remains the dermatologist. More than 500 registered practitioners hailed from 45 states in the US in 2016, including:

- 239 Practicing Dermatologists and other MDs
- 120 Dermatology Residents and Fellows
- 95 Nurse Practitioners and Physician Assistants
- 44 Registered Nurses and other Medical Staff



WHY EXHIBIT AT ODAC?



ODAC attendees continue to search for new research and treatment options for various skin, hair, nail, and vein conditions. Companies in the following categories have found ODAC to be a great resource for face-to-face interaction with dermatology healthcare practitioners:

- Pharmaceuticals specific to dermatology
- Surgical instruments, supplies and equipment
- Dermal fillers
- Neurotoxins
- Cosmetics/skin care products
- Cosmeceuticals
- Skin cancer treatments
- Aesthetic surgery
- Lasers and other light based technologies
- Digital photography and imaging systems
- Publishing & education materials
- Electronic health records
- Body contouring
- Laboratory services
- Internet/website services
- Financial management services
- Microscopes
- Hair restoration
- Lipo & fat grafting
- Skin closure/sutures
- Computer software
- Any products/services associated with the diagnosis and treatment of dermatologic conditions/diseases
- Office/practice management products and software



Among the dermatologists attending ODAC:

98% Treat cosmetic patients

96% Treat patients with acne and rosacea

82% Treat patients with psoriasis on a weekly basis

91% Dispense or plan to dispense a cosmeceutical line in their practice

35% Perform a laser resurfacing on a weekly basis

56% perform cosmetic procedures with neurotoxins and dermal fillers each week

32% attendees plan to purchase an IPL Device

ODAC PROGRAM

ODAC sessions reach standing-room only capacity with nearly 500 practicing dermatology providers at our most popular events. Those sessions include:



- Live Injections and Device Demonstrations
- Annual Summit for Residents and New Practitioners
- Optimizing Minimally Invasive Aesthetic Rejuvenation: Cutting Edge Techniques and Strategies for the Evolving Patient
- Targeted Acne Treatment Strategies
- Cosmeceuticals 101
- New and Emerging Therapies in Dermatology: What's New in the Medicine Chest
- Skin Cancer Diagnosis, Treatment and Prevention: Focus on Melanoma

Access to Residents and Resident Education

ODAC offers direct access to educating your future KOLs through the **Advanced Resident Training & Education (ARTE)** Program. ARTE is a specialized track of the ODAC conference that is designed to meet the needs of dermatology residents in training and gives you access to over **100 residents and fellows**.

- Over 100 Resident Dermatologist ARTE Scholars attended the 4 1/2-hour Resident Aesthetic Training Summit
- Support the Resident Networking Reception that has been attended by 90% of Residents



Customizable Educational Symposia and Supplemental Enduring Materials

The ODAC program offers popular educational symposia attended by over 100 dermatology practitioners and turns them into enduring educational supplements in JDD. Popular titles include:

- Comprehensive Non-Surgical Aesthetic Rejuvenation
- Fungal & Nail Infections
- Evolving Views of Acne Vulgaris
- Treating Advanced Basal Cell Carcinoma through Hedgehog Pathway Inhibition
- Photodynamic Therapy in Clinical Practice
- Hands-On Physician Dispensed Cosmeceutical Workshop
- A Topical Treatment for Acne
- Understanding the Complexities of the Stratum Corneum
- The Spectrum of Psoriasis: Implications for Clinical Practice
- Comprehensive Treatment Approaches in the Management of Rosacea
- Resident and Young Practitioners: Creating an Aesthetic Treatment Plan Hands-On Over the Counter Cosmeceutical Workshop
- Learn the Artistry of Lyft to Lips
- Comprehensive Non-Surgical Aesthetic Rejuvenation Avoiding Complications of Common Injectables Techniques

EXPERTS AT ODAC

ODAC Faculty

Now in its 14th year, ODAC has developed relationships with experts with a wide range of specialized knowledge and expertise.

Andrew F. Alexis, MD, MPH
 Jerry Bagel, MD
 Hilary Baldwin, MD
 Elliot F. Battle, Jr., MD
 Leslie Baumann, MD
 Brian Berman, MD, PhD
 Diane S. Berson, MD
 Neal Bhatia, MD
 Brian Biesman, MD
 Joseph B. Bikowski, MD
 Whitney Bowe, MD
 Martin Braun, MD
 Marie Elizabeth Briden, MD
 Cheryl M. Burgess, MD
 Joel L. Cohen, MD
 Brett Coldiron, MD
 Magdalene A. Dohil, MD
 Jason Emer, MD
 Patricia K. Farris, MD
 Steven R. Feldman, MD, PhD
 Neil Alan Fenske, MD
 Rebecca Fitzgerald, MD
 Timothy Flynn, MD
 Joseph F. Fowler, Jr., MD
 Richard G. Fried, MD, PhD
 Adam Friedman, MD

Michael Gerber
 Dee Anna Glaser, MD
 Michael Gold, MD
 Gerald Goldberg, MD
 Mitchel P. Goldman, MD
 Robert H. Gotkin, MD
 Alice B. Gottlieb, MD, PhD
 Pearl Grimes, MD
 John Robert Hamill, Jr., MD
 C. William Hanke, MD
 Doris Hexsel, MD
 S. Manjula Jegasothy, MD
 Joseph Jorizzo, MD
 Mark D. Kaufmann, MD
 Alexa Boer Kimball, MD, MPH
 Leon Kircik, MD
 Neal Korman, MD
 Clifford Warren Lober, MD, JD
 Mary P. Lupo, MD
 Ellen S. Maumur, MD
 Flor Mayoral, MD
 Amy McMichael, MD
 Vic A. Narurkar, MD
 Keyvan Nouri, MD
 Maritza Perez, MD
 Jason Pozner, MD

Babar K. Rao, MD
 Phoebe Rich, MD
 Wendy Roberts, MD
 Mukta Sachdev, MD
 Neil Sadick, MD
 Ritu Saini, MD
 Deborah S. Sarnoff, MD
 Gerhard Sattler, MD
 Noah S. Scheinfeld, MD
 Joel Schlessinger, MD
 Alan R. Shalita, MD
 Daniel M. Siegel, MD
 James M. Spencer, MD, MS
 Linda Stein Gold, MD
 Hema Sundaram, MD
 Amy Forman Taub, MD
 Susan C. Taylor, MD
 Ella L. Toombs, MD
 Abel Torres, MD
 Jill S. Waibel, MD
 Susan H. Weinkle, MD
 Robert A. Weiss, MD
 Heather Woolery-Lloyd, MD
 Jessica Wu, MD
 Jackie Yee, MD

ODAC develops high quality programming through market research and the knowledge and expertise of our renowned advisory board of key thought leaders.



Conference Chair Emeritus

Perry Robins, MD
 Professor Emeritus of Dermatology
 New York University School of Medicine
 New York, NY



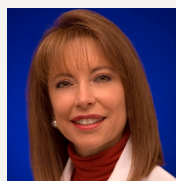
2017 Conference Chair

James Spencer, MD, MS
 Director
 Spencer Dermatology & Skin Surgery Center
 St. Petersburg, FL



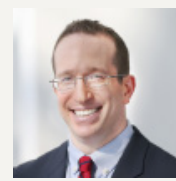
2017 Vice Conference Chair

Joel L. Cohen, MD
 About Skin Dermatology and DermSurgery
 Englewood and Lone Tree, CO



2017 Vice Conference Chair

Susan H. Weinkle, MD
 Assistant Clinical Professor
 University of South Florida
 Tampa, FL



2017 Medical and Program Director

Adam Friedman, MD, FAAD
 Associate Professor of Dermatology
 Residency Program Director
 Director of Translational Research
 Department of Dermatology
 George Washington School of Medicine and Health Sciences
 Washington, DC

CUSTOMIZED SOLUTIONS

For 14 years, ODAC has provided our supporters with valuable opportunities for custom branding, exposure, relationship building, networking and training.



- Host live Product Theaters
- Present to residents and young practitioners
- Products and samples in the registration bags
- Promote your capabilities through live injections and device demonstrations
- Gain market insight regarding new product launches
- Generate immediate sales leads with the Audience Response System (ARS)
- Develop competitive insight with Focus Groups, Advisory Boards, and Working Groups
- Demonstrate new products
- Increase visibility and branding
- Identify trends, and conduct market research through custom ARS surveys
- Strengthen relationships with top KOLS and Faculty
- Increase reach through live stream

INCREASED BRANDING AND IMPRESSIONS

ODAC includes your logo in multiple **targeted** and **integrated** marketing campaigns to 13,500 practicing dermatologists, highly-acclaimed faculty, dermatology residents, physician assistants and nurse practitioners.

Early supporters of ODAC gain over **500,000** impressions, delivered via powerful direct mail pieces, e-mail and web marketing, as well as prominent advertising, through our Official Media Partner: Journal of Drugs in Dermatology.

ADVERTISING
Over **190,000** impressions

ELECTRONIC MARKETING
Over **260,000** impressions

DIRECT MAIL
Over **50,000** impressions

PREMIUM SUPPORT PACKAGES

At every support level, customized packages are built to meet your company's needs. We welcome both Unrestricted Educational Grants and Corporate Support.

We offer 5 levels of support:

GRAND ELITE
Support Sponsorship - \$100,000

GRAND
Support Sponsorship - \$75,000

EXECUTIVE
Support Sponsorship - \$50,000

GOLD
Support Sponsorship - \$30,000

Support Partner - \$15,000

To inquire about a Customized Support Package or Exhibitor Package to reach your company's goals, please contact:
**Janel Doyle, Client Relations Manager,
Events & Custom Projects**
Tel: (646) 453-5722 or
janel.doyle@sanovaworks.com

NETWORKING & SOCIAL FUNCTIONS

Sunday Closing Gala or Event - \$35,000 (Exclusive)

Leave a lasting impression with a custom branded gala event to close ODAC. Mingle and network one-on-one as our attendees enjoy the evening's festivities.

Resident Reception or Networking Event - \$30,000 (Exclusive)

Saturday night is when residents and attendees come out to play at ODAC! We will tailor an evening of entertainment and delight for you to court all ODAC attendees.

VIP Dinner for Faculty and Chairs - \$5,000 (Shared)

Wine and dine leaders in the industry in style as a supporter of this invite-only event. We will design the perfect blend of ambience, networking, and entertainment to leave a lasting impression with our faculty and chair members.

ODAC Welcome Reception - \$20,000 (Exclusive)

Be the first to welcome attendees and faculty to ODAC. Welcome reception signage and custom branding is built to highlight your presence throughout an evening of cocktails and entertainment in the Exhibit Hall.

Oxygen Bar in the Exhibit Hall - \$5,000 (Exclusive)

Attendees will relax and rejuvenate with a breath of fresh air at an oxygen bar located next to your exhibit space.

Coffee and Refreshment Break - \$10,000 (Exclusive)

Show your presence as attendees and faculty refresh and recharge throughout the day at refreshment stations acknowledging your support.

Exhibit Hall Lunch - \$15,000 (Exclusive)

Keep attendees and faculty primed for education with a nutritious lunch in the Exhibit Hall. You will stand out from the crowd with prominent signage displaying your company name.

Resident & Young Practitioner Luncheon - \$20,000 (Exclusive)

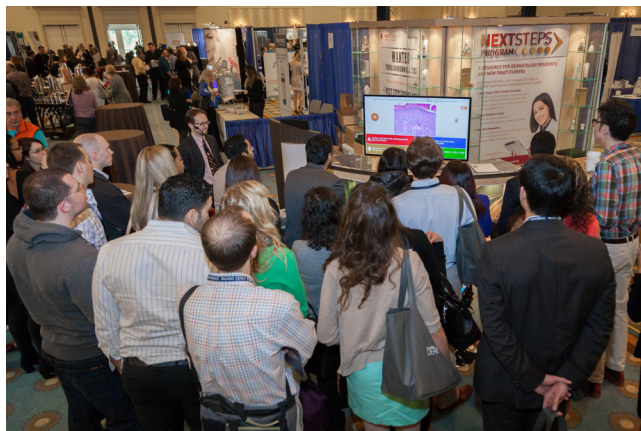
Network one-on-one with Residents and young practitioners via an exclusive luncheon. ODAC faculty members attend the luncheon and welcome residents. The corporate supporter is recognized during welcoming remarks and branding.

VIP Reception - \$10,000 (Exclusive)

Create an intimate networking and advisory event by sponsoring an exclusive VIP reception. The VIP Reception will be held in the Presidential Suite located in the Doral. The Chairmen and Co-Chairs host this well-attended hors d'oeuvres and cocktail reception. Approximately 50 high-profile KOLs are on the list. Your company name and/or logo will appear on the invitation and signage outside the suite. In addition, your company can bring up to four representatives to attend the evening reception.

Resident & Young Practitioner Hospitality Suite - \$20,000 (Exclusive)

Supporting the Resident and young practitioner Hospitality Suite is a great way to network with residents, fellows and young practitioners. This suite is open from Friday - Monday for residents to enjoy a light breakfast. The corporate supporter is acknowledged in the on-site guide materials and signage outside the room.



EDUCATION

Workshop - 1/2 or Full day – Custom Pricing (Exclusive)

Design a full-day or half-day intensive workshop to train physicians on your product or therapy. We can help you create an interactive learning experience that your attendees will always remember!

Breakfast Symposium – \$30,000 (Exclusive)

Deliver your message in a presentation over breakfast for up to 50 attendees with the option of post activity follow-up and the integration of a live audience interactive module.

Product Theater – Custom Pricing (Exclusive)

Support a product theater with the option of post activity follow-up and the integration of a live audience interactive module.

Satellite Symposium and Dinner - Custom Pricing

Engage the five senses - design the ultimate interactive learning and dining experience with a focused educational session over dinner with options to integrate multi-media audience participation and follow-up.

Breakfast with the Experts - \$20,000 (Exclusive)

Breakfast menu includes: one expert, Q&A, pre and post-testing, and the topic of your choice.

ODAC/JDD Supplement and Roundtable Discussion – Custom Pricing

Work with our Official Media Partner, the Journal of Drugs in Dermatology (JDD), to create a peer-reviewed, MEDLINE-indexed supplement by conducting a roundtable discussion or utilizing other content-building avenues.

Resident Attendance Scholarships - \$1,500 per scholarship (Shared)

Establish your dedication to the next generation of dermatologists by providing a personalized scholarship to our Advanced Resident Training and Education (ARTE) Scholarship Program.

Roundtable Discussion - \$25,000 (Exclusive)

Host a dialogue on the topic of your choice! Hold open discussions with KOLs, conduct market research, or ask attendees to “try out a product.” Between 5-6 roundtables will be conducted (depending on length of presentation) allowing you to reach over 50 members of your target audience.

Live Exhibit Booth Presentation– \$5,000 (Exclusive)

Showcase your product to our esteemed delegation with an expert-mediated live demonstration. Live demonstrations will take place during designated breaks in order to ensure maximum attendance.

Resident Summit – \$25,000+

Support a custom training session exclusive to over 150 resident attendees.

Physician Assistant or Nurse Practitioner Summit – Custom Pricing

Support a custom training session exclusive to a select demographic of PA or NP attendees.

Live Stream

Extend your reach outside the walls of ODAC! Live Stream can be added to your sponsored session or product theater.

PRESENCE

These items may be selected individually or incorporated into a support package.

Cyber Café or Espresso Station - \$10,000 (Exclusive)

Serve up your message on screens as attendees sip freshly brewed coffee directly next to your booth. Capitalize on this exciting exhibit hall placement.

On-Site Guide Advertising - \$1,000 per advertisement

Purchase premium advertising positions in our On-Site Guide, the source for all ODAC on-site information.

Mobile Charging Station - \$5,000 (Three (3) Available, Shared)

Offer attendees a chance to regroup and recharge with one or multiple mobile charging stations throughout the exhibit hall and/or foyer area. The charging stations will be branded with your corporate or product logo.

Speaker Lounge - \$15,000 (Exclusive)

Speakers will use this room to finalize and prepare for their presentations, preview slides, and store any equipment they may need. This room provides access to photocopiers, fax machines, printers, and computers with Internet access.

Branded Water Bottles - \$2,500

Each attendee will receive a sturdy re-usable plastic water bottle to help them stay hydrated and refreshed during the conference.

Red Carpet Welcome, Column Wraps, and/or Footprints - \$2,500 - \$10,000

Lead attendees in the right direction by walking them down the red carpet as they enter the Exhibit Hall and follow the footprints to your booth.

Lanyards & Badges - \$6,000

The "must-have" accessory attendees sport throughout the conference. Prominently display your logo on a badge and lanyard.

Room Drop - \$3,500 (Shared)

Add a personal touch: Leave a mint on their pillow or your product at their door. "Room drop" your product or literature to all or select attendees.

Brochure Mailer or E-mail Broadcast to Delegate List - Custom Pricing

Let us market for you! We will send an e-mail message or branded mailer to our delegates list highlighting your symposia or booth information.

Registration Tote Bag - \$15,000 (Exclusive)

Another "must-have"! All attendees receive this reusable tote bag with your logo prominently displayed.

Insert in the Registration Bag - \$1,000 (Exclusive)

Place your materials directly into the hands of attendees by being one of the select companies to place product samples or inserts into the bag that every attendee gets!

Faculty Registration Tote Bag - \$7,500 (Exclusive)

A VIP offering - our Advisory Board will sport your logo on their premium quality tote bag throughout the meeting.

Website Banner - \$2,000 (Three (3) Available, Shared)

Be seen by the universe of physicians looking for aesthetic and clinical education with a banner on the orlandoderm.org website.

Official Poster Session Sponsor - \$20,000 (Exclusive)

Support our highly-competitive and anticipated poster session, judged by members of the ODAC Advisory Board.

Poster Abstracts on CD-ROM - \$10,000 (Exclusive)

Provide attendees with a copy of the ODAC Poster Session Abstracts on CD-ROM, increasing your exposure long after the conference is over.

MARKET RESEARCH

These items may be selected individually or incorporated into a support package.

Custom Audience Response Surveys and Market Research - \$5,000 (Five (5) Available, Shared)

Ask multiple-choice questions in custom surveys or poll the live audience for purchasing habits, device usage, treatment preferences and opt-in contact information. ODAC provides the results to you and includes name, contact information and answers to your questions. Up to 10 questions may be submitted.

Focus Groups - \$20,000 and up (Three (3) Available, Exclusive) Get invaluable qualitative information in an interactive group setting with a select group of attendees.

Advisory Board - \$20,000 and up (Two (2) Available, Exclusive) Meet one-on-one with ODAC faculty. We provide a room, lunch, and invitations for the faculty of your choice! This is a great way to extend your circle of contacts, develop new business, and gain new perspectives.

To inquire about a Custom Support Package or Exhibit Package, please contact:
 Janel Doyle, Client Relations Manager, Events & Custom Projects - (646) 453-5722 janel.doyle@sanovaworks.com

GENERAL INFORMATION



Discounted Housing Rates

As a 2017 ODAC exhibitor, you are entitled to receive a special reduced room rate of \$350/night plus tax.

Cut-Off Date

The discounted conference rate will be available until December 20, 2016 or until the block sells out.

Meeting Location:

National Doral Miami
4400 NW 87th Avenue
Miami, Florida 33178
800-713-6725

Meeting Dates:

January 13-16, 2017

Exhibit Dates:

January 13-15, 2017

Exhibit Schedule

Dates	Exhibitor Registration	Installation of Exhibits	Exhibit Hours	Dismantle of Exhibits
Friday, January 13	7:00am - 5:00pm	8:00 am - 3:30pm	7:00pm - 9:00pm	
Saturday, January 14	7:00am - 5:00pm		10:10am - 4:15pm	
Sunday, January 15	7:00am - 5:00pm		8:00am - 2:00pm	2:00pm - 5:00pm

Unopposed Exhibit Hours

Dates	Beverage Breaks in the Hall	Lunches in the Hall	Receptions in the Hall
Friday, January 13			7:00pm - 9:00pm
Saturday, January 14	10:10am - 10:40am & 3:30pm - 4:15pm	12:00pm - 1:30pm	
Sunday, January 15	10:00am - 10:30am	12:30pm - 2:00pm	

*Please note: All times listed on this page are subject to change.

EXHIBIT BOOTH PRICING 2017

DESIRED
 QUANTITY

Exhibit Booth at ODAC 2017\$4,000 _____

For more information on Exhibit Booths, contact **Janel Doyle**
 at **(646) 453-5722** or **janel.doyle@sanovaworks.com**.



PAYMENT AND BILLING INFORMATION

To sign up for Exhibit Space, fill out this form and **fax** it to 949-760-0522, or **mail** this completed form with check enclosed payable to ODAC to: **ODAC, 377 Park Avenue South, 6th Floor, New York, NY 10016**. You may also sign up through the online registration process at **www.OrlandoDerm.org**

Visa American Express MasterCard Security Code: _____
 Number: _____ Exp. Date: _____
 Name on Card: _____ Signature: _____

Payment for Exhibit Space must accompany registration or we will be unable to reserve your booth(s).

APPLICANT INFORMATION

Company: _____ Name/Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Tel: _____ Fax: _____
 E-mail: _____ Website: _____

I want to be near this company: _____

I do not want to be near this company: _____

JANUARY 13-16, 2017
NATIONAL DORAL
MIAMI, FL

SAVE THE DATES

25-Word Company Description & Company Logo (EPS file preferred)
 Upon Signing

Onsite Guide Ad Due
 November 15, 2016

Exhibitor Badge Registration
 December 6, 2016

Hotel Reservations
 December 6, 2016

This Exhibitor Agreement is entered into between _____ (Exhibitor) and the Orlando Dermatology Aesthetic & Clinical (ODAC) conference. This agreement takes effect upon acceptance by Exhibitor. The Exhibitor hereby requests ODAC to provide Exhibitor with exhibit space at the Orlando Dermatology Aesthetic & Clinical conference from January 13-16, 2017 (set-up day and show opens January 13, 2017, break down is January 15, 2017). Exhibitor further agrees to abide by all Exhibitor terms and conditions as outlined in the Terms and Conditions. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. ODAC will notify Exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.

Signature: _____ Date: _____

Print Name: _____

EXHIBITOR TERMS AND CONDITIONS



January 13-16, 2017 • National Doral • Miami, FL

The Orlando Dermatology Aesthetic & Clinical (ODAC) conference is herein referred to as "ODAC." The conference host hotel is herein referred to as "Hotel." Conference organizers reserve the right to change locations. Exhibitors will be notified of venue updates.

CATEGORIES OF EXHIBITS

The exhibit program is designed to provide dermatologists with first-hand information about products and services specific to their area of dermatology and cosmetic dermatology and to serve as a forum for updating the physician's knowledge of current technological advances in the field of dermatology and cosmetic dermatology. The exhibit program is an integral part of the overall education program for the seminar. Applications for exhibit space will be considered for products and services in the following categories: Pharmaceuticals specific to dermatology (both prescription and non-prescriptions); equipment and devices that 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; and scientific educational publications.

ACCEPTANCE

Full payment must be received upon signing. ODAC reserves the right to accept or refuse the booth application for any exhibit, and once an exhibit is on the floor, to require its modification or removal, whenever ODAC considers such exhibit to be detrimental to its business, professional, or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of ODAC. The submission of the Exhibitor registration, signed agreements and full payment is requisite to qualify.

ELECTRICAL SERVICES

Electrical services are not included in any Sponsorship or Exhibitor Packages. If you require electrical service you must order it through the general service contractor. Information and order forms for electrical service will be provided in the Exhibitor Service Kit which will be sent to you upon registration.

BOOTH PACKAGE DESCRIPTION

Booth package includes 8' high back drape, 3' high draped side rails, one (1) 6' draped table, one (1) 7"x44" ID sign, one (1) plastic chair and one (1) wastebasket. Total individual exhibit floor space is 8'x10' unless more space is requested, approved and purchased. Two (2) exhibitor badge registrations are included with each booth package. Company listings in the Onsite Guide with logo and description are dependant upon booth package purchase.

STAFF AT EXHIBIT BOOTH

Each exhibiting company is entitled to two (2) representative exhibitor badges. Additional staff beyond the entitled number are required to pay a registration fee of \$379 per additional person. Exhibit staff must open and close booths during official times.

HOTEL RESERVATIONS POLICY

Check www.orlandoderm.org for more information. Please have confirmed arrival and departure dates accessible.

NAME BADGE CHANGES / BOOTH CANCELLATIONS / REFUND POLICY

Name badge changes / cancellations must be received by mail, fax or e-mail. Any change made to a name badge will be subject to a \$30 administrative fee and must be submitted in writing. Space cancelled prior to July 13, 2016 will receive a 75% refund; cancellation from July 12–November 15, 2016 will receive a 50% refund; after November 15, 2016, no refunds will be given.

ADVERTISING

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims.

BOOTH ACTIVITIES / DEMONSTRATIONS / AV

The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding the product line or service in the booth. Additional forms of entertainment, amusement or demonstrations of non-product related items or services must be approved in writing by ODAC. Only activities in accordance with the professional demeanor of the ODAC exhibits program will be

permitted. The use of sound systems other than closed-sound systems is permitted only with prior written approval by ODAC. ODAC reserves the right to close any booth not in compliance with the above stated.

LASER PRECAUTIONS

In keeping with the recommended safety precautions for lasers, ODAC has adopted the following policies for laser exhibitors in the exhibit area: Proper pipe and drape and goggles are required.

SUBLETTING / SHARING OF SPACE

No part of any exhibit space may be reassigned, sublet or shared with any other party by that exhibitor.

FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. If the FDA or a court of competent jurisdiction determines that a company's exhibit is in violation of any FDA regulations, the company may be subject to sanctions.

INSURANCE

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 determined by ODAC. Insurance protection will not be afforded to the exhibitor either by the meeting organizers or the Hotel.

EQUIPMENT AND FURNISHINGS

ODAC will not provide equipment or furnishings for your exhibit space other than those listed in the Sponsorship and Exhibitor Package descriptions. Additional equipment and furnishings are contracted separately and may be ordered from the Exhibitor Service Kit which will be mailed to you shortly after application approval.

EMPLOYMENT SOLICITATION

While ODAC is an important networking opportunity, direct employment solicitation is not permitted.

RELOCATION OF EXHIBITS

ODAC reserves the right to alter the location of exhibits, if deemed advisable in the best interest of the exposition. ODAC shall have the further right to prohibit, bar, prevent, and/or remove any exhibit or proposed exhibit, or any part or portion thereof, which, in the judgment of ODAC, is unsuitable or inappropriate for the exhibit. Such right shall extend, but shall not be limited to, all equipment, materials, displays, installations, and other items used or distributed by Exhibitors during ODAC.

SPACE ASSIGNMENT PROCESS

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on date of reservation and separation of competitive products. We expect the exhibit hall to sell out in 2016; therefore, we strongly recommend that you send in your registration and payment as soon as possible.

SECURITY

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. Neither the meeting organizers nor the Hotel will be responsible for the loss of or damage to any property.

FIRE AND SAFETY REGULATIONS

All draping or display materials of cloth must be fireproof. Under no conditions will combustible oils or gases be permitted in the exhibit area. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed. Exhibitors must comply with Hotel safety and fire code.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

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

DISPLAY RESPONSE FORM

ORLANDO DERMATOLOGY AESTHETIC & CLINICAL CONFERENCE
JANUARY 13-16, 2017

My company/agency would like to:

_____ Reserve exhibit space for \$

Organization _____

Contact Signature: _____

Address of contact: _____

Contact's telephone: _____

Contact's fax: _____

It is my understanding that my company will receive recognition in the following:

- Brochure (if received by date of printing)

Please complete and return this form to:

Janel Doyle

SanovaWorks

377 Park Avenue South

New York, NY 10016

Email: Janel.Doyle@sanovaworks.com

Tel: 646-736-4331

Fax: 866-495-6283

www.sanovaworks.com

SPONSORSHIP SUPPORT PACKAGE ORDER FORM

Increase your company's exposure at the 2017 Orlando Dermatology Aesthetic & Clinical Conference by adding a support package.

- | | |
|---|---|
| <input type="checkbox"/> Sunday Closing Gala or Event - \$35,000 (Exclusive) | <input type="checkbox"/> Product Theater – Custom Pricing (Exclusive) |
| <input type="checkbox"/> Resident Reception or Networking Event - \$30,000 (Exclusive) | <input type="checkbox"/> Cyber Café or Espresso Station - \$10,000 (Exclusive) |
| <input type="checkbox"/> VIP Dinner for Faculty and Chairs - \$5,000 (Shared) | <input type="checkbox"/> On-Site Guide Advertising - \$1,000 per advertisement |
| <input type="checkbox"/> ODAC Welcome Reception - \$20,000 (Exclusive) | <input type="checkbox"/> Mobile Charging Station - \$5,000 (Three (3) Available, Shared) |
| <input type="checkbox"/> Oxygen Bar in the Exhibit Hall - \$5,000 (Exclusive) | <input type="checkbox"/> Speaker Lounge - \$15,000 (Exclusive) |
| <input type="checkbox"/> Coffee and Refreshment Break - \$10,000 (Exclusive) | <input type="checkbox"/> Branded Water Bottles - \$2,500 |
| <input type="checkbox"/> Exhibit Hall Lunch - \$15,000 (Exclusive) | <input type="checkbox"/> Red Carpet Welcome, Column Wraps, and/or Footprints - \$2,500 - \$10,000 |
| <input type="checkbox"/> Resident & Young Practitioner Luncheon - \$20,000 (Exclusive) | <input type="checkbox"/> Lanyards & Badges - \$6,000 |
| <input type="checkbox"/> VIP Reception - \$10,000 (Exclusive) | <input type="checkbox"/> Room Drop - \$3,500 (Shared) |
| <input type="checkbox"/> Resident & Young Practitioner Hospitality Suite - \$20,000 (Exclusive) | <input type="checkbox"/> Brochure Mailer or E-mail Broadcast to Delegate List – Custom Pricing |
| <input type="checkbox"/> Satellite Symposium and Dinner - Custom Pricing | <input type="checkbox"/> Registration Tote Bag - \$15,000 (Exclusive) |
| <input type="checkbox"/> Breakfast with the Experts - \$20,000 (Exclusive) | <input type="checkbox"/> Insert in the Registration Bag - \$1,000 (Exclusive) |
| <input type="checkbox"/> ODAC/JDD Supplement and Roundtable Discussion – Custom Pricing | <input type="checkbox"/> Faculty Registration Tote Bag - \$7,500 (Exclusive) |
| <input type="checkbox"/> Resident Attendance Scholarships - \$1,500 per scholarship (Shared) | <input type="checkbox"/> Website Banner - \$2,000 (Three (3) Available, Shared) |
| <input type="checkbox"/> Roundtable Discussion - \$25,000 (Exclusive) | <input type="checkbox"/> Official Poster Session Sponsor - \$20,000 (Exclusive) |
| <input type="checkbox"/> Live Exhibit Booth Presentation – \$5,000 (Exclusive) | <input type="checkbox"/> Poster Abstracts on CD-ROM - \$10,000 (Exclusive) |
| <input type="checkbox"/> Resident Summit – \$25,000+ | <input type="checkbox"/> Custom Audience Response Surveys and Market Research - \$5,000
(Five (5) Available, Shared) |
| <input type="checkbox"/> Physician Assistant or Nurse Practitioner Summit – Custom Pricing | <input type="checkbox"/> Focus Groups - \$20,000 and up (Three (3) Available, Exclusive) |
| <input type="checkbox"/> Live Stream | <input type="checkbox"/> Advisory Board - \$20,000 and up (Two (2) Available, Exclusive) |
| <input type="checkbox"/> Workshop - 1/2 or Full day – Custom Pricing (Exclusive) | |
| <input type="checkbox"/> Breakfast Symposium – \$30,000 (Exclusive) | |

PAYMENT AND BILLING INFORMATION

To sign up for a support package, fill out this form and email to Janel.Doyle@sanovaworks.com, fax to 949-760-0522, or mail this completed form with check enclosed payable to ODAC to: ODAC, 377 Park Avenue South, 6th Floor, New York, NY 10016.

- Visa American Express MasterCard Security Code: _____
 Number: _____ Exp. Date: _____
 Name on Card: _____ Signature: _____

Payment for support package must accompany form or we will be unable to reserve your package.

APPLICANT INFORMATION

Company: _____ Name/Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Tel: _____ Fax: _____
 E-mail: _____ Website: _____

Thank You to Our Supporters!

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