

SIGNIA BY HILTON ORLANDO BONNET CREEK | ORLANDO, FLORIDA

# ODAC

JANUARY 11–14, 2024

EXHIBITOR & SPONSOR  
PROSPECTUS

ORLANDODERM.ORG

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# ODAC 2024

## ODAC Dermatology, Aesthetic & Surgical Conference Invites You to Our 22nd Annual Meeting

The ODAC Dermatology Aesthetic & Surgical 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 official journal, 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 boasts state-of-the-art technology through live streaming video for special presentations, real-time surveys, feedback forums, graphical data and live Q&A. This information is compiled and used to help organizers and sponsors understand the needs of dermatologists and residents

## Where Trailblazers and Pioneers Converge

Celebrating its 22nd year, the ODAC Dermatology, Aesthetic & Surgical Conference provides face-to-face access to **practicing and young dermatology physicians who are on the brink of establishing brand loyalty and practice habits.**

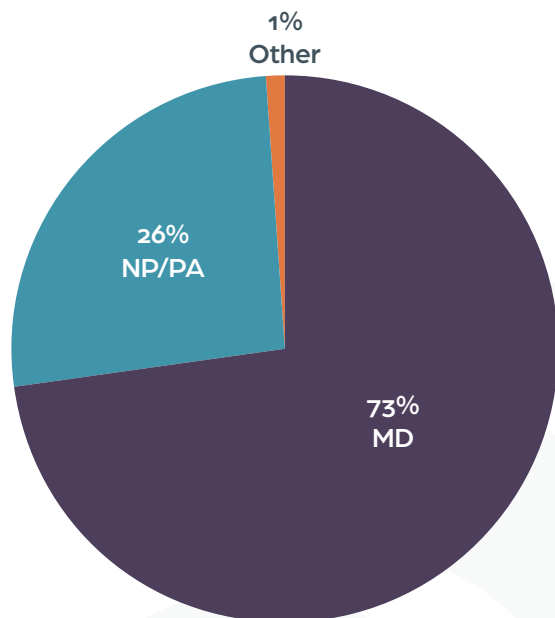
ODAC develops **innovative, scalable opportunities based on your target audience, marketing needs and sales objectives** to deliver unopposed breaks and lunch exhibit hall hours with traffic-driving opportunities and workshops, Industry Expert Sessions and symposia.

Continuing this year: expanded programming on Friday, resident board review, and optional live-streaming of Industry Expert Sessions.

ODAC offers 3.5 days of face-to-face access with **EXPANDED NETWORKING TIME** in 2024

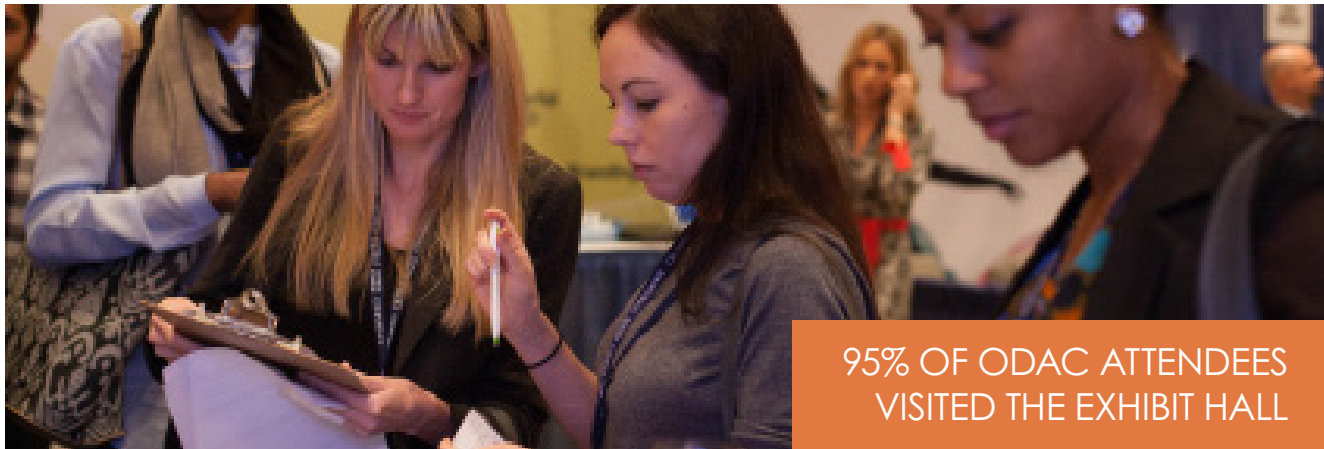
- Intriguing Workshop Sessions
- Industry Expert Sessions
- Breakfast, Lunch, and Dinner Symposia
- Live Injections and Device Demonstrations
- Cutting-Edge Supplementary Sessions
- Live Audience Polling
- Hands-On Injection Training
- Resident Training Workshop
- Focus Groups, Advisory Boards and Working Groups
- Roundtable Discussion Sessions
- Live Stream of Special Sessions
- Board Review Workshop
- Virtual Pre-Conference Symposia
- Virtual Post-Conference Symposia

## ODAC 2023 Attendee Profile



ODAC plans to welcome over 600 HCPs in 2024.

## 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 and education materials
- Electronic health records
- Body contouring
- Laboratory services
- Internet/website services
- Financial management services
- Microscopes
- Hair restoration
- Lipo and 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:

**89%** Treat cosmetic patients

**91%** Treat patients with acne and rosacea on a weekly basis

**82%** Treat patients with psoriasis on a weekly basis

**67%** Write 50+ prescriptions a week

**39%** Perform laser resurfacing on a weekly basis

**59%** own or plan to purchase a laser

**93%** Dispense or plan to dispense a cosmeceutical line in their practice

**79%** Perform cosmetic procedures with neurotoxins and dermal fillers each week

**51%** Have been in practice for 1-5 years

**23%** Have been in practice for 20+ years

**73%** Practice in a private or group practice

## ODAC Program

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

- Live Injections and Device Demonstrations
- Getting to the Bottom of Itch: Chronic Itch
- The Utility of Dermoscopy in Challenging Clinical Cases
- Platelet Rich Plasma (PRP): Hype or Hope?
- What's Hot in Medical Dermatology
- New and Emerging Therapies in Dermatology: What's New in the Medicine Chest
- Male Market and Cosmetic Concerns
- New and Emerging Therapies for Advanced Non-Melanoma Skin Cancer
- What's the Skinny on Body Contouring, Body Sculpting and Liposuction
- What I Need to Know About the Latest in Laser and EBT Technology
- Hormonal Treatment Options for Acne
- What's New in Cosmeceuticals
- Annual Summit for Residents and New Practitioners
- Current and Emerging Management Strategies for Vitiligo
- Vascular Complications of Fillers: Treatment Algorithm for Impending Necrosis

### Customizable Educational Symposia and Supplemental Enduring Materials

The ODAC program offers popular educational symposia attended by over 100 dermatology practitioners. Popular titles include:

- Paving the Path: Exploring a Treatment Option for Patients with Moderate to Severe Hidradenitis Suppurativa
- Learn About Innovations in the Retail Aesthetic Market
- A Look at Taltz in Psoriatic Arthritis
- Changing Treatment Paradigms to Improve Rosacea Clearance
- Science Behind Cosmeceuticals
- PDT in Clinical Practice
- Learn About an Innovation in the Treatment of Persistent Facial Erythema
- Through the Looking Glass: A First Hand Account of the Severe Atopic Dermatitis Experience
- Evaluating Clinical Trials
- What's New on the Microbiome and Barrier Repair



### Access to Residents and Resident Education

ODAC offers direct access to educating your future Key Opinion Leaders (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

## Experts at ODAC

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



**Conference Chair  
Emeritus**

James Spencer, MD, MS



**Co-chair**

Joel L. Cohen, MD



**Co-chair**

Susan H. Weinkle, MD



**Co-chair**

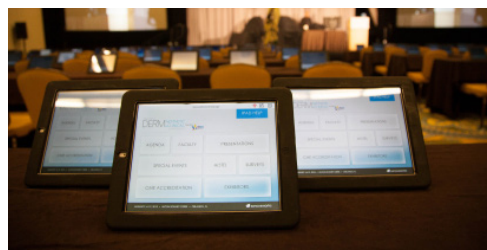
Adam Friedman, MD, FAAD



## Customized Solutions

For 22 years, ODAC has provided our supporters with valuable opportunities for custom branding, exposure, relationship building, networking and training.

- Host live Industry Expert Sessions
- 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
- 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 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 20,000 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, social media, and web marketing, as well as prominent advertising, through our Official Media Partner: Journal of Drugs in Dermatology.

**SOCIAL**  
Over **100,000** impressions

**EMAIL MARKETING**  
Over **100,000** contacts

**CONFERENCE OUTFLOW & PARTNERSHIPS**

## 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 7 LEVELS OF SUPPORT:

#### EXECUTIVE SPONSOR | \$200,000

- 20x20 island exhibit booth
- 200k digital impressions
- Branding package
- Pre or Post Event Webinar
- One industry expert session (dinner slot)
- Live-stream add-on
- WiFi sponsor
- Poster session sponsor
- Two hard-copy inserts or samples for conference bag
- 15 Exhibitor Badges

#### DIAMOND SPONSOR | \$150,000

- 10x30 exhibit booth
- 100k digital impressions
- Branding package
- One industry expert session (lunch slot)
- Live-stream add-on
- Registration area sponsor
- Two hard-copy inserts or samples for conference bag
- 10 exhibitor badges

#### PLATINUM SPONSOR | \$90,000

- 10x20 exhibit booth
- 50k digital impressions
- Branding package
- One industry expert session (breakfast)
- One advisory board
- One hard-copy insert or sample for conference bag
- 6 exhibitor badges

#### GOLD SPONSOR | \$65,000

- 10x20 exhibit booth
- Branding package
- One industry expert session (breakfast)
- 4 exhibitor badges

#### SILVER SPONSOR | \$50,000

- 10x10 exhibit booth
- Branding package
- Pre or post event webinar
- 3 exhibitor badges

#### BRONZE SPONSOR | \$25,000

- 10x10 exhibit booth
- Branding package
- 2 exhibitor badges

#### SUPPORT SPONSOR | \$8,000

- 10x10 exhibit booth
- 2 exhibitor badges

**TO INQUIRE ABOUT A CUSTOMIZED SUPPORT PACKAGE OR EXHIBITOR PACKAGE TO REACH YOUR COMPANY'S GOALS, PLEASE CONTACT:**

**Michael Carroll, Director of Experiential**  
**Tel: (646) 887-2650**  
**michael.carroll@sanovaworks.com**



## Industry Expert Sessions & Webinars

### Pre or Post Event Webinar – \$35,000

Support a pre or post event webinar designed for 75 dermatology healthcare practitioners. ODAC will handle all project management, marketing, and technical management.

### Breakfast Industry Expert Session – \$45,000

Deliver your message to ODAC attendees in a presentation during a breakfast session.

### Lunch Industry Expert Session – \$52,000

Support a one-hour lunch session designed for ODAC dermatology healthcare practitioners.

### Dinner Industry Expert Session – \$65,000

Design the ultimate interactive, learning and dining experience with a focused educational session over dinner.

### Livestreamed Industry Expert Session Add-On – \$35,000

NEW this year – Purchase a Industry Expert Session spot and add on livestreaming to reach more healthcare practitioners. Only one Industry Expert Session per session slot can be streamed virtually. Availability for lunch and dinner only.

## Resident Opportunities

### ARTE Program

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 residents and fellows.

### Mentorship Program

Research from ODAC indicates many dermatology residents lack the requisite mentorship which would provide ongoing, real time guidance and support during residency and beyond. In response to this ever-increasing need, the Young Dermatology Leader Mentorship Program will offer dermatology residents the opportunity to connect one-on-one with leaders in the various areas of dermatology through a mentor-mentee relationship.

### Resident Reception

Be the first to welcome residents to ODAC! We tailor an evening of entertainment, food, and refreshments, allowing you to network and connect with the best and brightest up and coming physicians from across the country.

### Resident Board Review

ODAC will once again host a live Board Review Workshop during the conference. Support this important resident educational opportunity to access and network with the future of dermatology.

## Additional Opportunities

<b>Registration Bag Insert (Paper)</b> Place your materials directly into the hands of attendees by placing paper inserts into the bag that every attendee receives upon conference check-in.	\$2,000
<b>Registration Bag Insert (Product)</b> Place your product directly into the hands of attendees by being one of the select companies to include samples into the bag that every attendee receives at conference check-in.	\$4,000
<b>Room Drop</b> After a day of education, ODAC attendees can come back to a product or paper drop from your brand to enjoy in their hotel room.	\$5,000
<b>Digital Impressions Outflow</b> ODAC will provide digital impressions across our network to support your participation at the event.	\$8,000
<b>Faculty Video Highlight</b> Continue to engage audiences post-ODAC with a faculty highlight video hosted on the ODAC and <i>Next Steps in Derm</i> sites.	\$8,000
<b>Lecture Summary or Custom Article</b> Support a summary or custom article on our partner site, <i>Next Steps in Derm</i> .	\$10,000
<b>Advisory Board or Focus Group</b> During this three-hour advisory or focus group, sponsors will have the opportunity to meet, network, develop new business, and gain new perspectives with ODAC KOLs. Includes room set up with seating, small screen, projector and laptop.	\$15,000
<b>Branded Reusable Water Bottles</b> Each attendee will receive a sturdy, reusable, branded water bottle showcasing your company logo. These will help attendees stay hydrated and refreshed during the conference.	\$15,000
<b>Mobile Charging Station</b> Offer attendees a chance to regroup and recharge with a mobile charging station in the Exhibit Hall.	\$15,000
<b>Poster Session Sponsor</b> Support our highly-anticipated poster session, including the Resident Poster Competition, judged by members of the ODAC advisory board.	\$15,000
<b>Branding Package</b> Expand your company's visibility to ODAC attendees with a collection of digital ads and opportunities that go above and beyond your presence in the Exhibit Hall.	\$20,000
<b>Espresso Station</b> Serve up your message on screens as attendees sip freshly-brewed coffee directly next to your booth. Capitalize on this exciting Exhibit Hall placement.	\$20,000
<b>Registration Area Sponsor</b> Sponsor the registration area and display your logo prominently here. This is the first spot ODAC attendees stop. In addition, your logo will be on the registration bags.	\$20,000
<b>Exhibit Hall Roundtable</b> Host a dialogue on the topic of your choice! Hold open discussions with KOLs, present a topic, conduct market research, or ask attendees to "try out a product."	\$25,000
<b>Quench Bar Sponsor</b> Show your presence as attendees and faculty refresh and recharge throughout the day at the refreshment Quench Bar acknowledging your support.	\$25,000
<b>WiFi Sponsor</b> Make sure attendees are connected by supporting the conference WiFi with your company name as the network password.	\$25,000

## Additional Opportunities

<p><b>Faculty Dinner Sponsorship</b>                  Join faculty in an evening of intimate fine dining, cocktails, and networking. Fee is for an exclusive sponsorship and includes logo on digital invitations and signage and a two-minute welcome message.</p>	<p><b>\$35,000</b></p>
<p><b>Pre or Post Event Webinar</b>                  See details on pg 9.</p>	<p><b>\$35,000</b></p>
<p><b>Breakfast Industry Expert Session</b>                  See details on pg 9.</p>	<p><b>\$45,000</b></p>
<p><b>Lunch Industry Expert Session</b>                  See details on pg 9.</p>	<p><b>\$52,000</b></p>
<p><b>Supplement in the <i>Journal of Drugs in Dermatology</i></b>                  Supplements in our official journal, the <i>Journal of Drugs in Dermatology</i>, provide invaluable educational resources exploring themes in a detailed and focused way.</p>	<p><b>\$60,000</b></p>
<p><b>Dinner Industry Expert Session</b>                  See details on pg 9.</p>	<p><b>\$65,000</b></p>
<p><b>ARTE Program</b>                  The Advanced Resident Training &amp; Education (ARTE) program supports resident education and provides real-world training through attendance at ODAC.                  See details on pg 9.</p>	<p><b>Price upon request</b></p>
<p><b>KOL Lounge</b>                  Speakers will use this room to finalize and prepare for their presentations, preview slides, and store any equipment they may need.</p>	<p><b>Price upon request</b></p>
<p><b>Resident Reception</b>                  See pg 9 for details.</p>	<p><b>Price upon request</b></p>
<p><b>Resident Board Review Sponsorship</b>                  See details on pg 9.</p>	<p><b>Price upon request</b></p>
<p><b>Welcome Reception Sponsor</b>                  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 food, cocktails and networking in the Exhibit Hall</p>	<p><b>Price upon request</b></p>



# General Information



## Discounted Housing Rates

As a 2024 ODAC exhibitor, you are entitled to receive a special reduced room rate of \$285.00 per night (subject to availability).

## Cut-Off Date

The deadline to book the discounted group rate is Wednesday, December 6th, 2023.

## Meeting Location

Signia by Hilton Orlando Bonnet Creek  
 14100 Bonnet Creek Resort Lane  
 Orlando, FL 32821

## Meeting Dates

January 11–14, 2024

## Exhibit Hall Schedule

### EXHIBITOR SET UP

**Thursday, January 11, 2024** 12:00 pm – 6:00 pm  
**Friday, January 12, 2024** 8:00 am – 11:00 am

### EXHIBIT HOURS

**Friday, January 12, 2024** 12:15 pm – 7:30 pm  
**Saturday, January 13, 2024** 10:30 am – 4:45 pm  
**Sunday, January 14, 2024** 10:30 am – 2:30 pm

### EXHIBITOR BREAK DOWN

**Sunday, January 14, 2024** 2:30 pm – 6:00 pm

## Unopposed Exhibit Hours

**Friday, January 12, 2024** 12:15pm – 1:45 pm  
 3:45pm – 4:15 pm  
 6:30 pm – 7:30 pm  
 (Welcome Reception)

**Saturday, January 13, 2024** 10:30 am – 11:00 am  
 12:30pm – 2:00 pm  
 3:30 pm – 4:45 pm

**Sunday, January 14, 2024** 10:30 am – 11:00 am  
 1:00 pm – 2:30 pm

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

# Exhibit Booth Pricing 2024

<input type="checkbox"/> 10 x 10 Exhibit Booth	\$8,000	<b>Add Ons</b>	
<input type="checkbox"/> 10 x 20 Exhibit Booth	\$15,000	<input type="checkbox"/> Corner Booth Premium	\$1,500
<input type="checkbox"/> 10 x 30 Exhibit Booth	\$22,000	<input type="checkbox"/> Pick Your Booth Location Premium	\$1,000
<input type="checkbox"/> 20 x 20 Exhibit Booth	\$34,000		

For more information on exhibit booths, please contact Michael Carroll, Director of Experiential, at (646) 887-2650 or michael.carroll@sanovaworks.com.

To sign up for an exhibit space, please fill out the form below and e-mail it to Michael Carroll.

I would like to pay via credit card.  
Please send a secure payment link to the following email address: \_\_\_\_\_

Please send me an invoice to pay via ACH or check.

**January 11-14, 2024**  
**Signia by Hilton**  
**Orlando Bonnet Creek**

**Save  
the Dates**

**Due Upon Signing**  
25-Word Company  
Description & Company Logo  
EPS file preferred

**January 5, 2024**  
Exhibitor Badge Registration

**December 6, 2023**  
Hotel reservation block closes

**ODAC**

## 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: \_\_\_\_\_

This Exhibitor Agreement is entered into between \_\_\_\_\_ ("Exhibitor") and the Physicians' Continuing Education, Corp ("PCE"). This agreement takes effect upon acceptance by Exhibitor. The Exhibitor hereby requests PCE to provide Exhibitor with exhibit space at the ODAC Dermatology, Aesthetic & Surgical Conference from January 11-14, 2024 (set-up day is January 11, 2024, exhibit hall opens January 12, 2024, break down is January 14, 2024). Exhibitor further agrees to abide by the Terms and Conditions and the Exhibition Requirements, as outlined in Exhibit A.

DISCLAIMER: Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. PCE 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: \_\_\_\_\_

# Terms and Conditions

1. Exhibitor will pay the amounts to PCE, as described in and in accordance with the attached registration, subject to the terms of these terms and conditions and Exhibit A, Exhibitor Requirements (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Exhibitor is responsible for (a) providing any content or materials ("Materials") required for PCE to perform the services described herein; (b) the review and approval of all Materials and Exhibitor staff; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the Exhibitor staff as necessary for PCE to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Exhibitor is solely responsible for any liability arising out of or relating to the Materials.
3. Exhibitor grants to PCE a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to PCE as may be necessary for PCE to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Exhibitor grants to PCE's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Exhibitor authorizes PCE to use Exhibitor's trademarks, service marks, trade names and logos as may be necessary or advisable for PCE to perform the services or exercise its rights hereunder.
4. Exhibitor represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Exhibitor holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Exhibitor shall, at its sole cost and expense, indemnify and hold PCE, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, damages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Exhibitor agrees to pay all costs and expenses incurred by PCE to collect any amount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to PCE shall become immediately due.
7. EXCEPT FOR EXHIBITOR'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF PCE TO EXHIBITOR UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY EXHIBITOR TO PCE HEREUNDER. EXHIBITOR'S EXCLUSIVE REMEDY FOR PCE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR PCE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If PCE is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Exhibitor. Amendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Exhibitor shall not assign this Agreement, in whole or in part, to any entity without PCE's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

# Terms and Conditions | Exhibit A

January 11 – 14, 2024, Signia by Hilton Orlando Bonnet Creek, Orlando, Florida

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. PCE 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 PCE 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 PCE. 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

- The booth package includes the following items based on booth size:
- 10’ x 10’ exhibit booth includes 100 sq. ft. of exhibit booth space, 8’ high draped back wall, 3’ high draped side walls, (1) 6’ draped table, (2) plastic chairs, (2) company representative exhibitor badges.
- 10’ x 20’ exhibit booth includes 200 sq ft of exhibit booth space, 8’ high draped back wall, 3’ high draped side walls, (2) 6’ draped table, (4) plastic chairs, (3) company representative exhibitor badges.
- 10’ x 30’ exhibit booth includes 300 sq ft of exhibit booth space, 8’ high draped back wall, 3’ high draped side walls, (3) 6’ draped table, (6) plastic chairs, (4) Company Representative Exhibitor Badges.
- 20’ x 20’ exhibit booth includes 400 sq ft of exhibit booth space, 8’ high draped back wall, 3’ high draped side walls, (4) 6’ draped table, (8) plastic chairs, (6) Company Representative Exhibitor Badges

## 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 \$599 per additional person. Exhibit staff must open and close booths during official times.

## HOTEL RESERVATIONS POLICY

- Check [orlandoderm.org](http://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, 2023 will receive a 75% refund; cancellation from July 12–November 15, 2023 will receive a 50% refund; after November 15, 2023, 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 PCE. Only activities in accordance with the professional demeanor of the PCE exhibits program will be permitted. The use of sound systems other than closed-sound systems is permitted only with prior written approval by PCE. PCE 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, PCE 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 PCE. Insurance protection will not be afforded to the exhibitor either by the meeting organizers or the Hotel.

# Terms and Conditions | Exhibit A

January 11 – 14, 2024, Signia by Hilton Orlando Bonnet Creek, Orlando, Florida

## EQUIPMENT AND FURNISHINGS

- PCE will not provide equipment or furnishings for your exhibit space other than those listed in the Booth Package Description. 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 PCE is an important networking opportunity, direct employment solicitation is not permitted.

## RELOCATION OF EXHIBITS

- PCE reserves the right to alter the location of exhibits, if deemed advisable in the best interest of the exposition. PCE 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 PCE, 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 PCE.

## 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 2024; 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.





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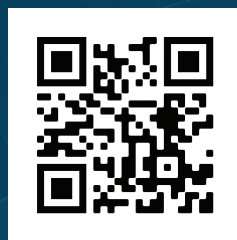


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