



10TH ANNUAL
SHSA 2025

October 31–November 2, 2025 | Omni Nashville | Nashville, TN

SYMPOSIUM ON HIDRADENITIS SUPPURATIVA ADVANCES



INDUSTRY EXPERIENCE PROSPECTUS





An Invitation to Join Us at #SHSA25

Dear Industry Partner,

On behalf of the 2025 Symposium on Hidradenitis Suppurativa Advances (SHSA) planning committee, we are thrilled to invite you to join us in Nashville, Tennessee, from October 31–November 2 at the Omni Nashville Hotel.

The Hidradenitis Suppurativa Foundation (HSF) and the Canadian Hidradenitis Suppurativa Foundation (CHSF) are delighted to host the 10th Annual SHSA, marking a decade of advancing the understanding and treatment of Hidradenitis Suppurativa. This milestone event will continue our tradition of fostering a collaborative and engaging environment, focusing on translational and bench research, clinical research, and epidemiology and health services research. Attendees will have the opportunity to learn from a distinguished lineup of HS experts and leaders.

SHSA 2025 offers an intimate meeting format designed to facilitate meaningful interactions between attendees and industry partners. This setting encourages in-depth conversations about products, services, and research with representatives from various organizations.

We hope you will support and join us for an exceptional weekend of live interactions, including open panel discussions, guided oral and poster presentations, product theaters, networking receptions, and advisory boards.

We look forward to celebrating our 10th anniversary with you at SHSA. Be sure to reserve your sponsorship now!

Sincerely,



Vincent Piguet, MD, PhD, FRCP
2024 SHSA Planning Chair

*Professor and Division Director, Dermatology,
University of Toronto
Division Head, Dermatology,
Women's College Hospital*



Martina Porter, MD
2024 SHSA Planning Vice-Chair

*Vice Chair for Research, Department
of Dermatology
Beth Israel Deaconess Medical Center
& Harvard Medical School*

10TH ANNUAL
SHSA2025

2024 SHSA Supporters



Inspired by **patients**.
Driven by **science**.



MoonLake

abbvie



NOVARTIS



Boehringer
Ingelheim



HidraWear



SURGICAL
Your Complete Tumescant Solution

sanofi



A R O A

avalo

NEXT SCIENCE®





Sponsorship Opportunities

	Platinum \$75,000 <i>Limited to 4</i>	Gold \$50,000	Silver \$25,000	Bronze \$5,000
Recognition Benefits				
Company name listed as official sponsor in digital program	●	●	●	●
Recognition on SHSA meeting website	●	●	●	●
Company listed as sponsor on mobile app	●	●	●	●
Company logo on sponsorship signage onsite	●	●	●	●
Combined post on HS Foundation social media channels indicating level of sponsorship	●	●	●	
Dedicated post on HS Foundation social media channels announcing sponsorship	●			
Participation Benefits				
Exhibit space with 6' skirted table	Prime Location	Prime Location	●	●
Complimentary conference registrations	12	8	4	2
Included on exhibitor activity	●	●	●	●
Sponsor ribbons for representatives	●	●	●	●
Permission-based attendee report pre & post meeting	●	●	Post Only	Post Only
Opportunity to host product theater	●	●		
Opportunity to host advisory board or premium product theater <i>(additional fee)</i>	●			
Branding Benefits				
Opportunity to co-brand lanyard, badge holder, tote bag, or mobile app— <i>one option per platinum sponsor</i>	●			

Secure 2025 Sponsorship by paying 50% Deposit by December 31, 2024!

10TH ANNUAL SHSA 2025

Events and Experience Opportunities

Advisory Board—\$10,000 (Two Available - Platinum Sponsors Only)

SHSA is offering to their top sponsors the opportunity for access to its faculty and attendees in order to host an advisory board. SHSA will facilitate invitations on behalf of sponsor to registration list. Advisory board meetings will be scheduled in two-hour slots and should not exceed more than 12 participants. Sponsor is responsible for all applicable charges including but not limited to room rental fees, audiovisual, food and beverage, and facilitator expenses.

Premium Product Theater—\$20,000 (Available to Platinum Sponsors Only)*

The Premium Product Theater includes all coordination, cost, and logistics for product theater. This includes basic audiovisual set up; sponsor is responsible for any upgrades to audiovisual or banquet orders. Sponsor is responsible for speaker and content.

**There are only two product theaters available during SHSA 2025. Dates and times will be available in early 2025.*

Product Theater—\$10,000 (Available to Platinum & Gold Sponsors Only)*

Product theaters provide an opportunity for our top sponsors to share science, education and/or product demonstrations of the latest innovations in HS to a captive audience. This is an ideal opportunity to hold promotional presentations and accommodate a larger audience that can then be directed back to your exhibit booth after the presentation is over for further discussions. Presentations must be between 30-45 minutes in length. The sponsor is responsible for all applicable charges, including but not limited to room rental fees, audiovisual, food and beverage, and speaker expenses.

Friday Welcome Reception—\$15,000

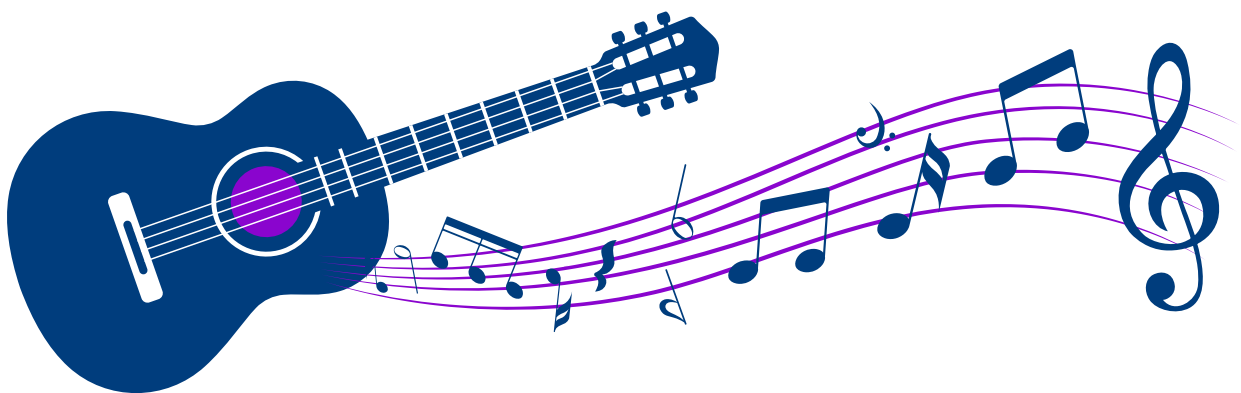
The Welcome Reception is the official kick-off of SHSA and one of the meeting's highlights. It offers a great opportunity to network and interact with attendees. The Welcome Reception will be held on Friday, October 31. Event sponsors will be prominently recognized throughout the reception and meeting.

Saturday Networking Reception—\$15,000

Saturday at SHSA concludes with a well-attended networking reception offering the opportunity to mingle with KOLs. This networking reception will also take place inside the Exhibit Hall on Saturday, November 1. Event sponsors will be prominently recognized throughout the reception and meeting.

Premium Water Bottle—\$15,000

Join us in reducing plastic waste by sponsoring premium reusable water bottles for our attendees. This eco-friendly option allows your brand to shine with co-branded logos, making a lasting impression while promoting sustainability.





Exhibiting Information

The exhibit hall will be held in the Legends E-G Ballroom at the Omni Nashville, 250 Rep. John Lewis Way S, Nashville, TN 37203. Poster presentations, refreshment breaks, and exhibits will all be intermingled for optimal traffic.

Exhibit Hall Schedule

Friday, October 31	7:00 am – 12:00 pm	Check-in and Exhibit Set up
	12:00 pm – 6:00 pm	Exhibit Hall Hours
	5:00 pm – 6:00 pm	Welcome Reception
Saturday, November 1	7:30 am – 6:00 pm	Exhibit Hall Hours
	5:30 pm – 6:00 pm	Networking Reception
Sunday, November 2	8:30 am – 12:00 pm	Exhibit Hall Hours
	12:00 pm – 3:00 pm	Exhibit Dismantle

All times are subject to change.

Booth Information

The booth space includes a six-foot skirted table and two chairs. To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than eight (8) feet in the back and four (4) feet on the sides.

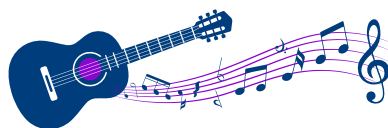
Sponsors are responsible for the cost of audiovisual, electrical, internet, and shipping and handling costs pertaining to their exhibit space. Once registration is complete, an order form will be provided to you so that this can be ordered to your needs. All services or material supplied by any contractors ordered by exhibitors/sponsors will be billed directly by the contractor to the exhibitor/sponsor. Therefore, the meeting does not assume any liability or responsibility for any act performed or omitted by such official contractors.

Assignment of Space

All booths will be assigned on a first come, first served basis in the order of sponsorship level from highest to lowest.

Registration

All company representatives must be registered with their own individual email addresses to attend the meeting. No representative will be admitted to the exhibit area without an exhibitor's badge. Registered representatives may attend all scientific sessions and social events; however, no business may be done within session rooms.



10TH ANNUAL SHSA 2025

Payment Information

Payment

Sponsor agrees in consideration of the sponsorship benefits outlined in the Sponsorship Prospectus to pay in full the selected sponsorship level amount(s) by the required due date. The HSF, CHSF, and Sponsor acknowledge that the Sponsor's role in the SHSA is limited to making a financial contribution and receiving sponsorship benefits, and that the Sponsor is not otherwise involved in the SHSA. The Sponsor is neither a decision-maker nor an advisor to the SHSA.

All payments must be paid in USD. For wire transfer information, please contact Lauren Klinedinst at lklinedinst@hs-foundation.org. Full payment is due within 30 days of sponsorship registration, a 2.5% fee will be applied to payments after 30 days and sponsorship may be cancelled for no payment after 60 days or by October 2, 2025, whichever may come first. Full payment is due for sponsorship registrations received after October 2, 2025. Checks should be made payable to HS Foundation and mailed to:

HS Foundation
c/o Lauren Klinedinst
400 Winding Creek Blvd
Mechanicsburg, PA 17050

HSF Tax-ID: 92-0598936





Terms and Conditions

The following rules and regulations are designed to give structure to the relationship between the Hidradenitis Suppurativa Foundation (HSF), the Canadian Hidradenitis Suppurativa Foundation (CHSF), and sponsoring companies in preparation for and during the Symposium on Hidradenitis Suppurativa Advances (SHSA). Neither the rights nor obligations under this Agreement shall be assigned or otherwise disposed of without the prior written consent of the non-assigning party. Any attempted assignment of this Agreement shall be null and void and shall constitute a breach of the Agreement, resulting in cancellation at the discretion of the HSF and/or CHSF. The HSF and CHSF are the sole authority for resolving questions or issues arising from the interpretation of the following rules and regulations. The authorized sponsor signing the Agreement is responsible to ensure the company representatives who will be involved in any activity relating to the SHSA will be aware of and comply with these regulations.

Eligibility

Sponsors will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants, as determined by HSF and CHSF in their sole discretion. HSF and CHSF reserves the right to determine the eligibility of any assets for display at the SHSA.

Cancellation/Refund Policy

Notification of cancellation must be done in writing to lklinedinst@hs-foundation.org. The benefits provided to meeting sponsors start immediately upon payment or receipt of purchase order. No refunds will be given for any cancellations of a sponsor/exhibit within 30 days of the conference.

In the event of cancellation by the Sponsor (other than because of any restrictions enforced by government regulations), the following cancellation fees will apply:

Cancellation Date	Cancellation Fee
More than 90 days (August 2, 2025)	25% of total fee
60 - 90 days (August 3, 2025 - September 1, 2025)	50 % of total fee
30 - 60 days (September 2, 2025 - October 1, 2025)	75 % of total fee
After October 1, 2025	100% of total

Standards for Integrity and Independence in Accredited Continuing Education

As a vendor, you will need to understand and agree to follow the policies of the ACCME Integrity and Independence in Accredited Continuing Education and the guidelines of the American Medical Association set for physicians in support of the 2025 Symposium on Hidradenitis Suppurativa Advances (SHSA). By accepting the purchase of exhibit space, the HSF and CHSF are in no way endorsing products or services offered by this company

Acknowledgement

All companies providing support to the 2025 SHSA, through educational grants or exhibits, will be acknowledged during the meeting and on associated literature distributed throughout the meeting.

Badges

All representatives of sponsors/exhibitors must register and wear the official badge for admission to and while in the exhibit & meeting space. Company badges will not be accepted in lieu of the official badge. Individuals who do not have badges will not be permitted into the exhibit area.

Booths Activities/Demonstrations/Presentations

Sponsors/ Exhibitors are permitted to demonstrate the company's equipment and to make informational presentations regarding the product line or service in the booth space. However, other attention getting devices in the form of entertainment, or demonstrations of non-product items or services must be approved in writing by meeting staff. Only such activities which, in the discretion of the meeting staff, are in keeping with the professional department of the technical exhibits program will be permitted with the prior approval of the meeting staff. Any exhibit may be closed if deemed by the meeting staff to have an excessive noise level.

Non-SHSA events

Sponsors/Exhibitors or their affiliates may not host educational events or meetings involving registrants of the SHSA during the conference without prior permission from the HSF and/or CHSF. Requests for sponsoring educational events or meetings should be made directly to the HSF and/or CHSF. Approved events cannot conflict with any official SHSA activities and must have no formal marketing, production demonstrations or scientific presentations. No exceptions to this rule will be allowed. Requests will only be considered for companies who are sponsoring/exhibiting at SHSA.

Shipping Information

Shipping information will be provided within 60-days of the meeting date. Sponsors/Exhibitors are responsible for all fees associated with shipping materials.

Insurance

It is the responsibility of each sponsor/exhibitor to maintain insurance against injury to person or damages or losses of property in such amounts as the exhibitors deems adequate. Insurance protection will not be provided either by HSF, CHSF, or the Hotel.

Security

The exhibit area will be in a public space of the Hotel. The HS Foundation will not be providing security. It is encouraged and recommended that nothing of significant value is left in the exhibit space during off hours.

Liability and Indemnification

The sponsor/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 SHSA. The exhibitor shall protect, indemnify, hold harmless and defend HSF, its officers, directors, agents and employees, the CHSF, its officers, directors, agents and employees, and the Hotel and its agents 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 damaged by or resulting from the negligence or willful misconduct of HSF, its officers, directors, agents and employees, the CHSF, its officers, directors, agents and employees, and the Hotel and its agents and employees.

In case any part of the exhibition hall is destroyed or damaged so as to prevent SHSA from permitting an exhibitor to occupy assigned space during any part of the whole of the exhibition period, or in case occupation of assigned space during an part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of SHSA, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor; and the exhibitor hereby waives any claim against HSF, its officers, directors, agents and employees and the CHSF, its officers, directors, agents and employees for losses or damages which may arise in consequence of such inability to occupy assigned space.

Force Majeure

In case of Force Majeure, the HSF and CHSF reserves the right to modify dates, time schedules, event plans, and programs. In case of forced cancellation of the event, money paid by Sponsors will be reimbursed, subsequent to proportional deduction of expenses incurred.

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 HSF and the CHSF through the Boards. Sponsors/Exhibitors agree to comply with all subsequent reasonable rules adopted by SHSA. The HSF and the CHSF may grant permission to exhibit, subject to such special conditions or limitations, as it is deemed necessary to assure that an exhibit satisfies the basic criteria for technical exhibits.

Promotion and Advertising

Sponsors are not to self-promote their participation in the SHSA without prior permission from the HSF and/or CHSF. Requests for advertising within the SHSA venue property should be made directly to HSF and/or CHSF.

Contests and Drawings

Prize contests, awards, drawings, raffles, or lotteries of any kind are not permitted during the SHSA.

Giveaways and Promotional Items

Sponsors may not distribute any samples of products, promotional giveaways, or gifts at the SHSA.

Media Related Activities

Sponsored media events may not be held during the SHSA.

Copyright

The SHSA is wholly owned by HSF and CHSF and is not a public event. Unauthorized use of program images, program content, the name of an Association speaker and/or program title, or the name of the Association without the written consent of HSF and/or CHSF is prohibited.

Representations and Warranties

The Sponsor represents and warrants that it has the right, power, and authority to enter into this Agreement and to grant the rights and licenses conveyed in this Agreement and is not subject to any Agreements, claims or arrangements which conflict or adversely affect the rights granted in this Agreement.

License

The Sponsor acknowledges and agrees that it has no proprietary right or authority or interest in the SHSA and any branding material except as otherwise provided herein and no provision of this Agreement shall be construed or interpreted as an assignment or grant to the Sponsor of any right, title, or interest in or to the SHSA or the branding manual.