



HERSHEY, PENNSYLVANIA
APRIL 19-21, 2024

*Hosted by Penn State Health Dermatology
In partnership with The Pennsylvania Academy of
Dermatology and Dermatologic Surgery and
Atlantic Dermatology Conference Societies*

**EXHIBITOR & SPONSOR
PROSPECTUS**

www.AtlanticDermConference.org

info@atlanticdermconference.org



EDUCATIONAL & SUPPORT OPPORTUNITIES

FOR YOUR OWN PROTECTION BE SURE TO READ THE EXHIBITOR RULES AND REGULATIONS IN THIS PROSPECTUS

BENEFITS

- Access to the third largest gathering of dermatologists in the US and Canada
- Direct exposure of your products and services, to dermatologists across the Northeast and Mid-Atlantic Regions
- Welcome Reception will be in the Exhibit Hall
- Admittance into non-ticketed sessions
- Refreshment Breaks in the Exhibit Hall

SPONSORSHIP

Take advantage of the additional special advertising opportunities at ADC 2024:

- Premier Exhibit Space Available
- Friday Night Welcome Reception
- Conference Bags or Lanyards
- Saturday Night Social Event
- Wi-Fi Hotspot
- ADC Website Ads
- Company Logo on Signage

EXHIBIT SCHEDULE Hershey Lodge

FRIDAY, APRIL 19, 2024

9:00 am – 12:00 pm Exhibitor Registration

9:00 am – 12:00 pm Exhibitor Move-in & Set-up

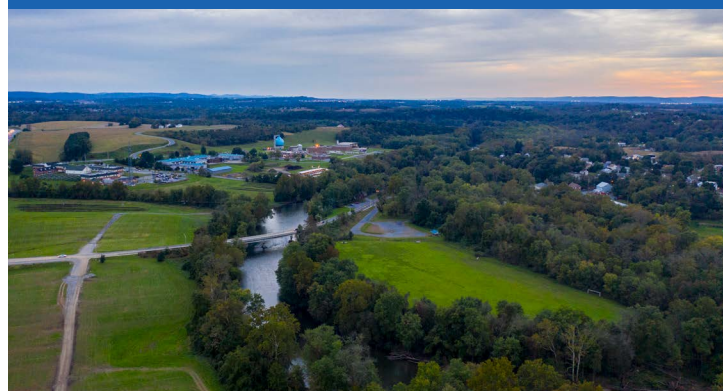
12:00 pm – 7:00 pm Exhibit Hall Open

5:30 pm – 7:30 pm Welcome Reception in Exhibit Hall

SATURDAY, APRIL 20, 2024

7:30 am – 4:30 pm Exhibit Hall Open

4:30 pm – 8:00 pm Exhibitor Move-out & Dismantle



DEAR EXHIBITOR & SPONSOR PARTNERS:

We are pleased to invite you to participate in the 101st Atlantic Dermatological Conference (ADC) to be held April 19 – 21, 2024, at the Hershey Lodge in Hershey, PA, hosted by Penn State Health Dermatology in partnership with Atlantic Dermatology Conference Societies.

The Atlantic Dermatological Conference is one of the largest dermatology meetings in United States. Although the conference draws primarily from Northeast and Mid-Atlantic regions, dermatologists from all over the United States and Canada are invited and attend.

Tabletop exhibits will be located adjacent to all the scientific sessions. Breaks and beverage services are strategically placed in the exhibit area, providing ample opportunity to interact with your customers.

We encourage you to take advantage of this valuable marketing investment available to your company. Through various exhibitor opportunities, your organization can directly participate in this scientific meeting and gain increased company and product visibility among dermatologists.

We invite you to select an exhibitor/sponsor level that fits your marketing strategy; one that will help your company achieve the greatest impact and awareness in the dermatologic market.

Our website, www.atlanticdermconference.org is the destination for all conference matters and attendees, including conference registration. As you will see in this prospectus, we are currently welcoming advertisers on the site.

If you have any questions, please feel free to visit www.atlanticdermconference.org or contact Lauren Klinedinst, CMP, ADC Meeting Manager at lklinedinst@pamedsoc.org.

We look forward to seeing you in Hershey!

Sincerely,

Jeffrey Miller, MD, MBA
James Marks, MD
2024 ADC Fundraising Co-Chairs
Penn State Health



SPONSORSHIP LEVELS

DIAMOND \$75,000

3 Available

- 45 min Product Theater Slot (includes room rental, audio/visual and food & beverage)
- 2 Tabletop displays in exhibit hall
- Premier table locations in exhibit hall
- Up to 10 complimentary company representatives
- 10 complimentary tickets to the Saturday evening social event
- 1 insert of product/promotional material provided to all attendees
- Special acknowledgment at Saturday evening social event
- Company Logo and a 25-word ad listed on the ADC 2024 website
- Logo advertising on signage
- 1 company logo floor cling

PLATINUM \$50,000

- 1 Tabletop display in exhibit hall
- First choice of premium table location in exhibit hall
- Up to 8 complimentary company representatives
- 8 complimentary tickets to the Saturday evening social event
- 1 insert of product/promotional material provided to all attendees
- Company Logo and a 25-word ad listed on the ADC 2024 website
- Logo advertising on signage

GOLD \$25,000

- 1 Tabletop display in exhibit hall
- Second choice preferred table location in exhibit hall
- Up to 6 complimentary company representatives
- 6 complimentary tickets to the Saturday evening social event
- 1 insert of product/promotional material provided to all attendees
- Company Logo and a 25-word ad listed on the ADC 2024 website
- Logo advertising on signage

SILVER \$15,000

- 1 Tabletop display in exhibit hall
- Third choice of excellent table location in exhibit hall
- Up to 4 complimentary company representatives
- 4 complimentary tickets to the Saturday evening social event
- Company Logo and a 25-word ad listed on the ADC 2024 website
- Logo advertising on signage

EXHIBIT ONLY \$5,000

(before January 15) | (\$7,000 after January 15)

- 1 Tabletop display in exhibit hall
- 2 Complimentary company representatives



EARLY BIRD SPECIAL

REGISTER BEFORE JANUARY 15, 2024 AND SAVE!



SPECIAL ADVERTISING OPPORTUNITIES

ALL EXHIBITORS AND SPONSORS WILL RECEIVE A
PRE AND POST CONFERENCE ATTENDEE LIST

WELCOME RECEPTION | \$25,000

(1 Opportunity Available)

- Logo Floor Cling by Registration Area
- Logo signage during Welcome Reception
- Announcement of support during Welcome Reception
- Logo table tent cards on tables during Welcome Reception
- Floor Clings in Welcome Reception area

SOCIAL EVENT | \$25,000

- Logo signage during Saturday Social Event
- Announcement of support during Social Event
- Logo on table tents and by food stations
- Logo napkins

KEYNOTE LUNCHEON | \$20,000

(1 Opportunity Available)

- Logo signage
- Announcement of support



ADDITIONAL ADVERTISING OPPORTUNITIES

FLOOR CLINGS | \$5,000

- Company logo on Floor Cling displayed in attendee area

ADC WEBSITE ADVERTISING | \$5,000

- Logo and 25-word advertisement on ADC website

LOGO CONFERENCE BAGS | \$7,500

(1 Opportunity Available)

- Company logo on all conference bags distributed to all attendees

LOGO CONFERENCE LANYARD \$7,500

(1 Opportunity Available)

- Company logo on all conference lanyards distributed to all attendees

WI-FI HOTSPOT | \$10,000

(1 Opportunity Available)

- Advertising signage as supporter of Wi-Fi
- Custom network name and password

REFRESHMENT BREAK

\$10,000 EACH

(2 Opportunities Available, either Saturday or Sunday)

- Logo signage during morning and afternoon breaks
- Announcement of support
- Logo coffee sleeves
- Logo napkins

HOTEL KEYCARDS | \$15,000

(1 Opportunity Available)

- Full Color company logo on Hotel Keycards

HOW TO PARTICIPATE

RESERVE NOW TO BE AN EXHIBITOR OR SPONSOR AT ADC 2024 IN HERSHEY

HERE'S WHAT TO DO:

- Reserve your space early — by January 15, 2024, so you'll secure the best possible location. Simply complete the application on the last page and submit it with your exhibitor or sponsor payment.
- You'll receive a confirmation to include your tabletop number and a service kit, as well as additional conference information on hotel, travel, and educational sessions, and any other forms you will need.
- Frequent meeting updates will be emailed to you to keep you on schedule, inform you about conference developments and share some useful information to help make your exhibit experience in Hershey, PA a success.

MEETING & EXHIBIT HALL LOCATION

Hershey Lodge

325 University Dr, Hershey, PA 17033

ph: (717) 533-3311

Educational sessions, exhibit hall and welcome reception will be held at the Hershey Lodge.

The exhibit program is limited to a 6' tabletop display per company. All dimensions are believed to be accurate but are not warranted by the ADC. Stationary construction of backdrops, display cases or additional display paraphernalia will not be allowed. Note, the exhibit hall is carpeted.

Tabletop display includes:

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

EXHIBITOR BADGES

Registration for all exhibitor badges will be available online in January 2024.

- Exhibitors will not be admitted to the exhibit area without an exhibitor's badge.
- Each exhibitor will be allowed complimentary registrations depending on their exhibitor level.
- The ADC Registration Desk will be in the Great Lobby outside of the Great American Hall and will be open during the exhibit show hours.

APPLICATION DEADLINE

In order to be considered for exhibit space, and for your company to be recognized in conference materials, applications must be returned by: **March 4, 2024**. Register before January 15, 2024, for the early bird rate!

Notification of acceptance and space assignment will be emailed.

THE ADC EXHIBIT HALL BOOKS UP QUICKLY!

PAYMENT IN FULL

Full payment for your level of exhibitor must be received no later than March 4, 2024. Failure to pay in full by that date may result in forfeiture of your tabletop exhibit and its reassignment to another company.

REFUNDS

Should your company's priorities change, and you choose not to participate, the maximum refund will be \$1,000. No refunds will be given for notice of non-participation received after March 10, 2024. Send all refund requests in writing via email to: Lauren Klinedinst at lklinedinst@pamedsoc.org.

HOTEL ACCOMODATIONS

Hershey Lodge

325 University Dr, Hershey, PA 17033

ph: (717) 533-3311

The Hershey Lodge is the host hotel for ADC 2024. A special room rate of \$239.00 USD per night single/double is available for all meeting participants. This rate is offered on a space-available basis through March 18, 2024. Please contact Hershey Lodge Reservations at (855) 729-3108 and indicate you are with "Atlantic Dermatological Conference" to receive the special room rate or make your reservations. Online reservations will be made available in late 2023.

ADDITIONAL INFORMATION

HOTEL & EXHIBITOR GUIDELINES

ELECTRICAL, INTERNET & SHIPPING

You will receive information on electrical, internet services and shipping along with your exhibitor/ exhibit confirmation once your application and deposit is received.

Sufficient lighting is provided for adequate illumination in the exhibit area, but no individual electrical outlets are provided at each individual table. All electrical work must be ordered through the Hershey Lodge and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of the venue.

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

SECURITY

Overnight security personnel will be available in the exhibit area. The exhibit hall will have entrances, which will be closed after exhibit hours. There is not to be any assumption of obligation or duty with respect to the protection of property of the exhibitor, which shall at all times be the sole responsibility of each exhibitor.

QUESTIONS

Contact Lauren Klinedinst, CMP at lklinedinst@pamedsoc.org.
ph: (717) 909-2639

EXHIBITOR GUIDELINES

CATEGORIES OF EXHIBITS

The exhibit program is designed to provide dermatologists with first-hand information about products and services specific to the area of Dermatology and to serve as a forum for updating the physician's knowledge of current technological advances in the field of Dermatology. The exhibit program is an integral part of the overall educational schedule for the ADC.

The ADC will consider application for exhibit space for products and services in the following categories:

- Pharmaceuticals specific to dermatology, both prescription and non-prescription.
- Equipment and devices which are designed for diagnosis and treatment of dermatologic conditions.
- Office equipment, record-keeping equipment, or services relating to the support of non-medical aspects of the practice of dermatology.
- Scientific educational publications.
- Activities of professional and educational organizations.

REVIEW PROCEDURES

Applications for exhibit space will be reviewed by the ADC to determine whether they satisfy the criteria for acceptance. Also, please note the following:

1. Each applicant must supply specific information concerning the products or services to be displayed with the exhibit application.
2. When deemed necessary, the ADC may request additional supporting data from the applicant.

CRITERIA FOR ACCEPTANCE

Permission to exhibit may be granted to companies only if their proposed exhibit meets the following criteria:

- The product or service relates specifically to the medical and scientific aspects of the practice of dermatology;
- The products or services to be displayed are safe when used in accordance with the instructions or recommendations of the applicant;
- The products or services are capable of safely performing in accordance with the claims made by the applicant;
- The products or services to be displayed contribute significantly to the educational goal of the ADC.

ASSIGNMENT OF SPACE

- Exhibiting companies are not eligible for space assignment until a completed application and exhibit or sponsor fees are received at the ADC office.
- Tabletops will be assigned with priority given according to exhibitor or sponsor levels as indicated. The remaining tabletops will be assigned on a first come, first-served basis.

EXHIBITOR RULES & REGULATIONS

FOR YOUR OWN PROTECTION BE SURE TO READ THE EXHIBITOR
RULES AND REGULATIONS IN THIS PROSPECTUS

INTERPRETATION & APPLICATION OF RULES & REGULATIONS

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

ADVERTISING

Exhibit items, advertising literature, or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the ADC or which could be construed as an endorsement by the ADC or by its attendees is prohibited. The use of ADC or Penn State Hershey, seals of approval, trademarks or other msimilar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the annual conference, unless prior agreement has been made with the ADC.

TABLE TOP ACTIVITIES, A/V & DEMONSTRATIONS

The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding the product line or service in the exhibit booth/table. However, other attention getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved in writing by the ADC Meeting Consultant. Only such activities, which, at the discretion of the ADC Meeting Consultant are in keeping with the professional department of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated to each exhibitor. The use of other than closed-sound systems will be permitted only with the prior written approval of the ADC. Any tabletop exhibit may be closed if deemed by the ADC to have an excessive noise level or disruption of exhibitors.

SOCIAL FUNCTIONS AT THE ADC

Approval is now required for all exhibitor social functions. Requests for such activities must be submitted in writing to the ADC Meeting Consultant prior to **March 8, 2024**. The request must specify date, time, and location, type of function and anticipated attendance. Functions will not be permitted during the hours of the Scientific Sessions or other ADC official functions.

FDA REGULATIONS

Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition on promoting approved drugs for unapproved uses. Exhibitors are expected to abide by all applicable FDA regulations. Requests for information and guidance should be directed to:



**The Office of Prescription Drug
Promotion (OPDP)**

**10903 New Hampshire Ave.,
Building 51, Room 3203**

Silver Spring, MD 20993-0002

Ph: (301) 796-1200 | www.fda.gov

INSURANCE

Exhibiting Companies acknowledge and agree that neither ADC, Penn State Hershey, nor the Hershey Lodge, carries insurance for or will be responsible for loss of property or damage to Exhibitor's property. Exhibitor shall obtain such insurance on its property and for its liability as it elects. In addition, Exhibitor shall obtain and maintain at its own expense a standard Comprehensive General Liability Policy, which policy shall provide coverage for injury or death to persons and damage to property in connection with the ADC. Exhibitor shall provide ADC with such evidence of coverage as may be reasonably requested at least 30 days prior to the ADC. It is the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor deems adequate.

SUBLETTING & SHARING OF SPACE

No part of any exhibit tabletop assigned to an exhibitor may be reassigned, sublet or shared with any other party by that exhibitor.

LIABILITY AND INDEMNIFICATION

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in the ADC, Penn State Hershey, its officers, directors, agents and employees and the Hershey Lodge, and its agents, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the ADC, Penn State Hershey, its officers, directors, agents or employees of the Hershey Lodge, or its agents, servants or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the ADC from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of the ADC, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor. The exhibitor hereby waives any claim against the ADC, Penn State Hershey, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

EXHIBITOR & SPONSOR REGISTRATION

APPLICATION AND AGREEMENT

REGISTER BEFORE
JANUARY 15, 2024
AND SAVE!



1. Please read this form and the exhibit prospectus carefully and print or type all information.
2. **Application Payment Due Date is March 4, 2024.** This application will not be processed unless it is signed by a company representative, dated with the exhibit or sponsor fee included.
3. Complete, sign and return this form via email to Lauren Klinedinst, CMP at lklinedinst@pamedsoc.org to reserve your space.

Please PRINT— All Information to be used in Exhibitor & Sponsor Program Book and Tabletop Exhibit

Company Name: _____

Address: _____

City _____ State _____ Zip _____

Phone: _____

Fax _____

Company Email _____

Website: _____

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

Company Contact _____

Email: _____

Phone: _____

ADC 2023 AGREEMENT

We hereby agree to:

- Abide by all rules and regulations included in this prospectus.
- Attach check payable to Pennsylvania Academy of Dermatology
- Pay in full for the space prior to March 4, 2024.

Company Name: _____

Signature _____ Date: _____

PAYMENT INFORMATION

Check Payment Only (no credit cards please)

Total Amount Enclosed: \$ _____

Make check payable to:

Pennsylvania Academy of Dermatology



ADC 2024

Attn: Lauren Klinedinst, CMP
400 Winding Creek Blvd
Mechanicsburg, PA 17050

A. EXHIBITOR

Exhibit Only—\$5,000 (before Jan. 15)
(\$7,000 after Jan. 15)

Additional Company Representatives
\$200 each # _____

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

B. SPONSOR LEVELS

(Visit page 4 for complete details.)

Diamond—\$75,000

Platinum—\$50,000

Gold—\$25,000

Silver—\$15,000

C. ADDITIONAL SPONSORSHIP ADVERTISING OPPORTUNITIES

Welcome Reception—\$25,000

Social Event Sponsor—\$25,000

Keynote Luncheon Sponsor—\$20,000

Hotel Keycards—\$15,000

Refreshment Break—\$10,000 each

WiFi Hotspot—\$10,000

Logo Conference Bags—\$7,500

Logo Conference Lanyard—\$7,500

ADC Website Advertising—\$5,000
Available to all companies

Floor Clings—\$5,000

TOTAL EXHIBIT & SPONSORSHIP ADVERTISING:

Total: \$ _____