ADC 2026

103RD ATLANTIC DERMATOLOGICAL CONFERENCE

Hosted by The Dermatologic Society of Greater New York

EXHIBITOR & SPONSOR PROSPECTUS

AtlanticDerm CONFERENCE

MAY 1-3, 2026 | NEW YORK HILTON, MIDTOWN

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

EXHIBIT SCHEDULE
New York Hilton Midtown

FRIDAY MAY 1, 2026

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 MAY 2, 2026

7:30 am – 4:30 pm	**Exhibit Hall Open**
4:30 pm – 8:00 pm	Exhibitor Move-out & Dismantle

SPONSORSHIP

Take advantage of the additional special advertising opportunities at ADC 2026:

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

EDUCATIONAL & SUPPORT OPPORTUNITIES

We are pleased to invite you to participate in the 103rd Atlantic Dermatological Conference (ADC) to be held May 1-3, 2026 at the New York Hilton Midtown, located in the heart of New York City. This year, ADC is being hosted by the Dermatologic Society of Greater New York, one of the largest and oldest dermatological societies in the country.

The Atlantic Dermatological Conference is one of the largest dermatology meetings in the United States and the second-longest running dermatology meeting in the country. The ADC remains relevant to this day because it highlights not only scientific breakthroughs and therapeutic achievements in dermatology, it also integrates the largest live patient-viewing session which draws in dermatologists from not only the Northeast and Mid-Atlantic regions, but all over the United States and Canada as well. Our meeting draws in high-profile dermatologists from the entire region, so there are ample opportunities for one-to-one meetings and advisory boards as well.

This year, we plan to have the biggest ADC meeting ever, and have listened closely to feedback from previous years to make this an integrative and worthwhile experience for attendees and sponsors alike. Tabletop exhibits will be located in throughfares to scientific sessions. Breaks and beverage services are strategically placed in the exhibit area, providing ample opportunity to interact with your customers. Posters will be placed in areas to promote traffic in the exhibit hall, and numerous mini-competitions will be held throughout the meeting in exhibit areas and involving the exhibitors to generate excitement and buzz around the meeting hall.

We recognize in these challenging times, resources are limited and being stretched across a large number of meetings, engagements, and programs. This meeting is tailored to be a valuable marketing investment available to your company and we encourage you to commit your resources early so as to have the best selection of available time blocks and placement. Through varied exhibitor opportunities, your organization can directly participate in this educational meeting and gain increased company and product visibility among dermatologists.

We invite you to select an exhibitor/sponsor level that best fits your marketing strategy; one that will help your company achieve the greatest impact and awareness in the dermatologic market. Being a part of this meeting means making a commitment to dermatology and our attendees recognize the importance of that commitment to future therapeutics for our patients, as our scientific program will highlight upcoming novel therapies within dermatology which will allow follow-through opportunities to engage further with your customers.

Our website, www.atlanticdermconference.org is the destination for all conference matters and attendees, including exhibitor and attendee registrations. 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 Andrew Chisholm, ADC Meeting Manager at achisholm@pamedsoc.org.

Sincerely,

Roger Ho, MD, MS, MPH

George Han, MD, PhD

Committtee Members

Darrell Rigel, MD

Shari Lipner, MD, PhD

Mark Lebwohl, MD

EXHIBITOR & SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

DIAMOND—$125,000

8 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 2026 website
- Logo advertising on signage
- 1 company logo floor cling

PLATINUM—$100,000

- 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
- A company Logo and information on a 2 Pillars in the main Lobby of the Hilton Midtown
- 1 insert of product/promotional material provided to all attendees
- Company Logo and a 25-word ad listed on the ADC 2026 website
- Logo advertising on signage

GOLD—$75,000

- 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 2025 website
- Logo advertising on signage

SILVER—$50,000

- 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
- 1 insert of product/promotional material provided to all attendees
- Company Logo and a 25-word ad listed on the ADC 2025 website
- Logo advertising on signage

Ruby—$35,000

- 1 Tabletop Display in exhibit Hall
- Up to 3 complimentary company representatives
- 3 Complimentary tickets to the Saturday evening Social Event
- Company Logo and a 25-word ad listed on the ADC 2026 website
- 1 insert of product/promotional material provided to all attendees

BRONZE—EXHIBIT ONLY $12,000

(before March 7) | (After March 6 - $15,000)

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

EARLY BIRD SPECIAL

REGISTER BEFORE MARCH 6, 2026 AND SAVE!

SPECIAL ADVERTISING OPPORTUNITIES

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

FRIDAY

WELCOME RECEPTION* | $25,000

(1 Opportunity Available)

- Logo Floor Cling by Registration Area
- Announcement of support during Welcome Reception
- Logo table tent cards on tables during Welcome Reception
- Logo Napkins

KEYNOTE LUNCHEON*

$20,000

(1 Opportunity Available)

- Logo Display on TV Monitors
- Announcement of support

**Must be a Platinum or higher sponsor.*

NEW BENEFIT

For Diamond, Platinum and Gold Sponsors Only

Enhance your booth experience for attendees with organizing food services or entertainment.

Sponsors that take advantage of this benefit will need to communicate directly with Andrew Chisholm, the meeting manager, who will introduce you to the proper contacts with the venue to ensure successful execution.

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—$15,000

(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

I ♥ NEW YORK

REFRESHMENT BREAK $10,000 EACH

(3 Opportunities available, Friday, Saturday, or Sunday)

- Logo signage during the breaks of the day (Morning and/or Afternoon)
- Announcement of support
- Logo napkins

HOTEL KEYCARDS $7,500

(1 Opportunity Available)

- Full Color company logo on Hotel Keycards for the Hilton Midtown

RECHARGE STATION IN EXHIBIT HALL $10,000

(2 Available)

- Company Logo on Charging Station
- Advertising signage as support of the Mobile device charging station

CONFERENCE STATIONERY $5,000

(1 Available)

- Call it old-fashioned but it's never a wasted opportunity to put your logo on paper. Pads will be co-branded with sponsor and ADC logo and inserted in attendee tote bags.

SATURDAY NIGHT SOCIAL OPPORTUNITIES

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

SATURDAY

SOCIAL EVENT | $30,000

The Spyscape Museum

- Logo signage during Saturday Social Event
- Announcement of support during Social Event
- Logo on table tents and by food stations
- Logo napkins
- External coverage on video boards overlooking 8th Avenue and West 55th Street from 6 pm–10 pm.

ADDITIONAL ADVERTISING OPPORTUNITIES WILL BE AVAILABLE THROUGH THE HOTEL!

Exterior Advertising (2 opportunities)—$15,000 each

Put your brand in the spotlight—captivate curious minds on SPYSCAPE's high-impact video boards, where every guest is already primed for discovery with exclusive advertising for over 900 impressions an hour on 8th Avenue and W. 55th Street. The 8th Avenue side has 8 Screens that wraps round to W. 55th Street. The W. 55th Street side comprises of four screens positioned to the wrap around screen and interior 4k media wall. Both can hold static, animation or video files (No Audio). For Friday, May 2, for hours NOT during the actual Saturday night social (estimated 20 hours), two sets of 60 second media will run 12 times per hour, with the remaining content being SPYSCAPE media. (One set per opportunity)

Hold your own Private Event in the Situation Room—$10,000

The Situation Room is a private room within the Spy-Scape Museum that holds up to 20 people! Step into your own secret mission with a private room for your own experiences. Room comes with table, chairs and TV's for marketing/advertising!

Hold your own Private Event in the Bunker—$10,000

The Bunker is a private room within the SpyScape Museum that holds up to 40 in a reception style includes tables, TV's and Speakers for your private event! Unlock The Bunker—a sleek, high-security private room hidden within SPYSCAPE.

HOW TO PARTICIPATE

RESERVE NOW TO BE AN EXHIBITOR OR SPONSOR AT ADC 2026 IN NEW YORK

HERE'S WHAT TO DO:

- Reserve your space early — by March 6, 2026, 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 addition 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 New York a success.

MEETING & EXHIBIT HALL LOCATION

New York Hilton Midtown
1335 Avenue of the Americas
New York, NY 10019
Ph: 212-586-7000

Educational sessions, exhibit hall and welcome reception will be held at the Hilton Midtown Exhibit Hall on the 3rd Floor.

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 November 2025.

- 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.

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: **April 3, 2026**. Register before March 6, 2026, 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 April 3, 2026. 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 April 10, 2026. Send all refund requests in writing via email to: Andrew Chisholm at achisholm@pamedsoc.org.

FORCE MAJEURE

In case of Force Majeure, the ADC 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.

HOTEL ACCOMODATIONS

New York Hilton Midtown
1335 Avenue of the Americas
New York, NY 10019

A select number of rooms at a special room rate of $329 for Premiere Guest Rooms. This rate is offered on a space-available basis through April 4, 2026. Online reservations will be made available in late 2025. There are additional hotel block options that will be listed on our registration website and are available to all other meeting participants.

ADDITIONAL INFORMATION

HOTEL AND 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 Hilton Midtown Hotel 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 Andrew Chisholm at
achisholm@pamedsoc.org.
ph: (717) 909-2669

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 the Dermatologic Society of Greater New York, 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 deportment 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 closedsound 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 **April 4, 2026**. 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, the Dermatologic Society of Greater New York, nor the New York Hilton, Midtown, 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, the Dermatologic Society of Greater New York, its officers, directors, agents and employees and the New York Hilton, Midtown, and its agents, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the ADC, the Dermatologic Society of Greater New York, its officers, directors, agents or employees of the New York Hilton, Midtown, or its agents, servants or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent the ADC from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of the ADC, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor. The exhibitor hereby waives any claim against the ADC, the Dermatologic Society of Greater New York, 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 March 7, 2026 AND SAVE

1. Please read this form and the exhibit prospectus carefully and print or type all information.
2. **Application Payment Due Date is April 6, 2026**. 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 Andrew Chisholm, achisholm@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 2026 AGREEMENT
We hereby agree to:

- ☐ Abide by all rules and regulations included in this prospectus.
- ☐ Attach check payable to Dermatological Society of Greater New York.
- ☐ Pay in full for the space prior to April 10, 2026.

Company Name: _____

Signature _____ Date: _____

PAYMENT INFORMATION
Check Payment Only (no credit cards please)

Total Amount Enclosed: $ _____

Make check payable to:
Dermatological Society of Greater New York

ADC 2026
Attn: Andrew Chisholm
400 Winding Creek Blvd
Mechanicsburg, PA 17050

A. EXHIBITOR

- ☐ **Additional Company Representatives**
  $895 or $995 after Early Bird #_____
- ☐ YES, we want a 6' exhibit table and we will display the following products/services:
  _____

B. SPONSOR LEVELS

(Visit page 4 and 5 for complete details.)

- ☐ **Diamond**—$125,000
- ☐ **Platinum**—$100,000
- ☐ **Gold**—$75,000
- ☐ **Silver**—$50,000
- ☐ **Ruby**—$35,000
- ☐ **Bronze**—$12,000
  Before March 6, After March 6 - $15,000

C. ADDITIONAL SPONSORSHIP ADVERTISING OPPORTUNITIES

- ☐ ADC Website Advertising—$5,000
  Available to all companies
- ☐ Floor Clings—$5,000
- ☐ Conference Stationery—$5,000
- ☐ Logo Conference Bags—$7,500
- ☐ Logo Conference Lanyard— $7,500
- ☐ Refreshment Break—$10,000 each
- ☐ WiFi Hotspot—$10,000
- ☐ Recharge Station—$10,000 each
- ☐ Hotel Keycards—$15,000
- ☐ Keynote Luncheon Sponsor—$20,000
- ☐ Friday Welcome Reception—$25,000

D. SATURDAY SOCIAL EVENT ADVERTISING OPPORTUNITIES

- ☐ Private Event-Situation Room—$10,000
- ☐ Private Event-Bunker—$10,000
- ☐ Exterior Advertising—$15,000
- ☐ Saturday Social Event Sponsor—$30,000

TOTAL EXHIBIT & SPONSORSHIP ADVERTISING:

Total: $ _____