

SPONSOR & EXHIBITOR PROSPECTUS



About the ADA

The Atlanta Dermatological Association is a not-for-profit society of dermatologists practicing in the greater Atlanta area, dedicated to promoting the highest possible standards of clinical practice, education, and research in dermatologic medicine, surgery, and related disciplines; promoting the public interest relating to dermatology; and providing a forum for the discussion of medical and practice-related problems.

Since its founding in 1963, the ADA, has grown to a membership of over 200 board-certified or board-eligible dermatologists (and dermatology residents-in-training) from the greater Atlanta area. The breadth of interests and experience of this group is immense and unparalleled since it represents physicians in daily clinical medical and surgical dermatologic practice of adults and children, young doctors in training, dermatopathologists, and academic researchers.

Annually, the ADA provides four 1 hour accredited CME dinner meetings and two accredited 6 hour hospital meetings. The meeting format includes a variety of clinical vignette presentations, short abstracts of important research work or new therapies, guest lectures and seminars, and patient viewings. Nationally renowned as well as local member speaker(s) are objectively invited to present topics based on the needs of the membership and the attendees are passionate about this forum of learning and congregation.

The ADA cares about the dermatologic health of Atlantans. To this end, the Association monitors and works to positively influence the issues that affect the health of all Atlanta residents. In addition, the Association supports various events held throughout the State which have been developed to encourage sun protection and general skin health.

FOR MORE INFORMATION ABOUT THE ATLANTA DERMATOLOGICAL ASSOCIATION

Please contact
Maryann McGrail, Executive Director
maryann@theassociationcompany.com
404-310-5866

CUSTOMIZED MARKETING

The ADA can work with your company to create the perfect marketing opportunity.

Please contact
Cathy Jones, Director of Marketing
cathy@theassociationcompany.com | 404-295-1525

ADA OFFICE

6134 Poplar Bluff Circle, Suite 101
Norcross, GA 30092
770-613-0932 (tel) | 305-422-3327 (fax)
www.atlantaderm.org

Support Packages

The Atlanta Dermatological Association invites you to become a 2012 Patron. If you market to dermatologists practicing in Georgia, you cannot afford to miss this opportunity.

Platinum Patron Level - \$10,000

- Recognition as a Platinum patron in all ADA publications and meeting correspondence including newsletters, email notices, program agendas, and on the ADA website.
- Logo on ADA website home page with a link to your company's website. Company name on ADA website Patron page with a link to your company's website.
- Recognition as Sponsor of Tri-Annual Keynote Speaker Dinner (September Meeting)
- Main Page Banner (7.5" x 1") for 6 months
- Complimentary exhibit table (6 ft table top) at both Tri-Annual CME Meeting (January and September) with up to 3 reps in attendance.*
- Complimentary exhibit table (mini 4 ft) at all 4 Dinner Meetings with up to 4 reps in attendance.*
- Onsite signage

Gold Patron Level - \$7500

- Recognition as a Gold patron in all ADA publications and meeting correspondence including newsletters, email notices, program agendas, and on the ADA website.
- Company name on ADA website home page with a link to your company's website. Company name on ADA website Patron page with a link to your company's website.
- Main Page Banner shuffle for 6 months.
- Complimentary exhibit table (6 ft table top) at both Tri-Annual CME Meeting (January and September) with up to 2 reps in attendance.*
- Complimentary exhibit table (mini 4 ft) at 2 Dinner Meetings with up to 3 reps in attendance.*
- Attendance during cocktail hour prior at other 2 Dinner Meetings, up to 3 reps in attendance.*
- Onsite signage

Silver Patron Level - \$5000

- Recognition as a Silver patron in all ADA publications and meeting correspondence including newsletters, email notices, program, and on the ADA website.
- Company name on ADA website Patron page with a link to your company's website.
- Complimentary exhibit table (6 ft table top) at both Tri-Annual CME Meeting (January and September) with up to 2 reps in attendance.*
- Complimentary exhibit table (mini 4 ft) at 1 Dinner Meetings with up to 2 reps in attendance.*
- Attendance during cocktail hour prior at other 3 Dinner Meetings, up to 2 reps in attendance.*
- Onsite signage

Bronze Patron Level - \$3000

- Recognition as a Bronze patron in all ADA publications and meeting correspondence
- Company name on ADA website Patron page
- Single Page Banner (7.5" x 1") on page of choice (not main page) for 6 months.
- Complimentary exhibit table (6 ft table top) at both Tri-Annual CME Meeting (January and September) with up to 1 rep in attendance.*
- Attendance during cocktail hour prior to all 4 CME Dinner Meetings, up to 1 rep allowed*
- Onsite signage

Supporter Patron Level - \$1500

- Recognition as a Supporter in the meeting programs
- Company name on ADA website Patron page
- Attendance at two CME activities of choice, 1 rep in attendance (6 activities to choose from)* (Jan and Sept meetings include 6ft table top exhibit, Dinner Meetings include attendance during cocktail hour)
- Onsite signage

Exhibit ONLY - \$700 per Tri-Annual Meeting

- Recognition as an Exhibitor in the meeting programs
- Exhibit table (6 ft table top) at a single Tri-Annual CME Meeting (January OR September) with up to 2 reps in attendance.*
- Onsite signage

Networking ONLY - \$250 per Dinner Meeting (1 rep)

- Recognition as a Patron on the Meeting Agenda.
- Attendance during the cocktail hour prior to a CME Dinner Meeting, 1 rep allowed*
- Onsite signage

*Per ACCME requirements, all exhibits are stationed in a separate room from the CME activity.

Holiday Reception Sponsor - \$1000, 4 available

- Recognition on all meeting and promotional materials
- Company name on ADA website Patron page
- 2 reps in attendance at the full reception
- Onsite signage

WHY SUPPORT THE ADA?

Meet Your Goals

- Promote company capabilities
- Introduce new products
- Generate sales leads from new prospects
- Sales leads from present customers
- Enter new markets
- Generate immediate sales orders
- Develop competitive insight
- Demo products
- Increase visibility and branding
- Improve name recognition
- Test-market your products
- Distribute samples
- Identify trends in the industry
- Gain target market insight

Support Quality Programming

- In it's 47 year history, the ADA has developed relationships with key thought leaders with a wide range of specialized knowledge and expertise.
- The ADA develops high quality educational programming through professional practice gap analysis and our expert advisory board.
- The ADA offers CME and AAD accreditation to physicians who attend each of our activities. Residents, fellows and other participants receive formal certificates of attendance.

Benefits

- Get in touch with the decision makers
- Interact with physicians face-to-face in an intimate meeting space
- Promote your company's new products and services and receive immediate feedback
- Develop relationships with physicians in influential business and medical communities of the southeast to generate sales leads
- Overcome objections and accelerate the buying process
- Network with fellow exhibitors and colleagues; gain an insight to your competitors' developments
- ADA activities are promoted to all dermatologists, dermatopathologists and dermatologic surgeons in the greater Atlanta area and the entire state of Georgia.

2012 ADA Meeting Schedule

January 21	Tri-Annual CME Meeting - exhibits
February 21	Monthly CME Dinner Meeting
May 15	Monthly CME Dinner Meeting
July 17	Monthly Dinner Meeting
September 8	Tri-Annual CME Meeting - exhibits
October 16	Monthly CME Dinner Meeting
December 4	Holiday Reception - sponsorship available

*Per ACCME requirements, all exhibits are stationed in a separate room from the CME activity.

Add On Options

Specific commercial support opportunities that may be added to your selected support package

Opportunity	Fee	Recognition	
Food & Beverage Stations	Coffee/Tea	\$200 (8 avail, 1 per dinner meeting, 2 per Sat meeting)	<ul style="list-style-type: none"> • “Host” ribbons will be provided for the sponsoring company representatives (when reps are permitted) • Acknowledgement on all activity promotion. • Acknowledgement on the meeting agenda/program • Acknowledgement on the ADA website • Onsite signage
	Soft Drinks/Water	\$250 (2 avail per Sat meeting)	
	Sandwiches	\$375 (2 avail per Sat meeting)	
	Pastries/Bagels	\$200 (2 avail, 1 per Sat meeting)	
	Fruit	\$300 (2 avail, 1 per Sat meeting)	
	Desserts	\$300 (4 avail, 1 per dinner meeting)	
	Hors d’oeuvres	\$500 (8 avail, 2 per dinner meeting)	
ADA EC / Keynote Speaker Dinner* <i>The sponsor of this dinner event will have the opportunity to share an evening with the ADA Executive Committee Members and the activity faculty.</i>	\$750 One available (September)	<ul style="list-style-type: none"> • Acknowledgement on all activity promotion. • Acknowledgement on the meeting agenda/program • Acknowledgement on the ADA website • Company name and logo printed on guest invitations • Verbal introduction and recognition at the dinner • 2 company reps may attend dinner. 	
Audio Visual/ Technical Support <i>When you support audio & visual, electronic signage will be on display for all attendees to see noting your support.</i>	\$250 (10 avail, 1 per dinner meeting, 3 per Sat meeting)	<ul style="list-style-type: none"> • Acknowledgement on all activity promotion. • Acknowledgement on the meeting agenda/program • Acknowledgement on the ADA website 	
Additional Exhibit Representative	\$75 per rep over number included with selected exhibit level		
Additional Exhibit Table	\$250 per table over number included with selected exhibit level		

Additional Support & Advertising Opportunities

The following are available to commercial entities regardless of exhibition at any of the ADA meetings

ONLINE MARKETING

Banner Advertising

(7.5" x 1") *NEW!* Need to be the center of attention? Increase your online presence with an online banner! Your advertisement will be featured at top of our website. Includes a clickable link to your website. **Limited availability*

Main Page Banner (7.5" x 1") **	\$750/year
Physicians' Buyers Guide Banner (7.5" x 1")	\$500/year
Single Page Banner (7.5" x 1") ***	\$400 /year

Column Advertising

(2" x 1.5") *NEW!* Featured on our website, your advertisement will be shuffled at random on our sidebar. Includes a clickable link to your website.

Main Page Column (2" x 1.5")	\$300/year
Single Page Column (2" x 1.5")	\$200/year

PROVIDE A DOOR PRIZE

Door prizes can be given out at each meeting via drawings. Vendors may donate a door prize of their choosing. Door prizes should be shipped to the ADA office 1 week before the activity date. Donations will receive acknowledgement in membership email updates and on the activity program agenda.

PRINT MARKETING

Tri Annual Meeting Agenda Booklet

Full Page* (5.5" x 8.5")	\$200/ea.
Half-Page* (4.25" x 5.5")	\$125/ea.
Quarter-Page* (4.25" x 2.75")	\$75 /ea.

*Additional \$125 for color (Limited availability)

Newsletters

Pricing and distribution dates vary. Call 770-613-0932 for more information.

EDUCATIONAL GRANT FUNDING AND CONTRIBUTIONS

Can your company support ADA's activities outside of exhibiting? The Atlanta Dermatological Association is a 501(c)3 nonprofit organization that accepts educational grants and contributions to help defray the costs of its meetings and events. Grants and contributions receive appropriate acknowledgement in membership email updates and on the activity program agenda. Please contact maryann@theassociationcompany.com with application requirements and instructions.

*Benefit of Platinum Annual Level

**Benefit of Platinum and Gold Annual Levels

*** Benefit of Bronze Annual Levels

2012 ADA Support/Advertising Registration Form

1 Contact Information

Company Name (as you want it to appear in the program)

Main Contact Name

Mailing Address

City State Zip

Email (req.) Phone Fax

2 Choose a Support Level *(See page 2 for full details)*

- | | | | |
|---|----------|--|-----------------|
| <input type="checkbox"/> PLATINUM LEVEL | \$10,000 | <input type="checkbox"/> EXHIBIT ONLY | \$700 |
| <input type="checkbox"/> GOLD LEVEL | \$7500 | MEETING DATE: _____ | |
| <input type="checkbox"/> SILVER LEVEL | \$5000 | | |
| <input type="checkbox"/> BRONZE LEVEL | \$3000 | <input type="checkbox"/> NETWORKING ONLY | \$250 |
| <input type="checkbox"/> SUPPORTER LEVEL | \$1500 | MEETING DATE: _____ | |
| <input type="checkbox"/> GENERAL CONTRIBUTION | \$500 | | |
| <input type="checkbox"/> GRANT (no exhibit) | \$ _____ | <input type="checkbox"/> Add'l Rep | \$75 per rep |
| | | <input type="checkbox"/> Add'l Table | \$250 per table |

3 Choose an Add On Option, write down the month(s) you'd like to support and total out in 5.

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Coffee/Tea | \$200, preferred dates: _____ |
| <input type="checkbox"/> Soft Drinks/Water | \$250, preferred dates: _____ |
| <input type="checkbox"/> Sandwiches | \$375, preferred dates: _____ |
| <input type="checkbox"/> Hors d'oeuvres | \$500, preferred dates: _____ |
| <input type="checkbox"/> Pastry/Bagels | \$200, preferred dates: _____ |
| <input type="checkbox"/> Fruit | \$300, preferred dates: _____ |
| <input type="checkbox"/> Desserts | \$300, preferred dates: _____ |
| <input type="checkbox"/> Keynote Speaker Dinner | \$750, Jan or Sept Meeting: _____ |
| <input type="checkbox"/> AV/Technical Support | \$250, preferred dates: _____ |
| <input type="checkbox"/> Door prize Donation <i>(Must be valued at \$250 or more)</i> | |

4 Choose Print/Online Marketing

- Online Marketing Amount: \$ _____

Description _____

- Print Marketing Amount: \$ _____

Description _____

5 Registration Total

Support Level Subtotal \$ _____

Add On Option Subtotal \$ _____

Online Marketing Subtotal \$ _____

Print Marketing Subtotal \$ _____

TOTAL \$ _____

6 Payment Information

- Check *Please make payable to ADA.*

- | | |
|-------------------------------|-----------------------------------|
| <input type="checkbox"/> AMEX | <input type="checkbox"/> MC |
| <input type="checkbox"/> Visa | <input type="checkbox"/> Discover |

Card Number

Expiration Date CID#

Name as it appears on the card

Billing Address

City

State Zip

7 Submit Completed Forms & Payment

SUBMISSION CHECKLIST

- Registration Form
- Contract
- Payment

SUBMIT VIA

Fax
(305) 422-3327

Mail
ADA
6134 Poplar Bluff Cir. | Ste 101
Norcross, GA 30092

Online
www.atlantaderm.org

Contract

EXHIBITOR/SPONSOR SUPPORT AGREEMENT RULES & REGULATIONS

1. If purchased, each exhibiting company will have an exhibit table as described.
2. Exhibitors are required to have a representative at their booth at all times during exhibit hours.
3. All sound equipment must be regulated so that it does not disturb neighboring exhibits. ADA reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
4. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
5. ADA authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
6. Exhibit area must be kept clean. The floor and display areas must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
7. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
8. Objectionable practices by exhibitors or official suppliers should be reported immediately to ADA management and not after the show is completed.
9. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
10. It is agreed that ADA and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
11. The exhibitor agrees to indemnify and hold harmless ADA and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
12. ADA will only refund exhibitors who are pre-registered the cost of exhibit space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
13. Neither ADA nor the host facility maintains insurance covering property brought onto or stored on the facility's premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
14. Exhibitors will not offer educational/training programs within the show facility simultaneous to the ADA Annual Sponsored related programs.
15. This agreement includes a one-time list of pre-activity and post-activity attendees.
16. The interpretation of all rules and regulations is the responsibility of the ADA Executive Committee or their designated representative. All decisions of said group or representatives are final.

EXHIBIT SETUP

18. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
19. No construction will be allowed at the sides or above the table that may obscure the view of any adjacent booths.
20. All materials used for decorating must be flameproof.
21. Construction and signs that are above 8 feet in height must be approved by the ADA.
22. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
23. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
24. The interpretation of all rules and regulations is the responsibility of the ADA Executive Committees or their designated representative. All decisions of said group or representatives are final.

REFUND POLICY

26. Cancellation for all registered exhibitors or patrons 30+ days prior to the first day of the activity date are eligible for 50% refund.
27. Cancellation 29 days or less before the first day of the activity date are not eligible for a refund.

Signature: _____

Date: _____

By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form. If for any reason, a ADA activity must be cancelled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management's control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should an exhibitor decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30+ days prior to activity date. Cancellations 30 days or less before activity date are not eligible for a refund. Must allow 6-8 weeks for refund processing.