SOCIETY OF DERMATOLOGY
PHYSICIAN ASSISTANTS
Annual Summer Dermatology Conference

SAN DIEGO
Manchester Grand Hyatt — San Diego, California
Pre-Conference: May 31, 2017  |  General Conference: June 1-4, 2017

2017 Partner and Exhibitor Prospectus

facebook.com/DermPA
@DermPA
WWW.SDPACONFERENCES.ORG  #SDPASummer
Dear Industry Partners and Friends,

The Society of Dermatology Physician Assistants (SDPA) is proud to invite you to partner with us for our Annual Summer Dermatology Conference, which will be held May 31st through June 4th, 2017 at the Manchester Grand Hyatt in San Diego, California. Our conferences are designed to meet the unique educational needs of dermatology PAs with all levels of practice experience and have historically been sold out events due to the excellent CME value and experience we provide.

The SDPA is the largest specialty organization of the American Academy of Physician Assistants and is the primary professional organization representing PAs who specialize in dermatology. Our annual conferences have the reputation for offering exceptional educational opportunities for dermatology PAs and our fellow dermatology colleagues. Now entering 23 years of existence, the SDPA continues to innovate and expand the educational offerings available at our conferences through the provision of lectures, workshops, poster sessions, and networking opportunities for our members and sponsors. In addition, the SDPA partners with nationally recognized dermatologist speakers and educators who serve as medical directors for both of our annual conferences. Our medical directors help recruit other nationally known faculty and work alongside our conference chairs to develop superior CME programs for both novice and experienced dermatology PAs. This conference will feature an additional pre-conference aesthetics and correctives fundamentals day for PAs with less than 5 years of experience and a desire to strengthen their skills in cosmetic dermatology. In addition, the SDPA has developed a program to provide recordings of conference sessions through our online learning management system for PAs who may be unable to attend either of our conferences.

As we continue to see the rapid increase of PAs entering the dermatology workforce, the SDPA remains committed to our mission statement to Empower, Educate and Advance the future of dermatology. This conference will offer your organization multiple opportunities to showcase your support of the dermatology PA profession and the patients we serve through the opportunities detailed on the following pages. We are pleased to invite you to participate in the most widely attended and respected educational conferences for dermatology PAs in the nation. We look forward to seeing you in the summer of 2017 in San Diego, California for yet another outstanding event!

Sincerely,

Jennifer Conner, MPAS, PA-C
President, Society of Dermatology Physician Assistants
Annual Summer Dermatology Conference
SAN DIEGO
Manchester Grand Hyatt – San Diego, California
Pre-Conference: May 31, 2017 | General Conference: June 1-4, 2017

PARTNERSHIP OPPORTUNITIES

We welcome both Unrestricted Educational Grants and Corporate Support

We offer 6 levels of support:

**PRESIDENT’S CIRCLE - $40,000.00**
(Exhibit table included)
- Premier table space in exhibit hall
- Full-page advertisement in the SDPA e-newsletter
- Advertisement in the JDDA magazine, the official SDPA publication
- Company Logo on SDPA Website and linked to your website
- Copy of Conference Participant mailing list
- Six (6) exhibitor only badges allows access in exhibit hall and welcome event
- Two (2) full conference badges allows access in exhibit hall, welcome event and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with CME and Industry Relations Committee
- Recognition on printed materials and during the Conference

**PLATINUM LEVEL - $20,000.00**
(Exhibit table included)
- Premier table space in exhibit hall
- Half page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website and linked to your website
- Copy of Conference Participant mailing list
- Five (5) exhibitor only badges allows access in exhibit hall and welcome event
- Two (2) full conference badges allows access in exhibit hall, welcome event and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with CME and Industry Relations Committee
- Recognition on printed materials and during the Conference

**GOLD LEVEL - $15,000.00**
(Exhibit table fee not included)
- Quarter page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website and linked to your website
- Four (4) exhibitor only badges allows access in exhibit hall and welcome event
- One (1) full conference badge allows access in exhibit hall, welcome event and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with CME and Industry Relations Committee
- Recognition on printed materials and during the Conference

**SILVER LEVEL - $10,000.00**
(Exhibit table fee not included)
- Company Logo on SDPA Website and linked to your website
- Three (3) exhibitor only badges allows access in exhibit hall and welcome event
- One (1) full conference badge allows access in exhibit hall, welcome event and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with CME and Industry Relations Committee
- Recognition on printed materials and during the Conference

**BRONZE LEVEL - $7,500.00**
(Exhibit table fee not included)
- Company Logo on SDPA Website and linked to your website
- Two (2) exhibitor only badges allows access in exhibit hall and welcome event
- One (1) full conference badge allows access in exhibit hall, welcome event and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with CME and Industry Relations Committee
- Recognition on printed materials and during the Conference
Arrival Reception
Sponsor Fee: $25,000.00
Kick off the week with this reception to cap off the end of pre-conference events. Connect with attendees as they are arriving, welcoming them with your brand.

Welcome Event
Sponsor Fee: $50,000.00
Another great kick off to the start of the conference. Attendees will enjoy an evening of fun, food and excitement as they mingle with their colleagues.

VIP Reception
Sponsor Fee: $30,000.00
This event recognizes SDPA Fellow Diplomates including Faculty, Partners, Board and Committee Leaders with an evening of food, drinks and fun.

Evening Receptions
Sponsor Fee: $25,000.00
Enjoy a more conversational type setting with our attendees at one of our evening receptions. Space is based on availability and location at the Host Hotel.

Mingle Zone
Sponsor Fee: $25,000.00
The “Mingle Zone” encourages attendees to relax, connect with colleagues, charge devices, and take a breather. Space is based on availability and location at the Host Hotel.

Past President Breakfast
Sponsor Fee: $10,000.00
This event recognizes SDPA Past Presidents including Board and Committee Leaders.

Conference Bags
Sponsor Fee: $25,000.00
The Sponsor will be allowed to display their company logo on the bag along with the SDPA logo. Each attendee will receive the bag at registration.

Conference Lanyards
Sponsor Fee: $5,000.00
The Sponsor will be allowed to display their company logo on the lanyard along with the SDPA logo.

Neck Wallet/Badge Holder
Sponsor Fee: $7,500.00
The Sponsor will be allowed to display their company logo along with the SDPA logo on the front of the badge holder.

Syllabus
Sponsor Fee: $15,000.00
The Sponsor will be allowed to display their company logo along with the SDPA logo on the front cover of booklet.

WIFI
Sponsor Fee: $20,000.00
WIFI throughout meeting space providing participants access to email and the internet daily. Sponsor name will be prominently displayed and acknowledged on all conference print media and signage.

Audience Response System
Sponsor Fee: $15,000.00
This technology improves attentiveness, increases knowledge retention, creates an interactive and fun learning environment, confirms understanding of key learning points, gathers data for reporting and analysis.

Charging Stations
Sponsor Fee: $15,000.00
Keeping fully charged at all times by using the most modern technology to deliver a fast, safe, efficient charge to mobile devices.

Lecture Session
$5,000.00 each
An excellent roster of Speakers with lectures of high quality will be confirmed.

Breakfast Buffets
$20,000.00 each

Lunch Buffets
$35,000.00 each

Refreshment Breaks and Beverage Station
$10,000.00 each day

Product Theater
Product Theater events are non-accredited promotional/educational activities presented during a fully-packed audience. Limited availability, details and pricing upon request. Exhibit table fee is not included with Product Theater opportunity. Other restrictions may apply.

Satellite Dinner Symposia Opportunities
Satellite symposia’s are held in conjunction with SDPA Conference and are offered during times when the scientific sessions have concluded for the day. Limited availability, details and pricing upon request. Time slots available on a first-come first serve bases. These activities will not be sponsored by SDPA. Exhibit table fee is not included with this opportunity. Other restrictions may apply.

Advertising and Marketing
Placement opportunities available via Emails, Website, Dermcast.TV, e-Newsletter and Conference Event Mobile APP. Please contact SDPA@dermpa.org for more details and pricing.

ADDITIONAL OPPORTUNITIES available upon request:
• Hotel Key Cards
• Placements Media Buy with Sponsor Logo and/or Brand
• Insert in Attendee Conference Bag
• Promotional Items such as water bottles, shirts, pens, etc.
• Room Drop
• Shuttle Arrival/Departure

Conference logo, colors, bags, meals and miscellaneous items will be selected and approved by SDPA.

Additional information will be provided to companies wanting to sponsor Welcome Event, Evening Receptions, Arrival Reception and Mingle Zone as some restrictions may apply. Space is based on availability and location at the Host Hotel.

Companies sponsoring any opportunity will be acknowledged during sessions and all conference print media.
PARTNERSHIP AGREEMENT

Complete and fax application to Conference Management
Fax: 830-438-5425

Mail original application with payment to:
SDPA, 8400 Westpark Drive, 2nd Floor, McLean, VA 22102

Questions Contact:
SDPA Conference Management
Phone: 844-337-6727 option 1
SDPA EIN Tax# 80-0103386

Please type or print.

Company Name ______________________________________________________________
(As it should appear on printed materials, including badges and signage.)

Primary Contact First Name ____________________________________________________
Last Name  __________________________________________________________________
Title ________________________________________________________________________
Primary Contact E-mail _______________________________________________________

Company Mailing Address ______________________________________________________
City_____________________________________State_______Zip______________
Primary Contact Phone ________________________Fax_____________________

Partnership Level: Check the appropriate box.

☐ President’s Circle - $40,000 and above
☐ Diamond Level - $30,000
☐ Platinum Level - $20,000
☐ Gold Level - $15,000
☐ Silver Level - $10,000
☐ Bronze Level - $7,500
☐ Product Theater Opportunity

Total Unrestricted Educational Grant Support $_____________________

Total Corporate Support $_____________________

Please make Check Payable to SDPA
(credit cards are not accepted)

Company name must appear on check.

Check #______________________________________________________________

__________________________  _____________/_____/_____
Signature of Authorized Representative                        Date

Print Name: _______________________________________________________

I am an authorized representative of the Company named above with the full
power and authority to sign and deliver this contract.

Thank You To The Following PARTNERS For Their Continued Support!

2016 CONFERENCE PARTNERS

AbbVie
Amgen
Anacor Pharmaceuticals
Allergan, Inc.
Celgene
Encore Dermatology
Galderma Laboratories, LP
Janssen Biotech, Inc.
Lilly USA, LLC
Novartis Pharmaceuticals Corporation
Promius Pharma, LLC
SUN PHARMA
Taro Pharmaceuticals USA, Inc.
Valeant Pharmaceuticals North America
3Gen, Inc.

PRODUCT THEATER SPONSORSHIP

AbbVie
Celgene
Galderma Laboratories, L.P.
Genentech
Promius Pharma, LLC
Valeant Pharmaceuticals North America
EXHIBITOR INFORMATION, RULES AND REGULATIONS

EXHIBIT SPACE: Tabletop display space is available in the exhibit hall for $3,500.00 per table. Fee allows for one (1) tabletop display with two (2) badges for representatives for exhibit hall access only. Each exhibitor will receive one (1) Lead Retrieval for scanning of attendee badges during exhibit hall hours only. Additional badges can be purchased at $200.00 per badge. Tables are skirted and approximately 30 inches by 6 feet long in size. Due to limited space exhibitors will confine themselves to tabletop use only.

Large exhibit displays MUST be approved three (3) months prior to event. Photo and dimensions of large exhibit displays must be sent to conferences@dermpa.org for review and approval. Additional booth fees for large exhibit displays may apply.

All exhibitor materials must be stored under assigned tables; aisles must be kept clear of boxes and trash. It is the exhibitor’s responsibility to provide signage and materials, and also to request High Speed Internet and Electrical connections if needed.

SPECIAL CONSIDERATIONS: SDPA has approved an exhibit fee of $250.00 for certain non-profits that are a part of the Coalition of Skin Diseases as listed at http://www.coalitionofskindiseases.org.

REGISTRATION: In order to obtain a badge for entry the representative (s) name and email address must be submitted by completing the Badge Request Form provided by SDPA Conference Management. Exhibit Registration Desk opens Thursday, June 1, 2017 located Harbor Foyer second floor in Harbor Tower. Exhibitors are encouraged to register as early as 6:30am. Companies exhibiting will receive packet containing name badges, floor plan, booth assignment, lead retrieval and a participant list.

Every effort will be made to provide each company with a booth number thirty- (30) days prior to Conference date however; it is not necessary to have a booth number in order to ship materials.

EXHIBIT HALL LOCATION:
Harbor Ballroom GHI
Located Harbor Foyer in Harbor Tower
Manchester Grand Hyatt – 1 Market Place, San Diego, CA 92101

EXHIBIT HOURS:
(TIMES ARE SUBJECT TO CHANGE CHECK www.sdpaconferences.org FOR UPDATES)
Thursday, June 1st – 10:00am to 5:30pm
Thursday, June 1st – 10:15am to 10:45am Coffee Break in the Exhibit Hall
Thursday June 1st – 3:00pm to 3:30pm Coffee Break in the Exhibit Hall
Thursday, June 1st – 6:30pm to 9:00pm Welcome Event - Conference attendees, guests and exhibitors invited. Location to be determined.
Friday, June 2nd – 8:00am to 10:45am
Friday, June 2nd – 10:15am to 10:45am Coffee Break in the Exhibit Hall

EXHIBIT SET-UP:
Thursday, June 1st – 6:30am to 9:00am

EXHIBIT TEARDOWN:
Friday, June 2nd – 10:45am to 12:00pm

SHIPPING AND RECEIVING OF PACKAGES: Details will be posted on SDPA website at www.sdpaconferences.org under “SPONSOR & EXHIBIT” of the appointed Official Show Organizer (OSO) providing shipping and material handling services.

In order to better serve your needs, all inbound and outbound freight shipments for the Society of Dermatology Physician Assistants (SDPA) Annual Summer Dermatology Conference are required to be sent through the OSO. Please note that any freight sent directly to Manchester Grand Hyatt Hotel will be turned away at the owner’s expense.

Exhibitor Kits and Shipping Information will be emailed to each registered company by OSO. Exhibitor Kits and Shipping Information can be found online at www.sdpaconferences.org or contact conferences@dermpa.org for information.

LIABILITY: Exhibitor is responsible for submitting an executed release of liability from Group or its third party representative in charge of providing installation and dismantling services prior to set-up. If Exhibitor fails to deliver the release, Exhibitors will be prohibited from utilizing exhibition premises. The release must include the following language: Exhibitor shall be fully responsible to pay for any and all damages to property owned by Manchester Grand Hyatt Hotel, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Manchester Grand Hyatt Hotel its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

EXHIBITOR LOSS AND DAMAGE HOLD HARMLESS: [EXHIBITOR] hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Society of Dermatology Physician Assistants (SDPA), Events Made Simple, LTD, the Hotel, its owners, its operator, Manchester Grand Hyatt Hotel , and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SDPA, the Hotel, its employees and agents.

[EXHIBITOR] shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than $2,000,000 Combined Single Limit for personal injury and property damage.

INSURANCE: The Hotel, its owners, its operator, and Manchester Grand Hyatt Hotel shall be included in such policies as additional named insurers. In addition, [EXHIBITOR] acknowledges that neither, SDPA, Events Made Simple, LTD, the Hotel, its owners, its operator, nor Manchester Grand Hyatt Hotel maintain insurance covering exhibitor’s property and that it is the sole responsibility of [EXHIBITOR] to obtain business interruption and property damage insurance insuring any losses by [EXHIBITOR].

SECURITY: Manchester Grand Hyatt Hotel does not provide security. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and display at all times. Doors will NOT be locked during scheduled meeting times.

DUE DATE: All exhibitor contracts are due no later than April 1, 2017. Exhibit space is limited and on a first come first serve basis, early submission of contracts and payments is highly recommended to secure your space.

LATE REGISTRATION: Exhibit space requested after April 1, 2017 will be at a fee of $4,000.00 per table based on space availability.

PAYMENT: Full payment of the exhibit space fee must be submitted with the signed contract. Deposits will not be accepted to hold exhibit space.

CANCELLATION: No refunds will be issued for exhibit space cancellations or no shows.

HOTEL RESERVATIONS: Manchester Grand Hyatt Hotel will serve as the Conference host hotel. SDPA has secured a block of rooms at a special group rate plus tax, rooms are limited. Please book your room reservation on-line at www.sdpaconferences.org.
EXHIBIT SPACE AGREEMENT

Complete and fax application to Conference Management
Fax: 830-438-5425

Mail original application with payment to:
SDPA, 8400 Westpark Drive, 2nd Floor, McLean, VA 22102

Questions Contact:
SDPA Conference Management
Phone: 844-337-6727 option 1
SDPA EIN Tax# 80-0103386

Please type or print.

Company Name ______________________________________________________________
(As it should appear on printed materials, including badges and signage.)

Primary Contact First Name _____________________________________________________
Last Name ___________________________________________________________________
Title _______________________________________________________________________
Primary Contact E-mail _______________________________________________________

Company Mailing Address ______________________________________________________
City_____________________________________State_______Zip______________

Primary Contact Phone ________________________Fax_____________________

A copy of this page MUST be returned with an authorized signature and payment for the exhibit table, you will not be invoiced unless specifically requested. All CME activities at SDPA Summer Annual Dermatology Conferences will be held in a separate room from any promotional activities.

Exhibitor Space Fees: (No refunds for cancellations)
Exhibit Table (each) - $3,500.00 Number of Tables _______
Exhibit Table Late Registration Fee of $500.00 after April 1, 2017 __________
Total Exhibit Table Fee $__________________

Payment Information:
Please make Check Payable to SDPA (credit cards are not accepted)
Company name must appear on check.

Check # _______________________________________________________________________
Signature of Authorized Representative ___________ Date __/____/____

Print Name: ___________________________________________________________________

I am an authorized representative of the Company named above with the full power and authority to sign and deliver this contract. We agree to abide by the Exhibitor Rules and Regulations contained in this contract. This contract becomes valid after being signed by Exhibitor and confirmation of space has been issued by SDPA. We understand that all exhibit table fees must be paid in full at the time contract is submitted to secure exhibit space.

Exhibitor Name Badges
Please provide name and email address of each person attending and representing your company by completing and submitting the Badge Request Form no later than May 1st, 2017.
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