

ASDS Annual Meeting

By supporting an activity held in conjunction with the Annual Meeting, you can achieve a higher return on your exhibition investment while supporting the Society's most important educational event of the year, which attracts about 800 dermatologic surgeons. All Annual Meeting supporters will receive Annual Meeting support benefits in addition to the support level benefits that coordinate with the cumulative amount of your 2013 support. (Please reference the Support Benefits outlined on page 3).



GENERAL SUPPORT

Minimum Support required: \$3,000

Can't decide on an opportunity? Become an Annual Meeting partner by providing general support to our most important educational event. Help ASDS deliver the best Annual Meeting of its kind. General corporate supporters receive all the benefits outlined on page 3.

SOCIAL FUNCTIONS

WINE AND CHEESE NETWORKING RECEPTION — EXHIBIT HALL

Support required: \$20,000 (exclusive)

Gain recognition for your company by supporting a Wine and Cheese Networking reception on Friday evening in the exhibit hall. Your company's name and booth number will be prominently displayed. You'll have the opportunity to utilize a small area next to the food and beverage area to provide literature. Announcements will be made during the reception for attendees to visit your company's booth. Recognition as supporting the Networking Reception will be listed in the program materials. The supporting company will also be allowed one promotional insert for the physician tote bag.

EXHIBIT HALL LUNCH

Support required: \$10,000 (two available)

Gain recognition for your company by supporting a luncheon in the exhibit hall. Your company's name and booth number will be prominently displayed to lead attendees directly to your booth. You will have the opportunity to utilize a small area next to the lunch to provide literature. Your company's name will also be advertised in the Annual Meeting Final Program. Thursday and Saturday lunches are available during the annual meeting. The choice of day is on a first-come, first-served basis.

WELCOME RECEPTION AND SILENT AUCTION

**Support required: \$20,000 (exclusive)
\$7,500 (shared)**

The 2013 Welcome Reception will be held on Thursday during the ASDS Annual Meeting in the exhibit hall. The reception offers a great venue for exposure. This well-attended event makes networking with key customers and prospects easy. The reception will feature hors d'oeuvres and cocktails. The supporting company will have recognition in the Annual Meeting Final Program and in physician tote bags. The sponsor will be provided signage and a display table in the reception area. Two company representatives will be invited to welcome attendees to the reception.

PRESIDENT'S DINNER

Support required: \$50,000 (exclusive)

The President's Dinner is held each year in conjunction with the Annual Meeting. This private dinner, held on Friday, includes 150 invited guests representing the elite in dermatologic surgery. The supporting company will receive three invitations to the event, recognition on the event invitations and recognition on signage at the event.

THE PRESIDENT'S RECEPTION

Support required: \$15,000 (exclusive)

On Thursday evening during the ASDS Annual Meeting, there will be a President's Reception in the Presidential Suite. The President and President-Elect host this well-attended hors d'oeuvres and cocktail reception. Approximately 250 high-profile invitees are on the list, which includes the Society's Board of Directors, work group and committee chairs, past presidents, award winners, and other influential members of the Society. It is the first opportunity for this intimate group to gather and socialize. Your company name and/or logo will appear on the invitation and signage outside the suite. In addition, your company can bring up to four representatives to attend the evening reception.

ASDS Annual Meeting

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BUSINESS MEETING LUNCH

Support required: \$12,000 (exclusive)

Approximately 300 – 400 members attend the ASDS Annual Business Meeting Lunch held on Friday, during the Annual Meeting. Members hear leadership presentations and learn about the latest ASDS initiatives in the areas of education, patient outreach, research, advocacy and media relations. The supporter of this event will receive its name and/or logo on the walk-in slide and signage at the event. They also may have a table at the back of the room to pass out information.

RESIDENTS HOSPITALITY ROOM

Support required: \$13,000 (exclusive)

Supporting the Residents Suite is a great way to spend time with residents attending the Annual Meeting. The suite will be open Thursday through Saturday morning for residents to network and enjoy breakfast. The corporate supporter will be acknowledged in the Annual Meeting program materials and signage outside the room.

RESIDENTS LUNCHEON

Support required: \$25,000 (exclusive)

The Luncheon for residents is always a well-attended event. ASDS Board members available attend the luncheon and welcome attendees. The corporate supporter is recognized during welcoming remarks and is invited to attend.

YOUNG DERMATOLOGIC SURGEONS (YDS) HOSPITALITY ROOM

Support Required: \$10,000 (exclusive)

Supporting the new Young Dermatologic Surgeons hospitality suite is a great way to spend time with the future leaders of dermatologic surgery attending the Annual Meeting. The suite will be open Thursday through Saturday morning for Young Dermatologic Surgeons to network and enjoy breakfast. The corporate supporter will be acknowledged in the Annual Meeting program materials and signage outside the room.

COFFEE TALKS — 7 PER DAY

**Support required: \$10,000 (exclusive)
\$5,000 (shared)**

Attendees will be most appreciative to the company that provides the morning caffeine and treats at the very popular "Coffee Talks".

BOARD OF DIRECTORS' DINNER — ANNUAL MEETING

Support required: \$8,000 (exclusive)

The Board of Directors' Dinner will take place on the Wednesday evening following the Board of Director's meeting. Attendees will consist of the ASDS Executive Committee and Board of Directors. The corporate supporter's logo will be printed on the menu cards and signage at the dinner.

NETWORKING REFRESHMENT BREAKS — EXHIBIT HALL

Support required: \$5,000 (each break)

Attendees are looking for energy boosts throughout the long days of the meeting. Refreshment breaks are great for networking, too. Your company's name and booth number will be prominently displayed to lead attendees to your booth. You will have the opportunity to utilize a small area next to the display to provide literature. Your company will be recognized in the Annual Meeting Final Program. The choice of day is on a first-come, first-served basis.

RESIDENT MEETING ATTENDANCE SCHOLARSHIPS

**Support Required: \$150,000 (exclusive)
\$60,000 Travel Scholarship (shared)**

Dermatology residents (selected by the ASDS through an application process) will receive financial support to attend the Annual Meeting. The program exposes residents to dermatologic surgery and augments their residency training. The supporting company will be identified in all scholarship literature and correspondence and listed on the ASDS website. The corporate supporter will also be provided with the list of scholarship recipients for marketing purposes.

FOR MORE INFORMATION CONTACT...

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ASDS Annual Meeting

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EDUCATION

AUDIENCE RESPONSE SYSTEM

**Support required: \$15,000 (exclusive)
\$7,500 (shared)**

Your company can help make the Annual Meeting's educational sessions even more dynamic and interactive! The response system allows the audience to participate by providing feedback on issues presented during the session. This interactive teaching aid also helps them to retain the information. The faculty will benefit from the ability to respond to the audiences' opinions. It provides a unique way to open the floor to a variety of lively discussions! The corporate supporter will receive appropriate signage outside the session rooms, in the Annual Meeting and Registration Program Book. In addition, your company will be acknowledged on the ASDS website near the published session results.

PROFESSIONAL KEYNOTE SPEAKER

Support required: \$25,000 (exclusive)

The ASDS will have a prominent public speaker present during the Annual Meeting. This is considered one of the highlights of the meeting. Approximately 1,000 members will attend this very popular event. As the corporate supporter, a representative from your company will have the opportunity to introduce the speaker. In addition, your company name will have great visibility on the walk-in slide, signage outside the hall and your company logo will be on all circulated literature pertaining to the event.

YOUNG DERMATOLOGIC SURGEON NETWORKING DINNER AND SYMPOSIUM

**Support required: \$25,000 (exclusive)
\$12,500 (shared)**

This three-hour event will provide a valuable networking and learning opportunity for young dermatologic surgeons. The intended audience includes the hundreds of attendees typically not engaged on Friday evening opposite the exclusive invitation-only President's Dinner. Dinner will be served. Topics to be covered may include practice start-up, social media, invaluable checklists, and more.

The supporting company will be recognized in all promotional messages, the annual meeting registration brochure and final program, event agenda/handouts, event signage, podium announcements from the event chair, event title slide, event evaluation form and event thank-you correspondence.

RESIDENTS SYMPOSIUM

Support required: \$10,000 (exclusive)

A half-day symposium for dermatology residents will be held on Wednesday prior to the Annual Meeting. The program is designed to prepare residents for entering practice, and draws about 50 attendees. The supporting company will be identified in all Residents Symposium literature, including the Resident Monthly e-Newsletter. The supporter will be provided signage in the meeting room and/or have a display outside of the event.

HANDS-ON WORKSHOP: BASIC TUMOR EXCISION, WOUND REPAIR AND INJECTIBLES FOR RESIDENTS

**Support required: \$30,000 (exclusive)
\$15,000 (shared)**

Two half-day courses, one on Wednesday and one on Sunday during the Annual Meeting, will provide residents with the opportunity for hands-on, experiential learning with new-age high-fidelity cutaneous surgical training model heads. These state-of-the-art heads simulate all anatomical structures including skin layers, mucosa, veins and more, and allow completely realistic hands-on experience without the issues surrounding cadaveric specimen use. Procedures will include tumor excision, wound repair as well as filler and injectable techniques. The supporting company will be recognized in promotional meeting materials, the Final Program and signage. One company representative may participate in the course as a silent observer (based on space availability).

HANDS-ON WORKSHOP: FILLERS AND INJECTABLES

**Support required: \$30,000 (exclusive)
\$15,000 (shared)**

This workshop at the ASDS Annual Meeting offers attendees hands-on experience practicing basic and complex suturing and tumor excision and repair including flaps and basic and complex suturing. This course features high-fidelity cutaneous surgical models which accurately simulate anatomy, including sub-mucosal structure, allowing for realistic hands-on practice not standard in training programs. The supporting company will be recognized in promotional materials, final program and signage at the meeting.



ASDS Annual Meeting

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ADVERTISING AND PROMOTIONAL OPPORTUNITIES

ANNUAL MEETING PRELIMINARY PROGRAM/REGISTRATION BROCHURE (PRINT AND ONLINE VERSION)

Support required: \$20,000 (exclusive)

The Annual Meeting Preliminary Program/Registration Brochure is one of the most eagerly awaited print pieces the Society produces. It is distributed to 6,000+ dermatologists. This program/registration book includes agenda information and the supporting company will receive acknowledgement on the front cover of the book, in addition to a special position full-page ad.

FINAL PROGRAM

Support required: \$10,000 (exclusive)

Display your company logo on the outside cover of the Final Program containing information on the entire meeting, including descriptions of general, breakout and abstract sessions, posters, as well as complete meeting details, faculty, registrant listing, and more. Attendees keep and reference this resource long after the Annual Meeting. Materials will also be posted and on the ASDS website.

LANYARDS

Support required: \$5,000 (exclusive)

Each time you meet an attendee, you look at the name around his or her neck and the lanyard. Think of the visibility your company will realize if the lanyards have your company's name on them! The lanyards are provided to registrants and all other attendees as well and are printed in bright contrasting colors for the highest visibility.

HOTEL KEY CARDS

Support required: \$8,500 (exclusive)

Have your company's logo appear on one of the most important items attendees will be carrying: their hotel room key cards. The key cards are distributed during check-in and will be carried by attendees for the duration of the ASDS Annual Meeting. This is a great way to be at everyone's fingertips!

DOOR DROP INSERTS

Support required: \$3,000 per item

The Door Drop is a great way to get the attendees' attention early – before the meeting even starts! It will be the first item attendees receive upon arrival at their hotel room, putting your company's information at the forefront as they plan their meeting schedule.

TOTE BAG INSERTS

Support required: \$2,000 per item

Drive traffic to your booth and promote your company by providing an approved brochure or informational piece for each attendee tote bag, given to every physician at registration.

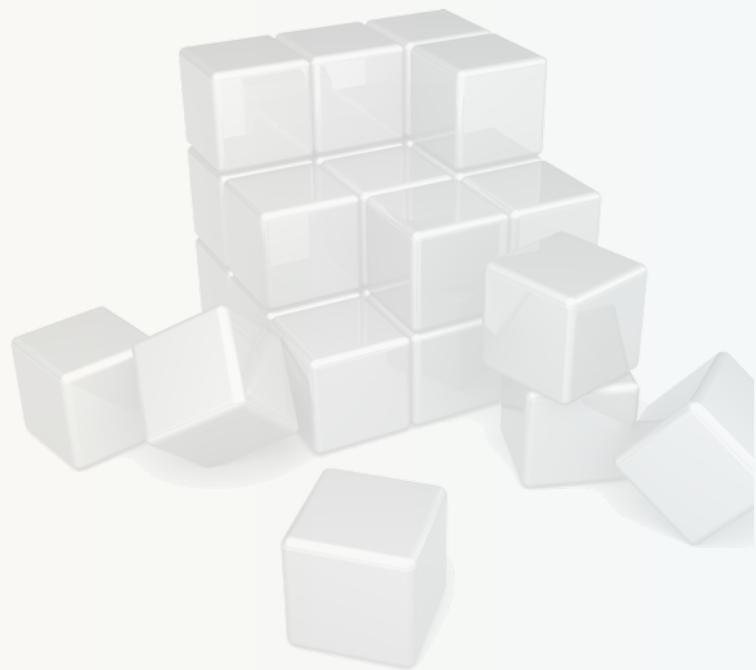
TOTE BAGS

Support required: \$7,000 (exclusive)

Put your company name in front of every attendee during the Annual Meeting. Upon registration, each participant receives Annual Meeting material in an attractive tote bag imprinted with your company name and logo. As an exclusive supporter, you can enclose one marketing piece inside the tote bag as well.

FOR MORE INFORMATION CONTACT...

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ASDS Annual Meeting

CONTINUED

ADVERTISING AND PROMOTIONAL OPPORTUNITIES *CONTINUED*

POCKET GUIDE

Support required: \$8,500 (exclusive)

The Pocket Guide is a very convenient and popular tool for attendees because it provides a quick reference to the Annual Meeting Agenda. It includes an overview of educational sessions, technical exhibits, and a floor plan of the meeting. All attendees will receive a copy. The supporting company's name and logo will appear on the front and back of the guide.

LEAD RETRIEVAL SHOW CARD

Support required: \$7,500 (exclusive)

Have your company's logo in front of all of the attendees as this card is used throughout the meeting to provide exhibitors with attendee identification information. The corporate supporter's name and logo will be printed on the card.

MEETING NOTEPADS

Support required: \$4,000 (exclusive)

Promote your company on the Annual Meeting Notepads. They will be distributed in the Annual Meeting tote bags and with registration materials for all ASDS courses throughout the coming year, and will feature the name and logo of the corporate supporter on every page.

RESIDENT KNOWLEDGE BOWL

Support Required: \$10,000 (exclusive)

In an effort to augment residency training and offer a creative outlet for learning, the ASDS has created the Resident Knowledge Bowl which will place residents from different programs to compete against one another to answer dermatologic surgery related questions written by board certified dermatologists and published in the ASDS Primer. The questions will be designed to test the resident's practical knowledge in procedural and surgical dermatology and also support resident's preparation for board certification. Your company name and logo will be included on all promotions for the game, including email blasts to residents.



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ASDS Annual Meeting

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INDUSTRY-ORGANIZED HOT TOPIC SOCIAL /NETWORKING SESSIONS

Support required: \$12,000 per session

We are pleased to offer companies who are confirmed to exhibit at the 2013 Annual Meeting the opportunity to present an industry-supported Hot Topic Social/Networking Session. The sessions may be social and/or educational, however the ASDS may not provide CME for this event or be involved in any of the planning. The number of sessions is limited. They will be listed in the Annual Meeting marketing materials. Supporters will have the opportunity to add a pre-approved insert to the tote bag. Any audio/visual equipment or refreshment requirements are the responsibility of the hosting company.

ESCALATOR RUNNER

Support required: \$3,000

Reach a captive audience! Your company message will appear alongside the handrails of the escalators leading to the exhibit hall. Attendees will view your message numerous times as they go up and down this heavily traveled area. The supporting company is responsible for the production and printing of the runner. Measurements will be provided upon confirmation.

LIGHT BOXES

Support required: \$5,000 each

Stand out from your competition with a backlit light box. Located near registration and the general session rooms, the light box will allow your advertisement to stand out among the crowd. Two light boxes are available. 24" high x 82" wide. The supporting company is responsible for the overlay advertisement.

EXHIBIT BOOTH LOCATORS

Support Amount: \$2,000 per sign (up to five)

Up to five "You Are Here" signs will be strategically placed at the exhibit hall entrance and in prominent locations in the hall to help attendees navigate their way through the show floor. Your exact booth location will be identified by your logo on the sign, allowing your company or brand to stand out among the 100+ exhibitors. The ASDS will produce the signs.

HANGING AISLE SIGNS IN THE EXHIBIT HALL

Support required: \$5,000 (exclusive)

Your company name will be in every aisle as attendees make their way through the hall to view the exhibits. You may also provide your company logo for display on the signs.

AD COLUMN WRAPS

Support required: \$2,000 per side

Act fast on this opportunity to display your message on prominent columns throughout the meeting registration area. Your message will have high visibility and your company will be in the forefront as doctors pass through the area on their way to meeting rooms and the exhibit hall. Only a limited number of columns are available. Sizes will be provided upon confirmation of advertisement. The supporting company is responsible for the production and printing of the advertisement.

CELL PHONE CHARGING STATIONS

Support Amount: \$3,000 per station

Attending physicians are sure to stay in the exhibit hall to charge their phones! This opportunity allows your company to provide a convenient service to attendees while gaining exposure for your product or brand. You can choose to locate the charging station in your booth, or support other charging stations around the exhibit floor. Your company's name and logo will be prominently displayed at the station.

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ASDS Annual Gala

The Annual Gala is an evening of camaraderie and an all-around fun time! It consists of a reception, dinner and celebration, and will be held on Saturday evening during the Annual Meeting. ASDS stars will be recognized, including the Stegman Circle contributors, 2013 Samuel J. Stegman, MD Award for Distinguished Service, and Cutting Edge Research Grant winners. The event also supports the Dermasurgery Advancement Fund (DSAF). The DSAF supports new research and satisfies a longstanding need to increase public awareness about the scope of practice of dermatologic surgeons, and to educate patients about safety and choosing qualified healthcare providers.



By supporting an activity of the Annual Gala, your company will receive Annual Meeting partner benefits along with the support level benefits that coordinate with the cumulative amount of corporate support. (Please reference the Support Benefits, page 3)

MATCHING SUPPORT

Support required: minimum \$25,000

The matching corporate supporter has inspired members to donate to the Dermasurgery Advancement Fund during the Annual Gala. This is a great way to get your company's name associated with a great cause. Your company's name will be announced numerous times during the evening, as the Matching Supporter of the Gala. Your company name and/or logo will appear on the invitation, signage for the event and the Annual Meeting Final Program Book. In addition, the company will receive six complimentary tickets to attend the Gala. The participating supporter must be a Stegman Circle donor.

COCKTAIL RECEPTION

Support required: \$10,000 (exclusive)

A cocktail reception including hors d'oeuvres and drinks will take place at the beginning of the Gala while attendees register, socialize and arrive for an entertaining and agenda-packed evening. Your company name and/or logo will appear on the invitation, signage for the event and the Annual Meeting Final Book. In addition, the company will receive four complimentary tickets to attend the Gala.

ENTERTAINMENT

Support required: \$10,000 (exclusive)

Gala attendees will never forget the company that supports the entertainment because dancing is the unforgettable highlight of the evening. Your company name and/or logo will appear on the invitation, signage for the event and Annual Meeting Final Program Book. In addition, the company will receive four complimentary tickets to attend the Gala.

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WE INVITE YOU TO SUPPORT A

Hot Topic Educational and/or Social Networking Session

OVERVIEW

We are pleased to offer companies, who are confirmed to exhibit at the 2013 ASDS Annual Meeting, the opportunity to present an industry-supported Hot Topic Educational and/or Social Networking Session. These industry supported sessions may be educational, social or both. The number of sessions is limited to four and will be scheduled on Thursday evening, October 3, from 7:00 pm to 9:00 pm. The industry-supported Hot Topic Educational and/or Social Networking Sessions will be listed in all of the Annual Meeting marketing material.

PROCEDURES TO APPLY

- Companies interested in supporting a session must complete and return the enclosed application. In order for the company to be included in the Annual Meeting Final Program, forms are due to the ASDS no later than May 16, 2013. Consideration will be given to the offering of CME, timeliness of topics, relevance to dermatologic surgery and value to registrants.
- The fee to support a session is \$12,000. Payment will be due upon official acceptance of your application. Applications will be accepted only from those companies confirmed to exhibit at the meeting. *All costs associated with speakers, AV, food and beverage and additional marketing efforts will be the responsibility of the hosting company.*
- The application form will require completion of the following information:

Company Information:

Company name and address
Primary contact

Educational Course Information:

Proposed course title
Educational objectives
Course description
Schedule of instruction

Social/Networking Events:

Proposed event title

Scheduling Information:

Anticipated number of attendees
Room set-up

APPROVAL/CONFIRMATION PROCESS

All applications will be considered on a first-come basis. Upon acceptance, you will be required to complete a commercial support agreement. An industry-supported Hot Topic Educational Session and/or Social Networking Event will not be considered confirmed until a signed letter of agreement and payment is received at the ASDS office.

LOGISTICS

- The ASDS staff will arrange for appropriate meeting space at the hotel where the Annual Meeting is being held. *The ASDS encourages live patient demonstrations, however, the associated expense and liability for these demonstrations are the sole responsibility of the supporting company.*
- Upon approval/confirmation, the supporting company will work directly with the ASDS office to finalize all room set-up.

INDUSTRY-ORGANIZED GUIDELINES

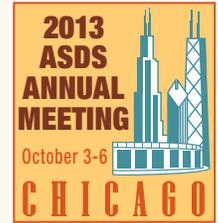
- The ASDS will not offer CME credit for educational sessions. Companies offering industry educational symposia must provide CME from another source with the understanding that all ACCME standards and essentials will be upheld and practiced. CME credit for industry-supported symposia is the responsibility of the hosting company.
- All session participants must be registered for the Annual Meeting.
- Companies selected to offer a Hot Topic and/or Social Networking Session will be given a list of registrants for direct promotion. All promotional materials, distributed by the supporting company, must be approved by the ASDS prior to printing and distribution. The supporting company may not use the ASDS logo in any promotional material. Any material distributed must say "All attendees must be paid registrants of the Annual Meeting." Permission to support a session should not be construed as an endorsement of any kind by the Society.
- On-site promotions must be coordinated with the ASDS unless the promotional piece is being distributed from the supporting company's booth in the exhibit hall which is permissible. The ASDS will list the Hot Topic Educational and/or Social and Networking Sessions in the Program at a Glance. No additional signage is allowed in the meeting area.
- The supporting company may distribute educational materials during its scheduled session, provided that the material has been pre-approved by the ASDS.
- In the event a confirmed supporting company cancels, the company is responsible for full payment. If the ASDS is able to find a suitable alternative, then only a fee of 25 percent will be assessed.

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APPLICATION TO SUPPORT A HOT TOPIC EDUCATIONAL SESSION/SOCIAL NETWORKING SESSION

ASDS Annual Meeting • October 3-6, 2013
Hyatt Regency Chicago • Chicago, IL



Deadline to be included in Annual Meeting marketing material: May 16, 2013

We are pleased to offer companies who are confirmed to exhibit at the 2013 Annual Meeting the opportunity to host an industry supported social/networking and/or educational session of their choice on October 3, from 7:00 pm to 9:00 pm. The cost is \$12,000 per session and the exhibitor is responsible for all planning and costs incurred, including but not limited to food & beverages, A/V, speakers, etc. Any CME for educational sessions must be facilitated through the session host and not the ASDS. The Hot Topic Sessions will be listed in all Annual Meeting marketing material if confirmed by May 16, 2013. Additionally, companies hosting a Hot Topic Session will receive a complimentary insert in all physician tote bags.

Print or Type

I. Company/Contact Information:

A. Company Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
B. Primary Contact for Event
Name: _____ Title: _____
Company (if different from above): _____
Phone: (_____) _____ Fax: (_____) _____
Email: _____

II. Event Details:

- Reception/Social Event Educational Course — indicate if CME Non CME

For educational course, please complete the following

A. Title: _____
B. Educational Objectives: _____

C. Please provide a course description, timeline and faculty list.

D. Describe any special room set up requirements, equipment to be utilized or other factors that may affect the size/configuration of meeting room to be assigned.

Please send your completed application to:

American Society for Dermatologic Surgery • Attn: Tara Azzano, Director of Development and Industry Relations
5550 Meadowbrook Drive, Suite 120 • Rolling Meadows, IL 60008. Or you may fax to (847) 956-0999.

Email tazzano@asds.net or call Tara Azzano at 847-956-9128 with any questions.