Exhibitor Prospectus

2018 ASDS Annual Meeting
October 11 – 14, 2018
JW Marriott Phoenix Desert Ridge Resort & Spa

Exhibit Application Deadline: March 14, 2018

“We had some very meaningful conversations with doctors.”
— 2017 exhibitor

“We were really set up for success – the hall was very well laid out and traffic flow was great.”
— 2017 exhibitor

Apply online! asds.net/AnnualMeeting-Exhibits
Why Exhibit?

Meet 1,200+ Potential Customers

The ASDS Annual Meeting is expected to attract over 1,200 dermatologic surgeons and dermatology professionals in 2018. It’s your chance to meet, influence and educate the most elite practitioners in the field looking to improve patient care.

Meet the ASDS Board of Directors:
asds.net/Board-of-Directors

Provide Solutions to Thought Leaders

- The ASDS Exhibit Hall is a hub for innovations in dermatologic surgery.
- 82 percent of attendees visit the exhibit hall primarily to view new products and services.*

Join more than 125 industry-leading companies that will display and demonstrate the medical devices and advances that are changing the practice of dermatologic surgery today.

View 2017 ASDS Annual Meeting Exhibitors:
tinyurl.com/2017ASDSExhibitors

Make Connections That Matter

“Best meeting for derm surgery education and professional relationships.” — 2017 medical attendee

84% of attendees are more inclined to purchase an exhibitor’s products or services after visiting their booth*

82% of attendees have already made a purchase or plan to make a purchase of products/services viewed at the meeting*

82% of attendees have spent 3 or more hours in the exhibit hall*

84% of attendees are more inclined to purchase an exhibitor’s products or services after visiting their booth*

Submit your exhibit application by March 14 to be included in the first round of booth assignments.

*2017 ASDS Annual Meeting Attendee Survey Results

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Who Attends?

ASDS Members – The Experts in Skin Health and Beauty.

- ASDS members performed over 10.5 million procedures in 2016 compared to 7.8 million in 2012.
- Top procedures: Over 3.5 million skin cancers, 3.3 million injectable neuromodulators and soft-tissue fillers, and nearly 2.8 million laser/light/energy-based procedures.
- In the last five years, there has been a:
  - 50 percent increase in melanoma
  - 48 percent increase in soft-tissue fillers
  - 2.5 times increase in body contouring

Past Medical Attendance
(includes physicians, residents and surgical assistants)

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Chicago</td>
<td>1,214</td>
</tr>
<tr>
<td>2016</td>
<td>New Orleans</td>
<td>1,198</td>
</tr>
<tr>
<td>2015</td>
<td>Chicago</td>
<td>1,062</td>
</tr>
<tr>
<td>2014</td>
<td>San Diego</td>
<td>998</td>
</tr>
<tr>
<td>2013</td>
<td>Chicago</td>
<td>1,001</td>
</tr>
</tbody>
</table>

Procedures Performed by ASDS Members in 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Total number of procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin Cancer Treatments</td>
<td>3,513,019</td>
</tr>
<tr>
<td>Non-melanoma (3,285,757)</td>
<td></td>
</tr>
<tr>
<td>Laser / Light / Energy-based Procedures</td>
<td>2,789,694</td>
</tr>
<tr>
<td>Wrinkles (493,519)</td>
<td></td>
</tr>
<tr>
<td>Injectable Neuromodulators</td>
<td>1,971,195</td>
</tr>
<tr>
<td>Injectable Soft-tissue Fillers</td>
<td>1,352,769</td>
</tr>
<tr>
<td>Chemical Peels</td>
<td>424,709</td>
</tr>
<tr>
<td>Body Sculpting</td>
<td>387,618</td>
</tr>
<tr>
<td>Cryolipolysis (177,502)</td>
<td></td>
</tr>
<tr>
<td>Vein Treatments / Sclerotherapy</td>
<td>124,089</td>
</tr>
</tbody>
</table>

Apply online!  asds.net/AnnualMeeting-Exhibits
Booth Fees and Payments

Join us for the premier event for dermatologic surgery professionals. This one-of-a-kind meeting offers you the opportunity to establish new relationships with customers, strengthen existing relationships and build your brand.

What is Included with your Booth?

- 8’ high back drape and 3’ high side rails (linear booths only).
- 7” x 44” booth identification sign (linear booths only).
- Four complimentary booth personnel badges per 8’ x 10’ booth. (80 sq. ft.).
- One complimentary Meeting Pass for every 80 sq. ft. booth purchased, allowing entry to the general and scientific sessions.
- One free pre-registration list two weeks prior to the meeting.
- One free final registration list after the meeting so you can continue to market to key prospects.
- One complimentary ASDS Annual Meeting Final Program per 80 sq. ft. booth purchased (up to 5 maximum).

2018 Exhibit Booth Fee
$3,250 per 8’ x 10’ (80 sq. ft.) booth

View the exhibit floor plan on page 7 or online at asds.net/AnnualMeeting-Exhibits.

Exhibit applications, along with full payment, are due March 14 in order to be included in priority point space assignments. Applications received after March 14 will be assigned exhibit space on a first-come, first-served basis.

- Free listings in the ASDS interactive exhibit hall, on the ASDS Annual Meeting website and on the mobile app.
- Free listing in ASDS publications, including Currents, the ASDS Annual Meeting Preliminary Program / Registration Brochure and the ASDS Annual Meeting Final Program.

Booth Assignments

All exhibit contracts received on or before March 14 will receive their booth assignment on April 18 via email.

How Do I Reserve Exhibit Space?

Applications and deposits can be submitted exclusively on the ASDS website via the online exhibit space application at asds.net/AnnualMeeting-Exhibits.

Submit your exhibit application by March 14 to be included in the first round of booth assignments.

Show Contacts

Exhibit Space & Advertising
Dana Brown
ASDS Development and Industry Relations Manager
Main Phone: 847-956-0900
Direct Phone: 847-956-9136
Fax: 847-956-0999
Email: dbrown@asds.net
Website: asds.net

Corporate Support
Tara Azzano
ASDS Director of Development and Industry Relations
Main Phone: 847-956-0900
Direct Phone: 847-956-9128
Fax: 847-956-0999
Email: tazzano@asds.net
Website: asds.net

Official Decorator and Drayage Contractor
Shepard Exposition Services
Customer Service
Phone: 602-253-1113
Email: phoenix@shepardes.com
Website: shepardes.com

Apply online! asds.net/AnnualMeeting-Exhibits
Boost Your Brand

ASDS exhibitors have access to exciting opportunities that take attendees beyond the booth.

Print and Digital Advertising

Direct physicians to your booth with special ASDS Annual Meeting advertising opportunities.

- Preliminary Program / Registration Brochure Mailed before the meeting.
- Final Program Distributed to attendees on-site.
- Website Banner Ads Featured on the ASDS Annual Meeting web page.

Hot Topic or Networking Session

Confirmed exhibitors may opt to host an education or networking event on Thursday, Oct. 11 from 6:30 - 9 p.m.

Industry Supported Poster Abstract

Share your expert knowledge and latest research findings with attendees.

Promote Your Participation

- Registration Tote Bag Include a product sample or promotional piece in the physician tote bags given to every medical registrant.
- Hotel Door Drop Welcome attendees with promotional materials or product samples right at their hotel door prior to the exhibit hall opening.
- Silent Auction Make a tax deductible donation to benefit ASDS programs and gain exposure outside your booth.

Traffic-generating Features in the Exhibit Hall

- Daily Lunches
- Daily Beverage / Snack Breaks
- Welcome Reception with complimentary drinks and hors d’oeuvres
- Networking Reception and Silent Auction with complimentary drinks and hors d’oeuvres
- Golden Scalpel Knowledge Bowl Competition (subject to support)
- ASDS Resource Center where attendees must pick-up their physician tote bag
- Dedicated Daily Exhibit Hours with no competing sessions
- Sample Saturday giveaway

Apply online! asds.net/AnnualMeeting-Exhibits
# Exhibit Schedule

## Meeting Location and Headquarters Hotel

**JW Marriott Phoenix Desert Ridge Resort & Spa**

5350 E. Marriott Drive  
Phoenix, AZ 85054  
Phone: 480-293-5000

Exhibits will be located in the Grand Canyon Ballroom.

Submit your exhibit application by March 14 to be included in the first round of booth assignments.

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### Exhibit Schedule

<table>
<thead>
<tr>
<th>Dates</th>
<th>Exhibitor Registration</th>
<th>Installation of Exhibits</th>
<th>Exhibit Hours</th>
<th>Lunch Hours in the Hall</th>
<th>Beverage Breaks in the Hall</th>
<th>Receptions in the Hall</th>
<th>Dismantle of Exhibits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, October 10</td>
<td>8 a.m. – 6 p.m.</td>
<td>8 a.m. – 6 p.m.</td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Thursday, October 11</td>
<td>7:30 a.m. – 6 p.m.</td>
<td>7 a.m. – Noon</td>
<td>Noon – 6:30 p.m.</td>
<td>Noon – 1:45 p.m.</td>
<td>3:15 – 4:15 p.m.</td>
<td>5:30 – 6:30 p.m.</td>
<td></td>
</tr>
<tr>
<td>Friday, October 12</td>
<td>6:30 a.m. – 5 p.m.</td>
<td></td>
<td>10 a.m. – 6:30 p.m.</td>
<td>Noon – 1:45 p.m.</td>
<td>10 – 10:45 a.m. 3 – 4 p.m.</td>
<td>5:30 – 6:30 p.m.</td>
<td></td>
</tr>
<tr>
<td>Saturday, October 13</td>
<td>7:30 a.m. – 5 p.m.</td>
<td></td>
<td>9 a.m. – 2 p.m.</td>
<td>Noon – 1:45 p.m.</td>
<td>9:15 – 10 a.m.</td>
<td></td>
<td>2 – 7 p.m.</td>
</tr>
</tbody>
</table>

Please Note: All times are subject to change.

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**Exhibit Rules and Regulations** are part of your contract.  
**Important Dates and Deadlines** for your exhibit are provided to keep your exhibit plans on track!  
View both online at [asds.net/AnnualMeeting-Exhibits](http://asds.net/AnnualMeeting-Exhibits)

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**FUTURE MEETINGS**

2019 ASDS Annual Meeting  
October 24-27, 2019 • Chicago, IL

2020 ASDS Annual Meeting  
October 8-11, 2020 • National Harbor, MD

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