



# INVITATION TO PARTICIPATE

Atlantic Dermatological Conference

April 28-30, 2006

JW Marriott Hotel

Washington, D.C.

## Sponsor Benefits:

- Access to third largest gathering of dermatologists in the world
- Admittance into non-ticketed sessions
- Free listing in program materials
- Exhibit opportunities
- Web links

## Exhibit Dates & Hours:

### Set Up

Friday, April 28  
8:00am—11:30am

### Exhibits Open:

Friday, April 28  
12:00nn—7:00pm

Saturday, April 29  
7:00am—5:00pm

### Tear Down

Saturday, April 29  
5:00pm—8:00pm

Exhibits will be located in Grand Ballroom I/II at the JW Marriott Hotel in Washington D.C.

Dear Sponsor/Exhibitor:

We are pleased to invite you to participate in the 83rd Atlantic Dermatological Conference to be held April 28-30, 2006 at the JW Marriott Hotel on Pennsylvania Avenue in Washington D.C. The Atlantic Dermatological Conference is the third largest United States meeting for dermatology (after the two American Academy meetings) and we are expecting approximately 500 Dermatologists to attend. The 2006 meeting will take place at the centrally located JW Marriott Hotel.

The meeting draws primarily from Northeast and Mid-Atlantic regions, but dermatologists from all over the United States and Canada attend. The Table Top Exhibits will be located immediately adjacent to all the scientific sessions. The Friday evening reception will be held in the Exhibit Hall.












We encourage you to take advantage of this valuable marketing investment available to your company today! Become a sponsor at the Atlantic Dermatological Conference. Through various sponsorship opportunities your organization can directly participate in this scientific meeting and gain increased company and product visibility among dermatologists. We invite you to select a sponsorship level that fits your marketing strategy; one that will help your company achieve the greatest impact and awareness in the dermatologic market.

Sincerely,

Sandra I. Read, MD

2006 Program Chair & President, Washington DC Dermatological Society

**SPONSORSHIP OPPORTUNITIES**

	<p><b>Bronze</b> <b>\$5,000</b></p>	<p><b>Silver</b> <b>\$10,000</b></p>	<p><b>Gold</b> <b>\$20,000</b></p>	<p><b>Diamond</b> <b>\$50,000</b></p>
<p><b>Display Space</b> -One 6' table top -Company name and product description printed on sponsor list in program book</p>				
<p><b>Program &amp; Session Recognition</b></p>				
<p><b>Advertisement in Program Book</b></p>			 1/4 page ad	 1/2 page ad
<p><b>Company Logo on Portfolio Bags</b></p>				
<p><b>Complimentary Saturday night social event tickets</b></p>			<p>1</p>	<p>2</p>
<p><b>Company Representative Registration</b></p>	<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>

## 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 program for the ADC Meeting.

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.

### APPLICATION DEADLINE

In order to be considered for sponsorship and exhibit space, and for your company to be recognized in conference materials, applications must be returned by **September 1, 2005**. Notification of acceptance and space assignment will be mailed in December 2005. Exhibit space cannot be guaranteed for sponsorship commitments received after September 1, 2005.

### ASSIGNMENT OF SPACE

Exhibiting companies are not eligible for space assignment until a completed exhibitor application and a minimum deposit of \$2,000 are received at the ADC office. Table tops will be assigned with first priority given according to sponsorship levels, Diamond level being the highest. The remaining table tops will be assigned on a first-come, first-served basis.

## CRITERIA FOR ACCEPTANCE

Permission to exhibit may be granted to firms 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 Annual Conference.

### 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.



## DISPLAY INFORMATION

The exhibit program is limited to a 6' table top display. Stationary construction of back drops, display cases or additional display paraphernalia will not be allowed. The price of the table includes two chairs and a two line sign showing firm name, city and state and complimentary registration(s) per booth. The display area is carpeted. Sufficient lighting is provided for adequate illumination of the exhibit area, but no individual electrical

outlets are provided at each table top display. All electrical work must be ordered through the hotel and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of Washington DC. All draping or display materials of cloth must first be fireproofed. Under no conditions will combustible oils or gases be permitted in the display area.

### PAYMENT IN FULL

Full payment for your committee level of sponsorship must be received no later than January 1, 2006. Failure to pay in full by Jan. 1, 2006 may result in forfeiture of your table top 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 January 15, 2006.

## RULES AND REGULATIONS

For your own protection be sure to read the exhibitor rules and regulations outlined in this prospectus. Also it is important to review these terms and conditions, as well as any general information with your exhibitor representatives who will be staffing your booth on-site.

### 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 Annual Conference or which could be construed as an endorsement by the ADC or by its attendees is prohibited. The use of ADC or the Washington DC Dermatological Society (WDCDS) logos, seals of approval, trademarks or other similar 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.

### SOCIAL FUNCTIONS

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 **January 1, 2006**. 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 Program or other ADC official functions.

### BOOTH 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 booth. 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 each exhibitor. The use of other than closed-sound systems

will be permitted only with the prior written approval of the ADC. Any table top exhibit may be closed if deemed by the ADC to have an excessive noise level.

### 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:  
FDA Division of Drug Marketing,  
Advertising and Communications  
HFD-42, Room 17B17  
5600 Fishers Lane  
Rockville, MD 20857  
301/827-2831

### SUBLETTING & SHARING OF SPACE

No part of any exhibit table top assigned to an exhibitor may be reassigned, sublet or shared with any other party by that exhibitor.

### INSURANCE

Exhibiting Companies acknowledge and agree that neither ACD, WDCDS, nor the JW Marriott Hotel 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 Program. Exhibitor shall provide ADC with such evidence of coverage as may be reasonably requested at least 30 days prior to the Program. 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.

### SECURITY

Security personnel will NOT be available. The display area will have entrances which will be closed after display hours. There is not be any assumption of obligation or

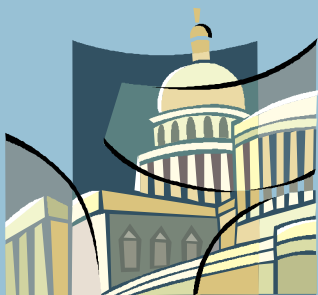
duty with respect to the protection of property of the exhibitor, which shall at all times be the sole responsibility of each exhibitor.

### 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 WDCDS, its officers, directors, agents and employees and the JW Marriott Hotel 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 WDCDS, its officers, directors, agents or employees of the JW Marriott Hotel 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 WDCDS, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

### INTERPRETATION AND APPLICATION OF RULES & REGULATIONS

All matters in question not specifically covered by these rules and regulations are subject to the decision of the ADC Meeting Consultant.



### For further information contact:

Carol L. Wilke  
Atlantic Dermatological  
Conference  
6834 S. University Blvd.  
Suite 502  
Littleton, CO  
80122-1515

(720) 344-2300 phone  
(443) 241-0083 fax  
clwilke@aol.com



# ATLANTIC DERMATOLOGICAL CONFERENCE

April 28-30, 2006  
J. W. Marriott Hotel  
Washington D.C.

## **HOW TO PARTICIPATE:**

Use the exhibitor application included in this invitation to participate to reserve a sponsorship opportunity and a table top exhibit at the 2006 Atlantic Dermatological Conference in Washington D.C. We'll send the rest of the details later.

Here's All You Do

The process is simple:

1. Reserve your space early — **by September 1, 2005** — so you'll get the best possible location. Simply complete the application enclosed and submit it with your deposit of \$2,000.
2. You'll receive your table top number and a service kit, which contains information on registration, hotel, travel, and technical sessions, as well as the exhibitor rules and regulations and all the forms you'll need.
3. Frequent show updates will be mailed to you to keep you on schedule, inform you about conference developments and share some useful information to help make your exhibit experience in Washington D.C. successful.

## **SET UP & DISMANTLING OF EXHIBITS:**

Set-up:	Friday, April 28, 2006	8:00am—11:30am
Show Hours:	Friday, April 28, 2006	12:00nn—7:00pm
	Saturday, April 29, 2006	7:00am—5:00pm
Dismantle:	Saturday, April 29, 2006	5:00pm—8:00pm

Note: Exhibits must not be disturbed, dismantled or removed before 5:00pm on Saturday, April 29, 2006. Non-compliance will disqualify your firm from exhibiting at future ADC events. All exhibit materials must be removed from the exhibit area by 8:00pm on Saturday, April 29, 2006.

## **TABLE TOP INFORMATION:**

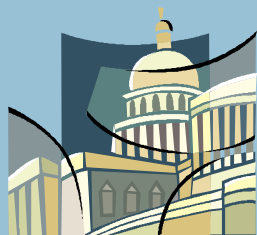
The exhibit program is limited to a 6' table top display per company. All dimensions are believed to be accurate but are not warranted by the ADC. Stationary construction of backdrops, display cases or additional display paraphernalia will not be allowed. The price of the table includes two chairs and a two line sign showing firm name, city and state and complimentary registrations per booth based on sponsorship level. The exhibit hall is carpeted. 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 hotel and must be supplied by the appropriate electrical contractor to ensure that it will meet the safety requirements of the fire regulations of Washington DC. All draping or display materials of cloth must be fireproofed. Under no conditions will combustible oils or gases be permitted in the exhibit area.

## **REGISTRATION:**

Registration forms will be sent to each exhibiting company with their exhibitor confirmation. These forms should be returned no later than **March 1, 2006**. No exhibitor will be admitted to the exhibit area without an exhibitor's badge. Each sponsor will be allowed complimentary registrations depending on their level of sponsorship. Any additional representatives can attend the meeting at the Industry Partner registration fee. The ADC registration desk will be located in the **Ballroom Foyer** and will be in operation during the entire exhibit show hours. Housing information will be included in the program book and mailed to you at a later date.

## **CONTRACTOR SERVICES/SHIPPING:**

You will receive information on contractor services and shipping along with your sponsor/exhibitor confirmation once your application and deposit is received.



# SPONSOR APPLICATION

TABLE # ASSIGNED: \_\_\_\_\_

SPONSOR

## ATLANTIC DERMATOLOGICAL CONFERENCE

April 28-30, 2006  
J. W. Marriott Hotel  
Washington D.C.

### INSTRUCTIONS

1. Please read this form and the exhibit prospectus carefully and print or type all information.
2. This application will not be processed unless it is signed and dated by our company's representative and a \$2,000 is included.
3. Space assignment date: September 1, 2005. Space is assigned on a first-come, first-served basis. Preferential space assignment will be based on sponsorship level.
4. Please complete, sign and return this form to:

ADC-WDCDS  
6834 S. University Blvd.  
Suite 502  
Littleton, CO  
80122-1515

(720) 344-2300 phone  
(443) 241-0083 fax  
CLWilke@aol.com

**REMEMBER TO MAKE  
A COPY OF THIS  
FORM FOR YOUR  
RECORDS**

Company Name (for program and booth sign): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Contact: (Name of person in charge of exhibit and to whom instructions should be sent; include address if different from above):  
\_\_\_\_\_  
\_\_\_\_\_

## SPONSORSHIP LEVEL

Diamond (\$50,000)

Silver (\$10,000)

Gold (\$20,000)

Bronze (\$5,000)

## EXHIBIT TABLE TOP DESCRIPTION

**YES** we want a 6' exhibit table and we will display the following products/services:

**NO** we do not want a 6' table—we will be sponsors only.

## AGREEMENT

We hereby agree to:

1. Abide by all rules and regulations included in this prospectus.
2. Attach hereto our credit card number or check payable to ADC-WDCDS for \$2,000 as a deposit.
3. Pay the balance of the space prior to **January 1, 2006**.

AGREE FOR SPONSORING COMPANY:

NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

### PAYMENT INFORMATION:

Amount Enclosed: \$ \_\_\_\_\_  
Company check payable to ADC-WDCDS

VISA     MasterCard     American Express

Credit Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

DATE RECEIVED: \_\_\_\_\_

BALANCE DUE: \_\_\_\_\_

ADC SIGNATURE & DATE ASSIGNED: \_\_\_\_\_