

# SPONSOR & EXHIBITOR PROSPECTUS



## About the AADDSS

The Atlanta Association for Dermatology and Dermatologic Surgery 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 AADDSS (formerly known as 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 AADDSS 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 AADDSS 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.

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

FOR MORE INFORMATION ABOUT THE  
ATLANTA ASSOCIATION FOR DERMATOLOGY  
AND DERMATOLOGIC SURGERY  
PLEASE CONTACT

Cathy Jones, Director of Marketing/Corporate Support  
cathy@theassociationcompany.com  
770-613-0932 \*109

### AADDSS OFFICE

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

# Support Packages

The Atlanta Association for Dermatologic Surgery invites you to become a 2021 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 AADDs publications and meeting correspondence including newsletters, email notices, program agendas, and on the AADDs website.
- Logo on AADDs website home page with a link to your company's website. Company name on AADDs 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 (800 x 100px; .jpg or .gif) for 6 months
- Complimentary exhibit table at both Tri-Annual CME Meeting (May and September) with up to 3 reps in attendance.\*
- Complimentary exhibit table at all 4 Dinner Meetings with up to 4 reps in attendance.\*
- On-site signage

## Gold Patron Level - \$7500

- Recognition as a Gold patron in all AADDs publications and meeting correspondence including newsletters, email notices, program agendas, and on the AADDs website.
- Company name on AADDs website home page with a link to your company's website. Company name on AADDs website Patron page with a link to your company's website.
- Main Page Banner (800 x 100px; .jpg or .gif) for 6 months.
- Complimentary exhibit table at both Tri-Annual CME Meeting (May and September) with up to 2 reps in attendance.\*
- Complimentary exhibit table 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.\*
- On-site signage

## Silver Patron Level - \$5000

- Recognition as a Silver patron in all AADDs publications and meeting correspondence including newsletters, email notices, program, and on the AADDs website.
- Company name on AADDs website Patron page with a link to your company's website.
- Complimentary exhibit table at both Tri-Annual CME Meeting (May and September) with up to 2 reps in attendance.\*
- Complimentary exhibit table 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.\*
- On-site signage

## Bronze Patron Level - \$3000

- Recognition as a Bronze patron in all AADDs publications and meeting correspondence
- Company name on AADDs website Patron page
- Single Page Banner (800 x 100px; .jpg or .gif) on page of choice (not main page) for 6 months.
- Complimentary exhibit table at both Tri-Annual CME Meeting (May and September) with up to 2 rep in attendance.\*
- Attendance during cocktail hour prior to all 4 CME Dinner Meetings, up to 1 rep allowed\*
- Onsite signage

## Supporter Patron Level - \$2000

- Recognition as a Supporter in the meeting programs
- Company name on AADDs website Patron page
- Attendance at two CME activities of choice, 2 reps in attendance (6 activities to choose from)\* (May and Sept meetings include table top exhibit, Dinner Meetings include attendance during cocktail hour)
- On-site signage

## Exhibit ONLY - \$1000 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 (May and/or September) with up to 1 rep 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

## Holiday Reception Sponsor - \$1000, 4 available

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

\*Additional Exhibit Rep \$75 per rep over number included with selected exhibit level

\*Additional Exhibit Table \$250 per table over number included with selected exhibit level  
Per ACCME requirements, all exhibits are stationed in a separate room from the CME activity.

## WHY SUPPORT THE AADDs?

### 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 & branding
- Improve name recognition
- Test-market your products
- Distribute samples
- Identify trends in the industry
- Gain target market insight

### Support Quality Programming

- In its over 50 year history, the AADDs has developed relationships with key thought leaders with a wide range of specialized knowledge and expertise.
- The AADDs develops high quality educational programming through professional practice gap analysis and our expert advisory board.
- The AADDs 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
- AADDs activities are promoted to all dermatologists, dermatopathologists and dermatologic surgeons in the greater Atlanta area and the entire state of Georgia.

## ADD'L ADVERTISING & SUPPORT OPPORTUNITIES

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

### ONLINE MARKETING

#### Website Banner Advertising

Increase your online presence with an online banner! Your advertisement will be featured on our website. Includes a clickable link to your website.

Home Page Banner (800 x 100 px) \$500/year

Single Page Banner (800 x 100 px) \$400 /year

#### Column Advertising

Featured on our website, your advertisement will be shuffled at random on our sidebar. Includes a clickable link to your website.

Main Page Column \$300/year

Single Page Column \$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 AADDs office 1 week before the activity date. Donations will receive acknowledgment in membership email updates and on the activity program agenda.

### EDUCATIONAL GRANT FUNDING & CONTRIBUTIONS

Can your company support AADDs's activities outside of exhibiting? The Atlanta Association for Dermatology and Dermatologic Surgery 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 katie@theassociationcompany.com with application requirements and instructions.

## 2021 AADDs Meeting Schedule

January 19	Monthly CME Virtual Dinner Meeting
February 23	Monthly CME Virtual Dinner Meeting
May 15	Tri-Annual CME Meeting
July 13	CME Dinner Meeting
September 18	Tri-Annual CME Meeting
October 26	CME Dinner & Annual Business Meeting
December 7	Holiday Reception - sponsorship available

# 2021 AADDs 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)

- ☐ PLATINUM LEVEL \$10,000  
☐ GOLD LEVEL \$7,500  
☐ SILVER LEVEL \$5,000  
☐ BRONZE LEVEL \$3,000  
☐ SUPPORTER LEVEL \$2,000  
☐ GENERAL CONTRIBUTION \$ \_\_\_\_\_

- ☐ EXHIBIT ONLY - MAY \$1,000  
☐ EXHIBIT ONLY - SEPT \$1,000  
☐ NETWORKING ONLY \$250  
MEETING DATE: \_\_\_\_\_  
☐ Add'l Rep \$75 per rep  
☐ Add'l Table \$250 per table

☐ GRANT (no exhibit) \$ \_\_\_\_\_

☐ ONLINE MARKETING \$ \_\_\_\_\_  
please specify option: \_\_\_\_\_

☐ DOOR PRIZE (please list item(s) below)  
\_\_\_\_\_

## 3

### Registration Total

Support Level Subtotal \$ \_\_\_\_\_

Add On Option Subtotal \$ \_\_\_\_\_ Please specify add-ons \_\_\_\_\_

Grant Subtotal \$ \_\_\_\_\_

Online Marketing Subtotal \$ \_\_\_\_\_

**GRAND TOTAL** \$ \_\_\_\_\_

## 4

### Payment Information

- ☐ Check Please remit payment to AADDs, 6134 Poplar Bluff Circle, Suite 101, Norcross, GA 30092.  
☐ AMEX ☐ MC  
☐ Visa ☐ Discover

Card Number

Expiration Date

CVV#

Name as it appears on the card

Billing Address

City

State

Zip

## 5

### Submit Completed Forms & Payment

#### Submission Checklist

- ☐ Registration Form  
☐ Contract  
☐ Payment

#### SUBMIT VIA ONE OF THE OPTIONS BELOW:

##### Email

cathy@theassociationcompany.com

##### Mail

6134 Poplar Bluff Circle  
Suite 101  
Norcross, GA 30092

##### OR Register Online

www.atlantaderm.org  
Select Patrons tab



# 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. AADDs 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. AADDs 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 AADDs 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 AADDs 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 AADDs 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. AADDs 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 AADDs 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 AADDs Annual Sponsored related programs.
15. The interpretation of all rules and regulations is the responsibility of the AADDs Executive Committee or their designated representative. All decisions of said group or representatives are final.

### EXHIBIT SETUP

16. 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.
17. No construction will be allowed at the sides or above the table that may obscure the view of any adjacent booths.
18. All materials used for decorating must be flameproof.
19. Construction and signs that are above 8 feet in height must be approved by the AADDs.
20. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
21. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
22. The interpretation of all rules and regulations is the responsibility of the AADDs Executive Committees or their designated representative. All decisions of said group or representatives are final.

### REFUND POLICY

23. Cancellation for all registered exhibitors or patrons 30+ days prior to the first day of the activity date are eligible for 50% refund.
24. 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, an AADDs activity must be canceled, 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 canceled 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.***