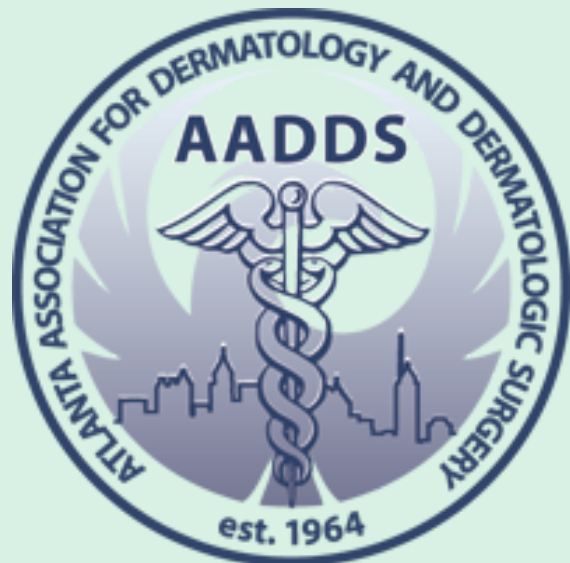


2022

# Prospectus

Atlanta Association for Dermatology and  
Dermatologic Surgery



## ABOUT AADDS

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.

- Founded in 1963 (formerly known as ADA)
- Membership to over 200 board-certified or board-eligible dermatologists (and dermatology residents-in-training) from the greater Atlanta area.

### Areas of Opportunity for Sponsorship for 2022:

- Four 1-hour accredited CME dinner meetings
- Two accredited 6-hour hospital meetings
- One Holiday Reception in December

For more information about AADDS

## **Please contact us**

The AADDS can work with your company to create the perfect marketing opportunity. Please contact Sabrina Crawford, Director of Marketing/Corporate Support [sabrina@theassociationcompany.com](mailto:sabrina@theassociationcompany.com)

### AADDS OFFICE

6134 Poplar Bluff Circle, Suite 101 Norcross, GA 30092

770-613-0932 (tel)

305-422-3327 (fax)

[www.atlantaderm.org](http://www.atlantaderm.org)

Katie Brown

Executive Director

[katie@theassociationcompany.com](mailto:katie@theassociationcompany.com)

# Support Packages

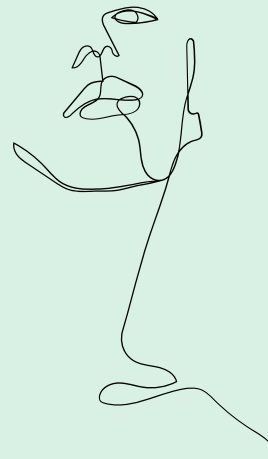
## PLATINUM PATRON LEVEL - \$10,000

- 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.
- MAIN PAGE BANNER (800 X 100PX; .JPG OR .GIF) FOR 6 MONTHS
- COMPLIMENTARY EXHIBIT TABLE AT BOTH TRI-ANNUAL CME MEETINGS (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 WITH ON-SITE SIGNAGE
- **NEW FOR 2022! DECEMBER HOLIDAY PARTY RECEPTION:**
  - RECOGNITION ON PROMOTIONAL MATERIALS
  - COMPANY NAME ON AADDs WEBSITE PATRON PAGE
  - 2 REPS IN ATTENDANCE AT THE FULL RECEPTION
  - ONSITE SIGNAGE

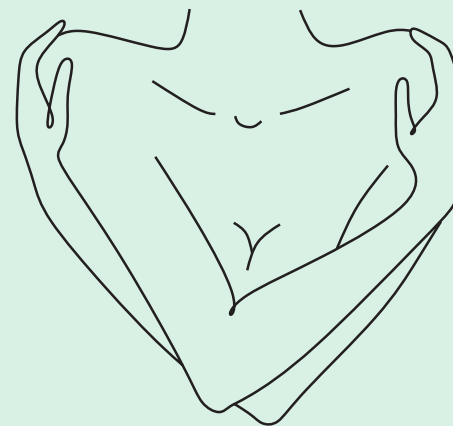


## GOLD PATRON LEVEL - \$7500

- 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 MEETINGS (MAY AND SEPTEMBER) WITH UP TO 2 REPS IN ATTENDANCE.\*
- COMPLIMENTARY ATTENDANCE 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
- **NEW FOR 2022! DECEMBER HOLIDAY PARTY RECEPTION:**
  - RECOGNITION ON PROMOTIONAL MATERIALS
  - COMPANY NAME ON AADDs WEBSITE PATRON PAGE
  - 2 REPS IN ATTENDANCE AT THE FULL RECEPTION
  - ONSITE SIGNAGE



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### 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 MEETINGS (MAY AND SEPTEMBER) WITH UP TO 2 REPS IN ATTENDANCE.\*
- ATTENDANCE DURING COCKTAIL HOUR PRIOR TO ALL 4 CME DINNER MEETINGS, UP TO 1 REP ALLOWED\*
- ONSITE SIGNAGE
- NEW FOR 2022! DECEMBER HOLIDAY PARTY RECEPTION:
- RECOGNITION ON PROMOTIONAL MATERIALS
- COMPANY NAME ON AADDs WEBSITE PATRON PAGE
- 2 REPS IN ATTENDANCE AT THE FULL RECEPTION
- ONSITE SIGNAGE

### BRONZE PATRON LEVEL - \$3500

- 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 MEETINGS (MAY AND SEPTEMBER) WITH UP TO 2 REPS IN ATTENDANCE.
- ATTENDANCE DURING COCKTAIL HOUR PRIOR TO ALL 4 CME DINNER MEETINGS, UP TO 1 REP ALLOWED\*
- ONSITE SIGNAGE
- NEW FOR 2022! DECEMBER HOLIDAY PARTY RECEPTION:
- RECOGNITION ON PROMOTIONAL MATERIALS
- COMPANY NAME ON AADDs WEBSITE PATRON PAGE
- 2 REPS IN ATTENDANCE AT THE FULL RECEPTION
- ONSITE SIGNAGE

### SUPPORTER PATRON LEVEL - \$2500

- 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 TABLETOP EXHIBIT, DINNER MEETINGS INCLUDE ATTENDANCE DURING COCKTAIL HOUR)
- ON-SITE SIGNAGE
- NEW FOR 2022! DECEMBER HOLIDAY PARTY RECEPTION:
- RECOGNITION ON PROMOTIONAL MATERIALS
- COMPANY NAME ON AADDs WEBSITE PATRON PAGE
- 2 REPS IN ATTENDANCE AT THE FULL RECEPTION
- ONSITE SIGNAGE

### EXHIBIT ONLY - \$1500 PER TRI-ANNUAL MEETING

- RECOGNITION AS AN EXHIBITOR IN THE MEETING PROGRAMS
- EXHIBIT TABLE (6 FT TABLETOP) 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)

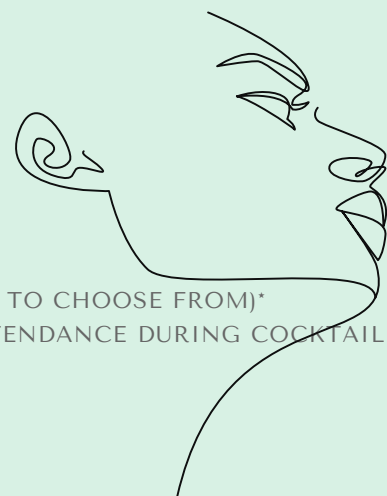
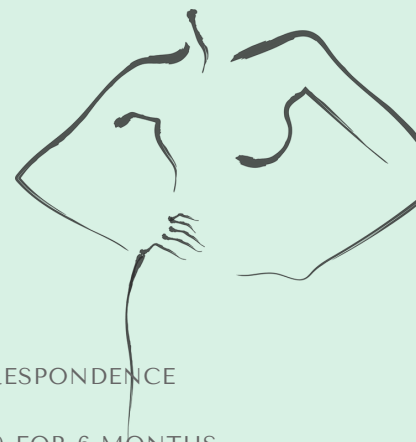
- RECOGNITION AS A PATRON ON THE MEETING AGENDA.
- ATTENDANCE DURING THE COCKTAIL HOUR PRIOR TO 1 CME DINNER MEETING, 1 REP ALLOWED\*
- ONSITE SIGNAGE

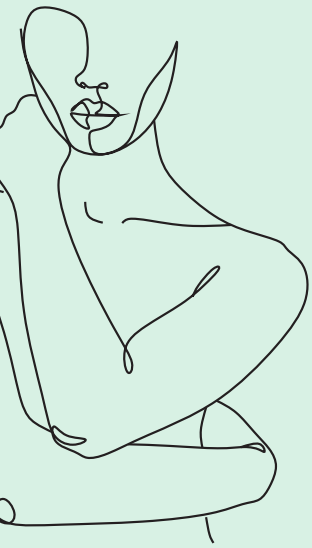
\*ADDITIONAL EXHIBIT REP \$75 PER REP OVER NUMBER INCLUDED WITH SELECTED EXHIBIT LEVEL

\*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.

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## ADD'L ADVERTISING & SUPPORT OPPORTUNITIES

THE FOLLOWING ARE AVAILABLE TO COMMERCIAL ENTITIES REGARDLESS OF EXHIBITION AT ANY OF THE AADD'S 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 X100PX) \$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

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## Meeting Dates for 2022

January 11, 2022  
CME Dinner Meeting

February 8, 2022  
CME Dinner Meeting

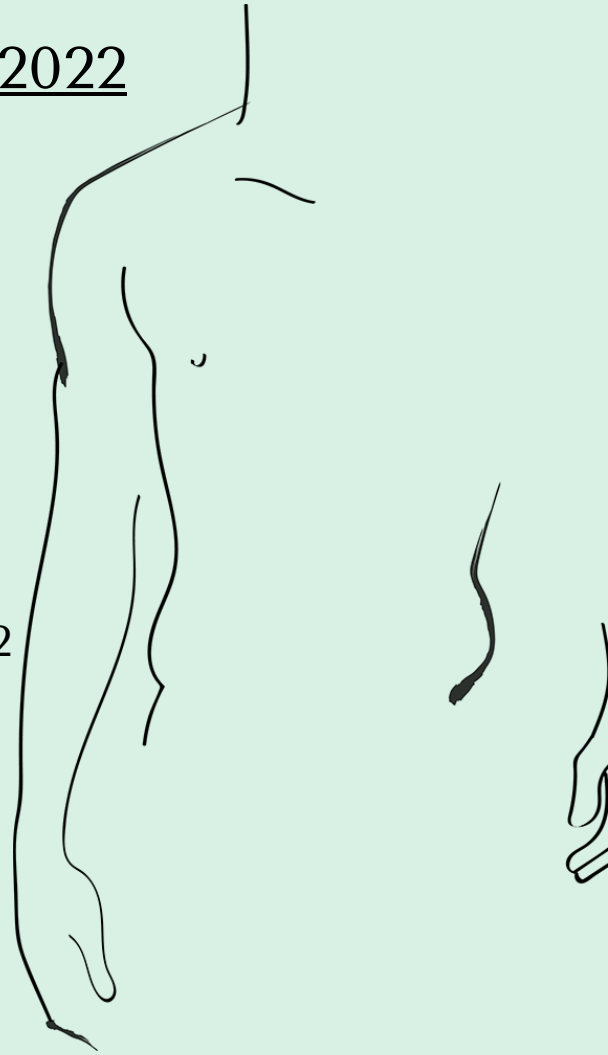
Saturday, April 23, 2022  
Tri-Annual Meeting  
Northside Hospital

Tuesday, July 19, 2022  
CME Dinner Meeting

Saturday, September 17, 2022  
Fall Tri-Annual  
Northside Hospital

Tuesday, October 18, 2022  
CME Dinner Meeting and Annual Biz Meeting

Tuesday, December 6, 2022  
Holiday Reception



# Agreement

## EXHIBITOR/SPONSOR SUPPORT AGREEMENT RULES & REGULATIONS

If purchased, each exhibiting company will have an exhibit table as described.

- Exhibitors are required to have a representative at their booth at all times during exhibit hours.
- 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 an 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 tradeshow, either live or recorded.
- Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
- 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.
- 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.
- Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless, and does not release undesirable odors.
- Objectionable practices by exhibitors or official suppliers should be reported immediately to AADDS management and not after the show is completed.
- No children under 16 years of age will be allowed in the exhibit area at any time unless accompanied by an adult.
- It is agreed that AADDS and the host facility's hall are not 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.
- 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.
- AADDS will only refund exhibitors who 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.

- 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.
- Exhibitors will not offer educational/training programs within the show facility simultaneous to the AADDS Annual Sponsored related programs.
- 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

- 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.
- No construction will be allowed at the sides or above the table that may obscure the view of any adjacent booths.
- All materials used for decorating must be flameproof.
- Construction and signs that are above 8 feet in height must be approved by the AADDS.
- All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
- Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
- 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

- Cancellation for all registered exhibitors or patrons 30+ days prior to the first day of the activity date are eligible for 50% refund.
- Cancellation 29 days or less before the first day of the activity date are not eligible for a refund.

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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 nonrefundable 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.