



Hot Springs, VA | August 14-17, 2019

ADM 2019

EXHIBITOR

PROSPECTUS



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General Information

American Dermoscopy Meeting
August 14-17, 2019

Meeting & Exhibit Location:

The Omni Homestead
7696 Sam Snead Hwy,
Hot Springs, VA 24445

Exhibit Schedule:

Wednesday, August 14th	Set-up	3:00pm-6:00pm
Thursday, August 15th	Exhibits Open	7:00am-3:00pm
Friday, August 16th	Exhibits Open	7:00am-3:00pm
Saturday, August 17th	Exhibits Open	7:00am-1:00pm
Saturday, August 17th	Tear-down	1:00pm-3:00pm

Target Audience:

This conference targets dermatologists, family practitioners, nurse practitioners and physician assistants.

Learning Objectives:

1. Outline a logical and easy to follow framework for the dermoscopic evaluation of cutaneous lesions, nail lesions, hair disorders, rashes and infestations.
2. Identify the features of both melanocytic and non-melanocytic lesions, and also identify features to help differentiate benign from malignant lesions.
3. Outline a management approach, based on their clinical and dermoscopic morphology.
4. Discuss the vast armamentarium of treatments available for managing actinic keratosis.



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Sponsorship Opportunities

Product Theater Luncheon

\$20,000.00

This fee includes the following:

- Premium location of tabletop booth space with two chairs and a wastebasket
- Opportunity to host Product Theater Luncheon (fee does not include any F&B)
- Sponsor recognition; on-site signage and program book
- Four (4) complimentary exhibitor badges
- One (1) Program Book
- Company description listing
- Access to general sessions with an exhibitor badge (**space available**)

Product Theater Breakfast Session

\$10,000.00

This fee includes the following:

- Premium location of tabletop booth space with two chairs and a wastebasket
- Opportunity to host Product Theater Breakfast (fee does not include any F&B)
- Sponsor recognition; on-site signage and program book
- Three (3) complimentary exhibitor badges
- One (1) Program Book
- Company description listing
- Access to general sessions with an exhibitor badge (**space available**)



Exhibit Booth Fee

\$5,000.00

The price of the booth includes the following:

- Table top booth space with two chairs and a wastebasket
- Two (2) complimentary exhibitor badges
- One (1) Program Booklet
- Company description listing
- Access to general sessions with an exhibitor badge (**space available**)

Payment

Space must be fully paid for at the time of Application/Contract. No company will be allowed to exhibit unless full payment for booth space has been received. Exhibit space is limited and applications will be accepted on a first-come, first-serve basis.

Cancellation of Exhibit Space

Notification of cancellation must be sent in writing on company letterhead to the American Dermoscopy Meeting manager. If an exhibiting company does not cancel their space in writing and does not occupy their exhibit space on-site, the company will be liable for 100% of the cancellation fees.

If written notification of cancellation is received by:

Prior to April 1, 2019.....\$500.00 cancellation fee

April 1 - June 30, 2019.....50% Refund

After June 30, 2019.....No Refund

Exhibitors shall not exhibit any products or services other than those included in their Space Application/Contract or approved in writing by the meeting.



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Exhibitor/Sponsor Application Guidelines

Categories of Exhibits

The American Dermoscopy Meeting will consider applications for exhibit space for products or services in the following categories:

- Pharmaceuticals
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions
- Cosmetics and Skin Care
- Scientific/medical educational publications

Application Procedures

To reserve for exhibit space and register for conference badges, visit www.americandermoscopy.com Space will not be assigned without payment in full.

In order to confirm exhibit space, booth registrations must be completed prior to July 15, 2019. Applications received after July 15, 2019, will be assigned on a first-come, first-served basis following the completion of the initial space selections.

Evaluation of Space Application/Contract

In order to preserve and maximize the educational value of the technical exhibit program, the Meeting Manager will examine all Space Applications and evaluate the applicants to determine whether they satisfy certain basic criteria. Exhibitors shall not exhibit any products or services other than those included in their Space Application/ Contract.

ADA Statement:

The American Dermoscopy Meeting fully comply with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please contact Marie Scherff via email to marie@nmgmeetings.com in order to receive service.

Rules and Regulations

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this Technical Exhibit Prospectus. The following rules and regulations have been designed for the benefit of all exhibitors. The American Dermoscopy Meeting requests the full cooperation of the exhibitor in their observance of the rules. Please insure that all parties involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the responsibility of the exhibitor to insure all booth staff are informed of and adhere to these rules, and conduct themselves in a professional manner throughout the conference.



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Advertising

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the meeting or in a manner that could be construed as an endorsement by the meeting or by its members is prohibited.

Exhibitors shall not transmit or permit anyone to transmit a description of any part of the meeting by means of radio, television, cable, videotape or other method of transmission of aural or visual reports. Exhibitors may not reference any part of the meeting program in any of their exhibit marketing materials or within their exhibit booth.

Advertising materials may not be distributed outside the exhibitor's booth. This applies to distributing flyers, handbills, invitations, magazines or other advertising materials to hotel rooms of meeting attendees.

Badges

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to the exhibit hall and for the duration the exhibitor is in the exhibit hall. The company name that appears on the badge will be the name provided on the Space Application/Contract only. Company name changes will not be accepted on-site. Company badges will not be accepted in lieu of the official badge. ***Individuals who do not have badges will not be admitted into the exhibit/meetings area.***

Smoking

The American Dermoscopy Meeting is a smoke-free environment.

INSURANCE, LIABILITY & INDEMNIFICATION

Insurance

Insurance protection will not be afforded to the exhibitor either by the meeting or by The Omni Homestead. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. The exhibitor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor.

Limitation of Liability

Except as specified below, if, after the Space Application/ Contract is entered into, the meeting fails or is unable to provide an exhibitor with the opportunity to exhibit at the meeting, and the exhibitor is not responsible for such failure, the exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in connection with the Space Application/Contract. In such case, the Space Application/Contract between the meeting and the exhibitor shall automatically terminate, and the meeting shall bear no further liability or responsibility under such agreement.



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Liability and Indemnification

The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of an exhibitor or to any other person or any loss of or damage to any property of an exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the meeting technical exhibits program, and the exhibitor shall protect, indemnify, hold harmless and defend the meeting, its officers, directors, agents, members 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 meeting, its officers, directors, agents, members, employees or The Omni Homestead, its agents or employees. Exhibitor further waives any claim against the meeting, its officers, directors, agents, members and employees, arising out of the oral or written publication or republication of any statement made in connection with the meeting by anyone not an employee of the meeting concerning the exhibitor or his/her exhibits, products or services. In case any part of the exhibition hall is destroyed or damaged so as to prevent the meeting from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case the occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, acts of God, acts of war, terrorism, national emergency or other cause beyond the control of the meeting, then the exhibitor will be charged for space only for the period the space was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against the meeting, its directors, officers, agents, members or employees for losses or damages which may arise in consequence of such inability to occupy assigned space. In addition, the Space Application/Contract between the American Dermoscopy Meeting and the exhibitor shall automatically terminate, and the American Dermoscopy Meeting, in its sole discretion, may choose to refund a portion of the fees paid by the exhibitor taking into consideration the expenditures and commitments already incurred by the meeting.

Shipping

Direct Shipments — The Omni Homestead

Direct shipments made directly to The Omni Homestead and they will begin receiving shipments no earlier than Monday, August 12th, 2019. Shipments will not and cannot be received prior to Monday, August 12th, 2019.

MEETING AGENDA

Wednesday Aug 14th, 2019 (*bonus sessions, additional fee applies)

3:00 – 3:30 PM*	Dermoscopy: Principals, NPD vs PD, equipment – <i>N. Jaimes, MD</i>
3:30 – 3:50 PM*	Dermatopathology basics for novice dermoscopists – <i>R. Usatine, MD</i>
3:50 – 4:20 PM*	Terminology for the novice – <i>A. Marghoob, MD</i>
4:20 – 7:00 PM*	Hands-On Workshops: Room 1: Biopsy (registrants required to purchase “SIMSKIN” kit for the hands on part of this workshop) Room 2: Cryotherapy Room 3: Dermoscopy & Photography
7:00 PM	Industry-Sponsored Reception*

Thursday Aug 15th, 2019

7:00 – 8:00 AM	Breakfast + Exhibits
8:00 – 8:45 AM	Introduction – <i>A. Marghoob, MD</i>
8:45 – 9:30 AM	Pre-test – <i>A. Marghoob, MD</i>
9:30 – 10:20 AM	Dermoscopy histopathology correlations – <i>R. Braun, MD</i>
10:20 – 10:30 AM	Kahoot Quiz – <i>R. Braun, MD</i>
10:30 – 11:00 AM	Break + Exhibits
11:00 – 11:30 AM	2-step algorithm & TADA – <i>A. Marghoob, MD</i>
11:30 – 11:50 AM	Basal cell carcinoma & LPLK – <i>M. Marchetti, MD</i>
11:50 – 12:15 PM	Actinic keratosis & squamous cell carcinoma – <i>H. Rabinovitz, MD</i>

12:15 – 12:30 PM	Kahoot Quiz – <i>R. Usatine, MD</i>
12:30 – 1:30 PM	Product Theater Luncheon*
1:30 – 2:00 PM	Lentigo & Seborrheic keratosis – <i>R. Usatine, MD</i>
2:00 – 2:15 PM	Angioma, angiokeratoma, vascular malformations & hemangioma – <i>N. Jaimes, MD</i>
2:15 – 2:30 PM	Clear cell acanthoma, sebaceous hyperplasia, & DF – <i>M. Oliviero, NP</i>
2:30 – 3:00 PM	Kahoot Quiz – <i>H. Rabinovitz, MD</i>
3:00 – 3:30 PM	Break + exhibits (Q&A)
3:30 – 4:00 PM	Nevus patterns – <i>R. Braun, MD</i>
4:00 – 4:30 PM	Kahoot Quiz – <i>M. Marchetti, MD</i>
4:30 – 5:00 PM	Q&A

Friday Aug 16th, 2019

6:30 – 7:30 AM	Product Breakfast Session (Industry sponsored)
7:30 – 8:00 AM	Breakfast + Exhibits
8:00 – 8:30 AM	Melanoma-specific structures – <i>R. Braun, MD</i>
8:30 – 9:00 AM	Difficult-to-diagnose melanomas – <i>A. Marghoob, MD</i>
9:00 – 9:30 AM	Digital dermoscopic monitoring: how, when, for how long & relevant vs. irrelevant changes – <i>M. Marchetti, MD</i>
9:30 – 10:00 AM	Kahoot Quiz – <i>R. Usatine, MD</i>
10:00 – 10:30 AM	Break + Exhibits
10:30 – 11:00 AM	Factors influencing nevus & melanoma pattern – <i>N. Jaimes, MD</i>

11:00 – 11:30 AM	Other tumors (PG, poroma, merkel cell, JXG, etc) – <i>M. Marchetti, MD</i>
11:30 – 12:00 PM	Why are patients still dying from melanoma? – <i>A. Marghoob, MD</i>
12:00 – 1:00 PM	Product Theater Luncheon*
1:00 – 1:30 PM	Vessels – <i>H. Rabinovitz, MD</i>
1:30 – 2:30 PM	Unknowns for the experts – <i>M. Marchetti & H. Goldin, MD</i>
2:30 – 3:00 PM	Break + Exhibits (Q&A)
3:00 – 4:30 PM	Unknowns for the experts – <i>M. Marchetti & H. Goldin, MD</i>
4:30 – 5:00 PM	Poster presentations: Six posters selected for presentation

Saturday Aug 17th, 2019

6:30 – 7:30 AM	Product Breakfast Session*
7:30 – 8:00 AM	Breakfast + Exhibits
8:00 – 8:30 AM	Facial lesions – <i>M. Oliviero, NP</i>
8:30 – 9:00 AM	Melanonychia & other nail lesions – <i>R. Braun, MD</i>
9:00 – 9:20 AM	Mucosal lesions – <i>M. Marchetti, MD</i>
9:20 – 9:50 AM	Volar lesions – <i>R. Braun, MD</i>
9:50 – 10:00 AM	Kahoot Quiz – <i>R. Usatine, MD</i>
10:00 – 10:30 AM	Break + Exhibits
10:30 – 11:00 AM	Hair N. – <i>Jaimes, MD</i>
11:00 – 11:30 AM	Dermoscopy in general dermatology – <i>N. Jaimes, MD</i>
11:30 – 12:30 PM	Management of actinic keratosis – <i>G. Martin, MD</i>



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12:30 – 1:30 PM	Product Theater Luncheon*
1:30 – 4:00 PM	Post-test: Case based learning – <i>A. Marghoob, MD</i>
4:00 – 4:30 PM	Closing Summary – <i>A. Marghoob, MD</i>

Sunday Aug 18th, 2019

7:00 AM – 4:00 PM	“Ash’s Hike” (Details to Follow)
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* **PRODUCT THEATER BREAKFAST & LUNCH SESSIONS**

Optional non-certified product theater presentations are available during some breakfast and lunch hours. If you do not wish to attend a product theater, alternate meal accommodations will be available. Please notify the registration desk in advance.