



Big Education, Big Resources

Big Easy

Exhibitor and Support Prospectus

The trusted resource for dermatology practice management.

General Information about ADAM and the 2011 Annual Meeting

The Association of Dermatology Administrators and Managers invites you to participate in our 2011 Annual Meeting that will be held February 3-5, 2011 at the Astor Crowne Plaza in New Orleans, Louisiana. This meeting is expected to draw more than 300 dermatology practice administrators and managers seeking networking, education and professional development to increase the efficiency, productivity and effectiveness of their practice. Your company will be an integral part of making our meeting a huge success! This is your opportunity to network with these attendees during breakfast, lunch, breaks and a reception on February 3, 2011.

Who We Are...

The Association of Dermatology Administrators and Managers (ADAM) is a non-profit organization serving the dermatology profession through education, resources and networking opportunities. ADAM strives to provide services that will benefit the dermatology professional and their practice. ADAM's membership is comprised of dermatology administrators, managers, coders, attorneys, accountants and physicians in private, group and academic settings. **ADAM also has Corporate Members. To learn more about becoming a Corporate Member please visit www.ada-m.org or call 1-866-480-3573.**

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Why Get Involved...

The ADAM 2011 Annual Meeting is your opportunity to market your products and services directly to dermatology professionals from all across the nation. These decision makers not only select the products and services used by their practices, but are great resources when their dermatology colleagues are considering similar products and services. The ADAM Annual Meeting is a great opportunity to influence these dermatology professionals and the extraordinary purchasing power they represent!

Many levels of support opportunity are available, each with its own special benefits. Regardless of which level of support you choose, you will receive promotional value that exceeds what you might be able to purchase otherwise.

Act Today! Become an exhibitor or supporter of the 2011 ADAM Annual Meeting and receive valuable exposure immediately!

Exhibitor and Support Opportunities

Platinum Level Partner - \$25,000

- Corporate Membership in ADAM for 1 year
- Full Page advertisement in each issue of ADAM's electronic newsletter (6 issues a year)
- Full Page advertisement in the Annual Meeting Brochure (support commitment must be made by 09/24/2010)
- Acknowledgement in annual meeting-related promotional materials including e-bulletins to all ADAM members
- Free logo listing and company description on the ADAM website with a link to your company's website (for 1 year)
- Inclusion in a Support Thank You Slide Show shown throughout the Annual Meeting
- Inclusion in on-site program book given to all attendees
- Mailing labels for pre- and post conference mailing
- Onsite signage recognition
- Recognition from podium during Thursday Night Vendor Reception
- Insertion of marketing material in attendee registration bags
- Support ribbons attached to conference badges for all of your representatives
- Complimentary exhibit booth with priority placement in the exhibit hall (*this includes breakfast, lunch, breaks and reception with all attendees*)

Gold Level Partner - \$10,000

- Corporate Membership in ADAM for 1 year
- ½ Page advertisement in each issue of ADAM's electronic newsletter for one year (*6 issues*)
- ½ Page advertisement in the Annual Meeting Brochure (*commitment must be made by 09/24/2010*)
- Free logo listing and company description on the ADAM website with a link to your company's website (for 1 year)
- Inclusion in a Support Thank You Slide Show shown throughout the Annual Meeting
- Inclusion in on-site program book given to all attendees
- Mailing labels for pre- and post conference mailing
- Onsite signage recognition
- Insertion of Marketing Material in attendee registration bags
- Support ribbons attached to conference badges for all of your representatives
- Complimentary exhibit booth with priority placement in the exhibit hall (*this includes breakfast, lunch, breaks and reception with all attendees*)

Silver Level Partner - \$5,000

- Corporate Membership in ADAM for 1 year
- ¼ Page advertisement three issues of ADAM's electronic newsletter
- ¼ Page advertisement in the Annual Meeting Brochure (*commitment must be made by 09/24/2010*)
- Free logo listing and company description on the ADAM website with a link to your company's website (for 1 year)
- Inclusion in a Support Thank You Slide Show shown throughout the Annual Meeting
- Inclusion in on-site program book given to all attendees
- Mailing labels for pre- and post conference mailing
- Onsite signage recognition
- Support ribbons attached to conference badges for all of your representatives
- Complimentary exhibit booth with priority placement in the exhibit hall (*this includes breakfast, lunch, breaks and reception with all attendees*)

Exhibitor and Support Opportunities (cont'd.)

Bronze Level Partner - \$2,500

- Corporate Membership in ADAM for 1 year
- Free logo listing on the ADAM website
- Inclusion in a Support Thank You Slide Show shown throughout the Annual Meeting
- Inclusion in on-site program book given to all attendees
- Mailing labels for pre- and post conference mailing
- Onsite signage recognition
- Support Ribbons attached to conference badges for all of your representatives
- Complimentary exhibit booth with priority placement in the exhibit hall *(this includes breakfast, lunch, breaks and reception with all attendees)*

Support Partner (Exhibitor) - \$800 for Members/\$1,000 for Non-Members

- Free logo listing on the ADAM website
- Onsite signage recognition
- Inclusion in on-site program book given to all attendees
- Complimentary exhibit booth *(this includes breakfast, lunch, breaks and reception with all attendees)*

Other Meeting Support Opportunities:

- Registration Bags - \$5,000 *(Your company logo in one-color on canvas bag)*
- Flash Drive - \$2,500
- Attendee Lanyards - \$1,500
- Registration Bag Insert - \$500
- Grand Prize - *Donate special prize valued at \$500 or more to be given away at the annual meeting closing raffle*

Education and Function Support Opportunities:

(Your company will be recognized on the ADAM website and from the podium and through signage at the event. If your company supports an educational track, you will have the opportunity to introduce the speaker.)

- Welcome Reception (Wednesday) - \$5,000
- Keynote *(limit 2)*- \$5,000
- Educational Tracks *(limit 6)* - \$2,500
- Breakfast Buffet *(limit 3)*- \$ 5,000
- Lunch *(limit 2)* - \$ 10,000
- Breaks *(limit 6)*- \$1,500

Meeting Advertising Opportunities:

(All artwork must be in jpeg or eps format and submitted to heidi.moss@shcare.net according to the dates below)

Annual Meeting Brochure: Mails to over 5,000 dermatology practices!

(deadline for artwork is 09/10/2010)

Full Page – Full Color \$1,800 or B/W \$1,300

Half Page – Full Color \$1,200 or B/W \$700

Inside Front Cover – Full Color Only \$2,000

Inside Back Cover – Full Color Only \$2,000

Back Cover – Full Color Only \$2,500

Onsite Program Book: All 300+ attendees receive this book to use during and after the annual meeting!

(deadline for artwork is 12/17/2010)

Full Page – Full Color \$1,000 or B/W \$500

Half Page – Full Color \$700 or B/W \$200

Inside Front Cover – Full Color Only \$1,200

Inside Back Cover – Full Color Only \$1,200

Back Cover – Full Color Only \$1,500

General Exhibitor Information

Exhibit Hall Hours:

Thursday, February 3, 2011
7:00 a.m. – 7:00 p.m.

Location:

Astor Crowne Plaza
739 Canal at Bourbon Street
New Orleans, LA 70130
Toll Free: 888-696-4806
Direct: 504-962-0500
www.astorneworleans.com

Booth Size & Amenities:

- 6' Skirted table and two folding chairs
- Registration for two exhibitor representatives at booth space
- Complimentary Wi-Fi access
- Complimentary electricity
- FULL access to all food and beverage functions (breakfast, breaks, lunch, reception)
- One set of attendee mailing labels
- Annual meeting attendee list
- Pre- and post- event recognition on ADAM website (www.ada-m.org)

Exhibit Fees:

- Payment in full must be received with the Exhibit Application no later than December 17, 2010.
- Single Booth (6' Tabletop): Member \$800/Non-Member \$1,000

Payment Policy:

Registration and payment must be received by December 17, 2010 to be included in the onsite program. Confirmation will be provided only after receipt of payment.

Booth Sharing:

Companies are welcome to share exhibit space; however, no more than two (2) companies may share a booth with a limit of two (2) representatives per company. The following fees apply for booth sharing:

Member: \$500 (additional to exhibit booth fee)

Non-Member: \$700 (additional to exhibit booth fee)

Theme:

The theme of the 2011 Annual Meeting is "Big Education, Big Resources, Big Easy." Feel free to incorporate this theme into any materials you have at your booth.

Booth Assignment:

Exhibit space is assigned based on receipt of contract with payment. All applications received with payment will be confirmed with a booth number on a space available basis by email following December 17, 2010. ADAM will make every effort to assign the exhibitor one of the exhibitor's choices. ADAM reserves the right to make assignments or reassignments as necessary.

Onsite Program Book:

The Annual Meeting onsite program will include an exhibitor directory. All exhibitors will be listed in this directory with a brief description of their company and/or product. Additional advertising opportunities are available within this onsite program, please see page 3 for details. Registration and payment, along with company logo, must be received by December 17 to be included in the onsite program.

General Exhibitor Information *(cont'd.)*

Exhibit Hall Traffic:

ADAM will employ several means to drive traffic during the exhibit hall hours, including raffle opportunities, prizes, and all food functions.

Exhibit Installation & Removal:

Installation of exhibits will be from 4:00 p.m. – 7:00 p.m. Wednesday, February 2, 2011. Dismantling must be complete by 7:00 a.m. Friday, February 4. No exhibits may be dismantled before 7:00 p.m. Thursday, February 3. All materials and displays not dismantled by 7:00 a.m. Friday, February 4 will be discarded.

Prizes:

Exhibitors are welcome to bring door prizes. Exhibitors are responsible for collecting business cards at their booths and conducting a drawing to determine the winner. ADAM will be pleased to announce the winners at the end of the vendor reception. To encourage attendance, winners must be present.

Annual Meeting:

We encourage our exhibitors to plan to stay for the entire meeting to maximize the opportunities to connect with attendees. Annual Meeting registration fee will be discounted by 50% for ADAM Corporate Members who participate in the exhibit hall.

The Fine Print:

The following terms and agreements governing the exhibits under the auspices of ADAM are part of the application for exhibit space.

Booth Dimensions and limitations: The space provided is for a 6' tabletop display. Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Floor displays may be used behind the 6' tables provided they fit within those dimensions.

Cancellation Policy:

Cancellations must be made in writing (email or fax is acceptable) and cannot be taken over the phone. Cancellations are effective as of the date of receipt. Any Exhibitor cancelling booth space on or before October 31, 2010 will receive a full refund. Any company cancelling space after October 31, 2010 will receive a 50% refund. Any cancellation received after November 30 forfeits the entire exhibit fee (no exceptions). Any exhibitor cancelling with a balance due is responsible for paying the remainder in full within 30 days of the cancellation.

No Show Policy:

Exhibitors are considered "no show" if a company does not occupy and exhibit in the designated space one hour before the scheduled opening of the exhibit hall and has not given ADAM the required written notice of cancellation. ADAM has the right to use "no show" exhibit space in such a manner as it may deem in the exhibit hall's best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full booth rental fee.

Exhibits, Eligibility, Assignment and Relocation:

ADAM reserves the right to determine eligibility of any company or product for inclusion as an exhibitor.

Audiovisual Equipment:

Sound volume must be kept at a volume not to exceed normal conversations. It must not interfere with neighboring exhibitors and must be devoted exclusively to the business of the exhibitor. The operator must be in the exhibit space and not in the aisle.

General Exhibitor Information *(cont'd.)*

Liability:

Exhibitor agrees to indemnify, hold harmless, and defend ADAM or the Astor Crowne Plaza and their respective members, officers, directors, agents and employees ('Indemnities') forever harmless from and against any and all liabilities, damages, actions, losses, claims, and expenses (inclusive of attorney's fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by the Exhibitor or its employees, agents, contractors, patrons, and invitees. Exhibitor hereby waives each and every claim that arises or may arise in its favor against any one or more of the indemnities for any and all losses of damage covered by valid and collectible insurance. Such waiver precludes the assignment of any claim by subrogation or otherwise.

Insurance:

ADAM will not be liable for loss or damage of any article of equipment or property of Exhibitor that may be suffered during installation or removal or during the exhibit by reason of robbery, fire, accident, or any other destructive cause. Insurance must be placed by the exhibitor. Please have your insurance agent or company provide proof of general liability coverage by issuing a certificate of insurance and naming ADAM as an Additional Insured. A certificate of insurance must be in the ADAM office on or prior to December 17 for each exhibit booth.

Protection of Facilities and the Public:

Exhibitor shall not use the exhibit facilities or permit them to be used by any employee, patron, contractor, or invitee: (a) for any illegal purpose; (b) in conflict with any applicable law, ordinance, rule, or regulation of any government authority; (c) in any manner that could violate the insurance or increase the rate of insurance on the facilities; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes injury to the facilities; or (f) in violation of any applicable rule or regulation issued by management of the exhibit facilities.

Facility Rules:

Exhibitor agrees to comply with all rules regulations prescribed by the management of the exhibit facility, meet the requires of all local authorities, and obtain, at their own expense, any necessary permits, licenses, or equipment, should any be required for the particular individual displays or the particular exhibit of the exhibitor. Exhibitor agrees that failure to conform to all facilities and city rules and regulations may result in the closure of its exhibit by OSAE.

Lost or Stolen Items:

ADAM is not responsible for lost or stolen items.

Amendments to Regulations:

All matters and questions not covered by these regulations are subject to the sole discretion of ADAM. ADAM shall have sole authority to disseminate, interpret and enforce all rules and regulations, and to make any amendments necessary for the orderly conduct of the exhibit hall.

Miscellaneous:

Neither company shall be liable for failure to perform its obligations, if prevented from doing so by any cause beyond its reasonable control, inclusive of fire, flood, riot, earthquake, civil commotion, insurrection, labor disputes, strikes, war, shortage of or inability to obtain materials, supplies or utilities, or any law or government action that becomes effective after the date of execution of this contract. The headings of this contract are intended for convenience of reference and shall not affect their interpretation. This contract contains the entire understanding of the parties, and there are no representatives, warranties, or undertakings other than those expressly set forth herein.

ADAM Exhibit Hall



