

A D A M

March 14-17, 2012  
The Westin San Diego, California



*Celebrating 20 Years of Being the Trusted Resource  
for Dermatology Practice Management*

**Annual Meeting Corporate Leader &  
Exhibitor Opportunities**

## Welcome to ADAM and the 2012 Annual Meeting

The Association of Dermatology Administrators and Managers (ADAM) invites your company to join other corporate leaders at the 20th Annual Meeting to be held March 14-17, 2012, at the Westin San Diego in San Diego, California. The Annual Meeting draws more than 300 dermatology practice administrators and managers. They come from across the nation seeking ways to increase the efficiency, productivity and effectiveness of their practices. This is your opportunity to network with the attendees for the full opening day, from registration, through meals and breaks during an exclusive exhibitor show, to the evening's Vendor Reception.

### Message from the President



As the 20<sup>th</sup> anniversary of the ADAM's Annual Meeting draws near, I feel fortunate to be a part of the leadership of a strong and growing organization. This year, ADAM is offering a robust educational curriculum with nationally recognized speakers from medical, business and legal backgrounds. I truly hope you and your company will join the ADAM membership in celebrating the beginning its third decade.

This year ADAM's leadership surveyed past corporate sponsors, corporate members and exhibitors and designed a Corporate Leader Program based on this feedback. The program is tailored to bring the participating companies premiere exposure to this unique group of dermatology practice decision makers. Being a Corporate Leader allows your company to gain visibility to ADAM members, not only at the Annual Meeting, but throughout the year via a variety of contact methods.

I encourage you to act today and become a corporate leader! I look forward to seeing you in San Diego.

*Rhonda Holloway*

Rhonda Holloway, President

### 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. The Association strives to provide services to benefit the dermatology professional and their practice. Membership is comprised of dermatology administrators, managers, coders, attorneys, accountants and physicians in solo, group and academic practice settings.

Learn about becoming a Corporate Member by visiting [www.ada-m.org](http://www.ada-m.org) or call 866-480-3573.



**Message from the Annual Meeting Program Committee Chair**

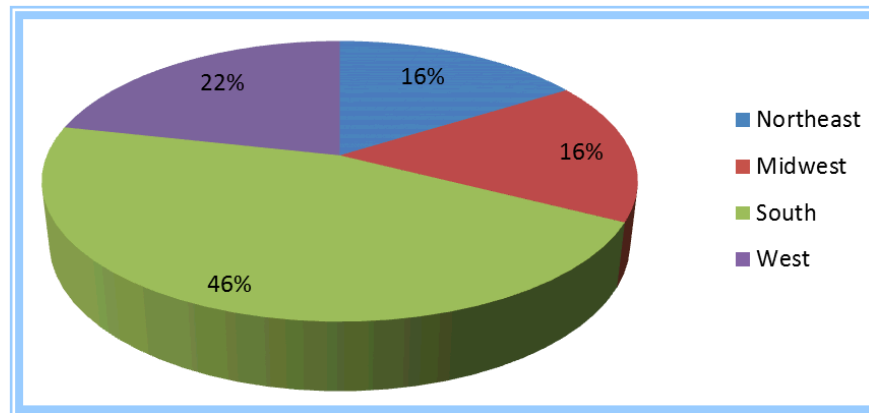


The ADAM Corporate Leadership Program is an opportunity for organizations such as yours to market directly to key decision makers in dermatology practices from across the nation. These decision makers not only select the products and services purchased in their own practices but often are used as resources when other dermatology colleagues are considering similar products and services. The 20<sup>th</sup> Annual Meeting is a wonderful opportunity to influence these professionals and tap into the extraordinary purchasing power they represent. So, please act now and become a corporate leader with ADAM.

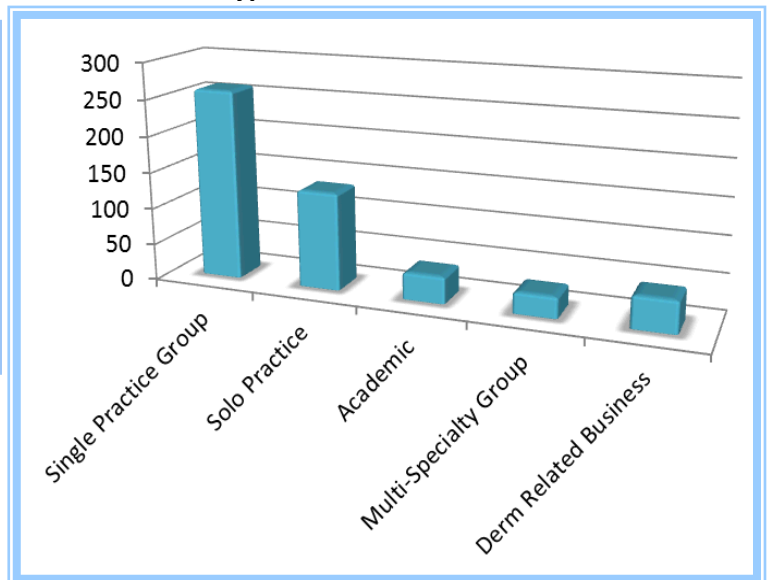
*Pamela Matheny*

Pamela Matheny, MBA/HCM, MoPM, CMPE, CPC, CPC-D  
Annual Meeting Program Committee Chair

**Members by Region**



**Types of Practice**



**Our members are made up of**

- Dermatology administrators
- Practice Managers
- Coders
- Attorneys
- Accountants

## Board of Directors

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*President*  
*Dermatology and Skin Surgery*  
*Shreveport, LA*



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*Board Member at Large*  
*Darst Dermatology*  
*Charlotte, NC*



Kimberly Gooden, CMOM, CPCD  
*Immediate Past President*  
*Dermatology Consultants, P.C.*



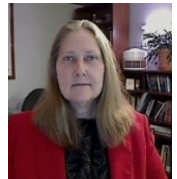
Roger Gentry  
*Board Member at Large*  
*Ironwood Dermatology, P.C.*



Jayne Kresinke  
*President-Elect*  
*University of Rochester*  
*Rochester, NY*



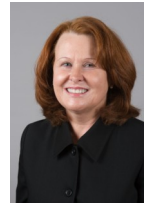
Pamela Matheny, MBA/HCM,  
 MoPM, CMPE, CPC, CPC-D  
*Board Member at Large*  
*University of Missouri -*  
*Columbia*  
*Columbia, MO*



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*Vice President*  
*Dermatology Associates of*  
*Tampa Bay*  
*Tampa, FL*



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*Secretary Treasurer*  
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Wanda Collins  
*Board Member at Large*  
*Peninsula Dermatology Assoc.*  
*Parsonburg, MD*



## Welcome to Sunny San Diego!

Pack your sunscreen and meet the ADAM membership in San Diego, host city for the 20<sup>th</sup> Annual Meeting. San Diego is California's oldest city, known for its 70 miles of beaches, world famous San Diego Zoo and much more!



Get to know ADAM members one-on-one at one San Diego's 6,400 eating establishments or by taking a stroll in Balboa Park, which is the largest urban cultural park in the U.S. The park is home to 15 museums, numerous art galleries, beautiful gardens, and the Tony Award-winning Old Globe Theatre.



Learn more about the San Diego at [www.sandiego.org](http://www.sandiego.org).

## The Westin San Diego

Located in the heart of beautiful downtown San Diego, the Westin is an urban masterpiece of design and modern luxury.

From any of the hotel's 436 signature rooms, you can take in the panoramic views of San Diego Bay, Coronado Island, and the downtown cityscape.

Enjoy the rooftop pool or grab a bite at 400 West, where the ahi tartar tower with avocado and mango is just the beginning of your culinary experience!

The Westin also boasts some of the best meeting facilities in the area. With 12 meeting rooms and over 25,000 square feet of meeting space, the Westin will be the perfect setting for both business and pleasure.

The Westin San Diego  
400 West Broadway  
San Diego, CA 92101  
Phone: 619-338-3602



<http://www.westinsandiego.com/>

## Corporate Leader & Exhibitor Opportunities

### Booth Amenities

- 6' Skirted table and two folding chairs
- Registration for two exhibitor representatives at booth space
- Complimentary Wi-Fi access
- FULL access to all food and beverage functions (breakfast, lunch, breaks, reception)
- One set of attendee mailing labels
- Annual meeting attendee list

### Exhibit Fees

Payment in full must be received with the Exhibitor Application no later than December 16, 2011.

Single Booth (6' Tabletop): Member \$1,000/Non-Member \$1,800

### Payment Policy

Registration and payment must be received by December 16, 2011 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 companies may share a booth with a limit of two 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)

### Booth Assignment

Exhibit space is assigned based on receipt of payment. All applications received with payment will be confirmed with a booth number on a space available basis. Confirmation will be delivered via email after December 16, 2011. ADAM reserves the right to make assignments or reassignments as necessary.

### Onsite Program Book

The Annual Meeting onsite program will include an exhibitor directory with a brief description of the company and/or product. Registration and payment, along with company logo, must be received by December 16, 2011 to be included in the onsite program.

### Hours

Set up: Wednesday, March 14 after 4:00 p.m.

Exhibitor Show: Thursday, March 15, 7:00 a.m. to 7:00 p.m.

### Booth Dimensions and Limitations

The space provided is 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.

**Exhibit Installation & Removal**

Installation of exhibits will be from 4:00pm – 7:00pm Wednesday, March 14, 2012. Dismantling must be complete by 7:00am Friday, March 16, 2012. No exhibits may be dismantled before 7:00pm Thursday, March 15, 2012. All materials and displays not dismantled by 7:00am Friday, March 16, 2012 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.

**THE FINE PRINT**

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

**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 the receipt. Any exhibitor cancelling booth space on or before October 31, 2011 will receive a full refund. Any company cancelling after October 31, 2011 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 or exhibit in the designated space an 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.

## Corporate Leader Diamond Level

ADAM's 650 members represent administrators, practice managers, attorneys, accountants and physicians in private, group, aesthetic, cosmetic and academic practice. This strong network enables members the ability to tap into best practices and learn from other leaders in dermatology practice management.

### Diamond - \$50,000

#### **Membership**

1 year Corporate leader (includes onetime membership mailing list)

10 annual memberships for individuals

Commemorative plaque – Presented at opening of Annual Meeting (AM)

#### **Annual Meeting**

**Advertising:** ¼ page back cover ad in AM brochure & 1 Full Page ad

Recognition as Corporate Leader (CL) Diamond

- AM related promotional & registration materials, brochure & program
- Company logo on outside of USB case
- Company logo on registration bag
- Two to attend educational program
- Booth signage as Diamond Sponsor

#### **Sponsorship: 1 Full Day of the Annual Meeting**

- 1 - Networking Lunch w/5 minute introduction
- Welcome Reception
- AM Coffee Break (1)
- 1 – 15 minute presentation before Keynote Speakers

Inclusion with ad in a Support Thank You slide show

Marketing materials in attendee registration bags

Support ribbons on AM conference badges

**Exhibit Booth:** Double booth – priority placement

**Mailing List:** Pre- and post- AM mailing list (1 time use pre AM electronic list/and 1 time use post AM mailing list)

6 free registrations to AM

#### **Marketing & Advertising**

**Website:** Two banner ads on website homepage and logo listing on sponsor-page with link to your website for one year

**Newsletter:** Prominent ad and logo link to website in ADAM's newsletter (6 issues)

**Newsletter:** Article in ADAM's newsletter ( 1 issue)  
Spotlight on Company in ADAM's newsletter (3 issues)

**Webinar:** Exclusive sponsorship of 1 webinar per year; recognition at all other webinars during the year

**Webinar:** 4 free registrations to a webinar

## Corporate Leader Platinum Level

ADAM's 650 members represent administrators, practice managers, attorneys, accountants and physicians in private, group, aesthetic, cosmetic and academic practice. This strong network enables members the ability to tap into best practices and learn from other leaders in dermatology practice management.

### PLATINUM - \$25,000

#### **Membership**

1 year Corporate leader (includes onetime membership mailing list)

6 annual memberships for individuals

Commemorative plaque

#### **Annual Meeting**

**Advertising:** ¼ Page ad in the Annual Meeting (AM) brochure

Recognition as Corporate Leader (CL) Platinum

- AM related promotional & registration materials, brochure & program
- Booth signage as Platinum Sponsor

#### **Sponsorship**

- Pre-Conference Meeting
- Welcome Reception
- AM or PM Coffee Break (1)

Inclusion in a Support Thank You slide show

Marketing materials in attendee registration bags at AM

Support ribbons on AM conference badges

**Exhibit Booth:** Priority placement

**Mailing List:** Pre- and post- AM mailing list

4 free registrations to AM

#### **Marketing & Advertising**

**Website:** Banner ad on website homepage and logo listing on sponsor-page with link to your website for 8 months

**Newsletter:** Prominent ad and logo link to website in ADAM's newsletter (3 issues)

**Newsletter:** Spotlight on Company in ADAM's newsletter (1 issue)

**Webinar:** Recognition at 2 webinars

**Webinar:** 2 free registrations to a webinar

## Corporate Leader Gold Level

ADAM's 650 members represent administrators, practice managers, attorneys, accountants and physicians in private, group, aesthetic, cosmetic and academic practice. This strong network enables members the ability to tap into best practices and learn from other leaders in dermatology practice

<b>GOLD - \$10,000</b>
<b>Membership</b>
<i>1 year Corporate leader (includes onetime membership mailing list)</i>
<i>4 annual memberships for individuals</i>
<i>Commemorative plaque</i>
<b>Annual Meeting</b>
<b>Advertising:</b> ½ Page ad in the Annual Meeting (AM) brochure
Recognition as a Corporate Leader (CL) Gold
<ul style="list-style-type: none"> <li>• AM related promotional &amp; registration materials, brochure &amp; program</li> <li>• Booth signage as Gold Sponsor</li> </ul>
<b>Sponsorship options:</b> (examples below)
<ul style="list-style-type: none"> <li>• AM or PM Coffee Break (2)</li> <li>• Webinar Series</li> <li>• Toolkits</li> <li>• Salary Surveys</li> </ul>
Inclusion in a Support Thank You slide show
Marketing materials in attendee registration bags
Support ribbons on AM conference badges
<b>Exhibit Booth:</b> Priority placement
<b>Mailing List:</b> Pre- and post- AM mailing list
3 free registrations to AM
<b>Marketing &amp; Advertising</b>
<b>Website:</b> Banner ad on website homepage and logo listing on sponsor-page with link to your website for 6 months
<b>Newsletter:</b> Prominent ad and logo link to website in ADAM's newsletter (3 issues)
<b>Newsletter:</b> Spotlight on Company in ADAM's newsletter (1 issue)
<b>Webinar:</b> Recognition at 1 webinar
<b>Webinar:</b> 1 free registrations to a webinar

## Corporate Leader Silver Level

ADAM's 650 members represent administrators, practice managers, attorneys, accountants and physicians in private, group, aesthetic, cosmetic and academic practice. This strong network enables members the ability to tap into best practices and learn from other leaders in dermatology practice management.

<b>SILVER - \$5,000</b>
<b>Membership</b>
<i>1 year Corporate leader (includes onetime membership mailing list)</i>
<i>2 annual memberships for individuals</i>
<i>Certificate</i>
<b>Annual Meeting</b>
<b>Advertising</b> :¼ Page ad in the Annual Meeting (AM) brochure
Additional Recognition Corporate Leader (CL) Silver <ul style="list-style-type: none"> <li>• AM related promotional &amp; registration materials, brochure &amp; program</li> <li>• Booth signage as Silver Sponsor</li> </ul>
<b>Sponsorship:</b> AM or PM Coffee Break (1)
Inclusion in a Support Thank You slide show
Marketing materials in attendee registration bags
Support ribbons on AM conference badges
<b>Exhibit Booth:</b> Preferred placement
<b>Mailing List:</b> Pre- and post- AM mailing list
2 free registrations to AM
<b>Marketing &amp; Advertising</b>
<b>Website:</b> Banner ad on website homepage and logo listing on sponsor-page with link to your website for 4 months
<b>Newsletter:</b> Prominent ad and logo link to website in ADAM's newsletter (1 issue)
<b>Webinar:</b> 1 free registrations to a webinar

**Exhibitor and Support Contract**  
**The Westin San Diego, CA**  
**March 14-17, 2012**

Send completed contract and payment to:  
 ADAM  
 1120 G St NW # 1000  
 Washington D.C., DC 20005-3892

Questions? Contact [Kelsey.Heinze@shcare.net](mailto:Kelsey.Heinze@shcare.net)

Company Name (as it will appear in advertising) \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City, ST, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Booth Representative #1 \_\_\_\_\_

Booth Representative #2 \_\_\_\_\_

**Booth Location Preferences**

Assignments are at the discretion of ADAM.  
 Exhibitors will receive confirmation from ADAM indicating your final booth assignment.

Please do not assign near \_\_\_\_\_ Please assign near \_\_\_\_\_

Require Electricity?      Yes                      No

**Corporate Leader & Exhibitor Levels**

- |   |   |
|---|---|
| <input type="checkbox"/> Diamond Level - \$50,000                                 | <input type="checkbox"/> Booth Sharing  |
| <input type="checkbox"/> Platinum Level - \$25,000                                | Member- \$500 (additional to exhibit booth fee) Non-Member: \$700 (additional to exhibit booth fee) |
| <input type="checkbox"/> Gold Level - \$10,000                                    |   |
| <input type="checkbox"/> Silver Level - \$5,000                                   |   |
| <input type="checkbox"/> Exhibitor Level - \$1,000 Members or \$1,800 Non-Members |   |

**Additional Advertising Opportunities**  
**Onsite Program Book**

- Full Page – Full Color \$1,000 or B/W \$500
- Half Page – Full Color \$700 or B/W \$200

**Email your company logo as a jpeg file to [Kelsey.Heinze@shcare.net](mailto:Kelsey.Heinze@shcare.net) by December 16, 2011**

Registration and payment must be received by **December 16, 2011** to be included in the onsite program.

Total Amount Due: \$ \_\_\_\_\_ Method of Payment:      Visa      MC      Amex      Check

# \_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|\_|      Exp Date: \_|\_|\_|\_|\_|\_|\_|      3-digit Sec. Code: \_|\_|\_|

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

