

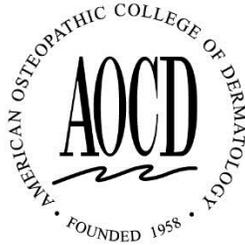


*2016 Spring Current Concepts in Dermatology Seminar*  
*Sponsored by: American Osteopathic College of Dermatology*



Ritz Carlton  
Battery Park  
New York, NY  
March 30 to  
April 3, 2016

**EXHIBITOR  
PROSPECTUS**



*Dear Exhibitor,*

The American Osteopathic College of Dermatology invites you to join our team of exhibitors at our ***Current Concepts in Dermatology, Spring 2016 Meeting***. Our meeting will be held at the Ritz Carlton Battery Park, New York, New York, March 30 to April 3, 2016.

This conference is the perfect opportunity for networking with professionals at every level of the field. Our comparatively smaller size gives you greater access and more face-to-face time with conference attendees. You will have the opportunity to mingle with program directors, department chairs, political advocates, experts, and up-and-coming physicians throughout the day. Meal breaks, receptions, and other activities provide ample time to mix and mingle.

We also have many sponsorship opportunities at this conference with a wide variety of price points. If you would like to increase your presence, or are unable to attend but would like to still make your company known to our members, sponsorship is a great way to amplify your visibility.

We encourage you to review the enclosed material and embrace the opportunity to meet and get to know our organization.

The AOCD was recognized in 1958 as a specialty college of the American Osteopathic Association. Just as the osteopathic profession has grown over the past 100 years, the AOCD has also grown. Our College now has 560 Fellows. The College participates in the accreditation of 30 residency programs that train more than 150 residents annually. When their training is finished and they become certified, they are awarded Fellow of the American Osteopathic College of Dermatology.

The American Osteopathic College of Dermatology has grown tremendously over the last five decades to become a strong and influential specialty college. Our presence is well established in academic and clinical settings throughout the United States, as well as in many political arenas. American Osteopathic College of Dermatology is dedicated to promoting the practice of osteopathic dermatology on a national level.

Sincerely,

*Marsha A. Wise*

Executive Director, AOCD

Executive Director, Foundation for Osteopathic Dermatology

# The Venue

March 30 – April 3, 2016

## **THE RITZ-CARLTON NEW YORK, BATTERY PARK**

2 West Street, New York, New York 10004

AOCD has made arrangements for a reduced nightly room rate of \$345.00. Rooms in the Ritz Carlton block are limited and available on a first come-first served basis. To make reservations at the Ritz Carlton, call 1-800-241-3333. Be sure to mention group code, **AOC**, to receive your discount. Reserve online at <http://www.ritzcarlton.com/en/Properties/NewYorkBatteryPark/Default.htm> use group code **AOCAOCA**.

From the elegant guest rooms of The Ritz-Carlton New York, Battery Park, a telescope invites guests to look out across the waterfront as Lady Liberty stands proudly over New York Harbor. Few Manhattan luxury hotels can command such sweeping views of America's most iconic symbol of freedom. And with that comes the freedom to "seize the day" – to discover the cradle that nurtured New York City to life. The Ritz-Carlton New York, Battery Park immerses its guests in all that Lower Manhattan has to offer, from Wall Street to the South Street Seaport, from the 9/11 Memorial to Battery Park and its coveted stretch of green.

### **Directions:**

**Please note if you are using a GPS device, it is important that you enter 10004 as the proper zip code.**

#### **From Laganardia Airport:**

Exit airport and follow signs for Grand Central Parkway (GCP) West. Once on GCP follow signs for Triborough Bridge--Manhattan bound. Pay toll and follow signs for Franklin Delano Roosevelt Drive (FDR) South. Take the FDR Drive south to the end and follow sign to the Battery Park City exit. Proceed to the traffic light and make a right turn, go to next light and make a left turn onto State Street and continue driving until very end. Hotel is located at Battery Place and West Street.

#### **From JFK:**

From JFK Airport follow the signs for Belt Parkway West. Continue on Belt Parkway and follow signs for the Brooklyn Battery Tunnel Manhattan bound. Exit the tunnel to Battery Place. Turn left at first stop sign onto West Street. Follow West Street to Battery Place. Turn right on Battery Place and immediate right onto Little West Street.

#### **Transportation:**

Paris Limousine <http://plsnyc.com/> is the preferred and recommended provider of transportation services for groups and individual travelers. Paris Limousine provides shuttle service, on demand and reserved town cars, mini and motor coach services, and other unique transportation offerings.



# EXHIBIT INFORMATION

You are cordially invited to exhibit at this educational meeting of the American Osteopathic College of Dermatology. The scientific program will be varied and have broad appeal for dermatologists. Physicians attending this conference will be eligible for an anticipated 25 1-A continuing medical education credits approved by the AOCD/AOA and AAD.

## Why Exhibit?

The overall purpose of the convention is to educate osteopathic dermatology physicians about the latest techniques and trends in dermatology and to provide opportunities for professional networking. Exhibitors and other contributors to this continuing medical education program receive recognition through special mailings to members and are listed in the AOCD Newsletter and Conference Program.

It is expected that the available space will fill quickly, so please reserve your space as soon as possible to assure your participation. Space will be on a “first come first served” basis. Approximately 200 Dermatologists, Dermatology Residents, Medical Students, and staff from throughout the United States are expected to attend this conference.

**WHEN:** Thursday through Sunday, March 31—April 3, 2016

**WHERE:** THE RITZ-CARLTON NEW YORK, BATTERY PARK

**EXHIBIT SETUP:** Thursday, March 31, 2016, 7:00 am

**DISMANTLE:** Saturday, April 2, 2016, 5:30 pm – Sunday, April 3, 2016, 10:30 am

## EXHIBIT HOURS:

### Thursday, March 31, 2016

7:00 am – 10:00 am Meeting Registration & Exhibitor Set up  
3:00 pm – 3:30 pm Break  
7:00 pm Reception

### Friday, April 1, 2016

6:00 am-7:00 am Breakfast  
10:00 am-10:30 am Break  
2:00 pm – 2:30 pm Break

### Saturday, April 2, 2016

6:00 am-7:00 am Breakfast  
10:00 am-10:30 am Break  
2:00 pm-2:30 pm Break with Exhibitor/Door Prize Drawing

## Attendee Lists:

Attendee lists will be available the day of the conference and will not be mailed or distributed prior to the conference.

AOCD sincerely appreciates the partnership of our exhibitors, and each year we take their feedback into account and develop new ways to drive traffic to every table.

**Grantor Attendance Policy:**

Representatives of commercial supporters may attend an educational activity, but may not engage in promotional activities while in the room where the CME activity takes place. No commercial promotional materials shall be displayed or distributed in the same room as the CME activity. Exhibits are permitted at AOCD meetings, however, they shall not influence nor interfere with the presentation of the CME activity.

**Giveaways and Promotional Items:**

The AOCD requests compliance with all applicable industry, state and federal regulatory; and governmental agency guidelines (AMA, PhRMA, OIG, FDA, FCC, FTC, AdvaMed, etc...). Acceptable giveaways should primarily entail a benefit to patients, be related to the physician's work, and should not be of substantial value. Giveaways may only be distributed from the exhibitor's booth, and may not be mailed to attendees after the meeting or delivered to outside locations during the meeting.

Prize contests, awards, drawings, raffles or lotteries of any kind held at any time or place within the auspices of the meeting are not permitted. Attendees may not be registered for drawings, raffles or lotteries, which might be conducted after the AOCD Spring Meeting. Gaming devices of any description are not permitted in the exhibit hall. The AOCD, in its sole discretion, shall have the right to prohibit the distribution of any samples it deems objectionable or otherwise inappropriate.

**Cancellation and Refund Policy:**

Full refunds (less \$100 processing fee) are available if requested in writing at least one month prior to the date of the program. The AOCD is not responsible for "acts of god" such as inclement weather, delays in airline travel, or governmental restrictions on travel due to national emergencies. Refunds will not be made if participants are delayed or unable to attend because of these issues.

**Business Center:**

The hotel's state-of-the-art Business Center offers a wide range of 24-hour secretarial and support services, including faxing, photocopying, printing and courier service. The Business Center offers high-speed Internet access, Wi-Fi, and data port connections, dual-line telephones and the services of a Conference Concierge and Technology Butler.

**Check-in and Check-out:**

Guests staying at The Ritz Carlton Battery Park may check-in after 3:00 pm. Check-out is before 12:00 pm.

**On Site Security:**

The AOCD is not responsible for any loss or damage to exhibitor property.



## Exhibitor Information Table Top Exhibit Fees

Entire Conference: \$1500.00

Daily Fee: \$600.00/day

Included in the exhibiting fees is one six foot table, draped and skirted, two chairs, two conference registrations, as well as the use of the AOCD conference rate when booking hotel rooms at the Ritz Carlton Battery Park. Access to electricity will be provided by request at an additional fee. Each company should provide the necessary information to the shipping department at the hotel for shipment of packages both to and from the conferences. The AOCD will not be responsible for these charges.

### Exhibiting Schedule:

Each day will feature didactic sessions beginning at 7:00 am. Beverage breaks will be provided throughout the conference and will provide our physicians with the opportunity to explore the exhibit floor. On Thursday, March 31, 2016, a Welcome Reception is planned from 6:30 pm – 8:30 pm. This event is open to members and their families, as well as exhibitors and is the perfect opportunity for exhibitors to mingle with attendees and establish relationships at the outset of the conference.

### Badges:

Badges for pre-registered exhibit personnel will not be mailed prior to the conference. Exhibitor badges will be available for pickup during registration hours and will be held under the company name. Exhibitors are encouraged to wear their own company supplied name badges.

### Shipping:

Each company should provide the necessary information to the shipping department at the hotel for shipment of packages both to and from the conference. The AOCD will not be responsible for these charges.

Ship to: American Osteopathic College of Dermatology Exhibits  
Attention:  
THE RITZ-CARLTON NEW YORK, BATTERY PARK  
2 West Street  
New York, New York 10004

Hotel Contact: \_\_\_\_\_

Meeting Name: \_\_\_\_\_

Booking Name: \_\_\_\_\_

Meeting Date: \_\_\_\_\_

Meeting Room: \_\_\_\_\_

Time packages should be in room: \_\_\_\_\_

Senders name and phone number: \_\_\_\_\_

Please advise your conference manager in advance of your shipment's arrival, including method of shipment, expected date and time of the shipment, and where and when you expect your shipment to be delivered.

Upon departure, your outgoing packages must be taped closed, with a completed shipping label attached. Further, a member of the shipping and receiving staff must be informed of their location and that the packages are ready for shipment. We also recommend that you have a packing slip both inside and outside of each package. Guests will be responsible for the packing and returning of all packages.

## Things to do



### Statue of Liberty

Across the street from ferry / Two minutes

This American icon is a symbol of freedom since 1886. No other monument so perfectly symbolizes the nation's and the world's idea of freedom. At 225 tons and 162 feet tall, she is quite a sight.

No charge is made for entrance to Statue of Liberty National Monument, but there is a cost for the ferry service that all visitors must use, as private boats may not dock at the island.

The ferries, which depart from Battery Park, also stop at Ellis Island when it is open to the public, making a combined trip possible. All ferry riders are subject to security screening, similar to airport procedures, prior to boarding. Visitors intending to enter the statue's base and pedestal must obtain a complimentary museum/pedestal ticket along with their ferry ticket. Those wishing to climb the staircase within the statue to the crown purchase a special ticket, which may be reserved up to a six months in advance.



### Ellis Island

Across the street from ferry / Two minutes

The processing depot for almost 12 million immigrants from 1892 to 1924, this incredibly moving site features the Immigration Museum, Registry Room, American Immigrant Wall of Honor and American Family Immigrant History Center.



### Skyscraper Museum

Next door to the hotel

Located adjacent to the hotel, The Skyscraper Museum celebrates the City's rich architectural heritage and examines the historical forces and individuals that have shaped its successive skylines. Through exhibitions, programs and publications, the Museum explores tall buildings as objects of design, products of technology, sites of construction, investments in real estate, and places of work and residence.



### **Smithsonian Museum of the American Indian**

2 blocks from hotel

Located in the historic former U.S. Custom House (circa 1907), this Smithsonian museum contains more than 10,000 years of art and artifacts of the indigenous peoples of the Americas.

The National Museum of the American Indian is the first national museum dedicated to the preservation, study, and exhibition of the life, languages, literature, history, and arts of Native Americans.

The museum's extensive collections encompass a vast range of cultural material—including more than 800,000 works of extraordinary aesthetic, religious, and historical significance, as well as articles produced for every day, utilitarian use.

## **Area Hotels**

### **New York Marriott Downtown**

85 West Street, Financial District, New York City

<http://www.marriott.com/hotels/travel/nycws-new-york-marriott-downtown/>

### **Holiday Inn Express New York City-Wall Street**

126 Water Street, Financial District, New York City

<http://www.ihg.com/holidayinnexpress/hotels/us/en/new-york/nycsf/hoteldetail>

1-212-747-9222

### **Hampton Inn Manhattan Downtown Financial District**

32 Pearl Street, Financial District, New York City

1-855-238-1591

<http://hamptoninn3.hilton.com/en/hotels/new-york/hampton-inn-manhattan-downtown-financial-district-NYCMNHX/index.html>

### **Double Tree by Hilton New York City - Financial District**

8 Stone St, New York, NY, 10004

1-212-480-9100

<http://doubletree3.hilton.com/en/hotels/new-york/doubletree-by-hilton-hotel-new-york-city-financial-district-NYCBPDT/index.html>

Please contact the AOCD at [swood@aocd.org](mailto:swood@aocd.org) for exhibitor room floor plan, shipping order forms, and electricity order forms.

## Thursday, March 31, 2016

7:00 am-10:00 am Exhibitor Set Up  
8:00 am-12:00 pm AOCD BOT Meeting  
1:00 pm-3:00 pm Lectures  
3:00 pm-3:30 pm Break with Exhibitors  
3:30 pm-5:00 pm Lectures  
7:00 pm Reception

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**

## Friday, April 1, 2016

6:00 am-7:00 am Breakfast  
7:00 am-10:00 am Lectures  
10:00 am-10:30 am Break with Exhibitors  
10:30 am- 1:00 pm Lectures  
1:00 pm-2:00 pm Lectures  
2:00 pm- 2:30 pm Break with Exhibitors  
2:30 pm-3:30 pm Lectures  
3:30 pm- 4:30 pm Lectures

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**

## Saturday, April 2, 2016

6:00 am-7:00 am Breakfast  
7:00 am-10:00 am Lectures  
10:00 am-10:30 am Break with Exhibitors  
10:30 am-11:30 am Lectures  
11:30 am-1:00 pm Lunch Lecture  
1:00 pm-2:00 pm Lectures  
2:00 pm- 2:30 pm Break with Exhibitors  
Door Prize Drawing  
2:30 pm-3:30 pm Lectures  
3:30 pm- 4:30 pm Lectures

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**

## Sunday, April 3, 2016

6:30 am-8:00 am Breakfast  
8:00 am-10:00 am Lectures  
10:00 am-10:30 am Break  
10:30 am-12:30 pm Lectures  
12:30 pm End of Conference

**SPONSORSHIP AVAILABLE**

**SPONSORSHIP AVAILABLE**



# AOCD Sponsorship Opportunities

## WHY SPONSOR?

Sponsorship is an effective way to stand out from competitors and increase brand recognition with attendees. Sponsors benefit from dedicated pre-conference e-mails, logo exposure, promotion through social media, on-site signage and more!

### **Daily Breakfast in the Exhibit Hall \$5,000**

Breakfast is served in the exhibit hall every morning, kicking off a full-day of lectures and activities. Breakfast sponsors can expect acknowledgement on hall signage, mentions on all print and web materials, and agendas.

### **Beverage Break Stations \$3,000 per break**

Morning and afternoon coffee breaks are much-appreciated during a long day of lectures and events. Beverage break stations are located in the exhibit hall, where sponsors will see on-site signage. Sponsorship will also be acknowledged throughout all conference materials.

### **Resident Sponsored Giveaways \$2,000**

This is an opportunity to sponsor giveaways such as gift cards, an iPad, or other great prizes to the Resident Members. Each gift can be given away with a note from the sponsoring company. For any larger items a representative from the sponsoring company is invited to be present for the giveaway. The giveaway sponsors will be in marketing materials, and featured in *The Dermline* publication.

### **Attendee Conference Bag \$6,000**

See your logo on every bag that attendees use to carry the items and information from exhibitors, as well as laptops and conference materials!

### **Bag Inserts \$3000**

Bag inserts are one of the only opportunities that guarantee distribution of your message to each and every AOCD Meeting attendee. Maximize return on a past investment by leveraging a pre-existing marketing piece or research study, or create a new concept/message. Insert will require AOCD approval.

### **Lanyards \$2,000**

Lanyards provide an ideal way to wear their badge, while prominently showcasing your corporate logo. Badges are worn for all days of the conference.

### **T-Shirts \$7000**

See your logo on the AOCD conference t-shirt. The t-shirt is a long time staple of the AOCD meeting. Sponsors will be recognized with signs as well as acknowledgement in all conference materials.

### **Ball Caps/Visors \$5000**

Another popular item for our attendees. Your logo will be at eye level to all. Enjoy onsite signage, recognition in marketing materials, and acknowledgement in the event program.

### **Registration Portfolios \$3000**

A portfolio folder will be provided for each attendee and will provide a place to keep additional handouts, evaluation forms, and a small note pad for note taking. Sponsors will be recognized with signs, as well as acknowledgement in all conference materials.

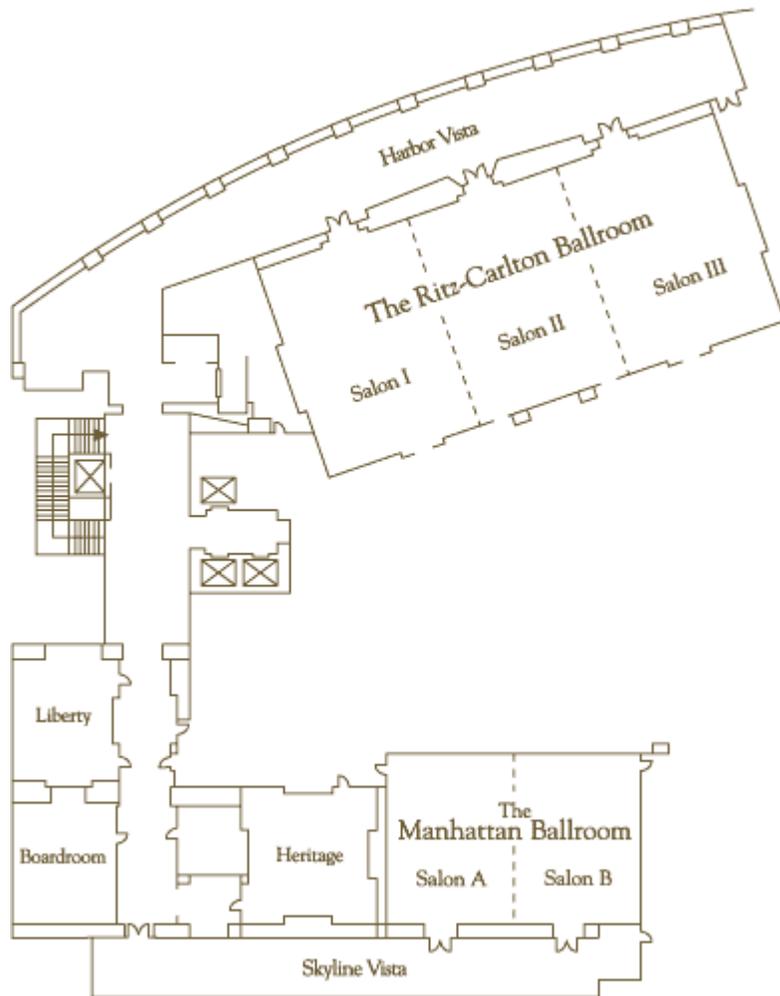
## Welcome Reception \$20,000

Guests will enjoy a reception, giving them an opportunity to mingle with colleagues. Exclusive sponsors of this event enjoy onsite signage, recognition in marketing materials, and acknowledgement in the event program.

## Product Theaters

Product Theaters are 45-minute sessions that provide a high value, live educational opportunity for supporters to reach engaged DO Physicians. These sessions deliver a forum to gather and discuss issues on patient education, specific products and therapeutic areas. AOCD recognizes that Product Theaters are promotional and may concentrate of a specific product or drug. These sessions do NOT receive CME credit. **Please contact the AOCD for more information regarding product theater opportunities.**

## Conference Floor Plan

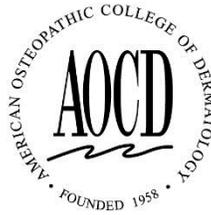


**Our Exhibition Hall will be located in the Manhattan Ballroom**

Over 1,700 square feet will be available for our Exhibitors to spread out to Meet and Greet our attendees.







**AOCD Current Concepts in Dermatology**  
**March 31 – April 3, 2016**  
**Ritz Carlton Battery Park**  
**Battery Park, NY**  
**Sponsorship Registration Form**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Contact Person \_\_\_\_\_ Email Address \_\_\_\_\_

On-Site Contact \_\_\_\_\_ Email Address \_\_\_\_\_

___ Daily Breakfast in the Exhibit Hall	\$5,000 per breakfast
___ Beverage Break Stations	\$3,000 per break
___ Resident Sponsored Giveaways	\$2,000
___ Attendee Conference Bag	\$6,000
___ Bag Inserts	\$3,000
___ Lanyards	\$2,000
___ T-Shirts	\$7,000
___ Ball Caps/Visors	\$5,000
___ Registration Portfolios	\$3,000
___ Welcome Reception	\$20,000

Total Amount Enclosed \_\_\_\_\_

Payment Information \_\_\_ Check Enclosed \_\_\_\_\_ Bill my credit card for the amount \_\_\_\_\_

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Expiration \_\_\_\_\_ CVV# \_\_\_\_\_

Please return form by fax at 660-627-2623, by email to: [mwise@aocd.org](mailto:mwise@aocd.org), or by mail to:

AOCD

PO Box 7525

Kirkville, MO 63501



American Osteopathic College of Dermatology  
P.O. Box 7525 Kirksville, MO 63501  
Office: 660-665-2184 800-449-2623 Fax: 660-627-2623  
[swood@aocd.org](mailto:swood@aocd.org)

Letter of Agreement Regarding Terms,  
Conditions and Purposes of an Educational Grant

between **American Osteopathic College of Dermatology** and \_\_\_\_\_  
(Company)

Title of CME Activity: **Current Concepts in Dermatology Meeting and Scientific Seminar**

Location Date(s)

Company (name/Branch) \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

The above Company wishes to provide support for the named continuing medical education activity by means of (indicate which option):

1. Unrestricted educational grant for support of the CME activity in the amount of \$ \_\_\_\_\_
2. Restricted grant to reimburse expenses for:

a. Speaker(s)

\_\_\_\_\_ To include all Expenses

\_\_\_\_\_ Travel Only

\_\_\_\_\_ Honorarium Only (Honorarium Amount to be determined by AOCD)

b. Support for catering functions \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ (see 10.d. on the back of this agreement)

c. Other (e.g. equipment loan, brochure distribution, etc.)

\_\_\_\_\_  
\_\_\_\_\_



American Osteopathic College of Dermatology  
PO Box 7525  
Kirksville, MO 63501

Address Service Requested



## *Save the Date!*

September 15-18, 2016  
Loews Santa Monica Beach Hotel  
1700 Ocean Ave.  
Santa Monica, CA

Phone: (310) 458-6700

A block of rooms has been reserved for meeting attendees at a discounted rate of \$ 279.00 per night plus tax. Reservations must be booked by August 24, 2016 to receive this special rate. After this date, rates and availability cannot be guaranteed.

March 29- April 2, 2017  
Ritz Carlton Atlanta  
181 Peachtree Street, Northeast  
Atlanta, GA

Phone: (404) 659-0400

A block of rooms has been reserved for meeting attendees at a discounted rate of \$ 239.00 per night plus tax. Reservations must be booked by February 27, 2017 to receive this special rate. After this date, rates and availability cannot be guaranteed.