2017 Fall Current Concepts in Dermatology Seminar
Sponsored by: American Osteopathic College of Dermatology

EXHIBITOR PROSPECTUS

InterContinental Hotel
New Orleans, LA
October 24-28, 2017
Dear Exhibitor,

The American Osteopathic College of Dermatology invites you to join our team of exhibitors at our Current Concepts in Dermatology, Fall 2017 Meeting. Our meeting will be held at the InterContinental Hotel, New Orleans, LA from October 24-28, 2017.

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 32 residency programs that train more than 160 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

October 24-28, 2017

InterContinental New Orleans
444 St Charles Ave.
New Orleans, Louisiana 70130

AOCD has made arrangements for a reduced nightly room rate of $229.00. Rooms in the InterContinental Hotel block are limited and available on a first come-first served basis. Guests may call 504-525-5566, or 1-800-439-4745. The reservation cut-off date is October 2, 2017.

Directions:
From Louis Armstrong New Orleans International Airport (MSY):

Start out going northwest on Short Term Parking.
Turn slight left onto Airport Access Rd.
Take Airport Access Rd toward Parking/Return to Terminal/I-10/New Orleans/Baton Rouge.
Merge onto I-10 E toward New Orleans.
Keep right to take I-10 E toward Slidell.
Turn left onto Carondelet St.
Carondelet St is just past Carroll St
Take the 1st right onto Perdido St.
Turn right onto Saint Charles Ave.

Transportation:
Audubon Limousine Services
preferred vendor of the InterContinental Hotel
Phone: 1-504-210-8340
www.audubonlimousine.com
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. An additional two 1-A credits will be available upon successful completion of the outcomes evaluations survey within 30 days of the end of the meeting.

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: Wednesday through Saturday, October 25-28, 2017
WHERE: InterContinental Hotel, New Orleans, LA
EXHIBIT SETUP: Wednesday, October 25, 2017 at 4:00 p.m.
DISMANTLE: Saturday, October 28, 2017 at 4:30 p.m. to Sunday, October 29, 2017 until 10:00 a.m.

EXHIBIT HOURS:
Thursday, October 26, 2017
6:00 a.m. - 7:00 a.m. Breakfast
10:00 a.m. - 10:30 a.m. Break
11:30 a.m. – 12:30 p.m. Lunch
2:30 p.m. -3:00 p.m. Break
5:30 p.m.- 7:00 p.m. Reception

Friday, October 27, 2017
6:00 a.m. - 7:00 a.m. Breakfast
10:00 a.m. - 10:30 a.m. Break
11:30 a.m. – 12:30 p.m. Lunch
2:30 p.m. -3:00 p.m. Break
4:00 p.m. – 5:00 p.m. End of Day

Saturday, October 28, 2017
6:00 a.m. - 7:00 a.m. Breakfast
10:00 a.m. - 10:30 a.m. Break
11:30 a.m. – 12:30 p.m. Lunch
2:30 p.m. -3:00 p.m. Break
4:00 p.m. – 5:00 p.m. End of Day
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 Fall 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.

Check-in and Check-out:
Guests staying at InterContinental Hotel may check-in after 3:00 p.m. Check-out is before 12:00 p.m.

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 InterContinental Hotel. 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 a.m. Beverage breaks will be provided throughout the conference and will provide our physicians with the opportunity to explore the exhibit floor. On Thursday, October 26, 2017, a Welcome Reception is planned from 5:30 p.m. - 7:00 p.m. 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:**
To: Exhibitor Company Name, Onsite Contact Name (ex: XYZ Company, Joe Smith)
Attention: AOCD Conference
444 St. Charles Avenue
New Orleans, LA 70130

Be sure to include the following information:

- Contact Name: ____________________________ on-Site Cell Phone #: __________________
- Is the onsite exhibitor a guest in our hotel? Yes_____ No ______
- Approximate # of boxes: ________

Boxes/Crates should be delivered no more than three (3) working days prior to show. Storage fees apply. If the materials are delivered to the hotel, they will be charged handling and delivery fees. See attached. No parking is available for delivery vehicles. Handling fees apply for incoming parcels per attached rate schedule. The Hotel will not be responsible for boxes and materials left without proper mailing and billing information.

Storage of boxes/crates during the show will be the responsibility of the exhibitor/Decorator. InterContinental does not have adequate space, unless prior arrangements are made by the sponsoring client.

The loading dock area may be utilized on a first come basis and all vehicles must be attended. Vehicles must be moved immediately after completion of loading or unloading. Load in/out must
not interfere with the normal operation of the hotel. Delivery via the front entrance will not be accepted. You must delivery your items through the loading dock at the designated load in times.

Exhibitors may only utilize tables provided by the hotel unless exhibitor receives prior written consent from hotel management. Any exhibitor found to be utilizing outside equipment will be charged accordingly.

Hand trucks (two wheel dollies) may be used on the third floor. Pallet jacks are not allowed in carpeted areas.

Attaching items to walls, curtains, fascia, light sconces, etc. is strictly forbidden. Limited hang points are available and must be coordinated through the Convention Services Manager. Any Exhibitor who is found in violation of the above policy will be charged for any and all damages. Use of confetti, glitter and smoke machines is prohibited (no exceptions).

Extension cords are the responsibility of the exhibitor/decorator. All cords must be taped down with approved carpet tape or rented directly through the hotel.

Breakdown of exhibits/decorations is required at the end of the function unless prior arrangements have been made with InterContinental management. Your boxes will be moved from your booth area to the loading dock for pick up after move-out is complete. Outbound Shipping Instructions attached.

Please contact the AOCD at swood@aocd.org for exhibitor room floor plan, shipping order forms and electricity order forms.

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**Area Hotels**

**Hilton New Orleans**  
333 St. Charles Avenue  
New Orleans, LA  
1-504-378-2800

**Holiday Inn Express New Orleans Downtown**  
334 O'Keefe Ave.  
New Orleans, LA  
1-504-524-5400

**La Quinta Inn & Suites New Orleans Downtown**  
301 Camp Street, New Orleans, LA  
1-504-598-9977

**Drury Inn & Suites New Orleans**  
820 Poydras St.  
New Orleans, LA  
1-504-529-7800

**Country Inn & Suites, New Orleans French Quarter**  
315 Magazine St.  
New Orleans, LA  
1-800-830-5222
**Things To Do**

**Mardi Gras World**
The tour allows you to see firsthand what it takes to bring Mardi Gras to life year after year. Walk through the hard work and extensive planning that goes into this grand event when you tour Blaine Kern Studios, an operating workshop that has created breathtaking floats for Mardi Gras and other parades around the world since 1947. We are located at 1380 Port of New Orleans Place, on the south end of the Convention Center.

**Steamboat Natchez Cruises**
Let us take you back to when life was as slow and graceful as the current on the Mississippi. Choose from any of our cruises, and you'll experience New Orleans as it can best be seen from the river …

**French Market District**
Three centuries of history, 6 blocks of shopping and open daily with events, dining, farmer’s market and flea market.

**Old U.S. Mint**
Built in 1835, the Old U.S. Mint is the only building in America to have served both as a United States and a Confederate Mint. President Andrew Jackson advocated the Mint’s establishment in order to help finance development of the nation’s western frontier.
Wednesday, October 25, 2017
4:00 p.m. - 5:00 p.m. Lecture
5:00 p.m. - 6:00 p.m. Lecture
4:00 p.m. - 8:00 p.m. Exhibitor Set Up

Thursday, October 26, 2017
6:00 a.m. - 7:00 a.m. Breakfast
7:00 a.m. - 10:00 a.m. Lectures
10:00 a.m. - 10:30 a.m. Break with Exhibitors
10:30 a.m. - 2:00 p.m. Lectures
2:30 p.m. - 3:00 p.m. Break with Exhibitors
3:00 p.m. - 5:00 p.m. Lectures
5:30 p.m. - 7:00 p.m. Welcome Reception

Friday, October 27, 2017
6:00 a.m. - 7:00 a.m. Breakfast
7:00 a.m. - 10:00 a.m. Lectures
10:00 a.m. - 10:30 a.m. Break with Exhibitors
10:30 a.m. - 1:30 p.m. Lectures
2:30 p.m. - 3:00 p.m. Break with Exhibitors
3:00 p.m. - 5:00 p.m. Lectures

Saturday, October 28, 2017
6:00 a.m. - 7:00 a.m. Breakfast
7:00 a.m. - 10:00 a.m. Lectures
10:00 a.m. - 10:30 a.m. Break with Exhibitors
10:30 a.m. - 1:30 p.m. Lectures
2:30 p.m. - 3:00 p.m. Break with Exhibitors
3:00 p.m. - 4:00 p.m. Lectures
**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 greatly 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!

**T-Shirts $7,000**

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

**Registration Portfolios $3,000**

A portfolio folder will be provided for each attendee and will provide a place to keep additional handouts, evaluation forms and a small notepad 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 LaSalle B/C & Foyer
Please reserve your space early.
Vendors will be limited to 1 six foot table top.
EXHIBITOR APPLICATION FORM
AOCD Current Concepts in Dermatology, Fall 2017
October 25-28, 2017

To ensure exhibit space, complete this application and mail to PO Box 7525, Kirksville, MO 63501 or fax to 660-627-2623. Deadline for receipt of exhibit fee is Friday, September 1, 2017. Space is assigned as a “first come first served” basis.

Exhibit Fee: $1500.00

Gratis to Ruby, Diamond, Platinum and Gold Corporate Members
$750.00 for Silver and Bronze Corporate Members
$1000.00 for Pearl Corporate Members

_____ Entire Conference $1500.00  _____ Partial $600.00/day
_____ I will require electricity, internet, telephone, etc. (additional fees may apply)
_____ I have enclosed a check.
_____ Please bill my credit card for the amount $________________ CVV# ______________

Name as it appears on card_____________________________________________________

Card #__________________________________________ Expiration Date____/____/____

Company Name______________________________________________________________

Contact Name______________________________________________________________

Phone Number________________________________________________________________

Address_______________________________________________________________

City_____________________________ State______ Zip Code__________________

Email Address______________________________________________________________

Exhibitor Representatives Attending (2 conference registrations are gratis with exhibitor sign-up. Additional exhibitor registrations are $50.00 per person). Please list representatives with their email addresses.

___________________________________________________________________________
Name ________________________________ Email ________________________________

___________________________________________________________________________
Name ________________________________ Email ________________________________

___________________________________________________________________________
Name ________________________________ Email ________________________________

___________________________________________________________________________
Name ________________________________ Email ________________________________

If you are unsure at this time of the representatives who will be attending this meeting, forward their name(s) at your earliest convenience so that appropriate information can be sent to them. Please make checks payable to: AOCD, PO Box 7525, Kirksville, MO 63501.
Exhibitor Order Form

Conference Name: __________________________________________________________

Exhibiting Company Name: __________________________________________________

Date(s) Time(s) Needed: ______________________________________________________

Contact on Site: ___________________________ On Site Phone: ___________________

Your space includes 1 6ft draped table, with 2 chairs. This does not include drayage, decoration, labor, guard services, gas or water supply. The hotel is not held responsible for any lost or damaged items that are left unattended in the meeting space. Exhibitor may NOT provide additional tables on their own – only tables provided by the hotel can be utilized in exhibit space.

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**Telephone**

All telephone lines must be accessed by dialing a “9” then the number. All lines are analog lines. Local calls charged at $1.25. Long distance charges at prevailing rates plus a hotel charge of 85% plus 3%

Direct Dial Line $150.00 each per day ______line(s) x ______(days) = $________

**High Speed Internet**

1-10 Connection(s) per day:

Advanced Orders Onsite # of lines # of days Total $________

$200 each/day ______ $300 each/day_______ ________ ________

**Note:** Cat5 cables are available with the use of a connection in our meeting rooms at no extra charge. We use a DHCP server for the configuration of your computer(s) for internet access in our meeting rooms. Please ensure that the TCP/IP setting of your computer(s) is to accept any IP address and to accept any DNS address. The hotel does not guarantee compatibility with Windows Vista.

**ELECTRICAL** – All power requires an order

Wall outlets are not part of the rental space and are NOT to be used. All material and equipment furnished by INTERCONTINENTAL will remain the property of INTERCONTINENTAL. Orders should be received five business days before start of the function to insure proper electrical setup. All prepaid requests will be connected first. **LAST MINUTE REQUESTS ARE SUBJECT TO ADDITIONAL LATE CHARGES. (50%)**

Extension cords or power strips are available for rental.

**QTY.** **DESCRIPTION** **TOTAL** **QTY.** **DESCRIPTION** **TOTAL**

______ Power Access @ $ 90.00

______ Extension Cord @ $30.00 ______ ______ Power Strip w/ 5 outlets @ $ 30.00 ______

Additional power supplies are available – please contact the Conference Services Manager for custom pricing.

**ADDITIONAL SERVICES**

______ Banner Hanging @ $35.00 each ______

______ TV Channel Rental (2 channels available) @ $250.00 per day ______
AOCD Current Concepts in Dermatology
October 25-28, 2017
InterContinental Hotel
New Orleans, LA
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
___T-Shirts $7,000
___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________________________________________________________________________

email______________________________________________________________

Card #___________________________ Expiration__________ CVV#__________

Please return form by fax at 660-627-2623, by email to: mwise@aocd.org or by mail to:
AOCD
PO Box 7525
Kirkville, MO 63501
Letter of Agreement Regarding Terms, Conditions and Purposes of Corporate Membership and or Sponsorships

between American Osteopathic College of Dermatology and (Company)

Title of Activity:

Company (name/Branch)

Contact Person

Address

City, State, Zip

Telephone Email

The above Company wishes to provide support as a/or:

____________________________________________________________________________________________

____________________________________________________________________________________________

____________________________________________________________________________________________

CONDITIONS

Ancillary Promotional Activities: no promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.

The Company agrees to abide by all requirements of the AOA Guidelines for Relationships between Accredited Sponsors and Company of CME as well as all requirements of the ACCME Standards for Commercial Support.

The American Osteopathic College of Dermatology agrees to:

1) abide by the AOA Guidelines for Relationships between Accredited Sponsors and Company of CME;
2) acknowledge support from the Company in program brochures, syllabi, and other program materials, and
3) upon request, furnish the Company a report concerning the expenditure of the funds provided.

Company Representative (print name) Email

Company Representative Title

Signature Date

AOCD: Marsha A. Wise Email
Executive Director mwise@aocd.org

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

Address Service Requested

Save the Date!

March 19-25, 2018
Hilton West Palm Beach
600 Okeechobee Blvd.
West Palm Beach, FL 33401
Phone: 561-231-6000

A block of rooms has been reserved for meeting attendees at a discounted rate of $299.00 per night plus tax.


Reservations must be booked by February 21, 2018 to receive this special rate. After this date, rates and availability cannot be guaranteed.

October 9-13, 2018
The Westin San Diego, Gaslamp Quarter
400 West Broadway
San Diego, CA 92101
Phone: 866-716-8108

A block of rooms has been reserved for meeting attendees at a discounted rate of $259.00 per night plus tax.

http://www.westingaslamp.com/

Reservations must be booked by September 17, 2018 to receive this special rate. After this date, rates and availability cannot be guaranteed.