



AMERICAN ACADEMY  
OF COSMETIC SURGERY

# 2019 Annual Scientific Meeting

JAN. 31 - FEB. 02

ROSEN SHINGLE CREEK

ORLANDO

MAKING A  
**DIFFERENCE**



## WHAT DOES THE AACS ANNUAL SCIENTIFIC MEETING OFFER?

Join the American Academy of Cosmetic Surgery (AACS) for its 2019 Annual Scientific Meeting in Orlando, Florida and reach the year's most concentrated audience of cosmetic surgery professionals.

With more than **15 MILLION** people undergoing cosmetic surgery procedures today, now, more than ever, cosmetic surgeons are seeking new and innovative products and services to ensure excellent and safe outcomes and to grow their practices. The AACS 2019 Annual Scientific Meeting is your chance to get direct access to the most sought-after cosmetic surgery professionals in the US and around the world.

The meeting, set for **JANUARY 31 - FEBRUARY 2, 2019**, is the premier opportunity for top cosmetic surgery and medicine professionals to learn about breakthrough research and technologies, meet and network with colleagues and share ideas. Come and see for yourself why this is your once-a-year opportunity to meet and identify prospects, generate leads, build new relationships and reconnect with existing customers.



## WHO ATTENDS THE AACS ANNUAL SCIENTIFIC MEETING?

The AACS Annual Scientific Meeting is a multi-specialty meeting in cosmetic surgery, attracting more than **500 MEDICAL PROFESSIONALS** from more than 30 countries and a variety of specialties, including:

- **Dermatology**
- **General Surgery**
- **Obstetrics and Gynecology**
- **Ophthalmology**
- **Oral and Maxillofacial Surgery**
- **Otolaryngology**
- **Plastic Surgery**

We also welcome nurses, anesthesiologists and professionals focused on areas like office/practice management, pharmaceutical supplies, patient recovery, stem cell research and healthy aging, among others.

In addition to exhibiting, there are many ways to get involved with the AACS through our Corporate Support opportunities. Visit [cosmeticsurgery.org](https://cosmeticsurgery.org) for additional information, or contact Jessica Blomquist, Executive Director, Cosmetic Surgery Foundation, at **847.778.3636** or [aacsfoundation@gmail.com](mailto:aacsfoundation@gmail.com).

**THE 2019 EXHIBIT HALL SCHEDULE** has been designed to maximize your time with attendees. Over the course of the meeting, we have scheduled **nine hours of unopposed time** for attendees to meet with exhibitors. All meal functions during the unopposed hours (including breakfast, breaks and lunch) are scheduled in the hall for maximum exposure.

Schedule is subject to minor adjustments

## WEDNESDAY, JANUARY 30

12:00 - 8:00 pm Exhibitor Installation  
8:00 pm Booth Inspection

## THURSDAY, JANUARY 31

8:00 am - 7:00 pm Hall Open  
8:00 - 9:00 am Continental Breakfast in the Hall  
10:30 - 11:00 am Break in the Hall  
12:30 - 2:00 pm Lunch in the Hall  
3:30 - 4:00 pm Break in the Hall  
5:30 - 7:00 pm Reception in the Hall

## FRIDAY, FEBRUARY 1

8:00 am - 4:15 pm Hall Open  
8:00 - 9:00 am Continental Breakfast in the Hall  
10:30 - 11:00 am Break in the Hall  
12:30 - 2:00 pm Lunch in the Hall  
3:30 - 4:00 pm Break in the Hall

## SATURDAY, FEBRUARY 2

8:00 am - 4:00 pm Hall Open  
8:00 - 9:00 am Continental Breakfast in the Hall  
10:30 - 11:00 am Break in the Hall  
12:30 - 2:00 pm Lunch in the Hall  
3:30 - 4:00 pm Break in the Hall  
4:00 - 8:00 pm Dismantle

## BOOTH FEES

All booths are 8' x 10' (80 square feet) or multiples thereof.

LINEAR BOOTH	\$ 2,700
CORNER BOOTH	\$ 2,900
16' X 20' ISLAND	\$ 13,000

## YOUR BOOTH PACKAGE INCLUDES:

- 8' x 10' booth space rental: 8' high back wall and 3' high side drape
- Carpeted hall
- One-line ID sign
- General hall cleaning
- Two (2) complimentary badges per 8' x 10' booth
- Recognition as exhibitor on the AACS website
- Logo, listing and description in the Exhibitor Directory in the AACS mobile app
- Onsite show pre-registered attendee list
- Post-conference attendee mailing list for one-time use
- Breakfast, lunch and all coffee breaks for two (2) booth personnel
- Access to additional conference badges at a discounted rate

## HOTEL - ROSEN SHINGLE CREEK

We have established a discounted group rate for AACS attendees at the Rosen Shingle Creek.

To reserve, please book [here](#) or contact the Rosen Shingle Creek directly at **866.996.6338**. Identify yourself as an AACS attendee to receive our special discounted room rates.

## SIGN UP NOW!

Booth/exhibit space assignments are now being made on a first-come, first-served basis. To reserve your booth and exhibit space, access our Application/Contract for exhibit space at [cosmeticsurgery.org](http://cosmeticsurgery.org).

Questions? Contact Ed McNeill at [emcneill@cosmeticsurgery.org](mailto:emcneill@cosmeticsurgery.org)

# ANNUAL MEETING PRODUCT & ADVERTISING OPPORTUNITIES

## EMAIL TO REGISTRANTS | \$2,500

LIMITED NUMBER AVAILABLE

Are you launching a new product or service at the Annual Meeting and/or running a special promotion for attendees? Use this opportunity to send an email blast to all registered attendees. Sponsor(s) must provide email content in HTML format to AACCS. Content and send date is subject to AACCS approval.

## ATTENDEE MAILING LIST | \$1,500

All exhibitors have the benefit of receiving an onsite pre-registered attendee list and a post-show attendee mailing list. Purchase this list in advance of the meeting to mail a special advertisement/notice to attendees.

## REGISTRATION BAG INSERT | \$1,000

LIMITED NUMBER AVAILABLE

Place your one-piece promotional giveaway or flyer into the registration bag that is handed to all attendees upon registration. Use this opportunity to promote a special event at your booth or a new product launch.

# REACH YOUR AUDIENCE USING THE AACCS ANNUAL MEETING MOBILE APP

## PUSH NOTIFICATION | \$250/EACH

ONLY 3 AVAILABLE PER DAY

A push notification is delivered to the home screen of an attendee's device and is therefore one of the most direct ways to get a message in front of an audience. Your message can direct them to your booth or alert them about a special promotion. Notifications are limited in character length to make the message short and sweet to drive your point home.

## ROTATING BANNER AD | \$750

LIMITED TO ONE PER ADVERTISER

Rotating banner ads appear at the top of the screen and serve as a cost-effective way to create brand awareness. Rotating banner ads will appear for the duration of the conference.



# EXHIBITOR RULES & REGULATIONS

AACS used herein or in subsequent regulations shall mean the American Academy of Cosmetic Surgery, its officers, members, committees, agents or employees acting for the management of the meeting and exhibition. All matters and questions not covered by the regulations are subject to the decision of AACS. In the event of any such decision being of general interest, written notice will be given by AACS to exhibitors as may be affected.

## NATURE OF EXHIBITION

The meeting includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in, the practice of cosmetic surgery and hair restoration surgery. AACS reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of AACS, likely to be compatible with the general character and objectives of the exhibition. AACS does not guarantee that space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid-in-full Application/Contract. AACS will refund all payments received with the Application/Contract for exhibit space to any applicant for whom space is not available two weeks after the show.

## BOOTH SIZES, PRICES, BADGES & REGISTRATION

All booth sizes are 8' x 10' (see floor plan). The fee paid includes pipe and drape around the exhibit space, 7" x 44" identification sign for your company name and two registration badges for each 8' x 10' space purchased. Additional badges are available for purchase.

## EXHIBIT RATE SCHEDULE

LINEAR	\$2,700
CORNER	\$2,900
ISLAND	\$13,000

## ASSIGNMENT OF BOOTH SPACE

To apply for exhibit space, complete the online Application/Contract and return it with, at minimum, **50% deposit**. Space will not be assigned without a completed Application/Contract and deposit payment. All applications will be assigned on a first-come, first-serve basis. Applications submitted after **November 15, 2018** are to be paid in full to confirm space. Booths with unpaid balances will not be assigned space. In the event of a conflict regarding space or other imperative conditions, AACS shall have the right to assign space to the exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition.

## PAYMENT AND PROVISION IN CASE OF DEFAULT

If any exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space or fails to observe and abide by Application/Contract, AACS reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds will be made after **November 15, 2018**.

## RESERVATION & OCCUPATION OF EXHIBIT SPACE

Space not fully paid for by **November 15, 2018** is subject to cancellation or reassignment at the option of AACS without obligation for refund of any earnest money deposit.

Any space not claimed and occupied prior to 5:00 pm on **Wednesday, January 30, 2019** will be resold or reassigned by AACS with no obligation on the part of AACS to refund any part of the booth rental. Exhibitors shall not assign, share or sublet or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in its space any merchandise or advertising materials which are not part of its company's regular products or service.

## CANCELLATION & DEPOSITS

Cancellation of exhibit space must be directed in writing to AACS Headquarters. If cancellation of space is made before **November 15, 2018**, a full refund will be made minus a non-refundable processing fee of \$250 per booth. No refunds whatsoever will be made on cancellations received on or after **November 15, 2018**. If the meeting or exhibit is canceled due to circumstances beyond our control, AACS will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

# EXHIBITOR RULES & REGULATIONS

## ADMITTANCE

Admittance to exhibits is limited to those defined in the contract under "exhibitor personnel." Models or similar personnel not commercially connected with the industry may be employed to help in an exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be registered with AACS.

## LIABILITY

Neither AACS, its members, officers, representatives or employees, nor the host hotel or its employees will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times.

General overall watchmen, however, will be employed by AACS for the exhibition period. The furnishing of such watchmen shall not be deemed to affect the non-liability of AACS, the host hotel nor the official AACS decorator or its officers, representatives and employees. Exhibitor agrees, by signing the Application/ Contract, to insure itself, at its own expense, against property loss or damage, and against liability for personal injury. In case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of government intervention or regulation, military activity, strikes or any other circumstances that make it impossible or inadvisable for AACS to hold the show at the time and place provided in the Application/ Contract, then and thereupon the contract shall terminate and the exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

In case any part of the exhibition hall is damaged, or if circumstances make it impossible for AACS to permit an exhibitor to occupy the space assigned during any part or the whole of the period covered, then the exhibitor will be charged for space only for the period space was or could have been occupied by the exhibitor, and AACS is released from any and all claims for damages which may arise in consequences thereof.

## CHARACTER OF EXHIBIT

AACS reserves the right to decline to permit an exhibitor to conduct, maintain and exhibit if, in the judgment of the AACS Show Management, said exhibitor shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs and any other items, without limitation, which affect the character of the exhibition or association. The use of loudspeakers, recording equipment, television sets and radios or the use of operating machinery that is of sufficient volume to annoy neighboring exhibitors will not be permitted. Such speakers, if permitted at all, must be used within the confines of the contracted exhibit space and must be approved by AACS. The distribution of literature and souvenirs from booth to booth or in the aisles is forbidden. Exhibitors must confine exhibit activities to the space for which they have contracted. Any advertising or promotion activity, by or under the control of any exhibitor, and which occurs outside of the exhibitor's contracted-for display area, including outside the hotel on any grounds reasonably near the hotel, is not permitted. Any such advertising or promotion activity unacceptably interferes with the public appearance, character and conduct of the exhibition and association as a whole. Only literature published or approved by the AACS may be distributed in the registration area, in meeting rooms or in other areas used by meeting attendees. All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors and visitors. No spotlight, drop light or other special lighting device may be directed toward the aisles or so that it proves to be irritating or distracting to neighboring exhibitors or visitors. Projectors or television screens must not cause people to block aisles or take up unreasonable space. Films of purely entertainment character, without educational or informative value, will not be permitted.

## ENTERTAINMENT & PRIVATE MEETINGS

AACS reserves the right to control all function space at the Rosen Shingle Creek for the 2019 Annual Scientific Meeting. Space release forms will be provided for exhibitors upon request. Hospitality rooms may not be open during the hours of any official AACS function. Exhibitor assumes full responsibility for property damage, personal injury or death to any party, by reason of occurrences at or related to any such functions, conducted by it. Signage will be allowed only in AACS designated areas and must be approved by AACS prior to display.

# EXHIBITOR RULES & REGULATIONS

## CONDUCT OF EXHIBITORS

Exhibitors shall conduct themselves in an ethical manner at all times and in conformance with these regulations. The AACCS reserves the right to deny the privileges of the floor to any and all exhibitors who fail to do so. Exhibitors' badges are personal, not transferable and must be worn at all times.

## FIRE REGULATIONS

Fire regulations prohibit the use of paper (crepe or corrugated) cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

## OFFICIAL GENERAL SERVICE CONTRACTOR

Freeman is the official General Service Contractor for the 2019 Annual Scientific Meeting. Freeman and all other contractors listed in the Exhibitor Service Manual act on their own behalf in all arrangements with exhibitors, and are not agents, employees or representatives of AACCS. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. AACCS does not assume liability or responsibility for any act performed or omitted by such official contractors.

## CONTRACTOR SERVICES

Freeman will email an exhibitor service kit. The exhibitor shall provide only the material and equipment which he/ she owns and is to be used in his/ her exhibit space. All other items used in the booth are to be provided only by such contractors. All agents or representatives who are performing services at the host hotel directly for an exhibitor other than the exhibitor's employees must provide AACCS with certificates of insurance at the same time a request for an exception is made. The official drayage contractor will have complete control of all dock and loading facilities. The contractor will receive all direct and advanced shipments and van loads, handle all freight and provide all rigging labor and equipment. All services not ordered in advance must be procured through the Exhibitor Service Desk, which will be maintained at the exhibit hall.

## CARE OF EXHIBIT SPACE

Exhibitors shall be responsible for properly maintaining its space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have backdrops exceeding eight (8) feet in height. Backgrounds eight (8) feet in height may extend no more than half the distance from the back wall. For inline booths, no part of a display may be higher than 48 inches within half the distance of the aisle. Any display/fixtures/products/material over 48 inches in height which cannot be confined to the rear portion of the booth must be at least 8 (eight) lineal feet away from any adjacent booth.

## AMENDMENTS

AACCS reserves the right to interpret, amend and enforce these Exhibitor Rules & Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself, his agents and employees agrees to abide by all Exhibitor Rules & Regulations set forth herein, or by any subsequent amendments, or interpretations.

## ENFORCEMENT

Any exhibitor not abiding by the Rules & Regulations set forth herein or in subsequent amendments and may lose the privilege of exhibiting at future AACCS events. These Rules & Regulations will be enforced.

## SECURITY

AACCS will provide security overnight beginning on Wednesday, January 30, 2019. However, the exhibitor is solely responsible for its own material and should insure its exhibit against loss or theft.

## MUSIC LICENSING

The exhibiting company will be responsible for individual ASCAP/BMI licensing fees, if applicable to its exhibit presentation.



# EXHIBITOR RULES & REGULATIONS

## AMERICANS WITH DISABILITIES

Exhibiting companies shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold AACS harmless from any consequences of the exhibiting company's failure in this regard.

## SELLING OF PRODUCTS

Exhibitors will be allowed to sell merchandise on the exhibit floor. Tax and all permits required are the exhibitor's sole responsibility.

## LASER USE

*Following are the policies for laser exhibitors in the exhibit area:*

1. Lasers must be operated in a manner that is consistent with the accepted industry safety standards (e.g. ANSI standards and/or American Laser Institute standards). Under no circumstances may lasers be operated in a manner that poses a safety risk to persons standing or walking in the vicinity of the exhibitor's booth.
2. Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the lasers.
3. All demonstrations of CO<sub>2</sub> lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
4. Appropriate plastic colored cubicles must also be available for any other type of laser being used, particularly dye, KTP and ruby lasers.
5. No laser equipment may be left unattended in operable condition.

## CAMERAS/VIDEO EQUIPMENT

No cameras or video equipment will be permitted in the exhibit hall unless authorized in writing by AACS. Exhibitors wishing to photograph or tape its own exhibition booth must obtain permission from AACS. Anyone found photographing or taping without written authorization will be required to immediately surrender the film or tape, with no reimbursement or further recourse. There will be no exceptions to this rule.

## TRADEMARKS/COPYRIGHTS

The exhibitor represents and warrants to AACS that no materials used in or in connection with its exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to immediately notify AACS of any information of which exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor agrees to indemnify, defend and hold AACS, its agents, successors and assigns harmless from and against all losses, damages and costs (including attorneys' fees) arising out of or related to claims of infringement by exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, AACS shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any exhibitor.

## AACS NAME, LOGO AND ACRONYM

The American Academy of Cosmetic Surgery name, brand, logos and acronyms are registered proprietary marks and may not be used. This rule applies before, during and after the meeting. Therefore, exhibitors agree that it will not use the name, brand, logos, acronyms or seal of the AACS in promotional and informational materials, signs, advertising, media promotions or on the web without written consent of the AACS.



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