



**Exhibiting and
Corporate Support Opportunities**

Advances in Dermatologic Surgery™

**29th Annual Meeting
of the Florida Society of
Dermatologic Surgeons**

November 5–7, 2010



The Ritz-Carlton® Orlando, Grande Lakes
4012 Central Florida Parkway
Orlando, Florida



The Florida Society of Dermatologic Surgeons 29th Annual Meeting

2010 Annual Meeting • November 5–7, 2010

The Florida Society of Dermatologic Surgeons invites you to join us at Florida's largest gathering of dermatologic surgeons at *Advances in Dermatologic Surgery*[™]. Annually the FSDS provides an incredible educational meeting designed to help its 315 members keep up with the latest and most advanced techniques of dermatologic surgery.

The vast majority of our membership practice both medical and surgical dermatology. The FSDS members are interested in:

- Pharmaceutical Companies (both prescription and nonprescription)
- Equipment and devices for diagnosis or treatment of dermatologic conditions
- Medical Book
- Pathology Laboratories
- Surgical Instrument Companies
- Aesthetic and Cosmetic products and equipment
- Mohs Laboratory Consultants

2010 PRIORITY* FSDS EXHIBIT BOOTH FEES

Limited Number available

\$5,000 for 8' x 10' booth

\$8,000 for a 8' x 20' booth

2010 STANDARD FSDS EXHIBIT BOOTH FEES

\$2,500 for 8' x 10' booth

\$4,000 for 8' x 20' booth

Fee Includes:

- Draped booth
- Standard booth sign showing your company name
- General exhibit hall cleaning
- Company listing in meeting promotional materials and on FSDS website
- Pre-registration and final registration lists
- Basic Lead Retrieval System

Corporate supporters and priority booths will receive the best locations within the exhibit hall.

Contact: Paula Baumgardner
Florida Society of Dermatologic Surgeons
11891 Magnolia Falls Drive
Jacksonville, FL 32258
904-292-0051 FSDS82@aol.com

Commercial Support Levels

Platinum Level: \$12,000	Gold Level: \$9,000	Silver Level: \$6,000
<p>Signage in meeting registration area</p> <p>Acknowledgement as a Platinum partner... in the on-site program in the FSDS newsletter on the FSDS website</p>	<p>Signage in meeting registration area</p> <p>Acknowledgement as a Gold partner... in the on-site program in the FSDS newsletter on the FSDS website</p>	<p>Signage in meeting registration area</p> <p>Acknowledgement as a Silver partner... in the on-site program in the FSDS newsletter on the FSDS website</p>

Commercial Support Opportunities

Breakfast for Attendees \$3500
<p>3 available Exclusive sponsorship Company name and logo on function signage</p>
Refreshment Break \$2500
<p>3 available Exclusive sponsorship Company name and logo on signage at the function</p>
Attendee Bags \$5000
<p>Company name and/or logo on bag</p>
Friday Buffet Lunch \$6000
<p>Exclusive sponsorship Company name and logo on signage at the function</p>
Saturday Night Reception \$6000
<p>Exclusive sponsorship Company name and logo on signage at the function</p>

Florida Society of Dermatologic Surgeons Exhibit Specifications and Conditions

Contract

The following rules and regulations become binding upon acceptance of this contract between the applying company and its employees and the FSDS.

Booth Assignment

Assignment of exhibit space will be at the sole discretion of the Florida Society of Dermatologic Surgeons. Factors affecting booth location include the date the application form and payment is received by the FSDS, the number of booths in the exhibit hall, proximity of competitors, and grant contributions. Management reserves the right to re-arrange the floor plan where necessary to facilitate a successful traffic flow.

Booth description:

Each booth will be 8' x 10' and will include one 6' table, two chairs, one wastebasket and an identification sign. Electrically hook-ups will be an additional charge.

Exhibit Set-up:

Thursday 5:00 – 8:00 pm

Exhibit Hours (Tentative):

Friday	7:00 – 1:00
Saturday	7:00 - 10:30
Sunday	7:15 – 10:30

Payment and refunds

Payment is due within thirty days of the receipt of the application and no later than September 15. Visa, MasterCard, American Express and checks are accepted. Please make checks payable to Florida Society of Dermatologic Surgeons. If full payment is not received by the opening of the meeting, the FSDS reserves the right to refuse the exhibiting company's right to exhibit. Once formal application has been made, any cancellations must be furnished to the Florida Society of Dermatologic Surgeons in writing, no later than September 15. Cancellations made on or prior to September 15, the fee will be refunded minus a \$500 processing charge, provided the space is resold. After September 15, no refunds will be made.

Subletting of Space

No subletting of space will be permitted. Each firm represented in the Exhibit hall must sign the regular Exhibit Application and Agreement. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refund will be made for space reserved.

Exhibits with Electrical and Radiographic Equipment -

Electricity can be used for illuminating purposes and for operating smaller diagnostic instruments and electrotherapeutic apparatus that do not distract or annoy other exhibitors. Noisy apparatus of any kind will not be permitted.

Damage to Property

Exhibitors are responsible for damage they may cause to hotel, booth or to other exhibitors' property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc

Display Requirements and Restrictions

The Florida Society of Dermatologic Surgeons retains the right to deny the exhibition of inappropriate items and products. Please contact the Convention Manager with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's *New and Non-Official Remedies*, *National Formulary* or *U.S. Pharmacopeia*, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature

The Society reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgment of the Society is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

Unauthorized Canvassing and Distribution of Advertising Matter

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Convention Manager any violations of this rule. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth.

Exhibition Sales Policy

Exhibitors are requested not accept payments in cash. Delivery of large merchandise is not allowed in the exhibit hall.

Liability and Insurance- The Florida Society of Dermatologic Surgeons will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. The FSDS will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. The exhibit area will be locked during the hours that the exhibits are closed. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the Florida Society of Dermatologic Surgeons (FSDS) and the Breakers and their affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.