Industry Expert Sessions

Industry Expert Sessions are the newest addition to the Academy Annual Meeting Exhibition Hall. These unique sessions provide exhibiting companies the opportunity to:

- Present new research findings on products
- Detail products
- Conduct demonstrations
- Highlight new products

These sessions are solely promotional, and are not eligible for continuing medical education credit.

ELIGIBILITY

Confirmed exhibitors at the Annual Meeting are eligible to host an Exhibitor Expert Session.

APPLICATION PROCESS

- Exhibitor Expert Sessions may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. Space is limited for this activity.
- Applications will not be accepted from meeting planning or other third-party companies.
- Full payment of the fee must be received within thirty (30) days of receipt of approval of the application or the Industry Expert Session will be considered to be cancelled and space will be released to another company.
- Upon receipt of the completed application, the Academy will notify the company of acceptance of the application, and will provide the assigned date, time, and location for the Industry Expert Session.

FEES

The fee to conduct an Industry Expert Session is $30,000 (per 45 minute program).

The above fee includes the following for each Industry Expert Session:

- Theater seating for up to 150 people inside the exhibit hall. (Theater will be enclosed on four sides, carpeted, small riser, seating and podium will be included).
- A/V Equipment – One (1) each of the following: Podium Microphone, LCD Projector, and Screen. *Additional A/V may be ordered at presenting company’s expense.
- Industry Expert Session promotion included on the Annual Meeting website that includes, date, time, title and a brief description.
- One (1) Complimentary attendee mailing list. *A sample of the final content to be mailed must be submitted for approval.
- Two (2) Signs: one (1) sign placed outside of the Industry Expert Session; one (1) placed at the entrance to the exhibit hall.
- One (1) six foot table with two chairs.

CANCELLATION POLICIES

INDUSTRY EXPERT SESSION

Notice of cancellation of an Industry Expert Session presentation must be received in writing no later than January 11, 2014. If cancellation notice is received prior to November 10, 2013, all funds will be refunded, less a $500 processing fee. For cancellations received between November 11, 2013 and December 8, 2013, 50% of the fee will be refunded. No refunds will be made for cancellations received after December 8, 2013.

TECHNICAL EXHIBIT SPACE

An exhibitor’s cancellation of technical exhibit space will automatically result in cancellation of Exhibiting Company’s Industry Expert Session presentation, the release by the Academy office of any hotel/convention center meeting space previously assigned to the exhibitor, and all sleeping rooms assigned to the exhibitor.
SCHEDULE
All Industry Expert Sessions will take place in the Technical Exhibit Hall. There will be one (1) theater, and eleven (11) available session times during the Annual Meeting. All sessions will be limited to a maximum of 45 minutes in length. Set-up time will be 30 minutes prior to the start time of the session. Companies may purchase multiple session times, but are limited to one (1) session time per day.

Saturday, March 22
11:00am – 11:45am
12:15pm – 1:00pm

Sunday, March 23
11:00am – 11:45am
12:15pm – 1:00pm

Monday, March 24
11:00am – 11:45am
12:15pm – 1:00pm

GUIDELINES
Industry Expert Sessions provide an opportunity for commercial organizations to present information about their products and services to dermatologists attending the Annual Meeting. The material presented in Industry Expert Sessions should be product focused and promotional in nature, and must be conducted in accordance with all applicable FDA regulations and other established standards and codes. Presentations may not offer continuing medical education credit.

Live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. OTC cosmetics and non-prescription skin care products may be demonstrated.

The following statement should appear on any promotional material:
“Also, this Industry Expert Session is a promotional activity and is not approved for continuing education credit. The content of this session and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology.”

Promotional materials of any kind may not use the Academy’s logo, meeting graphics, or name/mention the American Academy of Dermatology (AAD) or the Annual Meeting. Wording such as “presented in conjunction with,” “preceding” or “prior to the Academy Meeting” is prohibited. The only exception is that exhibitors may reference “[Exhibitor Name] Industry Expert Session, [Date, Time] in the Technical Exhibit Hall at the Annual Meeting.” These rules apply to materials developed for use before, during, and after the Annual Meeting.

PRESENTERS/SPEAKERS
All speakers/presenters for Industry Expert Session must be registered for the Annual Meeting, and must be wearing their meeting badges in order to be admitted into the Technical Exhibit Hall. The company coordinating the Industry Expert Session is responsible for ensuring that all speakers/presenters are badged appropriately. Physician presenters are required to verbally disclose their relationship with the company/product, to the audience.

OWNERSHIP OF COPYRIGHT FOR CONTENT OF INDUSTRY EXPERT SESSION PRESENTATIONS
Copyright of the content presented at the Industry Expert Session shall be owned by the Industry Expert Session Presenter with all rights intact. The Industry Expert Session presenter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Industry Expert Session program.

TERMS AND CONDITIONS
Presenting Companies agree to abide by all terms, policies, and guidelines as outlined in the Technical Exhibit Prospectus in addition to the policies specifically cited for the Industry Expert Sessions.