



**Technical
Exhibit
Prospectus**

Summer Academy Meeting 2016

Boston, MA • July 28-31, 2016

HYNES CONVENTION CENTER

GENERAL INFORMATION

Location

Hynes Convention Center

900 Boylston Street
 Boston, MA 02115
 Phone: (617)954-2000
 Fax: (617)954-2259

Meeting Dates

July 28-31, 2016

Exhibit Hall C and Auditorium

Technical Exhibits, Poster Exhibits, Restaurant Areas, Academy Resource Center, Product Theater

Hall C Lobby

Registration

2nd and 3rd Floor Meeting Rooms and Ballrooms

Educational Sessions

Registration of Technical Exhibitors

Wednesday, July 27	8 a.m. - 5 p.m.
Thursday, July 28	8 a.m. - 5 p.m.
Friday, July 29	8 a.m. - 5 p.m.
Saturday, July 30	8 a.m. - 5 p.m.

Installation of Exhibits

Wednesday, July 27	8 a.m. - 5 p.m.
Thursday, July 28	8 a.m. - 5 p.m.

Exhibition Dates

Friday, July 29	10 a.m. - 5 p.m.
Saturday, July 30	10 a.m. - 5 p.m.

Unopposed exhibit hours

Friday and Saturday, July 29-30	12 p.m. - 1 p.m.
---------------------------------	------------------

Dismantling of Exhibits

Saturday, July 30	5 p.m. - 8 p.m.
Sunday, July 31	8 a.m. - 12 p.m.

IMPORTANT DATES TO REMEMBER

SPACE APPLICATION/CONTRACT DUE FOR FIRST ROUND OF SPACE SELECTION.....January 5, 2016

EXHIBIT SPACE SELECTIONJanuary 20, 2016

SPACE CONFIRMATIONS/INVOICES MAILEDFebruary 2016

FULL BOOTH PAYMENT DUE..... April 13, 2016

SPACE CANCELLATIONS/REDUCTIONS

Full Refund.....	by April 13, 2016
25% of Booth Fees Retained	April 14 – June 3, 2016
No Refunds	After June 3, 2016

EXHIBITOR RESOURCES: HOUSING & REGISTRATION INFORMATION,
 EXHIBITOR SERVICE SITE AVAILABLE

May 2016

For More Information Contact

Sara J. Peterson, CEM
 Senior Manager, Exhibits
 American Academy of Dermatology
 930 East Woodfield Road
 Schaumburg, IL 60173

Phone: (866) 503-SKIN (7546)
 Fax: (847) 330-1090
 E-mail: mrc@aad.org
 Website: www.aad.org


2015 Summer Meeting Attendance New York, NY

Member	1095
Life Member	64
Honorary Member.....	22
Resident/Medical Fellow/ AAD Graduate Member	280
Medical Student	31
Non-Dermatology Resident.....	4
Non-Member Physician.....	175
Physician Assistant.....	38
Nurse Practitioner.....	18
Office Staff/Registered Nurse	45
Total Medical Personnel.....	1772
Total Non-Medical Personnel.....	74
Total Spouse/Guests	177
Total Exhibitors	837
Total Press.....	18
GRAND TOTAL	2878

ATTENTION EXHIBITORS

IMPORTANT DATES & DEADLINES

To facilitate your quick review, all important dates and deadlines are highlighted throughout the Technical Exhibit Prospectus.


 **IMPORTANT CHANGES**
 New and/or revised rules are identified with this designation and are printed in **bold**.

APPLICATION & SELECTION PROCEDURES

Categories of Exhibits

The Academy will consider applications for exhibit space for products or services in the following categories:

- Pharmaceuticals (both prescription and nonprescription) ¹
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions ²
- Cosmetics and skin care ³
- Scientific/medical educational publications
- Activities of professional and educational organizations
- Products or services relating to the support of non-medical aspects of the practice of dermatology (office equipment, record keeping equipment or services, etc)
- Physician recruitment and placement services*
- Research survey activities, in conjunction with confirmed exhibiting companies*

 *All exhibits are to be designed in such a manner that the presentation of products and services in the exhibit hall will enhance the overall educational goals of the Summer Academy Meeting.*

**Please note that the amount of space available for the exhibition of products or services in the last two categories will be subject to special limitations or complete elimination, as determined by the Academy, depending upon the availability of space to accommodate exhibits of scientific educational value.*

¹ FDA Division of Drug Marketing, Human Drug Information, Division of Drug Information (CDER) Office of Communications

² FDA Office of Compliance, CDRH-Center for Devices and Radiological Health

³ FDA Center for Food Safety and Applied Nutrition (CFSAN)

Evaluation of Space Application/Contract

In order to preserve and maximize the educational value of the technical exhibit program, the Academy will examine all new Space Application/Contracts and evaluate the applicants to determine whether they satisfy certain basic criteria.

Permission to exhibit does not constitute in any way an Academy endorsement or approval of the exhibited products or services, or guarantee that space will be assigned.

The examination and evaluation of Space Application/Contracts will be performed by the Academy in accordance with guidelines herein. The decisions of the Academy regarding applications shall be final. The principle criteria to be considered by the Academy include, but are not limited to, whether the products or services proposed for exhibition relate specifically to the practice and advancement of dermatology, or the education of the dermatologist and their patients.

Applicants who have either never exhibited at an Academy Meeting or have not exhibited in the past 3 years must complete the review process, prior to assignment of exhibit space. An applicant who has exhibited must complete the review process only if there has been a material change in circumstances relating to its company (e.g., a change in ownership, control, or legal status) or in the nature, name, composition, products, labeling, or regulatory status of the products and services to be exhibited.

New Applicant Submission Requirements

- Space Application/Contract
- Company profile. The information should include a copy of the company's filed Articles of Incorporation or W9, company history, mission statement, management team bios, and advisory/board of directors listing if applicable
- The products and/or services the company plans to exhibit (i.e. product brochures or literature)
- Documentation of FDA filing status (if applicable) or acknowledgement of compliance with FDA policies
- Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgments or settlements over the last three years regarding the business practices of the company or the products and services to be exhibited. Companies with multiple complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or Academy members may be required to provide an explanation of the resolution of those complaints.

Application Procedures for Established Exhibitors

Complete and return the Space Application/ Contract.

Exhibitors must disclose details on any consumer or government litigation, orders, injunctions, judgments or settlements over the last three years regarding the business practices of the company or the products and services to be exhibited. Companies with multiple complaints filed against them with state or federal consumer affairs regulatory agencies, the Better Business Bureau, or Academy members may be required to provide an explanation of the resolution of those complaints.

Exhibitors utilizing the services of a third party to contract for exhibit space and services must provide written authorization on Company Letterhead indicating the name and contact information of the authorized third party. This documentation should accompany the application for space or emailed to jtaylor@aad.org.

In order to be considered for the first selection of exhibit space, Space Applications/Contracts must be received by mail or online at the Academy office by January 5, 2016. Applications received after January 5, 2016 regardless of the company's priority point status, will be assigned on a first-come, first-served basis following the completion of the initial space selections.

General Application Policies

No requests for exhibit space will be accepted or confirmed via telephone, fax or e-mail. The Space Application/Contract must include a list of all product categories that will be exhibited at the Summer Academy Meeting. Complete descriptive information must accompany the Space Application/Contract. The Product Category section on the Space Application/ Contract must be completed.

All acceptances of Space Applications/Contracts and assignments of exhibit space are conditioned upon continued compliance of the products or services proposed for exhibition with the basic criteria established for technical exhibits. If at any time a product or service for which a Space Application/ Contract has been accepted fails to conform to such basic criteria, the Academy may revoke its acceptance of the application and all exhibit space rental fees paid to date by the applicant may be refunded in accordance with Academy's refund policy, and the Academy shall have no further liability to the applicant with respect to the proposed exhibition. Similarly, the Assistant Secretary-Treasurer, on the basis of new information, will impose such additional conditions on an exhibitor as deemed necessary to assure that such exhibit satisfies the basic criteria for technical exhibits.

Applications from companies that have outstanding balances due the Academy, its contractors, or vendors will not be processed without full payment of delinquent accounts.

Successfully completing the Exhibit application or the Exhibit Review Process does not guarantee that you will be assigned booth space. The Academy meetings consistently sell out of exhibit space and maintain waiting lists. Academy exhibit space is selected in priority point order by exhibitors that have a history of exhibiting at the Academy meetings.

Selecting Your Preferred Spaces

The following information will assist exhibiting companies with less than ten (10) years of exhibiting experience with the Academy to increase their chance of securing their preferred booth location.

Because exhibit space is selected under a priority point system, and the fact that many companies have exhibited annually for many years, it is unlikely that a company that has exhibited for only a few years or is new to the Academy would be able to obtain a booth at or near the entrances to the exhibit halls. Therefore, if you have less than ten (10) years of exhibit experience in the show, it would be to your advantage to plan your booth selections with this information in mind in order to maximize the chance of securing your preferred space.

Selecting Your Preferred Spaces

The first selections of space under the priority point system will be made during the online space draw January 20, 2016. Exhibitors will receive email notification of their space selection date and time by January 14, 2016. Selection times are based upon accrued priority points. Priority points are determined by:

- Participation of an applicant in the annual Academy technical exhibit programs.
- Amount of exhibit space for which an applicant was assigned in prior meetings.
- Financial contributions of the applicant to the educational programs of the Academy.

Remaining space will be available on first-come, first-served basis, and will be assigned within 10 business days of receipt of the application. In the event exhibit space for the Summer Academy Meeting 2016 is sold out, companies will automatically be placed on a waiting list. As long as space is available, the Academy will continue to make space assignments on a periodic basis until June 29, 2016. All space assignments are subject to the cancellation policy deadlines, regardless of the date space was assigned.

The Academy reserves the right to rearrange the floor plan at any time. The Academy reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the Academy, or advisable in the best judgment of the Academy. After assignment of space, exhibitor agrees to accept relocation to other comparable space if the Academy deems such a relocation to be necessary or appropriate. Because space may not be available to accommodate all qualified applicants, the Academy may have to select among qualified applicants in granting permission to exhibit.

The Academy will attempt to accommodate exhibitor requests for specific booth(s); however, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. The Exhibitor acknowledges that he/she is not contracting for a specific booth(s), but rather for the right to participate in the Summer Academy Meeting 2016.

Multiple Divisions

Companies may choose to average priority points in order to be grouped together in the space selection process. The process will allow divisions to contract separately while maintaining their own identities, i.e. exhibits, exhibit listings, badges, etc. Each corporate division must notify the Academy Exhibits Manager, in writing by January 5, 2016, of their desire to be grouped together with other divisions.

Mergers, Acquisitions, Spin-Offs

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from company alone, whichever is more favorable, but not the combined history of both companies. The Academy should be notified in writing by both companies' that the acquisition or merger between companies has been completed and list the date of completion.

Companies requesting a transfer of points must be "directly related" to an exhibiting company in order to inherit those points. A "directly related" company shall be defined as a company that is wholly owned by, is a controlling owner of or has merged with another company. All requests for transfer of points must be submitted in writing to the Academy Exhibit Manager and confirmed in writing by the parent or subsidiary company.

A company restructure that results in a newly formed independent business (spin-off) may use the exhibit history of the parent company. The Academy should be notified, in writing, that the restructure (spin-off) has been completed. If the parent company is relinquishing the exhibit space to a spin-off company, the parent company must cancel the contract with the Academy, and the spin-off company must submit a new application/contract for space. In this case, the Academy will issue a refund to the parent company, pursuant to cancellation policies, and the full exhibit space payment will become the responsibility of the spin-off company.

DEPOSIT & PAYMENT INFORMATION

Booth Fees

Linear/Corner Booth..... \$2,700.00 per 10' x 10'

The price of the booth includes the following:

- A two-line identification sign (7" x 44") showing company name and booth number (if ordered in advance from the service contractor).
- Company name and booth number in the Summer Academy Meeting Final Program Book.*
- Four (4) exhibitor badges per 100 square feet of booth space. Additional badges may be purchased.
- The exhibitor badge allows admittance to the exhibit hall, (P) Plenary Session, non-restricted (S) Symposia, and E-posters.**

**Application must be received by January 5, 2016 to be included in the first round of space selections*

***Registration as a non-member, non-physician is required to access all other non-restricted portions of the scientific program.*

✓ **Full Payment**

The first invoice will be sent after space has been assigned.

Space must be fully paid for by April 13, 2016. No company will be allowed to exhibit unless full payment for booth space has been received. Final booth payments should be made payable to the American Academy of Dermatology and sent to the address indicated. Late payments will be accessed a fee of 3% of the outstanding balance.

Space Applications/ Contracts received after May 3, 2016 require the total booth fee due within 5 business day of receiving the space confirmation.

No application will be processed or space assigned until any outstanding accounts with the Academy are paid in full. The acceptance by the Academy of a deposit with a Space Application/Contract does not in any way constitute acceptance of the Space Application/ Contract or grant permission to exhibit.

The completed Space Application/Contract and deposit made payable to the:
American Academy of Dermatology should be sent to:

United States Postal Service, UPS and Express Mail,
Federal Express Address
American Academy of Dermatology
ATTN: Meetings & Conventions Department
930 E. Woodfield Rd. Schaumburg, IL 60173

International exhibitors must pay by a check in U.S. funds drawn on a U.S. institution or by credit card only.

All applications and checks are processed through the Academy finance department prior to being forwarded to the exhibits department. To avoid delays in processing applications accompanied by checks, mail the completed application and deposit to the Academy office at the address listed above. The Academy bears no liability for any application that is not received through the address listed above or for any incomplete submission via the online application site.

✓ **Late Payment**

Late payments will be accessed a fee of 3% of the outstanding balance.

Cancellation or Reduction of Space

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing on company letterhead to the Academy Exhibit Manager at the Academy office via certified mail (return receipt requested). The date of cancellation shall be the date that the Academy received the written cancellation. If an exhibiting company does not cancel their space in writing and does not occupy their booth space on-site, the company will be liable for 100% of the cancellation fees, automatically forfeit all priority points and may not be permitted to participate at future Academy meetings.

If written notification of cancellation or booth reduction is received at the Academy office:

- Full Refund By April 13, 2016
- 25% of Booth Fees RetainedApril 14 through June 3, 2016
- No Refunds.....After June 3, 2016

Cancellation fees are remuneration for losses incurred by the Academy and are non-transferable. An exhibitor's cancellation of technical exhibit space will result in the release by the Academy office of any hotel/convention center public meeting space previously assigned to the exhibitor and all sleeping rooms assigned to the exhibitor.

Industry Expert Sessions

Theater setting in the Technical Exhibit Hall offers exhibitors an opportunity to:

- Present new research findings on products
- Showcase product details and demonstrations
- Highlight new products to an interested audience

Detailed information will be sent to all confirmed exhibiting companies.

Digital Booth Enhancement

The Academy's Meeting Web Site is the showcase for attendees to access the latest meeting and exhibition information. Enhance your company's web presence, and showcase your products with an upgrade to your standard business card listing. Digital booths may be updated as often as you wish with show specials and highlights.

\$400.00

- Business Card
- Company Contacts (4 total)
- Company Contact photo
- Product Category(s)
- Visitor Report
- Web Link
- Company Profile
- Company Logo
- Company Logo for floor plan
- Booth Wallpaper photo
- Company Brochure
- Press Release (2 total)
- Product Listings (8 total)
- Product Showcase listings (8 total)
- High Res Product Photos (8 total)
- Special Event Listings 8 total)
- Brand Listings (4 total)
- Podcast, Video Webcast
- You Tube embedded video
- Find & Share on Facebook buttons
- Follow on Twitter
- LinkedIn Profile

BOOTH CONSTRUCTION INFORMATION

Size Configuration

Linear booths of 10' x 10' or multiples thereof arranged in a straight line.

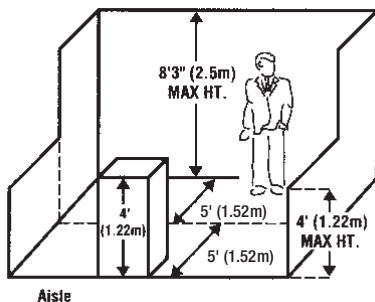
Every effort will be made to assign booths of the same type as requested. However, this cannot be guaranteed. All dimensions are believed to be accurate but are not warranted by the Academy.

Exposed or unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the setup time and the service contractor, with the approval of the Academy, will provide masking drape as deemed necessary. Any charges incurred will be the responsibility of the exhibitor.

During the course of the installation and exhibit days, all booths are subject to onsite review. The Academy reserves the right to request modifications where necessary at the exhibitor's expense to insure compliance with construction rules and regulations.

Linear Booths

Linear booths are 10' x 10' (100 square feet) or multiples thereof and are arranged in a straight line. All linear booths consist of 8'3" high backdrap and 4'0" high side dividers mounted on aluminum tubular frames. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m). Display material for linear booths is restricted to a maximum height of 4'0" (1.22m) in the front 5' (1.52m) of the booth, and 8'3" (2.5m) in the rear 5' (1.52m) of the booth. To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than 8'3" in the back and 4'0" along the dividers and aisles.



Canopies

The use of canopies/ceilings is prohibited.

Americans with Disabilities Act

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including, but not limited to, the wheelchair access provisions.

Aisle Space

The main aisles of the exhibit area are for the exclusive use of the Academy. Exhibitors are not permitted to purchase designated aisle space. The aisles will be carpeted and vacuumed daily by the Academy.

Booth Carpet and Booth Cleaning

Booth carpeting/floor covering is the responsibility of the exhibiting company. Exhibitors may choose to bring their own carpeting or rent it from the service contractor. Exhibitors are not permitted to carpet outside their assigned exhibit space. Exhibitors are required to keep their booths clean at all times. The Academy has the right to order daily cleaning if booth appearance is unsightly. Any costs for this cleaning will be charged to the exhibiting firm.

Lighting and Electrical Requirements

Sufficient light is provided for adequate general illumination of the exhibit area. No individual electrical outlets are provided in the booth space. All electrical service must be supplied by facility electricians to ensure that it will meet safety requirements of the fire regulations for the city of New York. Exhibitors are not permitted to have exhibit hall lighting dimmed or turned off.

Overhead Signs/Banners/Lighting Truss

Hanging signs/truss are not permitted.

Exhibitor lighting must be limited to the confines of the booth space. Lighting that projects onto another exhibitor's space or Academy aisles or otherwise detracts from the professional atmosphere of the event will not be permitted.

Balloons

The use of balloons as part of the exhibit display or as a giveaway is prohibited.

Fire Regulations

The Hynes Convention Center has strict fire safety requirements. It is the exhibitor's responsibility to ensure safe exhibit booth construction. Drapes, signs, banners, acoustical materials, paper, plastic cloth and similar materials must be flame retardant or fabricated from inherently fireproof materials. The Exhibitor should have certificates of flame retardancy available for review by the city of Boston fire inspector. The fire inspector may perform a flame test of exhibit materials. The use of any material that cannot be made flame retardant is prohibited. Use or store of flammable liquids, gases or solids is not permitted.

Literature on display and promotional items must be limited to one day's supply. Reserve supplies must be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes. Storage of any kind is prohibited behind the back drapes, display wall or inside the display area. All crates, cartons, containers, packing materials, etc. necessary for repacking must be removed from the exhibit floor.

RULES & REGULATIONS

GENERAL PROMOTIONAL GUIDELINES

Right of Refusal

The Academy reserves the right to reject requests for promotions, or not to renew previously approved promotions, at any time, for any reason, or no reason at all. Promotions that conflict, or have the appearance of conflicting, with Academy policy are prohibited.

Endorsement

The Academy's acceptance of promotion is not intended to convey Academy approval, endorsement, certification, acceptance, or referral of any particular organization, or any product or service manufactured or distributed by that organization. Promotion permitted in Academy communications vehicles is not to be construed or publicized as an endorsement or approval by the Academy, nor may the promoter state that its claims are approved or endorsed by the Academy. The fact that a promotion for an organization, a product, or a service has appeared in an Academy-sponsored communications vehicle, shall not be referred to in collateral advertising or literature by that organization.

Comparisons

Comparison to the Academy's products or services is prohibited. Comparison to a competitor's products or services is permitted if claims of superiority have not been challenged by the FDA or FTC and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad and can be made available to the Advertising Review Team upon request. Comparisons to a competitor's products or services may not be disparaging, false or misleading. The Academy requires that advertisers affirmatively attest in writing that they are in compliance with FDA and FTC guidelines on comparative advertising and/or that they have met the standards of the FDA/FTC.

Competition

Promotion of products, meetings, and services that compete directly with those offered by the Academy is generally prohibited. Membership solicitation by organizations other than the Academy and the members of the Intersociety Liaison Committee and state dermatology societies, which have established reciprocal agreements, is prohibited. Fundraising by organizations or individuals other than the Academy is strictly prohibited.

Display of Non-Academy Corporate Recognition

The display of corporate recognition from organizations other than the American Academy of Dermatology is generally discouraged. The Academy will permit exhibitors to display one table-top sign per organization. The size of the sign must be smaller than 5" x 7".

Propriety

Promotions deemed by the Academy, in its sole judgment, to be indecent, offensive or otherwise inappropriate in content are prohibited.

Interpretation and Application of Guidelines

All matters and questions not specifically covered by these Guidelines, or other specific Academy guidelines, are subject to the final decision of the Assistant Secretary-Treasurer of the Academy.

Termination

The Academy reserves the right to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Academy or its affiliates.

Violations

Specific actions may be taken by the Academy for violation of any provision of these guidelines. Violations of any Academy policies, guidelines, rules or regulations may result in the loss of priority points for future space assignments and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

Advertising

Exhibitors must abide by Academy Advertising Standards. Refer to Academy Advertising Standards available at www.aad.org.

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at any Academy Meeting or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited.

With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed.


Exhibitors shall not transmit or permit anyone to transmit any part of the Academy Meetings by means of radio, television, cable, videotape or other method of transmission of aural or visual reports. Exhibitors may not reference any part of the Academy Scientific program in any of their exhibit marketing materials or within their exhibit booth.

Advertising materials, other than official Academy advertising programs, may not be distributed outside the exhibitor's booth. This applies to distributing flyers, handbills, invitations, magazines or other advertising materials to hotel rooms of Academy Meeting attendees. Canvassing or distributing materials on the property or grounds of the convention center or hotels used by the Academy during the Academy Meeting is prohibited.

Photography and Video Taping Policy

Due to the sensitive scientific nature of many products or services displayed within the technical exhibit hall, videotaping and photographing within the exhibit hall is prohibited except by the official Academy photographer.

Photographs and video taping are only permitted of your own exhibit booth, activities, and personnel. No exhibitor may photograph or video tape another company's exhibit booth or demonstrations.



The American Academy of Dermatology Summer Academy Meeting is wholly owned by the Academy and is not a public event. Programs presented at the Summer Academy Meeting are for the education of attendees and purchasers of recorded presentations as authorized by the Academy. Any unauthorized use of program content, the name of an Academy speaker and/or program title, or the name of Academy without the written consent of the Academy is prohibited and will be grounds for termination of exhibitor privileges and prosecution for infringement of the copyright laws.

For purposes of the preceding sentence, 'program content' includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program papers, outlines, other hand-outs, poster presentations and exhibition hall activities.

This rule applies to unauthorized uses of Academy program content before, after and/or during the meeting.

Badges

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to the exhibit hall and for the duration the exhibitor is in the exhibit hall. The company name that appears on the badge will be the name provided on the Space Application/Contract only. Company name changes will not be accepted on-site. Company badges will not be accepted in lieu of the official badge. Individuals who do not have badges will not be admitted into the exhibit area. Badges may not be altered or covered in any manner. Individuals found in violation may be asked to relinquish their badge and escorted from the exhibit hall.

Booth Activities

The exhibitor is permitted to demonstrate the firm's equipment, make informational presentations regarding the product line or service, and distribute product information and related product marketing activities from the exhibit booth. CME activities are not permitted in the Technical Exhibit Hall. Physicians may be badged as exhibitors and staff the booth, provided they are either full time employees or paid consultants of the exhibiting company. Physicians are only permitted to conduct promotional presentations within the technical exhibit booths, or Industry Expert Sessions. Physicians are required to disclose their relationship with the company/product, to the audience. Only such activities which, at the discretion of the Academy, are in keeping with the professional department of the technical exhibits program will be permitted.

Exhibitors may utilize the services of celebrities or other individuals who are officially contracted spokespersons for the exhibiting company; however, booth activities involving celebrities must be submitted to the Academy in writing. The individual's name, proof of contractual relationship and the dates and times requesting their presence in the booth must be submitted to the Academy, for review by June 15, 2016. Allow 15 business days for Academy review and response. Only those companies with sufficient space within their booths to accommodate crowds will be considered. Companies utilizing less than 400 sq feet of island space will not be considered for this type of activity due to traffic control concerns.

Under no circumstances may exhibitor marketing activities take place outside the exhibit booth, whether in or around the Hynes

Convention Center, or the hotel properties during Academy program hours. Activities that interfere with normal traffic flow, infringe on other exhibits, or interfere with any meeting activities as determined by the Academy, are prohibited.

Demonstrations

Demonstration areas should be placed a minimum of 5 feet in from the aisles. Aisles may not be obstructed due to any activities within the booth. Exhibitors are responsible for monitoring attendance to prevent aisle congestion. Presentations will be limited or eliminated in situations where overflow becomes a problem. Exhibit personnel or devices may not operate outside the booth space assigned during the official meeting hours. This includes travel to and from the booth space assigned and to and from a company's multiple booths.

Product and service demonstrations may be conducted by professional presenters or models; however, demonstrations are to be straightforward, professional and non-combative in nature and must avoid excessive crowds, noise, heat or light. The display of offensive materials, as determined by Academy Assistant Secretary-Treasurer, will be prohibited.

The use of live animals and live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. Cosmetics and non-prescription skin care products may be demonstrated.

Medical Devices may not be demonstrated on live subjects.

If you are planning to conduct a Simulation (equipment turned off), you may do so under the following conditions:

- 1. Equipment must remain off at all times**
- 2. Prominent Signage must be present in the booth to indicate that the activity is a "Simulation Only" and that "Equipment is not operational". This will clearly inform attendees that you are in compliance with Academy rules and regulations.**

Because the exhibition of experimental products or services, the efficacy of which may not yet have been fully determined or which may not yet be commercially available, may in some cases be of significant scientific educational value, the exhibition of such products or services may be permitted if the basic criteria for technical exhibits are satisfied. However, permission to exhibit such products or services shall be subject to the conditions that the products or services be clearly identified as such in the exhibit area, and that full documentation as to the extent and results of research conducted with respect to such products or services be available in the exhibit area for examination by any registrant at the meeting.

The exhibition of such experimental products and services must also be in accordance with all applicable FDA regulations, as discussed more fully under the FDA Regulation section of this prospectus, and the approval status on any such product or service must be disclosed to all registrants that visit the exhibitor's booth.

If there is any question/concern whether a booth activity fits within the Academy guidelines, it is recommended that the company submit the activity for approval by June 15, 2016.

AV Equipment

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Any exhibit may be closed if deemed by the Academy, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

Exhibit Booth Access

Exhibit personnel may not enter another exhibitor's booth without obtaining permission, nor may they conduct activities, which in the opinion of the Academy, impede another exhibitor's ability to conduct business. This is in respect of the rights of other exhibitors to conduct business during exhibit hours without interference or improper intervention. The Academy, its representatives and employees, shall have free access to any exhibit at all times.

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses. Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) pre-market notification application. Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States. Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject of a pending 510(k) application, unless limited to research or investigational use.

FDA districts generally will permit release of articles (including medical devices, pharmaceuticals, and biologics) which may not be in full compliance with U.S. laws and regulations, for exhibition at Trade Fairs, under Customs and Border Patrol Supervision (Fair Trade Act of 1959). The exhibiting company must display a placard in their booth, advising that the product may not be in compliance with applicable FDA regulations. These companies may not sell, commercialize, or take orders with respect to US Physicians.

These restrictions are not intended to limit the full exchange of scientific information regarding an investigational drug or device.

If the FDA or a court of competent jurisdiction determines that a company's exhibit at an Academy meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company may be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent Academy meetings.

Concerns or questions regarding compliance with FDA regulations should be addressed to the FDA as follows:

FDA Division of Drug Marketing
Human Drug Information
Division of Drug Information (CDER)
Office of Communications
W051-2201

10903 New Hampshire Avenue
Silver Spring, MD 20993
Phone: (888) 463-6332
Fax: (301) 796-3400
Email: druginfo@fda.hhs.gov

FDA Office of Compliance Center for Devices and Radiological Health
CDRH-Center for Devices and Radiological Health
WO66-5429

10903 New Hampshire Avenue
Silver Spring, MD 20993
Phone: (800) 638-2041
Fax: (301) 796-7100

U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition
Outreach and Information Center
5100 Paint Branch Parkway HFS-009
College Park, MD 20740-3835
Phone 1-888-SAFEFOOD (1-888-723-3366)

Giveaways and Promotional Items

The Academy 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.

The Academy, in its sole discretion, shall have the right to prohibit the distribution of any items it deems objectionable or otherwise inappropriate.

Booth Catering

Exhibitors will be permitted to distribute food and beverage items. Items must be ordered through Centerplate, the exclusive food and beverage provider for the Hynes Convention Center Catering Department. A catering order form will be included in the Exhibitor Service Manual.

Laser Precautions

In keeping with the recommended safety precautions for lasers, the Academy has adopted the following policies for laser exhibitors in the exhibit area:

- Lasers must be operated in a manner that is consistent with 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. The Academy reserves the right to determine whether a laser poses such a safety risk.
- Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the lasers.

- All demonstrations of CO lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
- Appropriate plastic colored cubicles must also be available for any other type of laser being used, including dye, KTP, diode, ND:YAG, alexandrite and ruby lasers.
- Appropriate eye and electrical protection must also be required for non-laser light source and radiofrequency devices.

The Academy Assistant Secretary-Treasurer will conduct random inspections of laser exhibitors during the course of the exhibition. Companies will be required to comply with any judgment related to safety concerns issued by the Assistant Secretary-Treasurer.

Failure to comply with these policies will result in the denial of the use of lasers in connection with the exhibit.

Selling and Order Taking

Sales are permitted with exception of the condition listed, (See FDA Regulations), provided that transactions are conducted in an appropriate professional and businesslike manner.

The Academy reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of each exhibitor to collect and remit all city and state sales taxes.

Smoking

The Summer Academy Meeting is a smoke-free environment. This applies to the entire Hynes Convention Center.

Exhibitor Meetings & Events

Academy approval, which may be granted or denied at the sole discretion of the Academy, is required for all exhibitor sponsored meetings and events during the Summer Academy Meeting. Exhibitor-sponsored CME activities or subsequently produced CME activities are not permitted. Exhibitors planning to hold a meeting or event must submit the Exhibitor Function Request Form to the Academy.

Exhibitor meetings and events, involving medical personnel (physicians, residents, medical students, physician assistants, nurse practitioners, registered nurses and office staff), may not be scheduled during the Academy's educational and exhibit program hours. Meetings are permitted at the following times:

Tuesday, July 26.....All Day
 Wednesday, July 27 All Day
 Thursday, July 28..... Before 7:15 a.m. and After 5 p.m.
 Friday, July 29 Before 7:15 a.m. and After 5 p.m.
 Saturday, July 30 Before 7:15 a.m. and After 5 p.m.
 Sunday, July 31..... Before 7:15 a.m. and After 12 p.m.

Exhibitor meetings and events, which do not involve medical personnel, are permitted during the following times:

Tuesday, July 26 All Day
 Wednesday, July 27 All Day
 Thursday, July 28..... All Day
 Friday, July 29 Before 10 a.m. & After 5 p.m.
 Saturday, July 30 Before 10 a.m. & After 5 p.m.
 Sunday, July 31..... All Day

Hospitality Suites, Social Functions and other non-CME meetings may only be held by companies that are exhibiting at the

Summer Meeting. Companies requesting a hotel suite for their functions should do so through the Academy Housing Service at the same time that sleeping room requests are made.

If there is any question/concern that an activity fits within the Academy guidelines, it is recommended that the company submit the activity for approval.

Specific actions may be taken by the Academy for violation of any provision of these guidelines. Violations of any Academy policies, guidelines, rules or regulations may result in the loss of priority points for future space assignments and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

Staffing

As a courtesy to the physicians attending and to your fellow exhibitors, all exhibits must be open at the officially designated time each morning and staffed throughout each day of the meeting until the scheduled closing of exhibits at 5:00 p.m. on Sunday, July 30, 2016.

Subletting of Space

Exhibitors may not let, sublet, transfer or share the exhibit privilege or space in whole or in part with any other party.

Surveys

All surveys must be conducted within the confines of the booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire.

Interpretation and Application of Rules and Regulations

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of the Academy. Exhibitors agree to comply with all subsequent reasonable rules adopted by the Academy.

INSURANCE, LIABILITY & INDEMNIFICATION

Insurance

Insurance protection will not be afforded to the exhibitor either by the Academy or by the Hynes Convention Center.

Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others.

The exhibitor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor.

Policies shall list the Academy as a named additional insured. If requested by the Academy, exhibitor may be required to obtain and furnish the Academy with a certificate of insurance evidencing the required insurance.

Limitation of Academy Liability

Except as specified below, if, after the Space Application/ Contract is entered into, the Academy fails or is unable to provide an exhibitor with the opportunity to exhibit at the Summer Academy Meeting, and the exhibitor is not responsible for such failure, the exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in connection with the Space Application/ Contract. In such case, the Space Application/Contract between the Academy and the exhibitor shall automatically terminate, and the Academy shall bear no further liability or responsibility under such agreement.

Liability and Indemnification

The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of an exhibitor or to any other person or any loss of or damage to any property of an exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the Academy technical exhibits program, and the exhibitor shall protect, indemnify, hold harmless and defend the Academy, its officers, directors, agents, members, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the Academy, its officers, directors, agents, members, or employees or the Hynes Convention Center or its agents, servants or employees.

Exhibitor further waives any claim against the Academy, its officers, directors, agents, members, servants and employees, arising out of the oral or written publication or republication of any statement made in connection with the Summer Academy Meeting by anyone not an employee of the Academy concerning the exhibitor or his/her exhibits, products or services.

In case any part of the exhibition hall is destroyed or damaged so as to prevent the Academy from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case the occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, acts of God, war, terrorism, national emergency or other cause beyond the control of the Academy, then the exhibitor will be charged for space only for the period the space was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against the Academy, its directors, officers, agents, members or employees for losses or damages which may arise in consequence of such inability to occupy assigned space. In addition, the Space Application/ Contract between the Academy and the exhibitor shall automatically terminate, and the Academy, in its sole discretion, may choose to refund a portion of the fees paid by the exhibitor taking into consideration the expenditures and commitments already incurred by the Academy.

Governing Law

Exhibitors agree that any disputes between the Academy and the exhibitor arising out of the exhibitor's participation in the Summer Academy Meeting shall be brought in the courts, and shall be governed by the laws of the State of Illinois.

TECHNICAL EXHIBITOR PERSONNEL

Exhibitor Registration

The exhibitor's badge allows admittance to the exhibit hall, (P) plenary session, non-restricted (S) symposia, and E-posters. No exhibitor will be admitted to the exhibit area without an exhibitor badge. Exhibitor badges are to be used for exhibiting company employees or agents who are staffing the booth.

Qualified exhibitor personnel, who wish to secure a seat in educational sessions and/or obtain CME/CE credit must register as a full conference professional attendee and pay the applicable registration fee. Attendee registration information is available at <http://www.aad.org/SAM16>

Additional representatives over the allotment may be registered for a fee. No refunds will be issued for additional badges purchased and not used. Registration fees must be paid at the time of registration. Technical exhibitor registration instructions will be mailed to each exhibiting firm in April.

The exhibitor's badge allows admittance to the exhibit hall, (P) plenary session and non-restricted symposia. No exhibitor will be admitted to the exhibit area without an exhibitor badge. Exhibitor badges are to be used for exhibiting company employees or agents who are staffing the booth. In order to avoid delays on-site, it is advisable to advance register booth personnel. Exhibitors not pre-registered by their company must register on an individual basis on-site. Those representatives registering on-site will be required to complete an on-site registration form and submit it with proof of affiliation with the exhibiting company. Both photo identification and proof of company affiliation are required. Exhibitor registration will be open during the following hours:

On-site Registration

Companies that do not register their representatives by the advanced registration deadline may register on-site. Registration fees must be paid at time of registration. No refunds will be issued for additional badges purchased and not used.

Wednesday, July 27 8 a.m. - 5 p.m.
Thursday, July 28..... 8 a.m. - 5 p.m.
Friday, July 29 8 a.m. - 5 p.m.
Saturday, July 30 8 a.m. - 5 p.m.

- Before July 29, 2016: Each representative over the companies allotment will be registered at a fee of \$50.00
- July 29-30, 2016: Each representative over the companies allotment will be registered at a fee of \$100.00
- Name Changes or substitutions will be processed at a fee as listed below
 - o Before July 29, 2016, \$50.00
 - o July 29-30, 2016, \$100.00

Replacement badges will be processed at a \$25 fee for the first reprint and subsequent reprints will be processed at a fee of \$100.

Once a badge has been printed it cannot be returned.

EXHIBITOR REGISTRATION OPTIONS

Mail In Advance Registration

Please refer to www.aad.org/SAM16 for specific deadline dates.

Receive your badges in advance and avoid long lines onsite by registering your booth personnel early. Just select the main in advance option when you verify your company information.

Once badges have been printed, name changes or substitutions will be processed onsite at a fee.

Badges requested online after mail in advance deadline listed on the website, will not be mailed and must be picked up onsite at exhibitor registration.

Continuous Registration – Will Call

Pick-Up Only

If you do not choose to have your badges mailed in advance, you may continue to make additions and changes as long as the badge has not been printed. These badges will be available for pick up on site by the individual badge holder. Each individual will be required to present photo identification or their confirmation. All badges must be picked up individually.

Onsite Exhibitor Registration

All onsite exhibitor staff will be required to show a business card with the exhibiting company name and a photo ID.

Exhibitor registration will be open during the following hours:

Wednesday, July 27	8:00 a.m. - 5:00 p.m.
Thursday, July 28.....	8:00 a.m. - 5:00 p.m.
Friday, July 29	8:00 a.m. - 5:00 p.m.
Saturday, July 30	8:00 a.m. - 5:00 p.m.

Housing

Housing instructions will be mailed in May to each exhibiting company. Housing arrangements may be made online through the Academy web site starting in May at www.aad.org/SAM16

Travel

Travel information will be available on the AAD website in May at www.aad.org/SAM16

Parking

Public parking lots are available in the surrounding area. Street parking is generally not available and is not recommended due to highly restrictive parking ordinances.

Media Related Activity

The Academy's Press Kiosk is responsible solely for the extensive media activities conducted by the Academy, and does not interact with technical exhibitor media matters. Exhibitor media materials may not be displayed/distributed in any location in the Hynes Convention Center

Press registrants of the Academy have access to the technical exhibit hall during regular exhibit hours for reporting purposes only. Television cameras/film crews are not permitted in the technical Exhibit Hall. Filming and photographing the technical exhibits is prohibited.

Exhibitors may not conduct media events in the technical exhibit hall or convention center at any time during the meeting.

Media related activities occurring outside the convention center are permitted only during the following times.

Exhibitors planning to hold a media event must submit the Exhibitor Meeting & Event Request Form to the Academy.

Tuesday, July 26	All Day
Wednesday, July 27	All Day
Thursday, July 28.....	Before 7:15 a.m. and After 5 p.m.
Friday, July 29	Before 7:15 a.m. and After 5 p.m.
Saturday, July 30	Before 7:15 a.m. and After 5 p.m.
Sunday, July 31.....	Before 7:15 a.m. and After 12 p.m.

Exhibitor media events may not be scheduled during the Academy's educational and exhibit program hours.

After-Hours Admission to Exhibit Hall

During show days, exhibitors wearing badges may enter the exhibit hall at 8:00 a.m. and may remain in the exhibit hall one half hour after the close of the exposition.

Orientation Meetings

Companies who wish to hold staff orientation meetings within the confines of their booth may do so two hours before the exhibit hall opens. Exhibit personnel must wear their badge in order to enter the hall for these meetings. Do not arrange meetings with physicians or individuals other than your booth personnel prior to the opening of the exhibit hall since they will not be permitted to enter. To gain admittance to the hall, all individuals must be badged.

Meeting Rooms

Due to space limitations at the Hynes Convention Center, meeting space is not available to exhibiting companies.

Companies planning an event may request approval for space, through the Academy, by completing and returning an Exhibitor Meeting and Event Request Form.

Once the event has been approved by the Academy, space requested at other venues will need to be secured independently.

Exhibitors will be notified of the status of their request within 10 business days after it has been received. The exhibitor will then work directly with a local venue to finalize all arrangements. Only confirmed exhibitor functions and/or hospitality suites are permitted. (See Rules & Regulations – Exhibitor Meetings/ Events).

INSTALLATION & DISMANTLING INFORMATION

Installation of Exhibits

Wednesday, July 27 8 a.m. - 5 p.m.

Thursday, July 28 8 a.m. - 5 p.m.

All exhibit crates must be empty and tagged for storage no later than 5:00 p.m. Thursday, July 28.

All large display crates must be removed from the exhibit floor by 5:00 p.m. on Thursday, July 28, in order for the service contractor to have access to install the aisle carpet.

All installation must be completed by 5:00 p.m., Thursday, July 28. Display space not claimed and occupied by

5 p.m. on Thursday, may be canceled or reassigned without notification or refund. If the exhibit is on hand, Academy reserves the right to:

If the exhibit is on hand, Academy reserves the right to:

- Assign labor to set up any display that is not in the process of being erected by 5:00 p.m., Thursday, July 28.
- Order the removal of all display materials and crates not in the process of being set up by 5:00 p.m., Thursday, July 28.

The charge for labor to complete either of these options will be billed to the exhibitor and the Academy shall have no liability for such work. Labor within the booth may be provided either through an exhibitor appointed contractor, the official service contractor or the Hynes Convention Center.

All individuals working in the hall must be badged. Infants and children under the age of 16 are not permitted on the exhibit floor at any time during installation and dismantling hours, during show hours, or before and/or after show hours.

Dismantling of Exhibits

Saturday, July 30 5 p.m. - 8 p.m.

Sunday, July 31 8 a.m. - 12 p.m.

Exhibits must not be disturbed, dismantled, or be in the process of being removed before 5:00 p.m. on Saturday, July 30, 2016. Exhibitors dismantling before this time may lose earned priority points and forfeit their company's right to exhibit at future meetings of the American Academy of Dermatology. All exhibit materials must be removed from the exhibit areas by 12 p.m. on Sunday, July 31, 2016.

If the exhibitor fails to remove their materials from the exhibit area in a timely fashion, the exhibitor shall indemnify, hold harmless and defend the Academy from and against any and all fees or expenses the Academy must pay to the Hynes Convention Center as a result of such late removal. Any property remaining in the exhibit area after the termination of the Summer Academy Meeting may be disposed of or stored, at the exhibitor's sole cost, as the Hynes Convention Center deems appropriate.

OFFICIAL CONTRACTORS, SHIPPING & SERVICES

General Service Contractor

General questions regarding any services should be directed to:

Freeman
909 Newark Turnpike
Kearny, NJ 07032
Phone: (201) 299-7575
Fax: (469) 621-5618
Email: FreemanNewYorkES@Freemanco.com

Freeman and all other contractors listed in the Exhibitor Service Kit act on their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of the Academy. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, the Academy does not assume liability or responsibility for any act performed or omitted by such official contractors, and the exhibitor agrees to look only to such official contractors in such event.

Official Drayage Contractor

Freeman has been designated as the official drayage contractor. The official contractor is responsible for maintaining all in and out traffic schedules at the show site and handling the move-in and move-out of all exhibitors' materials and equipment. Freeman maintains control and has priority at the loading areas at all times.

Advance Shipments — Warehouse

Advance shipments are made to the official drayage contractor's warehouse and will be received as many as 30 days in advance of the Meeting, stored and delivered to your exhibit space.

Direct Shipments — Hynes Convention Center


Direct shipments are made directly to the Hynes Convention Center loading dock for delivery to your booth and will be received beginning Wednesday, July 27, 2016. Shipments will not and cannot be received at the Hynes Convention Center prior to Wednesday, July 27, 2016. Detailed shipping information will be included in the Exhibitor Service Kit.

Exhibitor Designated Contractors

If an exhibitor is planning to utilize an outside contractor, the Academy must receive written notification from the exhibiting company of the name, address and telephone number of its designated outside contractor and the name of the outside contractor's supervisor who will be responsible for on-site work in the exhibit area no later than July 1, 2016. A Non-Official Contractor form will be included in the Exhibitor Service Kit. Notice from the contractor shall not be considered sufficient evidence of the contractual relationship between the Service Company and exhibitor.

Exhibitor designated contractors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and

\$1 million aggregate, against injury to the person and property of others.



The exhibitor designated contractor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor designated contractor.

Policies shall list the Academy as a named additional insured. Exhibitor designated contractors must submit a certificate of insurance to the Academy office and the General Service Contractor by June 29, 2016.

Exhibitor designated contractors providing services at the Summer Academy Meeting are subject to any and all rules imposed by the Hynes Convention Center and the Academy. Service desks of any sort (including use of crates, stacks of ladders, gang boxes, etc.) will not, under any circumstances, be permitted in the aisles. Exhibitor designated contractors must not engage in the solicitation of business on the exhibit floor for present or future conventions. In order to protect the security of the exhibit hall, exhibitor designated contractors will not be permitted in the exhibit hall before or after designated exhibit hall access hours.

Work Passes

Unregistered exhibitor personnel and exhibitor designated contractors who would like access to the exhibit floor during installation and dismantling hours will be required to show proof of affiliation with the exhibiting company or exhibitor designated contractor to receive a work pass. Work passes will be available through the labor check-in desk near the General Contractor Service Center. Work passes are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for a specific exhibiting company.

Exhibitor Service Information

The Show Services E-Store contains all of the forms and information necessary for ordering labor and services at the Summer Academy Meeting. The manual will contain order forms for services such as rental furnishings, booth carpet, labor, signage, plumbing, floral, audiovisual, telephone, photography, electrical services, rental displays and cleaning. The online e-store will be available in May.

Exhibitor Service Center

A service center located in the exhibit hall and staffed by representatives of all official contractors will be open on Wednesday, July 27, 2016 through Sunday, July 31, 2016.

Exhibit Hall Lighting

Half Lighting will be provided during official setup and dismantling hours. During the meeting, lighting will be provided one hour before the opening of the exhibit hall until the close of the exhibits each day. Exhibitors are not permitted to have exhibit hall lighting dimmed or turned off.

Security

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. General guard service will be provided by the Academy for the exhibition period to monitor exhibit hall access points, but neither the guard service, the Hynes Convention Center nor the Academy will be responsible for the loss of or damage to any property. The Academy strongly encourages exhibitors to provide their own booth security.

Storage

Combustible/flammable materials such as brochures, literature, giveaways, etc. within exhibit booths are limited to a one-day supply. Nothing may be stored behind booths including packing containers, carrying cases, etc. A limited amount of product storage space will be available on the exhibit floor. Reservations to secure a portion of this space must be made in advance to the General Service Contractor. Storage reservation forms will be included in your Show Services E-Store. Availability is limited and will be confirmed on a first come/ first served basis and charged by the cubic foot. All other exhibit materials must be stored inside the exhibit booth.

REGISTRATION MAILING LISTS

The Academy provides advance and post meeting registration mailing lists. The lists are available for rental for a one-time use only basis. This offer is available exclusively to confirmed exhibitors of the Summer Meeting. The order form will be available online in May 2016.

MEMBERSHIP MAILING LISTS

The Academy's membership list is more current and accurate than any other dermatology list available in the market. The Academy membership database is updated daily and we are able to provide data sorted in a number of ways. Because of this, Academy lists are widely utilized by both major medical publishers and pharmaceutical companies.

For more specific details on your desired sort (counts, geographic breakdowns, custom sorting capabilities, etc.), cost information, or other questions, please contact:

Tina Matillano
Phone: (847) 240-1344
e-mail: mailinglist@aad.org

Distribution of Academy Member Information

The Academy rents its membership mailing list, which includes mailing addresses only, in accordance with these and other, more specific guidelines. The Academy does not rent or otherwise disseminate other member information, including but not limited to e-mail addresses and fax numbers, to other organizations.

EDUCATIONAL SUPPORT & SPONSORSHIP OF OFFICIAL ACADEMY ANNUAL MEETING ACTIVITIES

The American Academy of Dermatology and Association (AAD/A) seeks to promote leadership in dermatology and excellence in patient care through education, research and advocacy. In meeting these objectives, AAD/A seeks to collaborate with corporate supporters and recognizes that corporate support is important to fulfilling its mission-related initiatives. The AAD/A welcomes support for programs, including:

- Academy-sponsored educational programs
- Public education initiatives
- Web-based activities
- Services and activities associated with the Annual Meeting and Summer Academy Meeting.

Recognition of support is given through listings in the Program Book and other Academy publications, on meter boards and on its web site.

For further information regarding areas of educational support and/or industry sponsorship, you may contact:

Miriam St. Jon, Senior Manager
Corporate Relations
American Academy of Dermatology
930 East Woodfield Road
Schaumburg, IL 60173
Phone: (847) 240-1401
E-mail: mstjon@aad.org

ADVERTISING OPPORTUNITIES

The AAD offers several advertising opportunities in conjunction with the Summer Academy Meeting, which are designed to help you maximize your exhibit investment. Advertising space sells out quickly, so please be sure to contact our advertising sales representatives today!!

In Advance:

Summer Academy Meeting 2016 Advance Announcement

- Mails to 18,000 in Spring 2016
- Insertion orders due February 2016

Academy Meeting eNews features up-to-the-minute meeting news

- E-mailed to all Academy members and attendees before the meeting
- Drives readers to the AAD Event Media Landing Page and AAD.org

On-site:

Summer Academy Meeting 2016 Final Program Book

- Distributed to attendees (July 27- July 31, 2016)
Insertion orders due May 2016

Doctor's Bag Hotel Door Drops or Individual Hotel Door Drops

- Dropped at attendee's hotel doors

Academy Meeting eNews and AAD Event Media Landing Page features up-to-the-minute meeting news

- E-mailed to all Academy members and attendees during the meeting

Post:

Academy Meeting eNews and AAD Event Media Landing Page features important post meeting news

- E-mailed to all Academy members and attendees after the meeting

Additional Opportunities (pre, on-site, and post)

AAD.org Meeting Landing Page, and the *Member to Member* flagship AAD bi-weekly member e-newsletter

- Media kit: visit www.aad.org/advertising

Dermatology World, the Academy's monthly practice management magazine, with bonus distribution of the July 2815 issue on-site at the Summer Academy Meeting

- Media kit: visit www.aad.org/advertising



For information about the Advertising Opportunities, contact:

Bridget Blaney (Companies A-D and Q-R), at
bblaney@ascendintegratedmedia.com or
phone (773) 259-2825

Cathleen Gorby (Companies E-L and S-T), at
cgorby@ascendintegratedmedia.com or
phone (913) 780-6923

Maureen Mauer (Companies M-P and Tu-Z), at
mmauer@ascendintegratedmedia.com or
phone (913) 780-6633

Or, visit the AAD media kit online: www.aad.org/advertising

Exhibit Advisory Committee

The Exhibit Advisory Committee was established to act in an advisory capacity to the Academy regarding issues and concerns affecting exhibitors. This committee meets in conjunction with the Academy Annual and Summer Meetings. Exhibitors are encouraged to express their viewpoints and concerns to the Academy and/or Committee Members.

Current Members

- Pat Allen Allergan
- Jerry Samuels Bayer Healthcare Dermatology
- Ellen Marucci Beiersdorf, Inc.
- Lorri Harrell..... Dermopath Diagnostics
- Tom Fitzgerald..... Galderma Laboratories, L.P.
- Tyler Steele..... L’Oreal
- Fred Elsass.....Midmark
- Tara Donahue Neutrogena
- Amy TalleyProctor & Gamble

FUTURE ACADEMY MEETINGS

Annual Meetings

2018	76th Annual Meeting	February 16-20	San Diego, Calif.
2019	77th Annual Meeting	March 1-5	Washington, DC.
2020	78th Annual Meeting	March 20-24	Denver, CO

Summer Academy Meetings

2017	July 27-30	Hilton New York	New York, N.Y.
2018	July 26-29	Hyatt Regency Chicago	Chicago, IL

**Dates are subject to change.*