



*Formerly known as the Florida Society of Dermatology & Dermatologic Surgery (FSDDS)*

# 2023 EXHIBITOR PROSPECTUS

## MAY 19-21, 2023

## FOUR SEASONS RESORT ~ ORLANDO, FLORIDA

# Exhibitor Information

**2023 ANNUAL MEETING: MAY 19-21, 2023**  
**FOUR SEASONS RESORT ~ ORLANDO, FLORIDA**



## AGENDA AT A GLANCE

*(Agenda and exhibit opportunity times are subject to minor changes)*

### THURSDAY, MAY 18TH

**Exhibitor Set-Up:** 6:00–8:00pm

### FRIDAY, MAY 19TH

**Exhibitor Set-Up:** 8:00–11:00am

- **Exhibit Opportunities:**
  - Lunch
  - Afternoon Break
  - Welcome Reception

### SATURDAY, MAY 20TH

- **Exhibit Opportunities:**
  - Breakfast
  - Morning Break
  - Lunch
  - Reception
  - Presidents Dinner\*

**\*\* Exhibit Breakdown by 2:00pm**

### SUNDAY, MAY 21ST

- **Exhibit Opportunities:**
  - Breakfast
  - Morning Break

*\*Presidents Dinner Tickets available to Diamond & Ruby Level ONLY!*

## FAD Facts

*Formerly known as The Florida Society of Dermatology & Dermatologic Surgery, established in 1930.*

### 2023 FAD Leadership Team

- President:
  - Joely Kaufman, MD
- Vice-President:
  - Sima Jain, MD
- Secretary/Treasurer:
  - Evan Schlam, MD
- Immediate Past President:
  - Cyndi Yag-Howard, MD
- Past President:
  - Brad Glick, DO, MPH
- Board Members at Large:
  - Andrew Miner, MD
  - John DeNigris, MD
  - Shawna Flanagan, MD
  - Karthik Krishnamurthy, DO

### Attendee Demographics

- Physicians
- Non-Physician Clinicians (PA, NP, MA)
- Residents
- Medical Students
- PharmD/MSL\*
  - \*Registration to attend only available if Pharm D/MSL's organization exhibits and total allowed will be subject to FAD discretion and/or will be counted against the representative allotment for their exhibiting registration.

We anticipate **175 + attendees** for our 2023 meeting based on previous meeting attendance!





# Hotel Information

**Four Seasons Resort Orlando**  
10100 Dream Tree Boulevard  
Lake Buena Vista, FL 32836

## RESERVATIONS

**PLEASE DO NOT CONTACT  
THE FOUR SEASONS TO RESERVE YOUR HOTEL ROOM(S)**

### IMPORTANT:

- Upon completion of registration you will receive an automated link in your email confirmation to make room reservations for your representatives.  
(Please note: Please check your SPAM/JUNK folder if you do not receive it)
- The automated registration confirmation with the reservation link will *only* be sent to the registering person on behalf of your organization.
- Rooms within our discounted meeting block are exclusively only available to registered attendees and onsite exhibiting representatives\*
- Room availability in our discounted meeting block is extremely limited. **Additional room reservations made outside of your onsite exhibiting representatives will be removed.**
- Hotel reservations within the discounted room block are not guaranteed for late registrants, nor does not receiving a room within the block constitute a void to the exhibitor agreement refund policy.

### ***\*Four Seasons Hotel Policies\****

***The maximum occupancy per room type is three (3) adults or two (2) adults and two (2) children. The maximum occupancy of all rooms (including suites) is 4 people per room. The only exception to that rule would be if there is a child (three and under) who is able to sleep in a crib.***

***Reservations must be made by Monday, April 23, 2023 (if rooms are still available in the block), and if cancellation occurs within (5) days of arrival, the guest will be responsible for two (2) nights' room and tax deposit.***

# Shipping Information

Please read the following information very carefully as the protocol for this meeting has changed.

**Due to the capacity and space at The Four Seasons, they will *not* accept exhibiting shipments that are shipped directly to the hotel.**

## **Important:**

**Please do not ship your items to the hotel as they may will be refused at the loading dock and returned to your organization at your company's expense, in addition to delaying your items' arrival on time.**

FAD has secured a **3rd party Transportation Contractor (GEMS)** to assist with the delivery of your packages. All packages will be shipped directly to GEMS who will then deliver to the hotel on your behalf.

Detailed shipping/drayage information will be sent, via email, to registered organizations who wish to ship their items. All drayage fees will be paid directly to GEMS.

**\*Please do not contact GEMS until  
your information has been provided to them by FAD\***

As the Official Transportation Contractor, GEMS will take care of all the material handling needs for the exhibitors. GEMS will provide complete exhibitor freight handling. They offer the exhibitors using their transport service one (1) month of free storage prior to the show opening.

Their services include:

- Unloading of merchandise from truck
- Delivery of merchandise to booth
- Storage of empties
- Delivery of empties to the booth at show closing
- Loading of merchandise back on truck





# SET-UP & BREAK-DOWN

.....

The Exhibit Hall will be open for set-up from 6:00 pm until 8:00 pm on Thursday, May 18th. If you are unable to set up between these hours, you must set up on Friday morning, May 19th beginning at 8:00 am and be ready to exhibit promptly Friday, May 19th at 12:00 pm.

You may break down your exhibit at any time; however, all exhibits must be fully broken down by 12:00 pm on Sunday, May 21st. Due to strict rules and regulations, all exhibit areas must be clean and free of debris before departing. If you wish, you may neatly leave additional materials for attendees to take on their own.

## LOAD-IN AND LOAD-OUT

FAD has secured a 3rd party drayage company to assist with the drayage needs of our exhibitors who wish to ship their items to/from the hotel. All shipment information and instructions will be sent to registering organizations who wish to ship their items from the hotel in a separate email. Exhibitors are responsible for covering the costs of their shipping fees to the 3rd party drayage organization.

Any items left behind without prior coordination and payment to 3rd party drayage organization may be removed and or/discarded by the hotel staff.





# Exhibit Levels

## DIAMOND

**\$50,000**

- (6) Six Badges for Company Representatives
- (2) Two exhibit tables with exclusive top placement in the exhibit hall
- (4) Four Tickets to the Exclusive Presidents Dinner
- (1) One Product Theater at the FAD Annual Meeting (Based on availability)
- Sponsorship of one (1) Breakfast, Break, or Lunch
- (1) One Pre-Meeting Email Blast to all FAD members and attendees highlighting your company and/or product. You can send us your ad copy or the content for us to create.
- Pre/Post Attendee List
- FAD Website – Company Logo and/or Banner ad with clickable link to your website.
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Exclusive placement (dedicated icon on home page of Conference App), Splash Screen (Introductory Screen that appears while the app loads)
- Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to video/survey/website with option for attendees to request more information.

## RUBY

**\$25,000**

- (5) Five Badges for Company Representatives
- (1) One exhibit table with top-placement in exhibit hall
- (2) Two Tickets to the Exclusive FAD Presidents Dinner
- Sponsorship of one (1) Breakfast, Break or Lunch
- Pre/Post Attendee List
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Exclusive placement (dedicated icon on home page of
- Conference App), Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to video/survey/website with option for attendees to request more information.

**REGISTER  
NOW**

**EXHIBITORS**



# Exhibit Levels

## **GOLD**

**\$15,000**

- (4) Four Badges for Company Representatives
- (1) One exhibit table with exclusive top placement in the exhibit hall
- Pre/Post Attendee List
- FAD Website – Company Logo and/or Banner ad with clickable link to your website.
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Exclusive placement (dedicated icon on home page of Conference App), Splash Screen (Introductory Screen that appears while the app loads)
- Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to video/survey/website with option for attendees to request more information.

## **SILVER**

**\$10,000**

- (3) Three Badges for Company Representatives
- (1) One exhibit table with top-placement in exhibit hall
- Pre/Post Attendee List
- Onsite Signage – Company logo on patron signage throughout the activity
- Meeting Conference App – Exclusive placement (dedicated icon on home page of Conference App), Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to video/survey/website with option for attendees to request more information.

**REGISTER  
NOW**

**EXHIBITORS**



# Additional Support Opportunities

## **FRIDAY NIGHT RECEPTION\***

**\$10,000**

Sponsor the Friday Night Reception – a time for informal networking in a fun atmosphere.

All attendees, exhibitors and guests are invited to attend

\*FAD covers the cost of the food/beverage for the attendees. Sponsored organizations are not responsible for cost of food/beverage.

## **LUNCH\***

**\$10,000**

Take the opportunity to greet the attendees at lunch on Friday and/or Saturday. Your company name and logo will be displayed on all signage related to the event.

\*FAD covers the cost of the food/beverage for the attendees. Sponsored organizations are not responsible for cost of food/beverage.

## **BREAKFAST\***

**\$7,500**

Have your company name be the first thing the attendees see each morning by sponsoring a breakfast. Your company name and logo will be displayed on all signage related to the event.

\*FAD covers the cost of the food/beverage for the attendees. Sponsored organizations are not responsible for cost of food/beverage.

## **COFFEE BREAK\***

**\$5,000**

Have your company sign greet attendees when they break during sessions.

\*FAD covers the cost of the food/beverage for the attendees. Sponsored organizations are not responsible for cost of food/beverage.

## **WATER BOTTLE SPONSOR**

**\$5,000**

Your logo will be featured, along with the FAD logo, on a high-quality water bottle. Attendees will receive the water bottle as a welcome gift to be used during and after the event. Water Bottle will be designed and produced by the FAD and include the FAD logo along with your logo.

## **KEY CARD SPONSOR**

**\$4,000**

Approximately 500 hotel room key cards will be distributed to attendees staying at the Four Seasons. Key card design will be designed by sponsoring organization. FAD will produce cards through supplier and coordinate with the hotel.



# Additional Support Opportunities

## NAME BADGE LANYARDS

\$3,000

Be a visible presence at the FAD Annual Meeting by getting your logo on the lanyard worn by every meeting attendee throughout the event. Sponsor is responsible for designing, purchasing, and shipping lanyards to the event (170 lanyards are recommended)

## INDUSTRY SCIENTIFIC POSTER PRESENTATIONS

\$200

Organizations that are also exhibiting and are interested in sharing their industry-related findings can display a poster on the provided boards at the FAD Meeting. The posters will be displayed in the exhibit hall, along with the resident poster presentations. Poster viewing will be available during exhibit hall hours. Please contact [alyson@theassociationcompany.com](mailto:alyson@theassociationcompany.com) for more details and to submit your poster.

Deadline to purchase and submit a poster is May 1, 2023.

### Additional Name Badges

- Additional Name Badges, beyond the allotment with your company's sponsorship amount, are available for an additional \$750 (bronze/per badge) or \$500 (all other levels and per badge).
- A maximum of 2 additional badges are available per exhibitor. Should you need more than 2 badges you will need to move to the next highest level. MSL/Scientific Liaisons will only be permitted to register and attend, thru the attendee registration portal on behalf of their organization if their organization is a registered exhibitor. With a maximum of 2 per organization exhibiting.

MSL/PharmD/Scientific Liaisons are asked to register here:

<https://fad.wildapricot.org/event-4860831>

**\*Note:** Registration is permissible after their company has registered to exhibit.

### Additional Tables

If your table space requires more than 1 table, we request that you sponsor at our Diamond level.

### Not included in booth:

Electric, phone line or internet access. Table assignments will be made two weeks prior to the meeting. Exhibit application must be completed and payment received before booth is confirmed.

### Unofficial Social Functions and Promotional Events:

FAD must approve any social functions, hospitality suites, and promotional events that are not a part of the official FAD 2023 Annual Meeting.



# EXHIBITOR CONTRACT TERMS

**Online Portal: Our registration is ALL online this year. Please visit FAD - Florida Academy of Dermatology ([faderm.org](http://faderm.org)) to register through our registration portal. We accept check, direct deposit and credit cards.**

1. All payments MUST be received before May 19, 2023, in order to exhibit at the event.
2. If purchased, each company will have one (1) table for the FAD, Florida Academy of Dermatology meeting.
3. Exhibitors are required to have a representative at their table at all times during exhibit hours.
4. The number of sales representatives allowed to exhibit at the meeting is based on the number assigned in the patron level. Additional Name Badges, beyond the allotment with your company's sponsorship amount, are available for an additional \$500 (all levels/per badge). A maximum of 2 additional badges are available per exhibitor. Should you need more than 2 badges you will need to move to the next highest level.
5. MSL/Scientific Liaisons will only be permitted to register and attend, thru the attendee registration portal on behalf of their organization if their organization is a registered exhibitor. With a maximum of 2 MSL/Scientific Liaisons per organization exhibiting.
6. The Exhibit Hall will be open for set-up from 6:00 pm until 8:00 pm on Thursday, May 18th. If you are unable to set up between these hours, you must set up on Friday morning, May 19th beginning at 8:00 am and be ready to exhibit promptly Friday, May 19th at 12:00 pm.
7. All sound equipment must be regulated so that it does not disturb neighboring exhibits. FAD reserves the right to determine at what point sound constitutes an interference with others and must be discontinued.
8. Due to regulations by the music industry regarding music at public meetings, conventions and, shows, exhibitors may not play music during the trade show, either live or recorded.
9. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
10. FAD authorizes exhibitors to make retail sales of tangible personal property or services subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implications from activities while exhibiting at the meeting.
11. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
12. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
13. Objectionable practices by exhibitors or official suppliers should be reported immediately to FAD management and not after the show is completed.
14. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
15. It is agreed that FAD and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
16. The exhibitor agrees to indemnify and hold harmless FAD and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
17. FAD will only refund exhibitors who are pre-registered the cost of booth space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
18. Neither FAD nor The Four Seasons Orlando maintains insurance covering property brought onto or stored on the resort's premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
19. Exhibitors will not offer educational/training programs within the show facility simultaneous to the FAD and related programs.
20. This agreement includes a one-time list of pre-meeting and post-meeting attendees.
21. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
22. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
23. All materials used for decorating must be flameproof.
24. Construction and signs that are above 8 feet in height must be approved by FAD.
25. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
26. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
27. The interpretation of all rules and regulations is the responsibility of the FAD Executive Committees or their designated representative.
28. All decisions of said group or representatives are final

**-Continued on page 11**



## **EXHIBITOR CONTRACT TERMS**

*-Continued from the previous page 10*

### **DRAYAGE/SHIPPING**

FAD has secured a 3rd party drayage company to assist with the drayage needs of our exhibitors who wish to ship their items to/from the hotel. All shipment information and instructions will be sent to registering organizations who wish to ship their items from the hotel in a separate email. Exhibitors are responsible for covering the costs of their shipping fees to the 3rd party drayage organization. Any items left behind without prior coordination and payment to 3rd party drayage organization may be removed and or/discarded by the hotel staff.

### **HOTEL RESERVATIONS**

Hotel reservations within the discounted room block are not guaranteed for late registrants, nor does not receiving a room within the block constitute a void to the exhibitor agreement refund policy. The maximum occupancy per room type is three (3) adults or two (2) adults and two (2) children. The maximum occupancy of all rooms (including suites) is 4 people per room. The only exception to that rule would be if there is a child (three and under) who is able to sleep in a crib. Reservations must be made by Monday, April 23, 2023 (if rooms are still available in the block), and if cancellation occurs within (5) days of arrival, the guest will be responsible for two (2) nights' room and tax deposit.

### **REFUND POLICY**

Cancellations for all registered exhibitors 30+ days prior to May 19, 2023, are eligible for a 50% refund. Cancellation 29 days or less before May 19, 2023, are not eligible for a refund.

### **----- E-SIGNATURE ACCEPTED AT ONLINE REGISTRATION PAGE -----**

*By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form before or on the date of the meeting or I understand that my company will not be able to exhibit. If for any reason, the FAD Annual Meeting must be canceled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management's control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should my company decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if canceled 30+ days prior to May 19, 2023. Cancellations 29 days or less before May 19, 2023, are not eligible for a refund. Must allow 6-8 weeks for refund processing.*