



PRODUCT SESSIONS

Product Sessions provide exhibiting companies the opportunity to:

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

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

ELIGIBILITY

Confirmed exhibitors at the Innovation Academy meeting are eligible to host a Product Session.

APPLICATION PROCESS

- Product Sessions may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. Space is limited for this activity.
- Applications will not be accepted from meeting planning or other third-party companies.
- Full payment of the fee must be received by June 23 or the Product Session will be considered to be cancelled and space will be released to another company.
- Upon receipt of the completed application, the Academy will notify the company of acceptance of the application, and will provide the assigned date, time, and location for the Product Session.

FEES

The fee to conduct a Product Session is \$25,000 (per 45-minute program).

- The following is included for each Product Session:
 - * ***No changes can be made to the set or audio visual.***
 - Theater seating will follow CDC guidelines for group gatherings up to 150 people inside the exhibit hall. (Theater will be open on all sides, carpeted, small riser, seating and podium will be included).
 - A/V Equipment:
 - 1 – 7.6' x13' Fast Fold Front Screen with Dress Kit
 - 1 – 10K Lumen LCD Projector
 - 1 – Projection Stand
 - 1 – 8-Channel Audio Mixer
 - EV Powered Speakers on Tripod Stands
 - 2 – Shure MX412 Tabletop Microphones
 - 1 – Shure MX412 Lectern Microphone
 - 1 – Wireless Microphone Kit with either Lavalier or Handheld Microphone
 - 1 – Confidence Monitor
 - 1 – Laptop Computer



- Product Session promotion included on the Annual Meeting website that includes, date, time, title, and a brief description.
 - One (1) Complimentary advance medical attendee mailing list. **A sample of the final content to be mailed must be submitted for approval.*
 - Two (2) Signs: one (1) sign placed outside of the Product Session; one (1) placed at the entrance to the exhibit hall.
 - One (1) six-foot table with two chairs.
- Catering information is available in the Show Services E-Store the end of May, Shop Products & Services, Non-Freeman Services.

CANCELLATION POLICIES

Product Session

Notice of cancellation of a Product Session must be received in writing no later than June 23, 2021. If cancellation notice is received prior to June 23, 2021, all funds will be refunded, less a \$500 processing fee.

For cancellations received between June 23 and July 14, 2021, 50% of the fee will be refunded.

No refunds will be made for cancellations received after July 14, 2021.

Technical Exhibit Space

An exhibitor's cancellation of technical exhibit space will automatically result in cancellation of Exhibiting Company's Product Session presentation, the release by the Academy office of any hotel/convention center meeting space previously assigned to the exhibitor, and all sleeping rooms assigned to the exhibitor.

SCHEDULE

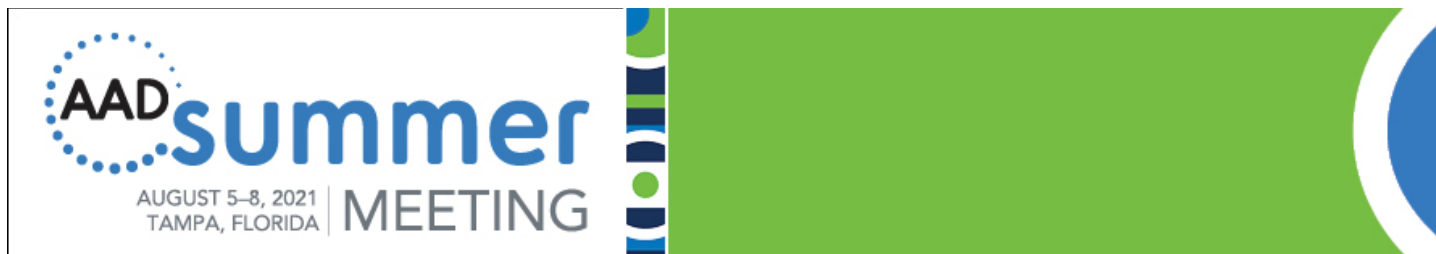
All Product Sessions will take place in the Technical Exhibit Hall. There will be one (1) Session Area, and three (3) available session times during the Summer Academy Meeting. All sessions will be limited to a maximum of 45 minutes in length. Set-up time will be 30 minutes prior to the start time of the session. Companies may purchase multiple session times but are limited to one (1) session time per day.

Friday, August 6, 2021

1. 10:15AM - 11:00AM
(Set up 10:00AM - 10:15AM)
Session must end promptly at 11:00AM
2. 11:30AM to 12:15PM
(Set up 11:15AM – 11:30AM)
Session must end promptly at 12:15PM
3. 12:45pm – 1:30PM
(Set up 12:30PM-12:45PM)
Session must end promptly at 1:30PM
4. 2:00pm to 2:45PM
(Set up: 1:4PM to 2:00PM)
Session ends promptly at 2:45PM

Saturday, August 7, 2021

1. 10:15AM - 11:00AM
(Set up 10:00AM - 10:15AM)
Session must end promptly at 11:00AM
2. 11:30AM to 12:15PM
(Set up 11:15AM – 11:30AM)
Session must end promptly at 12:15PM
3. 12:45pm – 1:30PM
(Set up 12:30PM-12:45PM)
Session must end promptly at 1:30PM
4. 2:00pm to 2:45PM
(Set up: 1:4PM to 2:00PM)
Session ends promptly at 2:45PM



GUIDELINES

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

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

The following statement should appear on any promotional material:

"This Product Session is a promotional activity and is not approved for continuing education credit. The content of this Product Session and opinions expressed by presenters are those of the Presenting Company or presenters and do not represent an endorsement by, nor imply that the products have been evaluated or approved by the American Academy of Dermatology."

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

PRESENTERS/SPEAKERS

All speakers/presenters for Product Sessions must be registered for the Summer Academy Meeting and must be wearing their meeting badges to be admitted into the Technical Exhibit Hall. The company coordinating the Product Session is responsible for ensuring that all speakers/presenters are badged appropriately. Physician presenters are required to verbally disclose their relationship with the company/product, to the audience.

OWNERSHIP OF COPYRIGHT FOR CONTENT OF PRODUCT SESSION PRESENTATIONS

Copyright of the content presented at the Product Session shall be owned by the Product Presenter with all rights intact. The Product Session presenter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Product Session program.

TERMS AND CONDITIONS

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