



Industry Expert Sessions Terms & Guidelines

These unique sessions provide exhibiting companies the opportunity to:

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

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

ELIGIBILITY

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

APPLICATION PROCESS

Applications should be received by December 9, 2020, to allow time for approval and ensure inclusion on the Annual Meeting web page. No applications will be considered after January 20, 2020.

- Industry Expert Sessions may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. Space is limited for this activity.
- Applications will not be accepted from meeting planning or other third-party companies.
- Full payment of the fee must be received within ten (10) days of receipt of approval of the application or the Industry Expert Session will be considered to be cancelled and space will be released to another company.
- Upon receipt of the completed application, the Academy will notify the company of acceptance of the application, and will provide the assigned date, time, and location for the Industry Expert Session.

SCHEDULE

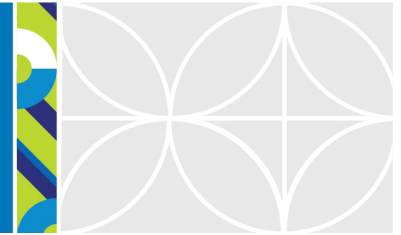
All Industry Expert Sessions will take place in the Technical Exhibit Hall. There will be one (1) theater, and nine (9) available session times during the Annual Meeting. All sessions will be limited to a maximum of 45 minutes in length. Set-up time will be 30 minutes prior to the start time of the session. Companies may purchase multiple session times, but are limited to one (1) session time per day.

Theater 1

<u>Friday, March 20</u>	<u>Saturday, March 21</u>	<u>Sunday, March 22</u>
10:30am – 11:15am	10:30am – 11:15am	10:30am – 11:15am
12:00pm – 12:45pm	12:00pm – 12:45pm	12:00pm – 12:45pm
1:30pm – 2:15pm	1:30pm – 2:15pm	1:30pm – 2:15pm
3:00pm – 3:45pm	3:00pm – 3:45pm	



2021 AAD Annual Meeting
San Francisco, California
March 19–23, 2021
MOSCONE CENTER



FEES

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

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

- Theater seating for up to 150 people inside the exhibit hall.
 - The theater will be enclosed on four sides, carpeted, and include a small riser, with seating and a podium
- A/V Equipment – One (1) each of the following:
 - Laptop Computer
 - Podium microphone
 - LCD projector screen
 - Screen
 - *Additional A/V may be ordered at presenting company's expense.*
- Promotion on the Annual Meeting website that includes:
 - Date
 - Time
 - Title
 - Brief 50-word description
- One (1) complimentary attendee mailing list
 - A sample of the final content to be mailed must be submitted for approval
- Listing on three (3) electronic scrolling signs:
 - One (1) sign placed outside of the Industry Expert Session
 - One (1) placed at the entrance to the exhibit hall.
 - One (1) place in The Connection
- One (1) six-foot table and 2 chairs

CANCELLATION POLICIES

1. Industry Expert Session

Notice of cancellation of an Industry Expert Session must be received in writing no later than December 9, 2020.

- If cancellation notice is received prior to December 9, 2020, all funds will be refunded, less a \$500 processing fee.
- For cancellations received between December 10, 2019 and January 20, 2021, 50% of the fee will be refunded.
- No refunds will be made for cancellations received after January 20, 2021.

2. Technical Exhibit Space

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



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GUIDELINES

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

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

The following statement should appear on any promotional material:

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

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

PRESENTERS/SPEAKERS

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

OWNERSHIP OF COPYRIGHT FOR CONTENT OF INDUSTRY EXPERT SESSION PRESENTATIONS

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

TERMS AND CONDITIONS

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