

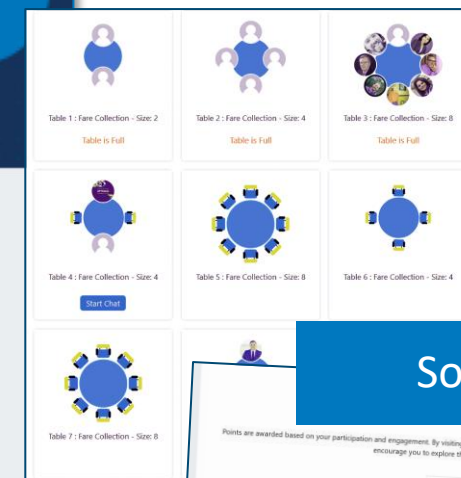


VIRTUAL MEETING
EXPERIENCE | 2021

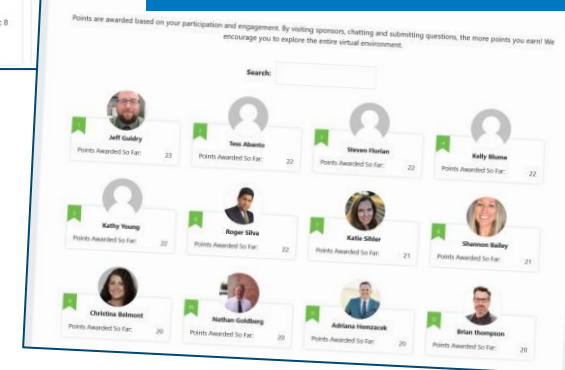
Interact with depth & breadth of dermatology



Join a table



Social Chats



Welcome to VMX!

Expand your
Dermatology
HCP
engagements
with fresh
connections

Late Breaking Research

Networking Lounges

Games

Over 75 sessions

Interactive exhibit hall

Industry sessions

Wellness Breaks

April 23-25, 2021

During AAD 2021 VMX, you'll be able to stream over 75 sessions covering the full breadth of dermatology; including more than 50 hours of live elements, award-winning plenary speakers, ePosters, and late-breaking research presentations.

Our interactive exhibit hall, unopposed exhibit/networking breaks, and gamification offer ample opportunities to connect with Industry leaders and dermatology health care professionals.

Exhibitor Level Options

Platinum Level \$25,000

- Rotating clickable banner on Main Event page
- Color logo highlighted in sponsor area of Main Event webpage
- Industry Session
- Exhibit Display Booth
- Networking Table
- Schedule a Meeting
- Meet Now
- 20 AAD VMX Registrations
- Premium AAD VMX Promotional Email
- Mailing List

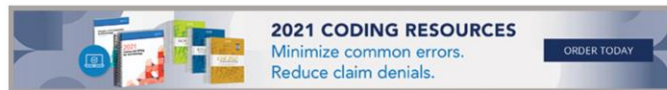
Gold Level \$10,000

- Color logo highlighted in sponsor area after Platinum Level
- Exhibit Display booth
- Networking Table
- Schedule a Meeting
- 10 AAD VMX Registrations
- Mailing List

Silver Level \$4000

- Company name highlighted in sponsor area after Platinum and Gold Levels
- Exhibit Display booth
- 4 AAD VMX Registrations
- Mailing list

American Academy of Dermatology



Headquartered in Rosemont, Illinois, the American Academy of Dermatology, founded in 1938, is the largest, most influential, and most representative of all dermatologic associations.

With a membership of more than 20,500 physicians worldwide, the AAD is committed to: advancing the diagnosis and medical, surgical, and cosmetic treatment of the skin, hair, and nails; advocating high standards in clinical practice, education, and research in dermatology; and supporting and enhancing patient care for a lifetime of healthier skin, hair, and nails.

For more information, contact the AAD at (888) 462-DERM (3376) or aad.org. Follow the AAD on Facebook (American Academy of Dermatology), Twitter (@AADskin), or YouTube (AcademyofDermatology).



Contact Us

Schedule a Meeting

Meet Now

Platinum Level Display Booth

- Color logo with link to your website
- Image banner display
- Company Description
- Company Video
- Contact Us button
- Schedule a Meeting
- Networking Table
- Meet Now

Platinum Level (Limit 10)

- Rotating clickable banner on Main Event page
- Color logo highlighted in sponsor area on Main Event webpage that links to customized exhibitor display booth
- Exhibit Display Booth
- Industry Session
- 20 AAD VMX Registrations
- Premium AAD VMX Industry Sessions Promotional Email
- Mailing List



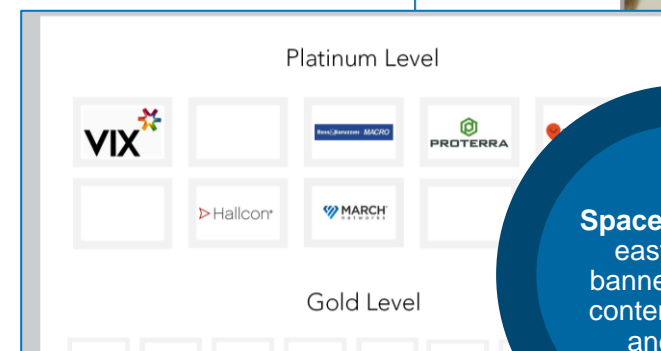
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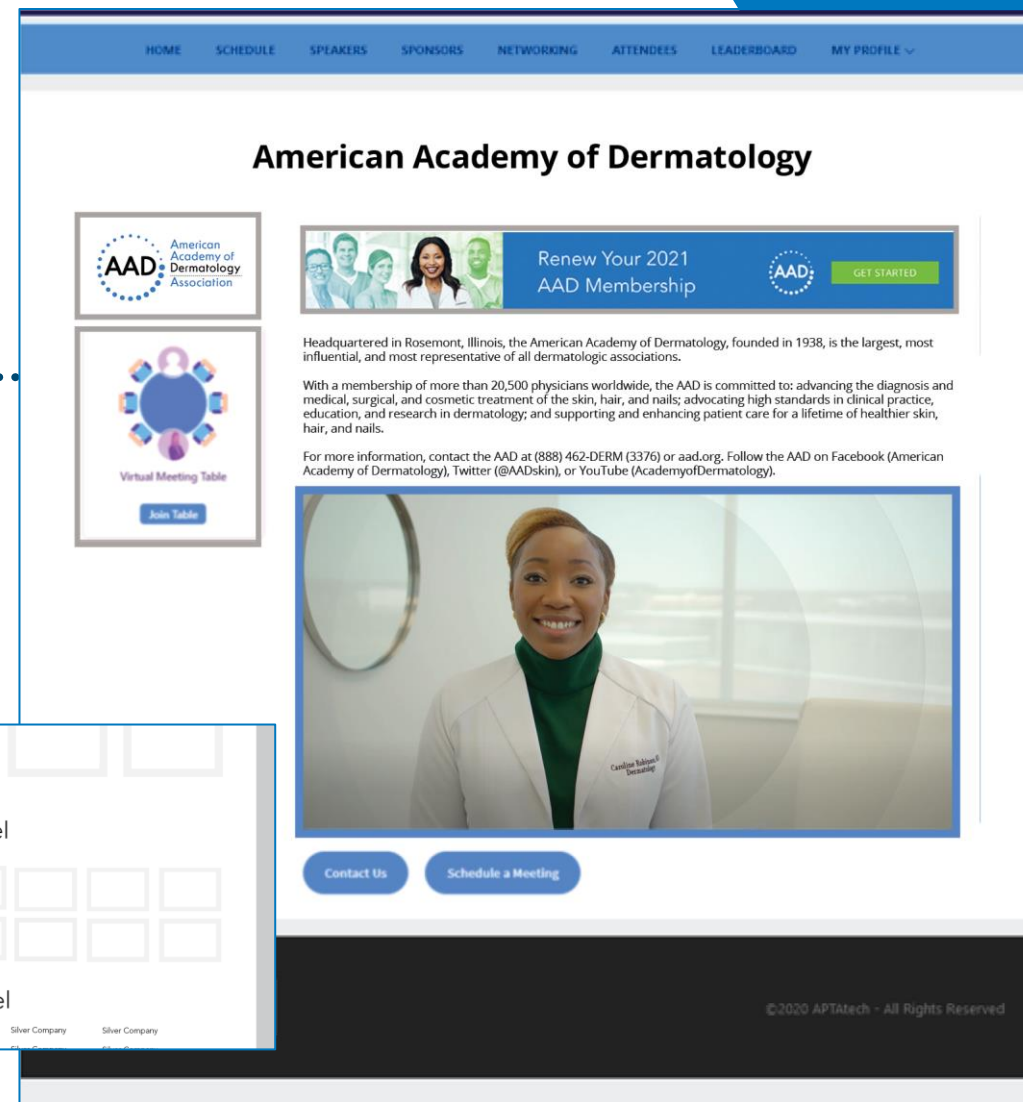
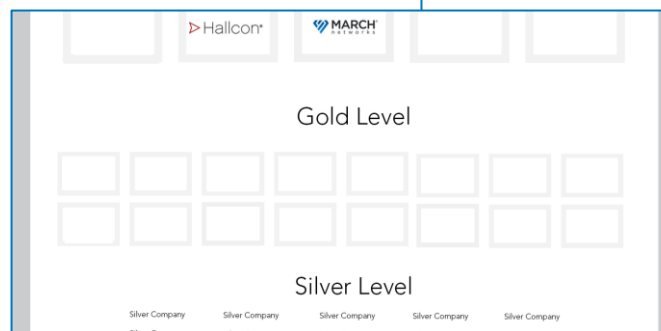
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Spaces include:
easy to add
banners, HTML
content, videos,
and more

Gold Level

- Color Logo highlighted on Main Event webpage after Platinum Level
- Exhibit Display Booth
 - Color logo with link to your website
 - Image banner
 - Company Description
 - Company Video
 - Networking Table
 - Contact Us
 - Schedule a Meeting
- 10 AAD VMX Registrations
- Mailing List





Session Schedule*

Friday, April 23, 2021

Unopposed time

1:00pm – 2:00pm, Platinum Level Industry Sessions & Exhibits

2:00pm – 4:30pm, AAD CME Sessions

Unopposed time

4:30pm – 5:30pm, Platinum Level Industry Sessions & Exhibits

5:30pm-8:00pm, AAD CME Sessions

Saturday, April 24, 2021

Unopposed time

8:00am-9:00am, Platinum Level Industry Sessions & Exhibits

9:00am-1:00pm, AAD CME Sessions

Unopposed time

1:00pm-2:00pm, Platinum Level Industry Sessions & Exhibits

2:00pm-6:00pm, AAD CME Sessions

Sunday, April 25, 2021

7:00am-9:30am, AAD CME Sessions

Unopposed time

9:30am-10:30am, Platinum Level Industry Sessions & Exhibits

10:30am-1:00pm, AAD CME Sessions

AAD VMX2021 content will be accessible through July 12, 2021.

*Subject to change



APPLICATION

Categories of Exhibits

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

- Pharmaceuticals (both prescription and nonprescription)
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions
- Cosmetics and skin care
- 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 Meeting.

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 Exhibit Application/Contract

In order to preserve and maximize the educational value of the technical exhibit program, the Academy will examine each Virtual Exhibit Application/Contract ("Application") and evaluate the applicants to determine whether they satisfy the Academy's exhibitor eligibility criteria and other requirements set forth herein..

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

The examination and evaluation of Applications 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.

AAD reserves the right to refuse virtual exhibit space to any company that has failed to fulfill its financial obligations to AAD, and whose products/service, in the sole judgment of AAD do not meet the educational, scientific, or practice needs of AAD members.

Applicants who have either never exhibited at an Academy live or virtual meeting or have not exhibited in the past 3 years must complete the review process, prior to assignment of virtual exhibit space. An applicant that has previously 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

- A properly completed virtual exhibit space Application.
- 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, commercial, intellectual property, or government litigation, prosecutions, 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.



Payment

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

The total booth fee is due upon receipt of Invoice, after the Academy has received a signed Exhibit Application/Contract. Payments must be by credit card online, or by a check in U.S. funds drawn on a U.S. institution.

United States Postal Service, UPS and Express Mail, Federal Express Address:

American Academy of Dermatology
ATTN: Meetings & Conventions Department, Exhibits
9500 Bryn Mawr Avenue, Suite 500
Rosemont, IL 60018-5216

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.

Return Policy

Once an Application has been accepted and payment has been made, all fees for AAD VMX are non-refundable and non-transferable. Content is available online to all purchasers through July 12, 2021.

FDA Guidance

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 may 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 its 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 must immediately cease exhibiting any offending products and 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 10001 New Hampshire Ave. Hillandale Building, 4th Fl. Silver Spring, MD 20993 Phone: (855) 543-3784 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) 796-780

U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition: Outreach and Information Center 5001 Campus Drive, HFS-009 College Park, MD 20740-3835 Phone 1-888-SAFEFOOD (1-888-723-3366)

IFPMA, EFPIA and PhRMA Guidance

Exhibiting companies should consider systems to appropriately address the situation where health care providers (HCPs) view materials from countries other than their own, avoiding promotion directed to people not qualified to receive such content and promotion of unlicensed medicines and/or indications.

Explanatory Statements/Disclaimers

As stated above, exhibiting companies should include a statement explaining to attendees when entering their virtual booth/exhibition to help them understand the context by which the material was developed and to highlight that the content may not be applicable to their country.

Examples include:

- "You are viewing an International Virtual Congress run by [society name] and provided to international HCPs from around the world. Please note that prescribing information provided here may vary depending on local approval in each country.
- "The materials for [PRODUCT(S)] contained in this virtual exhibition are approved for use only in [COUNTRY]. Prescribing information may vary depending on local approval in each country. Therefore, before prescribing any product, always refer to local materials such as the prescribing information and/or the Summary of Product Characteristics (SPC)."



Registration .

AAD VMX 2021 registration will open on March 1, 2021. Each Virtual Exhibit Package includes a specific number of full access registrations. The exhibiting company administrative contact will receive a coupon code(s) for use in registering representatives. Once the allotment has been fulfilled, companies may register additional representatives at the appropriate registration category rate. Individuals with Exhibit Package registrations will not be able to claim CME.

AAD VMX registration is non-refundable. Content is available online to all purchasers through July 12, 2021 (11:59 CT). If registrant is unable to participate, fees cannot be transferred to any other individual or to any other AAD product or affiliated program.

Staffing

All virtual exhibit booths must be open and staffed during published unopposed exhibit hours/networking breaks Friday, April 23 through Sunday, April 25..During all other hours, virtual exhibits should have a method of contact for virtual booth visitors, if you are not staffing it live.

Subletting of Virtual Exhibit Space - Prohibited

Subletting, sharing, allocation, partnering or any other similar arrangement of virtual exhibit space is prohibited. An exhibitor may neither assign, allocate, nor apportion the whole or any part of virtual exhibit space allotted, or display any goods other than those manufactured or distributed by the exhibitor in the regular course of the exhibitor's business, nor permit any representative of any other firm to solicit business or take orders in the exhibitor's space. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted.

Exhibitor Events and Non-CME Educational Programs

Unopposed time is allocated for Exhibit Breaks and Industry Sessions. As a condition of the exhibiting, the exhibitor agrees to refrain from hosting focus groups, seminars or programs during the VMX2021 scientific session hours.. Any violation of this stipulation will result in expulsion from the platform. Please review program and exhibit days and hours before completing your plans.

Business Activities Outside of Booth Space

Exhibitor/Industry personnel may only engage in promotional discussions with attendees in the virtual exhibit hall or Industry Sessions. Exhibitors are may not engage in promotional discussions during VMX2021 Official CME Sessions or Networking events

Giveaways and Promotional Items

The Academy requests compliance with all applicable industry,state and federal regulatory and governmental agency guidelines (e.g., AMA, PhRMA, AdvaMed, OIG, FDA, FCC, FTC., etc...)with respect to giveaways. 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.

Surveys

All surveys must be conducted within the confines of the virtual booth space assigned.

Selling and Order Taking

The VMX2021 Platform does not support any direct sales or order taking activities. Exhibitors may link out to their own site if they wish to offer product sales. It is the responsibility of each exhibitor to collect and remit all applicable sales taxes.

The Academy reserves the right to restrict sales promotions/activities that it deems inappropriate or unprofessional.

Music

Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their virtual exhibit/event(s).

Americans with Disabilities Act

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to its virtual booth..



Repurposing Meeting Content

AAD meetings are wholly owned by the Academy and not public events. Under no circumstances may content and presentations from Academy Meetings be reprinted or published outside the meeting unless specifically authorized by the Academy.

Interpretation and Application of Rules and Regulations

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

Limitation of Academy Liability

Except as specified below, if, after the Space Application is accepted and full payment has been made, the Academy fails or is unable to provide an exhibitor with the opportunity to exhibit at virtual event, 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.

Indemnification

By submitting an Application and entering into a Contract for Virtual Exhibit Space, Exhibitor agrees to indemnify, hold harmless and defend the American Academy of Dermatology, its official directors, agents, members, servants, and employees, from and against any and all such claims, losses, liabilities, damages, and expenses arising in, at, out of, or in connection with the Exhibitor's virtual exhibit or arising out of the manufacture or sale of any goods or services, by Exhibitor or its officers, directors, employees, agents, representatives, invitees, agents or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Application.

Force Majeure

If, because of fire, strike, earthquake, war, construction or renovation projects affecting the Meeting venue, government regulation, public catastrophe, disease or epidemic, terrorism or the announcement by government authority of the possibility of terrorism, interruption of transportation or communications, Acts of God (including forecasted or actual severe weather), travel advisories by any governmental body or the World Health Organization, or any other circumstance or emergency beyond the control of the Academy, the virtual event, or any part thereof, is prevented from being held or is canceled by the Academy, or any portion of the virtual exhibit space becomes impossible for attendees to view for a substantial period of time, the Academy in its sole discretion shall determine whether to refund to the Exhibitor for no more than its proportionate share of the balance of the aggregate exhibitor fees received which remains after deducting expenses incurred by the Academy and taking into account the portion (if any) of the virtual exhibit space that was or could have been used by the Exhibitor. In no case shall the amount of refund to Exhibitor exceed the amount of the exhibit fees paid. Exhibitor further understands that the Academy may in its sole discretion cancel the Event for reasons other than those stated above, in which case Exhibitor's sole remedy is a refund of any fees paid to the Academy.

Data Privacy and Other Policies.

The Academy's data privacy and other policies for exhibitors are contained in the exhibitor Application and/or related registration materials and are incorporated herein by reference .

Governing Law

Exhibitors agree that any disputes between the Academy and the exhibitor arising out of the exhibitor's participation in the AAD VMX2021 shall be brought in the courts of Cook County, Illinois and shall be governed by the laws of the State of Illinois.