

EXHIBITOR PRODUCT THEATER

The Exhibitor Product Theater provides exhibiting companies with the opportunity to:

- Present new research findings on products in a theater-style setting on the show floor
- 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 AAD 2026 Annual Meeting are eligible to host an Exhibitor Product Theater.

APPLICATION PROCESS

- Exhibitor Product Theater may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. Timeslots are limited for this activity.
- Applications must include a description of the proposed topic/agenda in order to be confirmed and assigned.
- Applications will not be accepted from meeting planning or other third-party companies.
- Full payment of the fee must be received by December 17, 2025 or the Exhibitor Product Theater may be cancelled and reassigned 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 and time.

FEES

The fee for an Exhibitor Product Theater is \$35,000 (per 45-minute program).

- The following is included within the Exhibitor Product Theater:
 - 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: *changes to a/v are not permitted
 - Projector & Projection Screen
 - Laptop at Lectern
 - 46" LCD Confidence Monitor
 - Laser pointer
 - Wireless advancer
 - Lectern Microphone
 - 2 Table mics
 - 1 Wireless Mic (Lav or Handheld)
 - Computer Audio



- Promotion

- The Exhibitor Product Theater schedule is included on the Annual Meeting website and Meeting App
 - Date/Time/Title
 - Brief thirty (30) word description
- One (1) Complimentary advance medical attendee mailing list.
 - *A sample of the final content to be mailed must be submitted for approval before the list is provided.*
- Signage at key locations in the convention center as determined by the AAD

CANCELLATION POLICIES

Notice of cancellation of an Exhibitor Product Theater must be received in writing no later than December 17, 2025. If the cancellation notice is received prior to December 17, 2025, all funds will be refunded.

No refunds will be made for cancellations received after December 17, 2025.

Exhibit Space

An exhibitor's cancellation of exhibit space will automatically result in cancellation of exhibiting company's Exhibitor Product Theater 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.

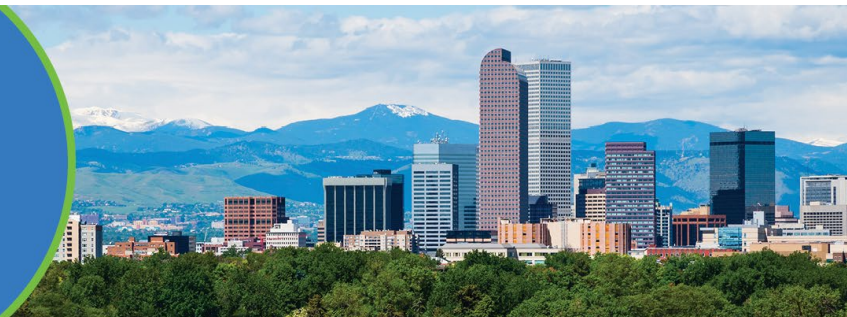
SCHEDULE

The Exhibitor Product Theater will be located in the Exhibit Hall. There will be one (1) Theater Area, and ten (10) 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		
Friday, March 27, 2026	Saturday, March 28, 2026	Sunday, March 29, 2026
10:30 am – 11:15 am	10:30 am – 11:15 am	10:30 am – 11:15 am
12:00 pm – 12:45 pm	12:00 pm – 12:45 pm	12:00 pm – 12:45 pm
1:30 pm – 2:15 pm	1:30 pm – 2:15 pm	1:15 pm – 2:00 pm
3:00 pm – 3:45 pm	3:00 pm – 3:45 pm	

GUIDELINES

The Exhibitor Product Theater provides an opportunity for commercial organizations to present information about their products and services to dermatologists attending the Annual Meeting. The material presented in the Exhibitor Product Theater 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 Exhibitor Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Exhibitor Product Theater 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] Exhibitor Product Theater, [Date, Time] in the 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 the Exhibitor Product Theater must be registered for the Annual Meeting and must wear their meeting badge to be admitted into the Exhibit Hall. The company coordinating the Exhibitor Product Theater 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 EXHIBIT PRODUCT THEATER PRESENTATIONS

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

TERMS AND CONDITIONS

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