

**Technical  
Exhibit  
Prospectus**



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

MOSCONE CENTER



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## GENERAL INFORMATION

### MEETING DATES

March 19–23, 2021

### LOCATION

Moscone Center  
747 Howard Street, 5th Flr.  
(at the corner of Third & Howard streets)  
San Francisco, CA 94103  
Phone: (415) 974-4000  
Fax: (415) 974-4073

### TECHNICAL EXHIBIT HALLS, INDUSTRY EXPERT SESSIONS, AAD RESOURCE CENTER

Lower Level – Halls A-F

### THE CONNECTION: POSTER EXHIBITS & PRESENTATIONS, NETWORKING CENTER

West Hall

### REGISTRATION

North Lobby

### EXHIBIT SCHEDULE:

#### Registration of Technical Exhibitors

Wednesday, March 17	8 a.m. – 5 p.m.
Thursday, March 18	8 a.m. – 6 p.m.
Friday, March 19	7 a.m. – 5 p.m.
Saturday, March 20	8 a.m. – 5 p.m.
Sunday, March 21	8 a.m. – 3 p.m.

#### Installation of Exhibits

Tuesday, March 16	8 a.m. – 5 p.m.
Wednesday, March 17	8 a.m. – 5 p.m.
Thursday, March 18	8 a.m. – 6 p.m.

#### Exhibition Dates

Friday, March 19	10 a.m. – 5 p.m.
Saturday, March 20	10 a.m. – 5 p.m.
Sunday, March 21	10 a.m. – 3 p.m.

#### Dismantling of Exhibits

Sunday, March 21	3 p.m. – 7 p.m.
Monday, March 22	8 a.m. – 5 p.m.

## IMPORTANT DATES TO REMEMBER

### ✓ BOOTH PAYMENT

**October 1, 2020: A deposit of 50% of the total booth fee is due in order to retain reserved booth space.**

Space Applications/Contracts received after October 1, 2020 require payment of 50% of the total booth fee within 15 business days of the invoice date.

**December 9, 2020: Full payment of the booth fee is due in order to retain reserved booth space.**

The Academy may terminate the booth contract and release the space back into inventory, for non-payment of the deposit, or final booth fees by the deadline date(s),

### ✓ EXHIBITOR DIRECTED SPACE CANCELATIONS/REDUCTIONS

Full Refund.....If space is canceled or reduced prior to December 9, 2020  
No Refunds .....After December 9, 2020

HOUSING FORMS & REGISTRATION INFORMATION AVAILABLE .....September 2020

EXHIBITOR SHOW SERVICE E-STORE AVAILABLE .....November 2020



## For More Information Contact

Sara J. Peterson, CEM  
Senior Manager, Exhibition & Meeting Services  
American Academy of Dermatology  
9500 Bryn Mawr Avenue, Suite 500  
Rosemont, IL 60018-5216

Phone: (866) 503-SKIN (7546)  
Fax: (847) 330-1090  
E-mail: [mrc@aad.org](mailto:mrc@aad.org)  
Website: [www.aad.org](http://www.aad.org)

## 2019 Annual Meeting Attendance (Walter E. Washington Convention Center)

3,503 international medical (36% of total medical)

### Medical Personnel

Member .....	4,696
Life Member .....	111
Honorary Member .....	54
**Applicant for Membership .....	0
Dermatology Resident/Medical Fellow .....	2,553
Non-Dermatology Resident .....	109
Medical Student .....	416
Non-Member Physician .....	1,464
"Non DCT Nurse (RN/LPN) (new for AM16)" .....	27
Non DCT Physician Assistant .....	93
DCT Physician Assistant (new for AM16) .....	40
Non DCT Nurse Practitioner .....	51
DCT Nurse Practitioner (new for AM16) .....	27
DCT Nurse (RN/LNP) (new for AM16) .....	3
DCT Physician Assistant (new for AM16) .....	8
Scholarship Recipients .....	121
Day Passes .....	26
<b>Total Medical Personnel .....</b>	<b>9,799</b>

### Non-Medical Personnel

"*Dermatology Practice Staff (new for AM16 previously Office Staff/Registered Nurse category)" .....	168
Non-Member Non-Physician .....	1,656
Adjunct (research/corporate) .....	63
Adjunct Member (other) .....	0
<b>Total Non-Member Personnel .....</b>	<b>1,887</b>

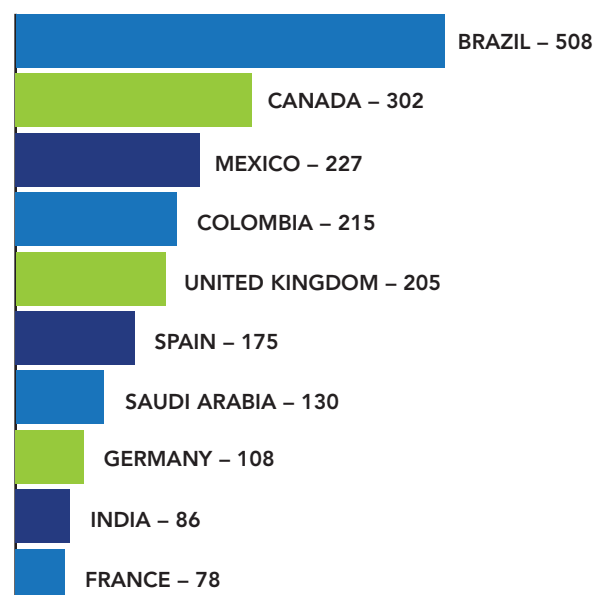
<b>Total Guests .....</b>	<b>392</b>
<b>Total Exhibitors .....</b>	<b>6,254</b>
<b>Total Press .....</b>	<b>104</b>
<b>Grand Total .....</b>	<b>18,436</b>

\*DCT=DermCare Team.....

\*\*Beginning with AM17-Due to change in membership processes most of these  
applicants will now register as their future membership type and not within the  
applicant category

Included in the 2019 Medical Registrants in the  
previous column are 3,240 Medical Registrants  
(Physicians, Residents, Students, and Medical Staff)  
from countries outside the United States.

The top 10 countries in order of medical registration  
are as follows:



## ATTENTION EXHIBITORS

### IMPORTANT DATES & DEADLINES

To facilitate your quick review, all important dates  
and deadlines are highlighted throughout the Technical  
Exhibit Prospectus.



### IMPORTANT CHANGES

New and/or revised rules are identified with  
this designation and are printed in **bold**.

## APPLICATION & SELECTION PROCEDURES

### Categories of Exhibits

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

- Pharmaceuticals (both prescription and nonprescription)<sup>1</sup>
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions<sup>2</sup>
- Cosmetics and skin care<sup>3</sup>
- 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 Annual Meeting.

\*Please note that the amount of space available for the exhibition of products or services in the last two categories will be subject to special limitations or complete elimination, as determined by the Academy, depending upon the availability of space to accommodate exhibits of scientific educational value.

<sup>1</sup> FDA Division of Drug Marketing, Human Drug Information, Division of Drug Information (CDER) Office of Communications

<sup>2</sup> FDA Office of Compliance, CDRH-Center for Devices and Radiological Health

<sup>3</sup> FDA Center for Food Safety and Applied Nutrition (CFSAN)

### Evaluation of Space Application/Contract

In order to preserve and maximize the educational value of the technical exhibit program, the Academy will examine all Space Application/Contracts and evaluate the applicants to determine whether they satisfy certain basic criteria.

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

The examination and evaluation of Space Application/Contracts 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 space to any company who 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 Meeting or have not exhibited in the past 3 years must complete the review process, prior to assignment of exhibit space. An applicant who has 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

- Space Application/Contract
- 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 or government litigation, 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.

### Application Procedures for Established Exhibitors

Complete and return the Space Application/ Contract. Exhibitors must disclose details on any consumer or government litigation, 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.

Exhibitors utilizing the services of a third party to contract for exhibit space and services must provide written authorization on Company Letterhead indicating the name and contact information of the authorized third party. This documentation should accompany the application for space or emailed to [jtaylor@aad.org](mailto:jtaylor@aad.org).

### General Application Policies

No requests for exhibit space will be accepted or confirmed via telephone, fax or e-mail. The Space Application/Contract must include a list of all product categories that will be exhibited at the annual meeting. Complete descriptive information must accompany the Space Application/Contract. The Product Category section on the Space Application/ Contract must be completed.

All acceptances of Space Applications/Contracts and assignments of exhibit space are conditioned upon continued compliance of the products or services proposed for exhibition with the basic criteria established for technical exhibits. If at any time a product or service for which a Space Application/ Contract has been accepted fails to conform to such basic criteria, the Academy may revoke its acceptance of the application and all exhibit space rental fees paid to date by the applicant may be refunded in accordance with Academy's refund policy, and the Academy shall have no further liability to the applicant with respect to the proposed exhibition. Similarly, the Academy, on the basis of new information, will impose such additional conditions on an exhibitor as deemed necessary to assure that such exhibit satisfies the basic criteria for technical exhibits.

Applications from companies that have outstanding balances due the Academy, its contractors, or vendors will not be processed without full payment of delinquent accounts.

Successfully completing the exhibit application or the exhibit review process does not guarantee that you will be assigned booth space. The Academy meetings consistently sell out of exhibit space and maintain waiting lists. Academy exhibit space is selected in priority point order by exhibitors that have a history of exhibiting at the Academy meetings.

Notwithstanding the foregoing, The Academy and Exhibitor agree that Exhibitor shall have the right to disclose publicly the existence of this agreement, the terms and conditions of this agreement, description of services, amount of payment and any other disclosures as required by law.

### Code of Conduct

The American Academy of Dermatology (AAD/Academy) expects all meeting attendees to maintain high standards of professional conduct and uphold the policies and procedures set forth for the meeting. To the degree that an attendee, individually or collectively, purposefully and fraudulently circumvents the Academy's rules, regulations and ethical standards, the Academy views such conduct as serious violation that will jeopardize attendance at the meeting and could jeopardize attendance at future Academy meetings. The Academy is committed to maintaining an environment that encourages respect and dignity for each individual. As part of the commitment, the Academy prohibits harassment by a client, vendor, AAD member, non-member, or others who may interact with staff during their course of business. Attendees must respect commonsense rules for public behavior, personal interaction, common courtesy, and respect for private property. Harassing or offensive behavior will not be tolerated. AAD reserves the right to revoke, without refund, the membership and/or exhibition space and registration credentials of any attendee not in compliance with this policy.

### Selecting Your Preferred Spaces

The following information will assist exhibiting companies with less than ten (10) years of exhibiting experience with the Academy to increase their chance of securing their preferred booth location.

Because exhibit space is selected under a priority point system, and the fact that many companies have exhibited annually for many years, it is unlikely that a company that has exhibited for only a few years or is new to the Academy would be able to obtain a booth at or near the entrances to the exhibit halls. Therefore, if you have less than ten (10) years of exhibit

experience in the show, it would be to your advantage to plan your booth selections with this information in mind in order to maximize the chance of securing your preferred space.

### Selection of Booth Space

The first selections of space under the priority point system will be made during the online space draw in late June 2020. Annual Meeting Exhibitors will have priority to select their space during the onsite space draw. 2020 Annual Meeting Exhibitors will receive email notification of their space selection date and time in late February. Selection times are based upon accrued priority points. Priority points are determined by:

- Participation of an applicant in the annual Academy technical exhibit programs.
- Amount of exhibit space for which an applicant was assigned in prior meetings.
- Financial contributions of the applicant to the educational programs of the Academy.

Remaining space assignments will begin August 2020. Applications will be processed on a first come, first served-basis, and will be assigned within 10 business days of receipt of the application. In the event exhibit space for the Annual Meeting is sold out, companies will automatically be placed on a waiting list. As long as space is available, the Academy will continue to make space assignments on a periodic basis until January 13, 2021. All space assignments are subject to the cancellation policy deadlines, regardless of the date space was assigned.

The Academy reserves the right to rearrange the floor plan at any time. The Academy reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the Academy, or advisable in the best judgment of the Academy.

After assignment of space, exhibitor agrees to accept relocation to other comparable space if the Academy deems such a relocation to be necessary or appropriate. Because space may not be available to accommodate all qualified applicants, the Academy may have to select among qualified applicants in granting permission to exhibit.

The Academy will attempt to accommodate exhibitor requests for specific booth(s); however, no guarantees can be made that the Exhibitor will be assigned the specified booth(s) requested. The Exhibitor acknowledges that he/she is not contracting for a specified booth(s), but rather for the right to participate in the Academy Annual Meeting.

### Multiple Divisions

Companies may choose to average priority points in order to be grouped together in the space selection process. The process will allow divisions to contract separately while maintaining their own identities, i.e. exhibits, exhibit listings, badges, etc. Each corporate division must notify the Academy Exhibits Manager, in writing by February 26, 2020, of their desire to be grouped together with other divisions.

### Mergers, Acquisitions, Spin-Offs

Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from company alone, whichever is more favorable, but not the combined history of both companies. The Academy should be notified in writing by both companies' that the acquisition or merger between companies has been completed and list the

date of completion. Companies requesting a transfer of points must be “directly related” to an exhibiting company in order to inherit those points. A “directly related” company shall be defined as a company that is wholly owned by, is a controlling owner of or has merged with another company. All requests for transfer of points must be submitted in writing to the Academy Exhibit Manager and confirmed in writing by the parent or subsidiary company.

A company restructure that results in a newly formed independent business (spin-off) may use the exhibit history of the parent company. The Academy should be notified, in writing, that the restructure (spin-off) has been completed. If the parent company is relinquishing the exhibit space to a spin-off company, the parent company must cancel the contract with the Academy, and the spin-off company must submit a new application/contract for space. In this case, the Academy will issue a refund to the parent company, pursuant to cancellation policies, and the full exhibit space payment will become the responsibility of the spin-off company.

## BOOTH FEE & PAYMENT INFORMATION

### Booth Fees

*\$37.00 per square foot*

The price of the booth includes the following:

- Company listing published online and the mobile app.
- Four (4) exhibitor badges per 100 square feet of booth space
  - The exhibitor badge allows admittance to the exhibit hall only. Full meeting registration, in an appropriate alternate registration category, is required in order to attend scientific sessions.
- Access to advertising, promotional & sponsorship opportunities
- Access to AAD housing rates
- A two-line identification sign (7" x 44") showing company name and booth number (if ordered in advance from the service contractor).

### Booth Payment

**October 1, 2020: A deposit of 50% of the total booth fee is due in order to retain reserved booth space.** Space Applications/Contracts received after October 1, 2020 require payment of 50% of the total booth fee within 15 business days of the invoice date.

**December 9, 2020: Full payment of the booth fee is due in order to retain reserved booth space.** The Academy may terminate the booth contract and release the space back into inventory, for non-payment of the deposit or final booth fees by the deadline date(s).

Confirmations with invoice will be emailed to the administrative contact within 5 business days after space assignment.

No application will be processed or space assigned until any outstanding accounts with the Academy are paid in full. The acceptance by the Academy of a deposit with a Space Application/Contract does not in any way constitute acceptance of the Space Application/ Contract or grant permission to exhibit. The completed Space Application/Contract and deposit made payable to the American Academy of Dermatology should be sent to:

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**

Payments must be by a check in U.S. funds drawn on a U.S. institution or by credit card only.

All applications and checks are processed through the Academy finance department prior to being forwarded to the exhibits department. To avoid delays in processing applications accompanied by checks, mail the completed application and deposit to the Academy office at the address listed above.

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.

### Exhibitor Directed Space Cancellations/Reductions

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing on company letterhead to the Academy Exhibit Manager at the Academy office via certified mail (return receipt requested). The date of cancellation shall be the date that the Academy received the written cancellation. If an exhibiting company does not cancel their space in writing and does not occupy their booth space onsite, the company will be liable for 100% of the cancellation fees, automatically forfeit all priority points and may not be permitted to participate at future Academy meetings.

If written notification of cancellation or booth reduction is received at the Academy office:

Full Refund .....If space is canceled or reduced  
prior to December 9, 2020

No Refunds.....After December 9, 2020

Cancellation fees are remuneration for losses incurred by the Academy and are non-transferable. An exhibitor's cancellation of technical exhibit space will result in the release by the Academy office of any hotel/convention center public meeting space previously assigned to the exhibitor and all sleeping rooms assigned to the exhibitor.

## BOOTH CONSTRUCTION INFORMATION

### Size Configuration

Standard booths are 10'x10', arranged in a linear configuration, and island or peninsula exhibits are created by combining linear booths in a minimum configuration of 20' x 20'. Additional islands may be created at the discretion of the Academy, provided that all other space has been assigned. In most cases, the width (frontage) of an island booth may not exceed the length, unless no other configuration is possible within the available exhibit space. In order to preserve the maximum amount of unimpeded aisles, and to facilitate optimal traffic flow, booth widths that impede into aisles are not permitted (including, but not limited to, 30', 40', 60', 70' and 90' width).

Every effort will be made to assign booths of the same type as requested. However, this cannot be guaranteed. All dimensions are believed to be accurate but are not warranted by the Academy.

Exposed or unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the setup time and the service contractor, with the approval of the Academy, will provide masking drape as deemed necessary. Any charges incurred will be the responsibility of the exhibitor.

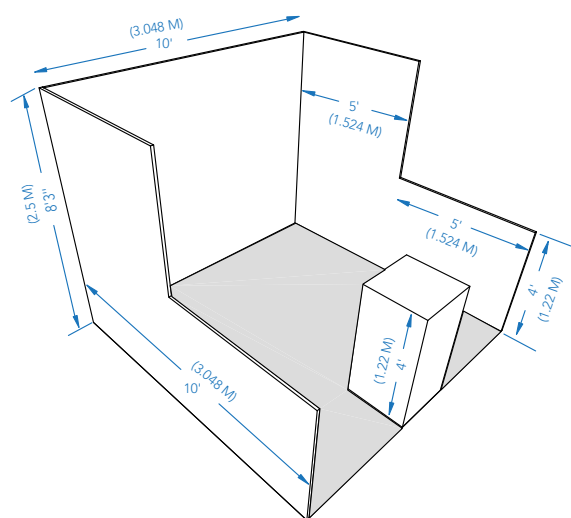
During the course of the installation and exhibit days, all booths are subject to on-site review. The Academy reserves the right to request modifications where necessary at the exhibitor's expense to insure compliance with construction rules and regulations.

### Linear Booths

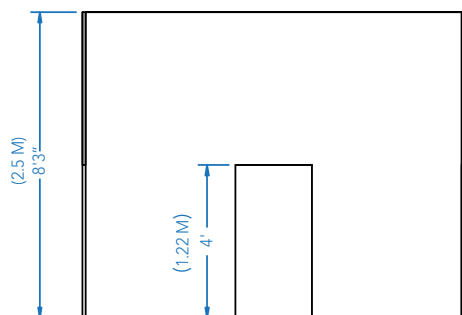
Linear booths are 10' x 10' (100 square feet) or multiples thereof and are arranged in a straight line.

- All linear booths consist of 8'3" high backdrap and 4'0" high side dividers mounted on aluminum tubular frames.
- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).
- Display material for linear booths is restricted to a maximum height of 4'0" (1.22m) in the front 5' (1.52m) of the booth, and 8'3" (2.5m) in the rear 5' (1.52m) of the booth.
- To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than 8'3" in the back and 4'0" along the dividers and aisles, within 10 lineal feet of a neighboring exhibit.

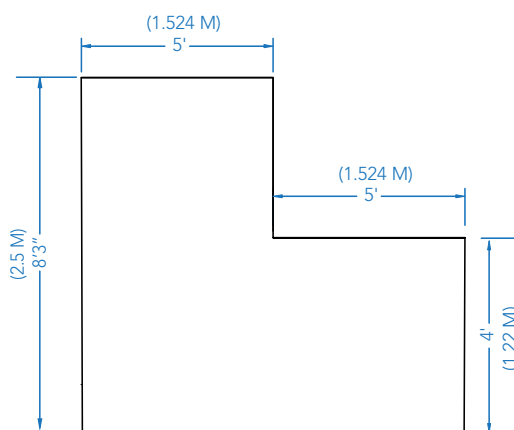
### 10' X 10" LINEAR BOOTH



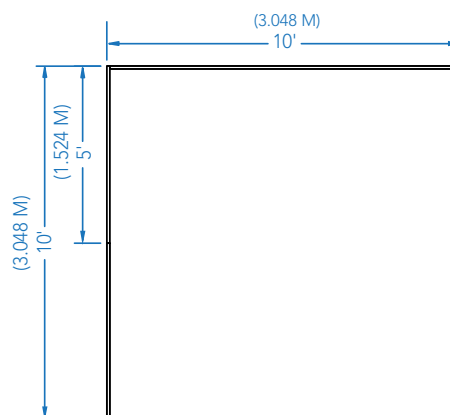
FRONT VIEW



LEFT SIDE VIEW



PLAN VIEW





## Island Booths

An island exhibit consists of four or more standard booths back to back with aisles on all four sides. Multi-level exhibit booths are not permitted.

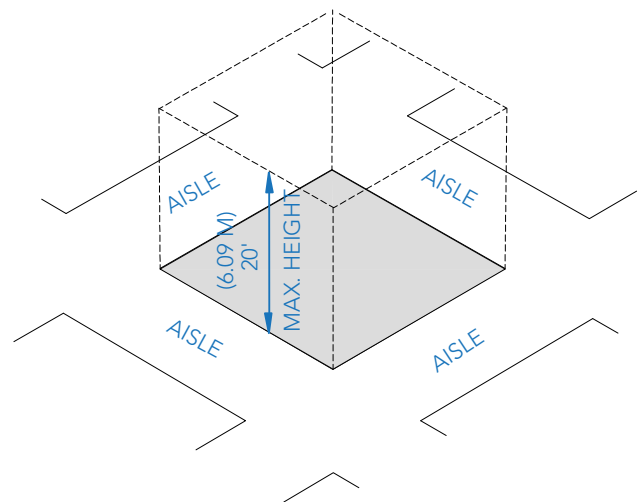
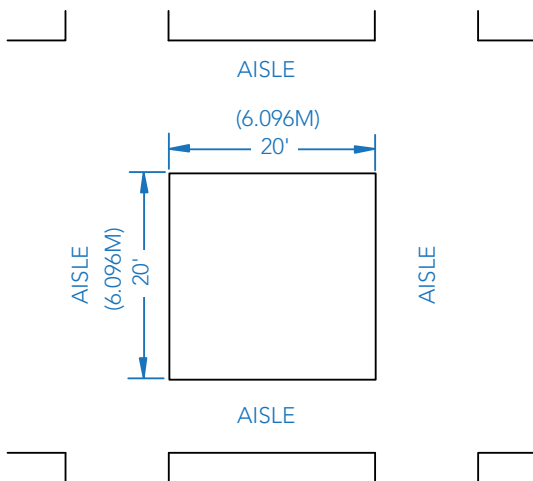
- The height limit for island exhibits is 20'0" (6.09m). That is, branded exhibit fixtures, components, identification signs will be permitted to a maximum height of 20'0" (6.09m) at the top. Unbranded lighting truss, motors, or rigging may be set above 20'0".

Complete booth construction plans and layout arrangements for island exhibits are requested for online review by the Academy by January 5, 2021. Neither the Academy, the convention center, nor the general service contractor bear responsibility for the exhibitor's compliance with Academy booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with Academy and facility booth construction policy.

During the course of the installation and exhibit days, all booths are subject to on-site review. The Academy reserves the right to request modifications where necessary at the exhibitor's expense to insure compliance with construction rules and regulations.

## ISLAND BOOTH

### PLAN VIEW



## Peninsula Booths

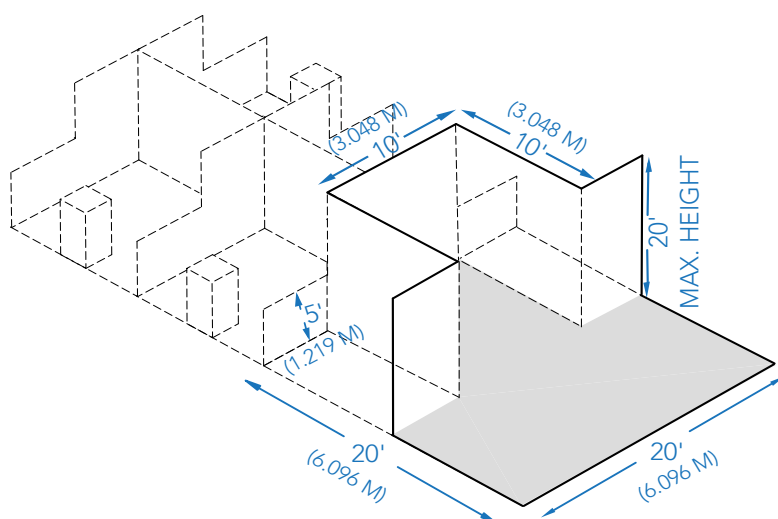
A peninsula booth consists of four or more standard booths back to back with aisles on three sides. Two standard booths will not be assigned as a peninsula booth.

- Branded exhibit features, components, and identification signs will be permitted to a maximum height of 20'0" (6.09m).
- All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to the area within 5'0" (1.52m) of the center line to avoid blocking the sightline from the aisle to the adjoining booth.

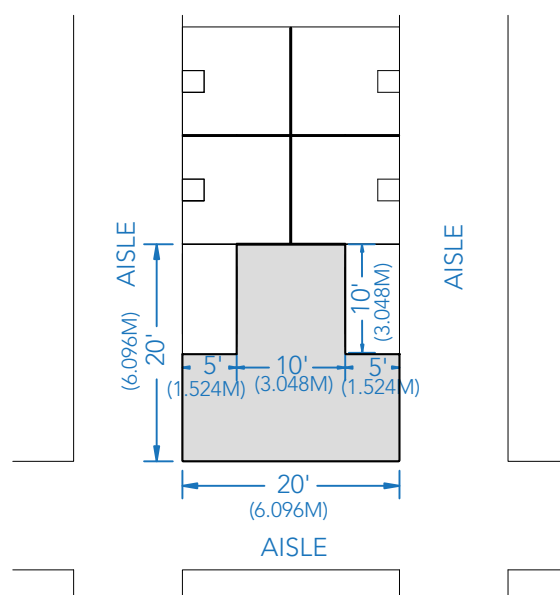
- Peninsula exhibits are subject to standard back and side height requirements on the side adjoining other booths.

Complete booth construction plans and layout arrangements for peninsula exhibits are requested for online review by the Academy by January 5, 2021. Neither the Academy, the convention center, nor the general service contractor bear responsibility for the exhibitor's compliance with Academy booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with Academy and facility booth construction policy.

## PENINSULA BOOTH



## PLAN VIEW





### **Canopies/Ceilings**

The use of canopies in linear booths is prohibited. The use of canopies in island or peninsula booths are requested for review by the Moscone Center, by January 5, 2021 for fire regulation compliance. The Fire Marshall maintains final jurisdiction regarding the use of ceilings or canopies. Even with Fire Marshall approval, all ceilings and canopies must conform to island and peninsula booth construction policies.

### **Raised Flooring**

Raised floors used in booths must be ADA compliant.

The flooring edge should be tapered down to the exhibit hall aisle. Corners on aisles should be rounded or protected.

### **Americans with Disabilities Act**

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including, but not limited to, the wheelchair access provisions.

### **Aisle Space**

The main aisles of the exhibit area are for the exclusive use of the Academy. Exhibitors are not permitted to purchase designated aisle space. The aisles will be carpeted and vacuumed daily by the Academy.

### **Booth Carpet and Booth Cleaning**

Booth carpeting/floor covering is mandatory and is the responsibility of the exhibiting firm. Carpet may be either supplied by the exhibitor or rented from the service contractor. Exhibits will be inspected during setup time and the service contractor, with the approval of the Academy, will provide carpeting for any uncarpeted booths. Any charges incurred will be the responsibility of the exhibitor. Exhibitors are not permitted to carpet outside their assigned exhibit space.

Exhibitors are required to keep their booths clean at all times. The Academy has the right to order daily cleaning if booth appearance is unsightly. Any costs for this cleaning will be charged to the exhibiting firm.

### **Lighting and Electrical Requirements**

Sufficient light is provided for adequate general illumination of the exhibit area. At their own expense, exhibitors are permitted to have exhibit hall lighting dimmed or turned off above their booth space only. No individual electrical outlets are provided in the booth space. All electrical service must be supplied by facility electricians to ensure that it will meet safety requirements of the fire regulations of San Francisco, CA.

### **Overhead Signs / Banners / Lighting Truss**

Hanging signs are only permitted in island/peninsula booth configurations. The suspended height limit of branded exhibit components is 20'0" (6.09m) when measured from the floor to the top of the sign/truss. Hanging signs/lighting truss may not exceed the perimeter of the booth, but may be positioned above the branded components.

If you plan to suspend a sign, banner, or lighting truss from the ceiling as part of your island/peninsula exhibit, you must inform the General Service Contractor and the Moscone Center by January 5, 2021.

Exhibitor lighting must be limited to the confines of the booth space. Lighting that projects onto another exhibitor's space or Academy aisles or otherwise detracts from the professional atmosphere of the event will not be permitted.

Blueprints indicating hanging points, hanging location and total weight of the sign or truss must be submitted with the hanging sign order form to the General Service Contractor & the Moscone Center by January 5, 2021.

The rigging specifications for the Moscone Center will be included in the Exhibitor Service Manual.

### **Balloons**

The use of balloons as part of the exhibit display or as a giveaway is prohibited.

### **Facility Fire/Safety Guidelines**

The Moscone Center has established guidelines regarding acceptable booth configuration from a safety standpoint. It is the responsibility of each exhibitor to insure compliance with all Facility Regulations. Facility Regulations related to exhibit booths are available at the Online Exhibitor Services Store, available in November 2020.

# RULES, REGULATIONS & GUIDELINES

## GENERAL PROMOTIONAL GUIDELINES

### *Right of Refusal*

The Academy reserves the right to reject requests for promotions, or not to renew previously approved promotions, at any time, for any reason, or no reason at all. Promotions that conflict, or have the appearance of conflicting, with Academy policy are prohibited.

### *Endorsement*

The Academy's acceptance of promotion is not intended to convey Academy approval, endorsement, certification, acceptance, or referral of any particular organization, or any product or service manufactured or distributed by that organization. Promotion permitted in Academy communications vehicles is not to be construed or publicized as an endorsement or approval by the Academy, nor may the promoter state that its claims are approved or endorsed by the Academy. The fact that a promotion for an organization, a product, or a service has appeared in an Academy-sponsored communications vehicle, shall not be referred to in collateral advertising or literature by that organization.

### *Comparisons*

Comparison to the Academy's products or services is prohibited. Comparison to a competitor's products or services is permitted if claims of superiority have not been challenged by the FDA or FTC and data from well-controlled clinical studies cited in recognized, peer-reviewed medical journals, are cited in the ad and can be made available to the Advertising Review Team upon request. Comparisons to a competitor's products or services may not be disparaging, false or misleading. The Academy requires that advertisers affirmatively attest in writing that they are in compliance with FDA and FTC guidelines on comparative advertising and/or that they have met the standards of the FDA/FTC.

### *Competition*

Promotion of products, meetings, and services that compete directly with those offered by the Academy is generally prohibited. Membership solicitation by organizations other than the Academy and the members of the Intersociety Liaison Committee and state dermatology societies, which have established reciprocal agreements, is prohibited. Fundraising by organizations or individuals other than the Academy is strictly prohibited.

### *Display of Non-Academy Corporate Recognition*

The display of corporate recognition from organizations other than the American Academy of Dermatology is generally discouraged. The Academy will permit exhibitors to display one table-top sign per organization. The size of the sign must be smaller than 5" x 7".

### *Propriety*

Promotions deemed by the Academy, in its sole judgment, to be indecent, offensive or otherwise inappropriate in content are prohibited.

### *Interpretation and Application of Guidelines*

All matters and questions not specifically covered by these Guidelines, or other specific Academy guidelines, are subject to the final decision of the Assistant Secretary-Treasurer of the Academy.

### *Termination*

The Academy reserves the right to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Academy or its affiliates.

### *Violations*

Specific actions may be taken by the Academy for violation of any provision of these guidelines. Violations of any Academy policies, guidelines, rules or regulations may result in the loss of priority points for future space assignments and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

### *Advertising*

Exhibitors must abide by Academy Advertising Standards. Refer to Academy Advertising Standards available at [www.aad.org](http://www.aad.org).

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the Academy Annual Meeting or in a manner that could be construed as an endorsement by the Academy or by its members is prohibited.

With the exception of the Academy approved recognition programs, Academy logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed.

Exhibitors shall not transmit or permit anyone to transmit any part of the Annual Meeting by means of radio, television, cable, videotape or other method of transmission of aural or visual reports. Exhibitors may not reference any part of the Academy Scientific program in any of their exhibit marketing materials or within their exhibit booth.

Advertising materials, other than official Academy advertising programs, may not be distributed outside the exhibitor's booth. This applies to distributing flyers, handbills, invitations, magazines or other advertising materials to hotel rooms of Annual Meeting attendees. Canvassing or distributing materials on the property or grounds of the convention center or hotels used by the Academy during the Academy Meeting is prohibited.

### *Photography, Video Recording, Streaming Video*

Due to the sensitive scientific nature of many products or services displayed within the technical exhibit hall, the Academy enforces strict policies regarding photography and videography as follows:

- Photography, Videography/Streaming Video is only permitted under the following conditions:
  - Exhibiting companies are required to use the AAD official photographer/videographer, or their own full time staff (no contractors)
  - Exhibitors may only photograph/videotape within the confines of their own contracted exhibit or meeting space.
  - Exhibitors may not photograph another company's exhibit booth, personnel or activities, or any other areas of the exhibit hall or AAD meeting space/venue.



- Exhibitors are prohibited from inviting outside photographers or videographers onto the exhibit floor to document their booth and/or their products or services. Anyone with a camera or recording device attempting to gain access to the exhibit floor will be denied entry. This includes non-registered staff from the exhibitor's company, local broadcast media or public relations staff under contract with the exhibitor.
- Conference attendees may take photographs during oral or poster presentations provided that the photographs are strictly for personal, noncommercial use and are not to be published in any form. Attendees are prohibited from using flash photography or otherwise distracting the presenters or members of the audience.

Attendees will be required to sign an attestation during registration stipulating that they agree that the photos will only be used for personal, non-commercial use. Speakers may use watermarks or include text on slides to indicate personal copyright of images.

The AAD Meetings are wholly owned by the Academy and not public events. Programs presented at the AAD Meetings are for the education of attendees and purchasers of recorded presentations as authorized by the Academy. Any unauthorized use of program content, the name of an Academy speaker and/or program title, or the name of Academy without the written consent of the Academy is prohibited and will be grounds for termination of exhibitor privileges and prosecution for infringement of the copyright laws.

For purposes of the preceding sentence, 'program content' includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program papers, outlines, other hand-outs, poster presentations and exhibition hall activities. This rule applies to unauthorized uses of Academy program content before, after and/or during the meeting.

### **Badges**

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to the exhibit hall and for the duration the exhibitor is in the exhibit hall. The company name that appears on the badge will be the name provided on the Space Application/Contract only. Company name changes will not be accepted on-site. Company badges will not be accepted in lieu of the official badge. Individuals who do not have badges will not be admitted into the exhibit area. Badges may not be altered or covered in any manner. Individuals found in violation may be asked to relinquish their badge and escorted from the exhibit hall.

### **Exhibit Booth Access**

Exhibit personnel may not enter another exhibitor's booth without obtaining permission, nor may they conduct activities, which in the opinion of the Academy, impede another exhibitor's ability to conduct business. This is in respect of the rights of other exhibitors to conduct business during exhibit hours without interference or improper intervention. The Academy, its representatives and employees, shall have free access to any exhibit at all times.

### **After-Hours Admission to Exhibit Hall**

During show days, exhibitors wearing badges may enter the exhibit hall at 8 a.m. and may remain in the exhibit hall one half hour after the close of the exposition.

### **Orientation Meetings**

Companies who wish to hold staff orientation meetings within the confines of their booth may do so two hours before the exhibit hall opens. Exhibit personnel must wear their badge in order to enter the hall for these meetings. Do not arrange meetings with physicians or individuals other than your booth personnel prior to the opening of the exhibit hall since they will not be allowed to enter. To gain admittance to the hall, all individuals must be badged.

### **Booth Activities**

The exhibitor is permitted to demonstrate the firm's equipment, make informational presentations regarding the product line or service, and distribute product information and related product marketing activities from the exhibit booth. CME activities are not permitted in the Technical Exhibit Hall. Physicians may be badged as exhibitors and staff the booth, provided they are either full time employees or paid consultants of the exhibiting company. Physicians are only permitted to conduct promotional presentations within the technical exhibit booths, or Industry Expert Sessions. Physicians are required to disclose their relationship with the company/product, to the audience. Only such activities which, at the discretion of the Academy, are in keeping with the professional deportment of the technical exhibits program will be permitted.

Exhibitors may utilize the services of celebrities or other individuals who are officially contracted spokespersons for the exhibiting company; however, booth activities involving celebrities must be submitted to the Academy in writing. The individual's name, proof of contractual relationship and the dates and times requesting their presence in the booth must be submitted to the Academy, for review by February 17, 2021. Allow 15 business days for Academy review and response. Only those companies with sufficient space within their booths to accommodate crowds will be considered. Companies utilizing less than 400 sq feet of island space will not be considered for this type of activity due to traffic control concerns.

Under no circumstances may exhibitor marketing activities take place outside the exhibit booth, whether in or around the Moscone Center, or the hotel properties during Academy program hours. Activities that interfere with normal traffic flow, infringe on other exhibits, or interfere with any meeting activities as determined by the Academy, are prohibited.

## Demonstrations

Demonstration areas should be placed a minimum of 5 feet in from the aisles. Aisles may not be obstructed due to any activities within the booth. Exhibitors are responsible for monitoring attendance to prevent aisle congestion. Presentations will be limited or eliminated in situations where overflow becomes a problem. Exhibit personnel or devices may not operate outside the booth space assigned during the official meeting hours. This includes travel to and from the booth space assigned and to and from a company's multiple booths.

Product and service demonstrations may be conducted by professional presenters or models; however, demonstrations are to be straightforward, professional and non-combative in nature and must avoid excessive crowds, noise, heat or light. The display of offensive materials, as determined by Academy Assistant Secretary-Treasurer, will be prohibited.

The use of live animals and live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. Cosmetics and non-prescription (OTC) skin care products may be demonstrated.

Medical Devices may not be demonstrated on live subjects.

If you are planning to conduct a Simulation (equipment turned off), you may do so under the following conditions:

1. Equipment must remain off at all times
2. Prominent Signage must be present in the booth to indicate that the activity is a "Simulation Only" and that "Equipment is not operational". This will clearly inform attendees that you are in compliance with Academy rules and regulations.

Because the exhibition of experimental products or services, the efficacy of which may not yet have been fully determined or which may not yet be commercially available, may in some cases be of significant scientific educational value, the exhibition of such products or services may be permitted if the basic criteria for technical exhibits are satisfied. However, permission to exhibit such products or services shall be subject to the conditions that the products or services be clearly identified as such in the exhibit area, and that full documentation as to the extent and results of research conducted with respect to such products or services be available in the exhibit area for examination by any registrant at the meeting.

The exhibition of such experimental products and services must also be in accordance with all applicable FDA regulations, as discussed more fully under the FDA Regulation section of this prospectus, and the approval status on any such product or service must be disclosed to all registrants that visit the exhibitor's booth.

If there is any question/concern whether a booth activity fits within the Academy guidelines, it is recommended that the company submit the activity for approval by February 17, 2021.

## AV Equipment

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Any exhibit may be closed if deemed by the Academy, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

## FDA Regulations

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 their 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 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](mailto: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)

### Giveaways and Promotional Items

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

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.

### Booth Catering

Exhibitors will be permitted to distribute food and beverage items. Items must be ordered through Savor, the exclusive food and beverage provider for the Moscone Center. A catering order form will be included in the Exhibitor Show Service e-Store.

### Laser Precautions

In keeping with the recommended safety precautions for lasers, the Academy has adopted the following policies for laser exhibitors in the exhibit area:

- Lasers must be operated in a manner that is consistent with accepted industry safety standards (e.g., ANSI standards and/or American Laser Institute standards). Under no circumstances may lasers be operated in a manner that poses a safety risk to persons standing or walking in the vicinity of the exhibitor's booth. The Academy reserves the right to determine whether a laser poses such a safety risk.
- Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the lasers.
- All demonstrations of CO lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
- Appropriate plastic colored cubicles must also be available for any other type of laser being used, including dye, KTP, diode, ND:YAG, alexandrite and ruby lasers.
- Appropriate eye and electrical protection must also be required for non-laser light source and radiofrequency devices.

The Academy Assistant Secretary-Treasurer may conduct random inspections of laser exhibitors during the exhibition. Companies will be required to comply with any judgment related to safety concerns issued by the Assistant Secretary-Treasurer.

Failure to comply with these policies will result in the denial of the use of lasers in connection with the exhibit.

### Selling and Order Taking

Sales are permitted with exception of the condition listed, (See FDA Regulations), provided that transactions are conducted in an appropriate professional and businesslike manner.

The Academy reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of each exhibitor to collect and remit all city and state sales taxes.

### Smoking

The Academy Annual Meeting is a smoke-free environment. This applies to the entire Moscone Center.

### Exhibitor Meetings & Events

Academy approval, which may be granted or denied at the sole discretion of the Academy, is required for all exhibitor sponsored meetings and events during the Annual Meeting. Exhibitor-sponsored CME activities or subsequently produced CME activities are not permitted. Exhibitors planning to hold a meeting or event must submit the Exhibitor Function Request Form to the Academy.

Exhibitor meetings and events, involving medical personnel (physicians, residents, medical students, physician assistants, nurse practitioners, registered nurses and office staff), may not be scheduled during the Academy's educational and exhibit program hours. Meetings are permitted at the following times:

Wednesday, March 17.....All Day  
Thursday, March 18.....All Day  
Friday, March 19.....Before 7:15 a.m. & After 7 p.m.  
Saturday, March 20.....Before 7:15 a.m. & After 7 p.m.  
Sunday, March 21.....Before 7:15 a.m. & After 7 p.m.  
Monday, March 22.....Before 7:15 a.m. & After 5:30 p.m.  
Tuesday, March 23.....Before 7:15 a.m. & After 12:00 p.m.


Exhibitor meetings and events, which do not involve medical personnel, may be scheduled during the following times:

Wednesday, March 17.....All Day  
Thursday, March 18.....All Day  
Friday, March 19.....All Day  
Saturday, March 20.....Before 10 a.m. & After 5 p.m.  
Sunday, March 21.....Before 10 a.m. & After 5 p.m.  
Monday, March 22.....Before 10 a.m. & After 3 p.m.  
Tuesday, March 23.....All Day

Hospitality Suites, Social Functions and other non-CME meetings may only be held by companies that are exhibiting at the Annual Meeting. Companies requesting a hotel suite for their functions should do so through the Academy Housing Service at the same time that sleeping room requests are made.

If there is any question/concern that an activity fits within the Academy guidelines, it is recommended that the company submit the activity for approval.

Specific actions may be taken by the Academy for violation of any provision of these guidelines. Violations of any Academy policies, guidelines, rules or regulations may result in the loss of priority points for future space assignments and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings.



The action taken will be determined on the basis of the particular circumstances of the violations, but in cases involving major violations, may include legal action.

### **Staffing**

As a courtesy to the physicians attending and to your fellow exhibitors, all exhibits must be open at the officially designated time each morning and staffed throughout each day of the meeting until the scheduled closing of exhibits at 3 p.m. on Sunday, March 21, 2021.

### **Subletting of Space**

Exhibitors may not let, sublet, transfer or share the exhibit privilege or space in whole or in part with any other party.

### **Surveys**

All surveys must be conducted within the confines of the booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire.

### **Interpretation and Application of Rules and Regulations**

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

## **INSURANCE, LIABILITY & INDEMNIFICATION**

### **Insurance**

General liability insurance is mandatory for all exhibitors. Insurance protection will not be afforded to the exhibitor either by the Academy or by the Moscone Center.

Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others.

The exhibitor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor.

You must submit a certificate of insurance from your selected insurance carrier by February 2, 2021. Policies shall list the American Academy of Dermatology and the meeting venue as a named additional insured. Exhibitors should include in or have a rider attached to their insurance policies covering the period of time from the date of shipment, including the return/arrival date of the merchandise/display at the exhibitor's home base.

If you do not have proof of insurance, show management has negotiated a public liability insurance policy good for the AAD 2021 Annual Meeting, March 19–23 that you may purchase when the Exhibitor Show Service e-Store is available.

### **Limitation of Academy Liability**

Except as specified below, if, after the Space Application/ Contract is entered into, the Academy fails or is unable to provide an exhibitor with the opportunity to exhibit at the Annual Meeting, 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.

### **Liability and Indemnification**

The exhibitor will be fully responsible for any third-party claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of an exhibitor or to any other person or any loss of or damage to any property of an exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the Academy technical exhibits program, and the exhibitor shall protect, indemnify, hold harmless and defend the Academy, its official directors, agents, members, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of the Academy, its official directors, agents, members, servants, and employees, or the Moscone Center, or its agents, servants, or employees.

Exhibitor further waives any claim against the Academy, its official directors, agents, members, servants and employees, arising out of the oral or written publication or republication of any statement made in connection with AAD Meetings by anyone not an employee of the Academy concerning the exhibitor or his/her exhibits, products or services.

### **Force Majuere**

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 event, or any part thereof, is prevented from being held or is canceled by the Academy, or any portion of the exhibit space becomes unavailable, the Academy in its sole discretion shall determine whether to refund to the Exhibitor 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 exhibit space that was or could have been occupied 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.

### **Governing Law**

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



## SHOW SERVICES

### TECHNICAL EXHIBITOR PERSONNEL

#### Exhibitor Registration

Technical exhibitor registration instructions will be e-mailed to each exhibiting firm in September 2020.

The exhibitor's badge allows admittance to the exhibit hall only. No exhibitor will be admitted to the exhibit area without an exhibitor badge. Exhibitor badges are to be used for exhibiting company employees or agents who are staffing the booth.

Qualified exhibitor personnel, who wish to secure a seat in educational sessions and/or obtain CME/CE credit must register as a full conference professional attendee and pay the applicable registration fee. Attendee registration information is available at <https://www.aad.org/meetings/annual-meeting>

Additional representatives over the allotment may be registered for a fee. No refunds will be issued for additional badges purchased and not used. Registration fees must be paid at the time of registration.

**Before March 19, 2021:** Each representative over the company's allotment will be registered at a fee of \$50.00

**March 19–21, 2021:** Each representative over the company's allotment will be registered at a fee of \$100.00

Name Changes or substitutions will be processed at a fee as listed below:

- o Before March 20, 2021, \$50.00
- o March 20–21, 2021, \$100.00

Replacement badges will be processed at a \$25 fee for the first reprint and subsequent reprints will be processed at a fee of \$100.

Once a badge has been printed it cannot be returned.

### EXHIBITOR REGISTRATION OPTIONS

#### Mail In Advance Registration

Receive your badges in advance and avoid long lines onsite by registering your booth personnel early. Just select the main in advance option when you verify your company information.

Badges requested online after the deadline will not be mailed and must be picked up onsite at exhibitor registration. Exact dates will be published September 2020.

#### Continuous Registration – Will Call Pick-Up Only

If you do not choose to have your badges mailed in advance, you may continue to make additions and changes as long as the badge has not been printed. These badges will be available for pick up on site by the individual badge holder. Each individual will be required to present photo identification or their confirmation. All badges must be picked up individually.

#### Onsite Exhibitor Registration

All onsite exhibitor staff will be required to show a business card with the exhibiting company name and a photo ID.

Exhibitor registration will be open during the following hours:

Wednesday, March 17 .....	8 a.m. – 5 p.m.
Thursday, March 18 .....	8 a.m. – 6 p.m.
Friday, March 19 .....	7 a.m. – 5 p.m.
Saturday, March 20 .....	8 a.m. – 5 p.m.
Sunday, March 21 .....	8 a.m. – 3 p.m.

#### Temporary Personnel Models

Temporary booth personnel should be provided with the company name, booth number, and company contact. These individuals cannot gain entrance into the exhibit hall without a proper badge, and badges will not be issued unless the individual presents exhibiting company documentation of their contracted work status. Attire of models shall be consistent with the professional atmosphere of the Academy Annual Meeting.

#### Housing

Housing information will be available to all exhibitors in September 2020 at [www.aad.org](http://www.aad.org).

#### Travel

Travel information will also be included in the Annual Meeting Program online through the Academy web site, [www.aad.org](http://www.aad.org) in November 2020.

#### Parking

There is limited parking available near the Moscone Center. Please check for tow-away zones if you choose to park on the street.

#### Shuttle Service

Complimentary shuttle service, for exhibitors who have booked within the Academy housing block, will be provided exclusively by the Academy between the Moscone Center and select official hotels beginning Thursday, March 18, 2021 and continuing through Tuesday, March 23, 2021. Shuttle schedules will be available at the Moscone Center, and in the lobby of all official Academy Annual Meeting hotels. Exhibitor-sponsored, or private shuttle buses, vans, or private car services are not permitted to load or unload at the Moscone Center at any time during the meeting dates (March 19–23, 2021).

#### Media Related Activity

The Academy's Press Office is responsible solely for the extensive media activities conducted by the Academy, and does not interact with technical exhibitor media matters. The Press Office does provide limited space near the Press Office for the display of Exhibitor media materials. Exhibitor media materials may not be displayed/distributed in any other location in the Moscone Center. Detailed information and guidelines will be available in the Exhibitor Show Service e-Store.

Press registrants of the Academy have access to the technical exhibit hall during regular exhibit hours for reporting purposes only. Television cameras/film crews are not permitted in the technical Exhibit Hall. Filming and photographing the technical exhibits is prohibited.

Exhibitors may not conduct media events in the technical exhibit hall at any time during the meeting.

Media related activities, involving medical personnel (physicians, residents, medical students, physicians' assistants, nurse practitioners, registered nurses, and office staff), may not be scheduled during the Academy's educational and exhibit program hours. Media related activities are permitted at the following times:

Tuesday, March 16.....	All Day
Wednesday, March 17.....	All Day
Thursday, March 18.....	All Day
Friday, March 19.....	Before 7:15 a.m. & After 7 p.m.
Saturday, March 20.....	Before 7:15 a.m. & After 7 p.m.
Sunday, March 21.....	Before 7:15 a.m. & After 7 p.m.
Monday, March 22.....	Before 7:15 a.m. & After 5:30 p.m.

### Meeting Rooms

The Academy will not assign meeting space to companies that are not exhibiting at the convention. With the exception of Business Meeting Suites for rental in the exhibit hall, meeting space is not available at the Moscone Center. Companies planning an event within a hotel near the Moscone Center may request approval for space, through the Academy, by completing and returning an Exhibitor Meeting & Event Request Form. An Exhibitor Meetings & Event Request Form will be available online.

Space is generally not available at the Headquarter Hotel. Space requested at other hotels will need to be secured independently, once it has been approved by the Academy.

Exhibitors will be notified of the status of their request within 10 business days after it has been received. The exhibitor will then work directly with the hotel to finalize all arrangements.

Only confirmed exhibitor functions and/or hospitality suites are permitted. (See Rules & Regulations – Exhibitor Meetings/Events).

## INSTALLATION & DISMANTLING INFORMATION

### Installation of Exhibits

Tuesday, March 16.....	8 a.m. – 5 p.m.
Wednesday, March 17.....	8 a.m. – 5 p.m.
Thursday, March 18.....	8 a.m. – 6 p.m.

All exhibit crates must be empty and tagged for storage no later than 2 p.m. Thursday, March 18.

All installation must be completed by 5 p.m., Thursday, March 18. All large display crates must be removed from the exhibit floor by 5 p.m. on Thursday, March 18, in order for the service contractor to have access to install the aisle carpet. Display space not claimed and occupied by 2 p.m. on Thursday, March 18, may be canceled or reassigned without notification or refund. If the exhibit is on hand, Academy reserves the right to:

- Assign labor to set up any display that is not in the process of being erected by 2 p.m. on Thursday, March 18
- Order the removal of all display materials and crates not in the process of being set up by 2 p.m. on Thursday, March 18


The charge for labor to complete either of these options will be billed to the exhibitor and the Academy shall have no liability for such work. Labor within the booth may be provided either through an exhibitor appointed contractor, the official service contractor or the Moscone Center.

All individuals working in the hall must be badged. Infants and children under the age of 16 are not permitted on the exhibit floor at any time during installation and dismantling hours, during show hours, or before and/or after show hours.

### Dismantling of Exhibits

Sunday, March 21.....	3 p.m. – 7 p.m.
Monday, March 22.....	8 a.m. – 5 p.m.

Exhibits must not be disturbed, dismantled, or be in the process of being removed before 3 p.m. on Sunday, March 21, 2021.

 **Exhibitors dismantling before this time will be assessed a fee of 10% of the total booth fee and forfeit their company's right to exhibit at future meetings of the American Academy of Dermatology.**

All exhibit materials must be packed and labeled for shipment by 5 p.m. on Monday, March 22, 2021. If the exhibitor fails to clear their materials from the exhibit area in a timely fashion, the exhibitor shall indemnify, hold harmless and defend the Academy from and against any and all fees or expenses the Academy must pay to the Moscone Center as a result of such late removal. Any property remaining in the exhibit area after the termination of the Annual Meeting may be disposed of or stored, at the exhibitor's sole cost, as the Moscone Center deems appropriate.

## OFFICIAL CONTRACTOR, SHIPPING & SERVICES

### Official General Service Contractor

General questions regarding any services should be directed to:

Freeman

245 S. Spruce Ave., Ste. 100

South San Francisco, CA 94080

Phone: (650) 878-6100

Fax: (469) 621-5607

Freeman and all other contractors listed in the Exhibitor Show Service e-Store act on their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of the Academy. All services or materials supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, the Academy does not assume liability or responsibility for any act performed or omitted by such official contractors, and the exhibitor agrees to look only to such official contractors in such event.

### Official Drayage Contractor

Freeman has been designated as the official drayage contractor. The official contractor is responsible for maintaining all in and out traffic schedules at the show site and handling the move-in and move-out of all exhibitors' materials and equipment. Freeman maintains control and has priority at the loading areas at all times.

### Advance Shipments — Warehouse

Advance shipments are made to the official drayage contractor's warehouse and will be received as many as 30 days in advance of the Academy Annual Meeting, stored and delivered to your exhibit space.

### Direct Shipments — Moscone Center

Direct shipments are made directly to the Moscone Center loading dock for delivery to your booth and will be received beginning Tuesday, March 16, 2021. Detailed shipping information will be included in the Exhibitor Show Service e-Store.

### Exhibitor Designated Contractors

If an exhibitor is planning to utilize an outside contractor, the Academy must receive written notification from the exhibiting company of the name, address and telephone number of its designated outside contractor and the name of the designated contractor's supervisor who will be responsible for on-site work in the exhibit area no later than February 17, 2021. A Notice of Intent to use a non-official Contractor must be submitted online under Exhibitor Resources. Notice from the contractor shall not be considered sufficient evidence of the contractual relationship between the Service Company and exhibitor.

Exhibitor designated contractors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others.

The exhibitor designated contractor shall, at its sole cost and expense, procure and maintain through the terms of the contract for exhibit space, workers' compensation insurance in full compliance with all federal and state laws governing all of the exhibitor's employees engaged in the performance of any work for the exhibitor designated contractor.

Policies shall list the Academy as a named additional insured. Exhibitor designated contractors must submit a certificate of insurance to the Academy office and General Service Contractor by February 17, 2021.

Exhibitor designated contractors providing services at the Annual Meeting are subject to any and all rules imposed by the Moscone Center and the Academy. Service desks of any sort (including use of crates, stacks of ladders, gang boxes, etc.) will not, under any circumstances, be permitted in the aisles. Notification of intent to use a designated contractor is available online under Exhibitor Resources.

Exhibitor designated contractors must not engage in the solicitation of business on the exhibit floor for present or future conventions. In order to protect the security of the exhibit hall, exhibitor designated contractors will not be permitted in the exhibit hall before or after designated exhibit hall access hours.

### Work Passes

Unregistered exhibitor personnel and exhibitor designated contractors who would like access to the exhibit floor during installation and dismantling hours will be required to show proof of affiliation with the exhibiting company or exhibitor designated contractor to receive a work pass. Work passes are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for a specific exhibiting company.

### Online Service Information

The Exhibitor Show Service e-Store contains all of the forms and information necessary for ordering labor and services at the Academy Annual Meeting. The manual will contain order forms for services such as rental furnishings, booth carpet, labor, signage, plumbing, floral, audiovisual, telephone, photography, electrical services, rental displays and cleaning. Detailed information regarding all work rules and specific rates will be included in the Exhibitor Service Store. The Exhibitor Show Service e-Store will be available to you in November.



### **Exhibitor Service Center**

A service center located in the exhibit hall and staffed by representatives of all official contractors will be open on Tuesday, March 16, 2021 through Monday, March 22, 2021.

### **Exhibit Hall Lighting**

Half Lighting will be provided during official setup and dismantling hours. During the meeting, lighting will be provided one hour before the opening of the exhibit hall until the close of the exhibits each day.

### **Security**

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. General guard service will be provided by the Academy for the exhibition period to monitor exhibit hall access points, but neither the guard service, the Moscone Center or the Academy will be responsible for the loss of or damage to any property. The Academy strongly encourages exhibitors to provide their own booth security.

### **Storage**

Combustible/flammable materials such as brochures, literature, give-aways, etc. within exhibit booths are limited to a one-day supply. Nothing may be stored behind booths including packing containers, carrying cases, etc. A limited amount of product storage space will be available on the exhibit floor. Reservations to secure a portion of this space must be made in advance to the General Service Contractor. Storage reservation forms will be included in your Exhibitor Service Kit. Availability is limited and will be confirmed on a first come/first served basis and charged by the cubic foot. All other exhibit materials must be stored inside the exhibit booth. Storage space will be available on the exhibit floor. Reservations to secure a portion of this space must be made in advance to the General Service Contractor. Storage reservation forms will be included in your Exhibitor Show Service e-Store. Availability is limited and will be confirmed on a first come/ first served basis and charged by the cubic foot. All other exhibit materials must be stored inside the exhibit booth.



## PROMOTIONAL, SPONSORSHIP & ADVERTISING OPPORTUNITIES

### PROMOTIONAL OPPORTUNITIES

#### Exhibit Hall Industry Expert Sessions

Theater setting in the Technical Exhibit Hall offers exhibitors an opportunity to:

- Present new research findings on products
- Showcase product details and demonstrations
- Highlight new products to an interested audience

Information available on the AAD website at [www.aad.org](http://www.aad.org).

#### Registered Attendee Lists

The Academy provides advance and post meeting registration lists. The lists are available for rental for a one-time use only basis. This offer is available exclusively to confirmed exhibitors of the 2021 AAD Annual Meeting. The order form will be available under the online Exhibitor Resources in May.

#### Membership Mailing Lists

The Academy's membership list is more current and accurate than any other dermatology list available in the market. The Academy membership database is updated daily and we are able to provide data sorted in a number of ways. Because of this, Academy lists are widely utilized by both major medical publishers and pharmaceutical companies.

For more specific details on your desired sort (counts, geographic breakdowns, custom sorting capabilities, etc.), cost information, or other questions, please contact:

Tina Matillano  
Phone: (847) 240-1344  
e-mail: [mailinglist@aad.org](mailto:mailinglist@aad.org)

#### Distribution of Academy Member Information

The Academy rents its membership mailing list, which includes mailing addresses only, in accordance with these and other, more specific guidelines. The Academy does not rent or otherwise disseminate other member information, including but not limited to e-mail addresses and fax numbers, to other organizations.

## EDUCATIONAL CONTRIBUTIONS & SPONSORSHIP OF OFFICIAL ACADEMY ANNUAL MEETING ACTIVITIES

### Principles of Corporate Relationships

The American Academy of Dermatology and Association (AAD/A) seeks to promote leadership in dermatology and excellence in patient care through education, research and advocacy. In meeting these objectives, AAD/A seeks to collaborate with corporate supporters and recognizes that corporate support is important to fulfilling its mission-related initiatives. The AAD/A welcomes support for programs, including:

- Academy-sponsored educational programs
- Public education initiatives
- Web-based activities
- Services and activities associated with the Annual Meeting and Summer Academy Meeting.

Recognition of support is given through listings in the Program Book and other Academy publications, on meter boards and on its web site.

For further information regarding areas of educational support and/or industry sponsorship, you may contact:

Maureen Fishback  
Manager, Corporate and Foundation Relations  
American Academy of Dermatology  
9500 Bryn Mawr Avenue, Suite 500  
Rosemont, IL 60018-5216  
Phone: (847) 240-1437  
Email: [mfishback@aad.org](mailto:mfishback@aad.org)

## ADVERTISING OPPORTUNITIES

The AAD offers several advertising programs in conjunction with the Annual Meeting, which are designed to help you maximize your exhibit investment. Advertising space sells out quickly. Maximize your booth space and gain one-on-one face time with experts and key decision makers in the dermatology field to develop relationships, gain insight on emerging trends, and increase sales.

### Digital Booth Enhancement

The Academy's Meeting Web Site is the showcase for attendees to access the latest meeting and exhibition information. Enhance your company's web presence, and showcase your products with an upgrade to your standard business card listing. Digital booths may be updated as often as you wish with show specials and highlights. Please email [Kristinem@expocad.com](mailto:Kristinem@expocad.com) for information.

### Convention Center Advertising

Get unmatched visibility for your product messaging throughout the Convention Center. Banners, digital media, and more! Detailed information will be available at [aad.org](http://aad.org) in June 2020 contact Sara Peterson, [speterson@aad.org](mailto:speterson@aad.org).

### Scientific Program Books (advance); Annual Meeting News; Meeting E-News; Welcome Guide; Doctor's Bag; Hotel Branding Opportunities; and Individual Hotel Door Drops.

Representative: Cathleen Gorby, Ascend Media

Phone: (913) 780-6923

Fax: (913) 780-4344

E-mail: [cgorby@ascendmedia.com](mailto:cgorby@ascendmedia.com)

### Shuttle Bus Advertising

Representative: Lisa Lanna, Newsday Communications

Phone: (571) 266-1722, ext. 611

Fax: (703) 503-5152

E-mail: [Lisa.Lanna@newsdaycommunications.com](mailto:Lisa.Lanna@newsdaycommunications.com)

### Dermatology World

Advance mailing & bonus distribution onsite

Representative: Bridget Blaney, Ascend Media

Phone: (773) 259-2825

Fax: (708) 366-0303

E-mail: [bblaney@ascendmedia.com](mailto:bblaney@ascendmedia.com)

### Journal of the AAD (JAAD)

Advance mailing & bonus distribution onsite

Representative: Aileen Rivera, Elsevier

Phone: (212) 633-3721

Fax: (212) 633-3820

E-mail: [a.rivera@elsevier.com](mailto:a.rivera@elsevier.com)

### City Wide/Out Of Home Advertising

#### EMC Outdoor

Representative: Song Heo

Phone: 610-355-4450

E-mail: [sch@emcoutdoor.com](mailto:sch@emcoutdoor.com)

Website: [Emcoutdoor.com](http://Emcoutdoor.com)

## EXHIBIT ADVISORY COMMITTEE

The Exhibit Advisory Committee was established to act in an advisory capacity to the Academy regarding issues and concerns affecting exhibitors. This committee meets in conjunction with the Academy Annual and Summer Meetings. Exhibitors are encouraged to express their viewpoints and concerns to the Academy and/or Committee Members.

### Current Members

Stacey Smiley .....AbbVie

Susan Navarro ..... Allergan

Ellen Marucci ..... Beiersdorf, Inc.

Rebecca Madrid ..... Boehringer Ingelheim Pharmaceuticals, Inc

Mojo McDaniel ..... Galderma Laboratories, L.P.

Tyler Steele ..... L'Oreal

Ellie McShane ..... Neutrogena

Deb Schubert ..... Proctor & Gamble

Jillian Sample .....Obagi Medical Products



# SAVE THE DATE

## FOR FUTURE AAD MEETINGS

### AAD Annual Meeting

SAN FRANCISCO, CA • March 19–23, 2021

BOSTON, MA • March 25–29, 2022

— NEW ANNUAL MEETING LOCATION!

NEW ORLEANS, LA • March 17–21, 2023

### AAD Innovation Academy

NEW YORK, NY • July 29–August 1, 2021

VANCOUVER, BRITISH COLUMBIA • July 28–31, 2022

— NEW MEETING LOCATION!



[AAD.ORG/MEETINGS](https://aad.org/meetings)



**AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION**

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