SOUTHEASTERN CONSORTIUM FOR DERMATOLOGY 2016
40th ANNUAL MEETING

EXHIBITOR PROSPECTUS

FRIDAY, OCTOBER 14 - SATURDAY, OCTOBER 15
THE OMNI RICHMOND | RICHMOND, VA
The Southeastern Consortium (SEC) for Dermatology (originally named the Virginia Carolinas Dermatological Society) was founded in the early 1970s, and from the beginning was designed to bring together dermatologists from academia and community practice from throughout the region.

The first meeting was held in 1977. The educational goal of the annual meeting is an update in one or two areas of clinical dermatology, selected from a core curriculum. The meeting rotates every year among the participating institutions. Both live patient viewing and didactic lectures have been part of the program from the outset, with the current format of Friday afternoon and Saturday morning for the didactic lectures and Sunday morning for the patient presentations. Speakers for the meetings were and are primarily drawn from the membership of the SEC.

Participating institutions include:

- Augusta University
- The University of Alabama at Birmingham
- Duke University
- The University of North Carolina at Chapel Hill
- Eastern Virginia Medical School
- Emory University
- University of Virginia
- Virginia Commonwealth University
- Medical University of South Carolina
- Wake Forest University
**AGENDA AT A GLANCE**

**Friday October 14**
- 11:30AM: Registration & Exhibits Open
- 12:00PM - 1:00PM: Welcome Luncheon & Visit Exhibits
- 1:00PM - 5:00PM: Didactic Lectures
- 3:05PM - 3:25PM: Break & Visit Exhibits
- 5:30PM - 6:30PM: Cocktail Reception in the Exhibit Hall

**Saturday October 15**
- 7:00AM - 7:40AM: Breakfast
- 8:00AM - 1:00PM: Didactic Lectures
- 9:45AM - 10:05AM: Break & Visit Exhibits

*Exhibitors may break down after the morning break at 9:45am*  
*Agenda times are subject to change.*

**2016 TOPICS:**  
Psoriasis and Inflammatory Disorders

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**HOTEL INFORMATION**
Group rates are available. To make your reservation call 1-800-THE-OMNI (800-843-664) and, in either case, referring to The Southeastern Consortium for Dermatology.

Room Rate: $178/night plus taxes

The cut-off date for accepting reservations into this room block is Tuesday, August 30, 2016.

**SET-UP & BREAK-DOWN**
The Exhibit Hall will be open for set-up from 7:00AM until 11:00 AM on Friday, October 14, 2016. Only one table per exhibitor is allowed.

You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM on Saturday, October 15, 2016. Due to strict rules and regulations all exhibit areas must be clean and free of debris before departing. If you wish, you may neatly leave additional materials for attendees to take on their own.

**SHIPPING**
The following information must be included on all packages to ensure proper delivery:

Southeastern Consortium for Dermatology - Oct. 14-15  
The Omni Richmond Hotel  
100 South 12th Street  
Richmond, VA 23219  
HOLD FOR: (Recipient’s Name/Company Name)  
Box # (i.e. Box 1 out of 4)

**LOAD-IN**
Please ship all deliveries to arrive no earlier than 3 days prior to the event. All deliveries must be cleared and scheduled with the Event Services Department. The Cloister at Sea Island takes no responsibility for delivered items and cannot inventory items when they arrive. Equipment must be loaded and unloaded at the loading dock or pre-loading dock in accordance with the Resort’s rules and local ordinances. Exhibitors are responsible for covering the costs of their shipping fees.

**LOAD-OUT**
If items need to be shipped out after the meeting, representatives may leave their deliveries in the exhibitor room; however, all shipping materials must be labeled. Representatives should have all the necessary forms needed to ship out packages as they will not be provided.

Questions about Exhibiting? Contact Karen Manning at karen@theassociationcompany.com or 404-731-3167
**EXHIBIT LEVELS**

**PLATINUM LEVEL**  $5,500
- 2 exhibit tables
- Premium location in exhibit hall
- Company logo on SEC website noted as Platinum Patron
- Company logo in SEC meeting app noted as Platinum Patron
- 2 push notifications in app during meeting dates
- Invitation to Friday’s cocktail reception (in exhibit hall)
- One advertisement to be displayed on screen in meeting room during breaks (on rotation)
- 4 reps in attendance

**GOLD LEVEL**  $4,500
- 1 exhibit table
- Company logo on SEC website noted as Gold Patron
- Company logo in SEC meeting app noted as Gold Patron
- 1 push notifications in app during meeting dates
- Invitation to Friday’s cocktail reception (in exhibit hall)
- One advertisement to be displayed on screen in meeting room during breaks (on rotation)
- 3 reps in attendance

**SILVER LEVEL**  $3,750
- 1 exhibit table
- Invitation to Friday’s cocktail reception (in exhibit hall)
- Company name on SEC website noted as Silver Patron
- Company name in SEC meeting app noted as Silver Patron
- 2 reps in attendance

**BRONZE LEVEL**  $3,000
- 1 exhibit table
- Invitation to Friday’s cocktail reception (in exhibit hall)
- Company name on SEC website noted as Bronze Patron
- Company name in SEC meeting app noted as Bronze Patron
- 1 rep in attendance

**EXHIBITOR LEVEL ADD-ONS**

**FOOD & BEVERAGE STATIONS**
Your exhibit booth will be strategically placed next to your selected food or beverage station. This is a great opportunity to ensure that your sales representatives will be able to interact and establish relationships with physicians.

Food & Beverage Station Perks:
- Ability to provide cocktail napkins with your company logo on them
- Ability to provide coffee mugs with your company logo on them (Available to Coffee/Tea Hosts only)
- Company signage will be provided at a station

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<th>FOOD &amp; BEVERAGE</th>
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<tr>
<td>Coffee/Tea*</td>
<td>$750</td>
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<tr>
<td>Soft Drinks/Water</td>
<td>$500</td>
</tr>
<tr>
<td>Snack Breaks</td>
<td>$500</td>
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**COCKTAIL RECEPTION**
Sponsor the Southeastern Consortium for Dermatology Cocktail Reception. Signs will be displayed at the Cocktail Reception.

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<th>COCKTAIL RECEPTION</th>
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<td>Cocktail Sponsor</td>
<td>$1000</td>
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EXHIBITOR REGISTRATION

Southeastern Consortium for Dermatology 40th Annual Meeting
October 14-15, 2016 | The Omni Richmond Hotel | Richmond, VA

1 CONTACT INFORMATION

Company Name

Address

City, State, Zip

Office Contact

Phone (Required)

Email Address (Required)

2 EXHIBITOR ATTENDEES

Main Attendee/Name Badge 1

Phone

E-mail Address

Additional Name Badges (# of reps is included in Patron level. Any rep above what is noted in your patron level is an additional $200/rep.)

3 PATRON LEVELS

☐ Platinum - $5,500
☐ Gold - $4,500
☐ Silver - $3,750
☐ Bronze* - $3,000

4 ADDITIONAL FEES

☐ Additional Representatives - $200 each*

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5 EXHIBITOR SUPPORT ADD-ONS

☐ Coffee/Tea - $750
☐ Soft Drinks/Water - $500
☐ Snack Breaks - $500

6 METHOD OF PAYMENT

☐ CASH

$________

☐ CHECK

#________

☐ AMEX

☐ MC

☐ Visa

(Please make check payable to SEC and mail to 6134 Poplar Bluff Circle, Ste. 101, Norcross, GA 30092)

Name on Card (required)

Credit Card Number (Required)

Billing Address (Required)

Expiration Date (Required)

Billing City, State, Zip (Required)

CVV Code
EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for the Southeastern Consortium for Dermatology (SEC) Annual Meeting.
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. A maximum of two (2) sales representatives are allowed to exhibit at the meeting upon payment unless additional representatives are noted based on patron level. Each additional representative is $200.
4. All sound equipment must be regulated so that it does not disturb neighboring exhibits. SEC reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show unless live or recorded.
5. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
6. SEC authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
7. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
8. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
9. Objectionable practices by exhibitors or official suppliers should be reported immediately to SEC management and not after the show is completed.
10. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
11. It is agreed that SEC and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
12. The exhibitor agrees to indemnify and hold harmless SEC and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
13. SEC will only refund exhibitors who are pre-registered the cost of booth space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
14. Neither SEC nor the venue maintains insurance covering property brought onto or stored on the venue’s premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
15. Exhibitors will not offer educational/training programs within the show facility simultaneous to the SEC and related programs.
16. This agreement includes a one-time list of pre-meeting and post-meeting attendees.

BOOTH CONSTRUCTION

17. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal’s Office.
18. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
19. All materials used for decorating must be flameproof.
20. Construction and signs that are above 8 feet in height must be approved by the SEC.
21. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
22. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
23. In order to meet the set-up deadline, the SEC management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 11:00 AM Friday, October 14, 2016. The cost for this labor will be paid by the exhibitor: All exhibits must be fully broken down by 2:00 PM, Saturday, October 15, 2016.
24. The interpretation of all rules and regulations is the responsibility of the SEC or their designated representative.
25. All decisions of said group or representatives are final.

PAYMENT

Exhibitors must guarantee payment in full due to the amount selected on the exhibitor registration form before or on the date of the meeting or exhibitors will not be able to exhibit.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to the meeting date are eligible for 50% refund. Cancellation 29 days or less before the meeting date are not eligible for a refund.

AGREEMENT

As an exhibitor, I agree and adhere to all policies and regulations. If for any reason, the meeting must be canceled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management’s control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should my company decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30+ days prior to the meeting date. Cancellations 29 days or less before the meeting date are not eligible for a refund.

Must allow 6-8 weeks for refund processing.

Signature: _______________________________ Date: _______________________________