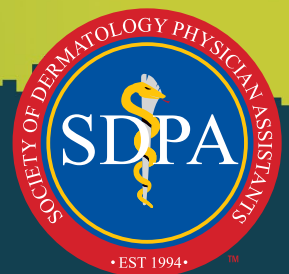


SDPA ANNUAL *Summer*
DERMATOLOGY CONFERENCE
DENVER
COLORADO

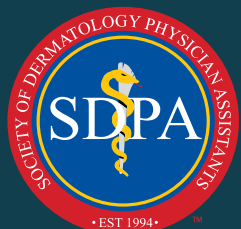
HYATT REGENCY DENVER

PRE-CONFERENCE DAY
MAY 13, 2020

GENERAL CONFERENCE
MAY 14 – 17, 2020



#SDPAsummer



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Dear Industry Partners and Friends,

The Society of Dermatology Physician Assistants (SDPA) welcomes you to partner with us for our Annual Summer Dermatology Conference in Denver, Colorado. Taking place May 14-17, 2020 at the Hyatt Regency Denver, this event will attract dermatology PAs from around the country. Much like our past events, we fully expect another sold out conference.

Our conference includes a preconference day on May 13, followed by four days of education sessions designed for dermatology PAs. The SDPA partners with nationally recognized medical directors who work alongside our CME committee chairs to develop innovative and informative sessions and programs. Sessions are taught by distinguished faculty members, each of whom are renowned in the Dermatology field. PAs new to the field of Dermatology, as well as PAs with years of experience, head back home to their patients with numerous pearls and treatment options to better patient outcomes and overall health.

The conference provides a forum for SDPA to partner with industry allowing PAs to learn about new and innovative dermatology medications and devices. This environment is created through traditional lectures, workshops, poster sessions, table-top exhibits and networking events. If a dermatology PA is unable to attend the live conference, SDPA records all sessions and has an online CME platform available.

The Dermatology PA profession continues to grow, and SDPA is committed to offer the highest quality education to our colleagues. We appreciate the opportunity to partner with our Industry allies to empower, educate, and advance the future of dermatology PAs. We look forward to seeing you in the summer of 2020 in Denver, Colorado for yet another successful event.

Best Regards,



Gina Mangin, MPAS, PA-C

*President, Society of Dermatology
Physician Assistants*



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300 N Washington Street, Suite 407
Alexandria, VA 22314

Thank You to the following **COMPANIES**
for their *continued support* during the
SDPA Annual Summer Dermatology Conference DC 2019.

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PruGen Pharmaceuticals

Regeneron / Sanofi Genzyme

Sebela Pharmaceuticals Inc.

SmartPractice

Sun Pharmaceutical Industries, Inc.

UCB, Inc.

Verrica Pharma

3Gen, Inc.

PARTNERSHIP SUPPORT

We offer the following Six Levels and welcome both
Unrestricted Educational Grants and Corporate Support.

PRESIDENT'S CIRCLE - \$40,000 and above

(Exhibit Table included)

- Premier table space in exhibit hall
- Company Logo on SDPA Website with link to your website
- Copy of Conference Participant mailing list
- Seven (7) Exhibit Hall badges (Exhibit Hall Only)
- Four (4) All Access badges (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Seven (7) tickets to Welcome Event
- Four (4) tickets to VIP Reception

DIAMOND LEVEL - \$30,000

(Exhibit Table included)

- Premier table space in exhibit hall
- Company Logo on SDPA website and linked to your website
- Copy of Conference Participant mailing list
- Six (6) Exhibit Hall badges (Exhibit Hall Only)
- Three (3) All Access badges (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Five (5) tickets to Welcome Event
- Three (3) tickets to VIP Reception

PLATINUM LEVEL - \$20,000

(Exhibit Table included)

- Premier table space in exhibit hall
- Company Logo on SDPA website linked to your website
- Copy of Conference Participant mailing list
- Five (5) Exhibit Hall badges (Exhibit Hall Only)
- Two (2) All Access badges (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Four (4) tickets to Welcome Event
- Two (2) tickets to VIP Reception

GOLD LEVEL - \$15,000

(Exhibit Table fee not included)

- Company Logo on SDPA website linked to your website
- Four (4) Exhibit Hall badges (Exhibit Hall Only)
- One (1) All Access badge (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Three (3) tickets to Welcome Event
- One (1) ticket to VIP Reception

SILVER LEVEL - \$10,000

(Exhibit Table fee not included)

- Company Logo on SDPA website linked to your website
- Three (3) Exhibit Hall badges (Exhibit Hall Only)
- One (1) All Access badge (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Three (3) tickets to Welcome Event
- One (1) ticket to VIP Reception

BRONZE LEVEL - \$7,500

(Exhibit Table fee not included)

- Company Logo on SDPA website linked to your website
- Two (2) Exhibit Hall badges (Exhibit Hall Only)
- One (1) All Access badge (Exhibit Hall and General Session Lectures)
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with Director of Industry Relations
- Recognition on printed materials and during the Conference

SPECIAL EVENTS (as space permits)

- Three (3) tickets to Welcome Event
- One (1) ticket to VIP Reception



FOR ADDITIONAL
INFORMATION **contact**
conferences@dermpa.org

PARTNER AND EXHIBITOR BADGES

EXHIBIT HALL BADGE – allows entry to the Exhibit Hall only.

- Exhibitors will receive two (2) exhibit hall badges for their \$3,500 table fee.
- Non-profit exhibitors will receive one (1) exhibit hall badge for their \$500 table fee.
- Partners will receive exhibit hall badges based on their level of Partnership support.

Additional exhibit hall badges may be purchased for \$400 each.

ALL ACCESS BADGE – allows entry to the Exhibit Hall and General Session Lectures. (Does not include Special Events).

- Partners will receive all access badges based on their level of Partnership support.

Additional all access badges may be purchased by Partners only for \$550 each, based on availability.

All requests for additional badges must be submitted by email to conferences@dermpa.org.

PARTNERSHIP OPPORTUNITIES

You may designate your Partnership Support to the General Costs of the Conference and/or to the following specified items.

ARRIVAL RECEPTION - Fee: \$30,000

Kick off the week with this reception.

WELCOME EVENT - Fee: \$50,000

Another great kick off to the start of the main conference.

VIP RECEPTION - Fee: \$30,000

This event recognizes SDPA Fellow Diplomates with an evening of food, drinks and fun.

FAREWELL RECEPTION - Fee: \$30,000

Enjoy a more conversational type setting with our attendees at the close of the event.

MINGLE ZONE - Fee: \$30,000

The "Mingle Zone" encourages attendees to relax, connect with colleagues, charge devices, and take a breather.

PROFESSIONAL HEAD SHOT STUDIO - Fee: \$25,000

Offering attendees with complimentary professional headshots.

PAST PRESIDENTS' BREAKFAST - Fee: \$10,000

This event recognizes SDPA Past Presidents including Board and Committee Leaders.

CONFERENCE BAGS - Fee: \$25,000

Your company logo will be displayed on the conference bag along with the SDPA logo.

EVENT MOBILE APP - Fee: \$25,000

The SDPA conference mobile app provides attendees with the complete schedule, as well as speaker listings, opportunities to interact with fellow attendees, and more!

CONFERENCE LANYARDS - Fee: \$10,000

Your company logo will be displayed on the lanyard along with the SDPA logo.

NECK WALLET/BADGE HOLDER - Fee: \$10,000

Your company logo will be displayed on front of the badge holder along with the SDPA logo.

CONFERENCE SYLLABUS - Fee: \$20,000

Your company logo will be displayed on the front cover of booklet along with the SDPA logo.

SCIENTIFIC ABSTRACTS & POSTERS BOOKLET - Fee: \$10,000

Your company logo will be displayed on the front cover of booklet along with the SDPA logo.

WIFI - Fee: \$20,000

WIFI throughout meeting space.

AUDIENCE RESPONSE SYSTEM - Fee: \$15,000

This technology improves attentiveness, increases knowledge retention, creates an interactive and fun learning environment, confirms understanding of key learning points, gathers data for reporting and analysis.

DAILY RECAP EMAILS - Fee: \$13,500

The daily recap emails are sent the morning after each of the three primary general conference days (Thursday, Friday and Saturday); one version goes to conference attendees and another to all members not in attendance.

REFRESHMENT BREAKS AND BEVERAGE STATION - Fee: \$20,000 each day

ADVERTISING AND MARKETING

In addition to Partnership Support the following promotional opportunities are available.

PRODUCT THEATER - Fee: \$50,000

Non-accredited promotional/educational activities presented during a fully-packed audience.

SATELLITE DINNER SYMPOSIA - Fee: \$25,000

Satellite Dinner Symposias are held in conjunction with SDPA Conference and are offered during times when the scientific sessions have concluded for the day.

HOTEL KEY CARDS - Fee: \$10,000

Non-accredited promotional/educational activities presented during a fully-packed audience.

CLINGS AND/OR BANNERS - Clings and banner options are available as a marketing opportunity at the host hotel. Costs available on request and may vary per location.

PLACEMAT MEDIA BUY - Fee: \$15,000

Be front and center with attendees every day of the general conference with your message being placed at each seat. Pre-conference day optional for an additional fee. Design restrictions apply

ROOM DROPS - Fee is \$7,500

Room drops will be provided to all registered attendees

DERMCAST.TV - Fee: Pricing Varies

Dermcast.tv is the official online media resource of the SDPA and offers many opportunities to engage with our audience; from banner advertising to custom video productions. Contact dermcast@dermpa.org for pricing and additional information.

BAG INSERTS - Fee: \$5,000

Post card size insert placed in attendee conference bags. All inserts must be pre-approved by SDPA.

Additional information will be provided to companies requesting to sponsor any of the items listed as some restrictions may apply. Space is based on availability and location at the Host Hotel & City.

Companies sponsoring any opportunity will be acknowledged on SDPA website, Mobile App and all conference print media.



FOR ADDITIONAL INFORMATION contact conferences@dermpa.org

CONFERENCE APPLICATION

COMPLETE APPLICATION AND SEND TO: CONFERENCE MANAGEMENT

EMAIL: conferences@dermpa.org
or FAX: 830-438-5425

MAIL ORIGINAL APPLICATION WITH PAYMENT TO: SDPA Lock Box

SOCIETY OF DERMATOLOGY PHYSICIAN ASSISTANTS (SDPA)
P.O. BOX 734594
CHICAGO, IL 60673-4594

QUESTIONS CONTACT: SDPA CONFERENCE MANAGEMENT

PHONE: 844-337-6727 OPTION 1
SDPA EIN Tax# 80-0103386

Please type or print.

Company Name _____
(As it should appear on printed materials, including badges and signage.)

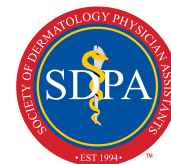
Company Mailing Address _____

City _____ State _____ Zip _____

Primary Contact Name _____

Primary Contact Phone _____

Primary Contact E-mail _____



SDPA ANNUAL Summer DERMATOLOGY CONFERENCE DENVER COLORADO HYATT REGENCY DENVER

PRE-CONFERENCE DAY
MAY 13, 2020
GENERAL CONFERENCE
MAY 14 - 17, 2020

PARTNERSHIP AGREEMENT

Total Unrestricted Educational Grant Support \$ _____

Total Corporate Support \$ _____

Total Support \$ _____

Please make Check Payable to SDPA

Company name and Conference name must appear on check.

Check # _____

Signature of Authorized Representative Date

Print Name: _____

☐ I am an authorized representative of the Company named above with the full power and authority to sign and deliver this agreement.



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EXHIBIT SPACE AGREEMENT

A copy of this page MUST be returned with an authorized signature and payment for the exhibit table. You will not be invoiced unless specifically requested. Application and payment does not guarantee acceptance into SDPA exhibit hall. All CME activities at the SDPA Annual Summer Dermatology Conferences will be held in a room separate from the Exhibit Hall.

Exhibitor Space Fees: (No refunds for cancellations)

- Exhibit Table (each) - \$3,500 Number of Tables _____
- Exhibit Table Non-Profit (each) - \$500 Number of Tables _____
- Exhibit Table Late Registration Fee - \$4,000 after March 20, 2020 _____

Total Fee \$ _____

Payment Information:

Please make Check Payable to SDPA.

Company name and Conference name must appear on check.

Check # _____

Payment can be made with credit card, plus 3% card fee.
Notify SDPA if you wish to pay with credit card.

Signature of Authorized Representative Date

Print Name: _____

I am an authorized representative of the Company named above with the full power and authority to sign and deliver this agreement. We agree to abide by the Exhibitor Rules and Regulations contained in this agreement. This agreement becomes valid after being signed by Exhibitor and confirmation of space has been issued by SDPA. We understand that all exhibit table fees must be paid in full at the time agreement is submitted to secure exhibit space.

EXHIBITOR INFORMATION, RULES AND REGULATIONS

EXHIBIT SPACE: Tabletop display space is available in the exhibit hall for a fee of \$3,500 per table.

Fee allows for one (1) 6' tabletop display with two (2) representative badges for exhibit hall access only. Each exhibitor will receive one (1) Lead Retrieval for scanning of attendee badges during exhibit hall hours only. Tables are skirted and approximately 30 inches by 6 feet long in size. Due to limited space exhibitors will confine themselves to tabletop use only.

Large exhibit displays **MUST** be approved three (3) months prior to event. Photo and dimensions of large exhibit displays must be sent to conferences@dermpa.org for review and approval. Additional booth fees for large exhibit displays may apply.

All exhibitor materials must be stored under assigned tables; aisles must be kept clear of boxes and trash. It is the Exhibitor's responsibility to provide signage and materials, and also to request Internet and Electrical connections if needed, which will be at the Exhibitor's expense.

SPECIAL CONSIDERATIONS: SDPA has approved an exhibit fee of \$500 for certain non-profits that are a part of the Coalition of Skin Diseases as listed at <http://www.coalitionofskindiseases.org>. Fee allows for one (1) representative badge for exhibit hall access only. Lead retrieval is not included with discount but can be rented through our vendor.

REGISTRATION: There will be no admission to the Exhibit Hall without an SDPA issued exhibitor badge. Representative names for badges are due by April 13, 2020 to conferences@dermpa.org.

Exhibitor Registration opens Wednesday, May 13, 2020 located in the Centennial Ballroom Foyer. Companies exhibiting will receive registered name badges, exhibit hall floor plan, booth assignment, and a participant list containing names, titles, city and state. Lead retrievals will be delivered to each table by 9:00am on Thursday, May 14, 2020.

EXHIBIT HALL LOCATION: Centennial Ballroom
Hyatt Regency Denver – 650 15th Street, Denver, CO 80202

EXHIBITOR REGISTRATION AND SET-UP:
Wed, May 13 – 6:00 pm to 7:30 pm & Thur, May 14 – 6:30 am to 9:30 am

EXHIBIT HOURS:
THURSDAY, MAY 14
10:00 am to 5:30 pm
10:15 am to 10:45 am & 3:00 pm to 3:30 pm: Coffee Break in Exhibit Hall

FRIDAY, MAY 15
8:00am to 5:00 pm
10:15 am to 10:45 am & 3:00 pm to 3:30 pm: Coffee Break in Exhibit Hall
5:00 pm: *Exhibitor Tear Down*

(TIMES ARE SUBJECT TO CHANGE CHECK
SDPA WEBSITE FOR UPDATES at sdpaconferences.org)

SHIPPING AND RECEIVING OF PACKAGES: Details will be posted on the SDPA website at sdpaconferences.org under the "PARTNER & EXHIBITOR" tab – Exhibitor Service Kit.

In order to better serve your needs, all inbound and outbound freight shipments for the Society of Dermatology Physician Assistants (SDPA) Annual Summer Dermatology Conference are required to be sent through the Official Show Organizer (OSO). Please note that any freight sent directly to the Hyatt Regency Denver Hotel may be turned away at the owner's expense.

Every effort will be made to provide each company with their booth number thirty- (30) days prior to Conference date however; it is not necessary to have a booth number in order to ship materials via the SDPA approved OSO.

Exhibitor Kits and Shipping Information will be emailed to each registered company by the OSO, and can also be found at sdpaconferences@dermpa.org under the "PARTNER & EXHIBITOR" tab, or contact conferences@dermpa.org for information.

LIABILITY: Exhibitors are responsible for submitting an executed release of liability for themselves and and/or its third party representatives in charge of providing installation and dismantling services. If Exhibitor fails to deliver the release, Exhibitors will be prohibited from utilizing exhibition premises.

The release must include the following language: *"To the fullest extent legally permissible, Exhibitor agrees: (i) it shall be fully responsible to pay for any and all damage to property owned by Hotel, or their affiliates or any of their respective owners or managers that results from any act or omission of Exhibitor, (ii) to defend, indemnify and hold harmless, Hotel and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property; and (iii) its liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of an accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees."*

EXHIBITOR LOSS AND DAMAGE HOLD HARMLESS: "[EXHIBITOR] hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Society of Dermatology Physician Assistants (SDPA), Events Made Simple, LTD, the Hyatt Regency Denver Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of SDPA, the Hotel, its employees and agents.

INSURANCE: [EXHIBITOR] shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage.

The Hyatt Regency Denver Hotel, its owners, and its operator shall be included in such policies as additional named insurers. In addition, [EXHIBITOR] acknowledges that neither, SDPA, Events Made Simple, LTD, the Hyatt Regency Denver Hotel, its owners, its operators maintain insurance covering exhibitor's property and that it is the sole responsibility of [EXHIBITOR] to obtain business interruption and property damage insurance insuring any losses by [EXHIBITOR]".

SECURITY: The Hyatt Regency Denver Hotel does not provide security. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and display at all times. Doors will NOT be locked during scheduled meeting times.

DUE DATE: All exhibitor contracts are due **no later than March 20, 2020**. Exhibit space is limited and on a first come, first served basis, early submission of the exhibitor application with payment is highly recommended to secure your space.

LATE REGISTRATION FEE:
Exhibit space requested **after March 20, 2020** will be at a fee of \$4,000 per table and based on space availability. Exhibit space requested after **April 6, 2020** will be based on space availability at a fee of \$4000 and **MUST** be paid with a credit card plus the 3% card fee (no exceptions).
Exhibit applications will not be accepted after April 20, 2020.

PAYMENT: Full payment of the exhibit space fee must be submitted with the **signed** application, no space held without full payment. Should you wish to pay the exhibit fee by credit card there will be an additional 3% fee.

CANCELLATION: No refunds will be issued for exhibit space cancellations or no shows.

RIGHT OF REFUSAL: The SDPA reserves the right at its sole discretion to reject or rescind any Exhibitor Application and Contract at any time for any reason. In the event the SDPA exercises this right, the SDPA will refund any payments received by the exhibitor applicant.



FOR ADDITIONAL
INFORMATION contact
conferences@dermpa.org

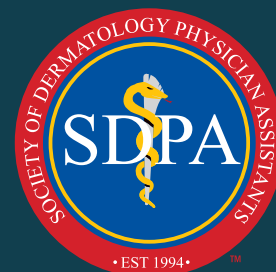
PARTNER AND EXHIBITOR PROSPECTUS

SDPA ANNUAL Summer DERMATOLOGY CONFERENCE DENVER COLORADO

HYATT REGENCY DENVER

PRE-CONFERENCE DAY
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MAY 14 – 17, 2020



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