

EXHIBIT PROSPECTUS

"The vibe was super positive with attendees seeming to appreciate exhibitors."

– 2019 exhibitor

*"Great show!
Target audience was good."*

– 2019 exhibitor



DENVER 2020

28TH ANNUAL MEETING

March 17-19 | Hilton Denver City Center

A D A M

EXHIBITS OPEN MARCH 17-18

Hilton Denver City Center • Denver, CO

Exhibit Application Deadline:

December 1, 2019

Apply early to ensure your space!



Association of Dermatology
Administrators & Managers

Apply online at *ada-m.org*



Why Exhibit?

Meet 350+ Potential Customers

The 28th ADAM Annual Meeting is expected to attract more than 350 administrators and managers eager to find new products and services for their dermatology practices. The meeting is your chance to reach these influential professionals and their valuable purchasing power through creative sponsorship and exhibit opportunities that provide valuable face-time with attendees.

Expected registrants include:

- Administrators
- Practice Managers
- Coders
- Attorneys
- Accountants
- Physicians
- Billing Specialists



Decision Makers Are Here

Market your company and raise brand exposure among dermatology practice management decision makers. You'll have the opportunity to establish your position as a leader in the marketplace and reach your top prospects at ADAM 2020.

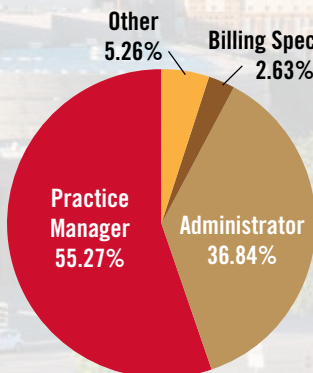
Traffic-generating features in the Exhibit Hall

- Breakfast
- Lunch
- Coffee Breaks
- Networking Reception
- Passport Raffle Game

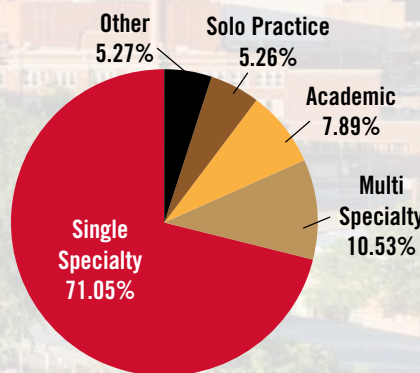
2019 ADAM Annual Meeting Survey Results

- **90%** of exhibitors met their goals and objectives.
- **100%** of exhibitors rated the amount of time available for interaction with attendees as either good or excellent.
- **97%** of attendees were satisfied with the meeting.

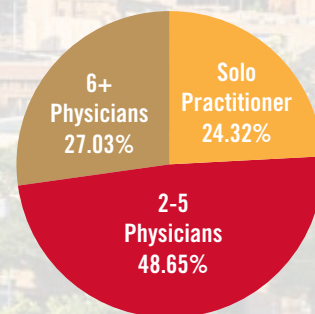
2019 ADAM Annual Meeting Attendee Profile



Job Description



Clinic Description



Practice Description



Corporate Membership

ADAM corporate members get the inside track on ADAM information and receive valuable opportunities to connect with members. For just \$750, your 2020 Corporate Membership includes:

- Premier placement at the 2020 ADAM Annual Meeting
- Two membership list rentals per year; includes name, practice and mailing address.
- Inclusion in ADAM's online corporate member directory with a direct link to your company's website
- One hyperlinked quarter-page ad in the bi-monthly newsletter, *Executive Decisions in Dermatology* (Size 5" x 4", 300 dpi in an .eps or .jpg file)
- One banner ad to be included in an ADAM member email (size 600 x 160 px, 72 dpi in a .png or .jpg file, 150 KB - 1 MB, provide link and alt text)



Product Demonstration Session

\$7,500

Are you launching a new product, service or upgrade soon? Need time to demonstrate the product or service to practice administrators and managers? There are two exclusive opportunities available to host a private product demonstration session during Wednesday's lunch for ADAM Annual Meeting attendees. This exciting opportunity is on a first come, first served basis. Contact Lora Tusinski at ltusinski@samiworks.net to reserve your session! Benefits include:

- Pre-registration and final attendee lists (name, practice and mailing address)
- Complimentary tote bag insert
- Full-page, 4-color advertisement in the Final Program
- Duration is 60 minutes



Premier Partnership Opportunities

BENEFITS OF PARTNERSHIP	DIAMOND LEVEL PARTNERSHIP	PLATINUM LEVEL PARTNERSHIP	GOLD LEVEL PARTNERSHIP	SILVER LEVEL PARTNERSHIP	BRONZE LEVEL PARTNERSHIP	PEWTER LEVEL PARTNERSHIP
	\$25,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,500
Corporate Membership (\$750 value)	✓	✓	✓	✓	✓	
Exhibit table display with two chairs and registration for two exhibitor representatives (additional representatives are \$250 each).	✓ Showcase Placement	✓ Showcase Placement	✓ Priority Placement	✓ Priority Placement	✓ Priority Placement	✓
Participation in the Passport Raffle in the exhibit hall to increase face time with attendees	✓	✓	✓	✓	✓	✓
Pre-registration list three weeks prior to the ADAM Annual Meeting, allowing you the opportunity to mail information to attract attendees to your booth.	✓	✓	✓	✓	✓	✓
Signage at your exhibit table and partner level ribbons for booth personnel	✓	✓	✓	✓	✓	
Complimentary tote bag insert	✓	✓	✓	✓		
First choice of exhibit location	✓					
Host Welcome Reception on Tuesday evening and make the opening remarks to welcome Annual Meeting attendees	✓					
Additional complimentary exhibitor badges	3	2	1	1		
Banner Ad in ADAM Intel e-news prior to the meeting	✓					
Full-page, 4-color advertisement in Final Program	✓	✓				
1/2 page, 4-color advertisement in Final Program			✓			
1/4 page, 4-color advertisement in Final Program				✓		
Sponsor one keynote speaker	✓	✓				
Sponsor luncheon in the exhibit hall (non-exclusive)			✓			
Sponsor two breaks in the exhibit hall (non-exclusive)				✓		
Sponsor one break in the exhibit hall (non-exclusive)					✓	
Full access to all food and beverage functions (breaks, breakfast, lunch and reception).	✓	✓	✓	✓	✓	✓
Opportunity to attend educational sessions.	✓	✓	✓	✓	✓	✓
Free listing in the Annual Meeting section of ADAM's website.	✓	✓	✓	✓	✓	✓
Free listing and company description in ADAM Annual Meeting materials.	✓	✓	✓	✓	✓	✓
Full registration list after the Meeting for you to follow-up with prospects.	✓	✓	✓	✓	✓	✓



Optimize Your Exhibit and Partner Experience

- **NEW! Member Networking Event: \$15,000 Exclusive / \$3,500 Shared**
Attendees will never forget the company that supports the first all-attendee networking event with dinner, drinks and entertainment! Your company name /logo will appear on promotions and signage for the event and in the onsite program and mobile app. This exciting new event will be held in the hotel on Wednesday beginning at 6:30 p.m.
- **Floor Logos (12" x 12"): \$2,000 for four**
Encourage attendees to visit your exhibit table with a floor sticker featuring your company logo. Floor logos will be placed in a prominent area outside the exhibit hall.
- **Attendee Notepads with Company Logo: \$2,000**
Help attendees stay organized throughout the meeting with notepads featuring your company name and logo on every page.
- **Conference Tote Bags: \$3,500**
Take advantage of this exclusive branding opportunity to have your company logo printed on reusable tote bags provided to every attendee.
- **Hotel Keycards: \$3,500**
Your company logo will appear on all attendee hotel room key cards, which will be distributed during check-in and will be carried by attendees for the duration of the meeting.
- **Full-page, 4-color Ad in Final Program: \$1,500**
This valuable publication features the entire conference schedule and will be distributed to all attendees onsite.
- **Lanyard with Company Logo: \$2,500**
This high-visibility opportunity is a great way to generate brand awareness for your company and products.
- **Mobile App & Wi-Fi: \$4,000**
New this year attendees will be able to access all meeting information on the ADAM Mobile App, including all educational program information, event highlights, exhibit hall listing, and floor plans. Sponsor will receive recognition on the home screen plus one push notification daily to attendees. Conference attendees stay connected with WiFi access and your company name will be the password.
- **Tote Bags Insert: \$2,000**
Include a product sample or promotional piece in the registration tote bags given to every attendee.
- **Attendee Pens with Company Logo: \$2,000**
Promote your company on the official meeting pen provided to every registrant for use during the meeting and beyond.
- **Hallway Banners (36" x 72"): \$2,500 per banner**
Make a big impact on attendees with a branded banner in a prominent location in the hotel. Multiple locations available.

Meeting Location

Hilton Denver City Center Hotel
 1701 California St., Denver, CO 80202
 Reservations: phone 1-855-686-8871 or book online at <https://book.passkey.com/event/50009909/owner/3135/home>
 Use code **"ADAM"** to receive the group rate.

Payment Policy

Confirmation will be provided after receipt of payment. No exhibit space may be reserved without payment in full.

Exhibitor Assignments

All applications received with full payment will be confirmed on a space-available basis. Table assignments will be emailed in December 2019 to the exhibit contact listed on the application. ADAM reserves the right to make assignments or

reassignments as necessary. Partners and corporate members will have priority placement.

Exhibit Table Dimensions and Limitations

The space provided is for a 6' x 30" tabletop display. Exhibitors shall arrange their display so that they do not obstruct other exhibits. Floor displays may be used behind the 6' x 30" table provided the display fits within those dimensions and does not exceed 8' high.

Exhibit Installation and Removal

Installation of exhibits will be Tuesday, March 17, 2020 from 1:30 - 5 p.m. No exhibits may be dismantled before 6:15 p.m. on Wednesday, March 18, 2020. All materials and displays not dismantled by 10:30 a.m. on Thursday, March 19, 2020 will be discarded.

EXHIBIT SCHEDULE *(subject to change)*

Exhibitor Set-Up:	Tuesday, March 17, 2020	1:30 - 5 p.m.
Exhibits Open:	Tuesday, March 17, 2020	5 - 6:30 p.m.
	Wednesday, March 18, 2020	7:30 a.m. - 6:15 p.m.
Exhibitor Networking Reception and Raffle:	Wednesday, March 18, 2020	5 - 6:15 p.m.
Exhibitor Breakdown:	Wednesday, March 18, 2020	6:30 - 8:30 p.m.
	and Thursday, March 19, 2020	7 - 9:30 a.m.

Raffle Drawing

Exhibitors are encouraged to donate prizes for the raffle drawing during the Exhibitor Reception on Wednesday, March 18, 2020 from 5 - 6:15 p.m. The raffle generates traffic in the exhibit hall and creates excitement around your booth!

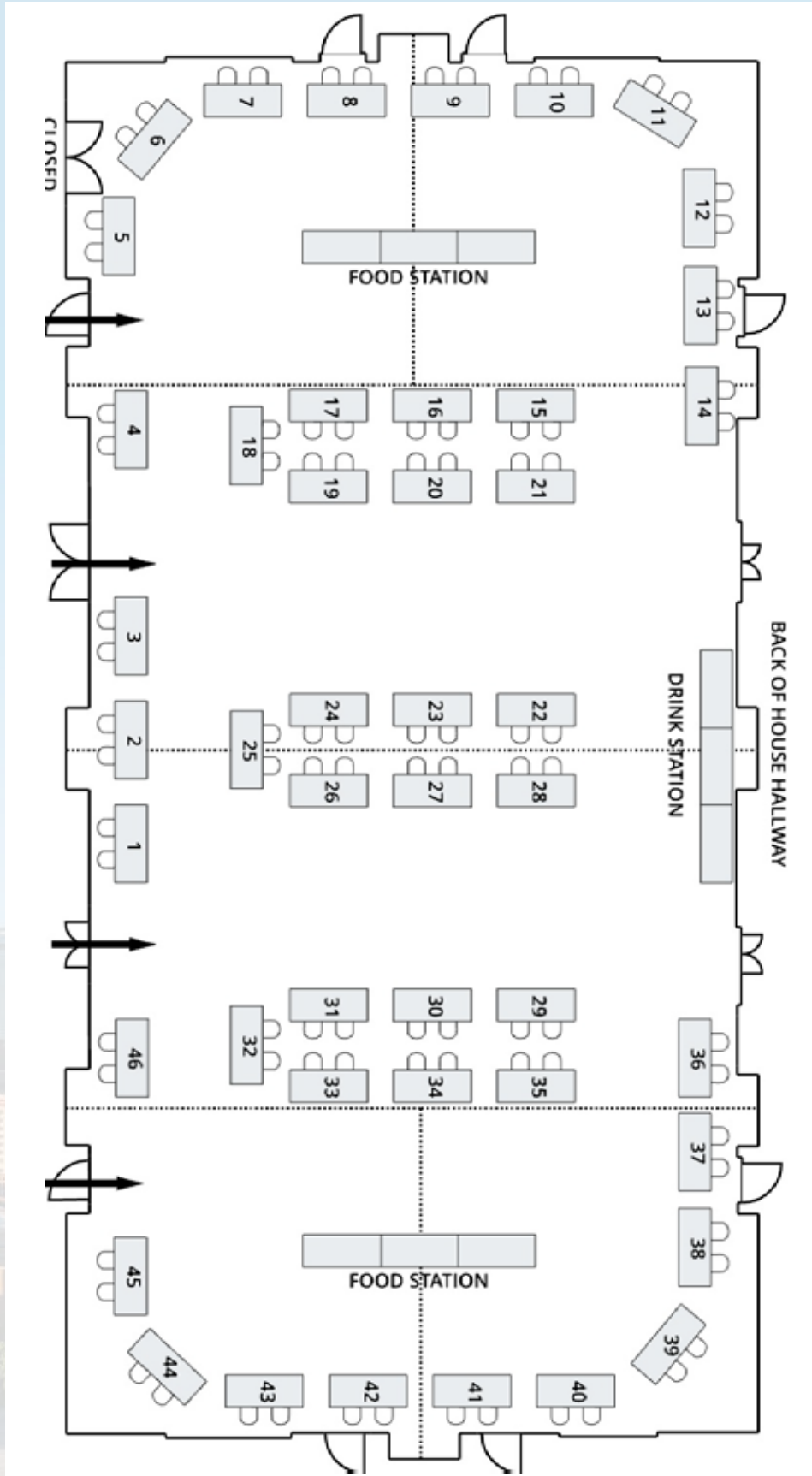
Future Meeting

2021 Annual Meeting
 San Francisco, CA



Denver Ballroom

Exhibit Hall Floor Plan



Questions? Email Lora Tusinski at ltusinski@samiworks.net



Rules and Regulations

1. Prizes

Exhibitors are encouraged to donate prizes for the raffle drawing during the Exhibitor Reception on Wednesday, March 18, 2020 from 5 - 6:30 p.m. Please ship all prizes with your booth materials or directly to your representative at the hotel.

2. Contract

The following Rules and Regulations become binding upon acceptance of the Contract between the Applicant and its employees, and show management.

3. Cancellation Policy

Cancellations must be made in writing (email or fax is acceptable). Cancellations are effective as of the receipt date of written notification. Any exhibitor cancelling on or before December 1, 2019 will receive a full refund. Cancellations received between December 1, 2019 and January 1, 2020 will receive a 50% refund. Any cancellation received after January 1, 2020 forfeits the entire exhibit / partner fee (no exceptions).

4. No Show Policy

Exhibitors are considered "no show" if a company does not occupy or exhibit in the designated space within one hour of the scheduled opening of the exhibit hall and has not given ADAM the required written notice of cancellation. ADAM has the right to use "no show" exhibit space in such a manner as it may deem in the exhibit hall's best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full table rental fee.

5. Exhibits, Eligibility, Assignment and Relocation

ADAM reserves the right to determine eligibility of any company or product for inclusion as an exhibitor and to assign or relocate exhibits as it deems necessary. Every effort will be made to accommodate exhibitor preferences. Table locations will be assigned at the sole discretion of show management. Placement will be made based on partner level, date of reservation and separation of competitive products.

6. Exhibit Dimensions and Limitations

The space provided is for a 6' x 30" tabletop display. Exhibitors shall arrange their display so that they do not obstruct other exhibits. Floor displays may be used behind the 6' x 30" table provided the display fits within those dimensions and does not exceed 8' high. All other expenses above and beyond the table and two chairs, such as electricity and audio visual, are the responsibility of the exhibitor.

7. Audiovisual Equipment

Sound volume must be kept at a level not to exceed conversations. It must not interfere with neighboring exhibitors and must be devoted exclusively to the business of the exhibitor. The operator must be in the exhibit space and not in the aisle. Audiovisual needs (i.e. WiFi, LCD, etc.) will be at the exhibitor's own expense through direct contact with the hotel. The POC (point of contact) for audiovisual needs will be provided to all confirmed exhibitors / partners.

8. Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims and damages relating to any injury, death or damage to property (including within the conference property), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees or contractors. The exhibitor agrees to indemnify and hold harmless Solutions for Association Management, Inc. (SAMI) and the ADAM organizers from and against any and all liability, losses, claims and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

9. Distribution of Printed Materials and Canvassing by Industry

Canvassing in any part of the facilities used by ADAM is strictly forbidden. Anyone doing so will be requested to leave. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is pre-approved by ADAM.

10. Sponsorships

Sponsorships are assigned on a first-come, first-served basis. All sponsorship payments are nonrefundable.

11. Food and Beverage

All food and beverage items must receive prior approval from the Hiton Denver City Center catering staff. Please contact Lora Tusinski at ltusinski@samiworks.net for advance approval. No alcoholic beverages may be served from the tabletop exhibit.

12. Helium Balloons / Confetti

No helium balloons or confetti are allowed in the Exhibit Hall.

13. Terms and Conditions

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this prospectus.