

A D A M

*EXHIBITOR
PROSPECTUS*



Boston

30th ADAM Annual Meeting

**2022 ADAM
ANNUAL MEETING**

MARCH 22-24, 2022

BE THE BEACON OF CHANGE

ASSOCIATION OF DERMATOLOGY ADMINISTRATORS & MANAGERS



2022 ADAM ANNUAL MEETING EXHIBITOR PROSPECTUS

Why Exhibit?

Market your company and raise brand awareness among dermatology practice management decision makers!

MEET 350+ POTENTIAL CUSTOMERS

The 30th ADAM Annual Meeting will provide an engaging exchange of information for more than 350 dermatology administrators and managers eager to find new products and services for their dermatology practices. This meeting is your chance to reach and connect with these influential professionals and their valuable purchasing power through creative sponsorship and exhibit opportunities that provide valuable face-time with attendees.

Expected registrants include:

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



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 2022.

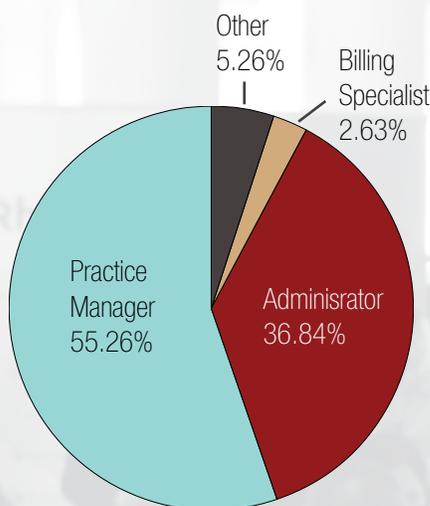
Each exhibit package includes branding opportunities outside of the exhibit floor as well as enhancements to make sure your participation is successful. There are several levels of exhibit participation and the ADAM staff will work with you to find the perfect participation level that meets your needs.

Traffic-generating features in the Exhibit Hall:

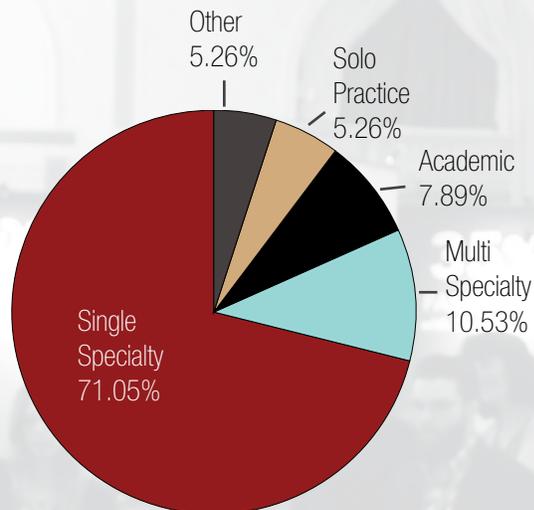
- Breakfast
- Lunch
- Coffee Breaks
- Networking Reception
- Passport Raffle Game



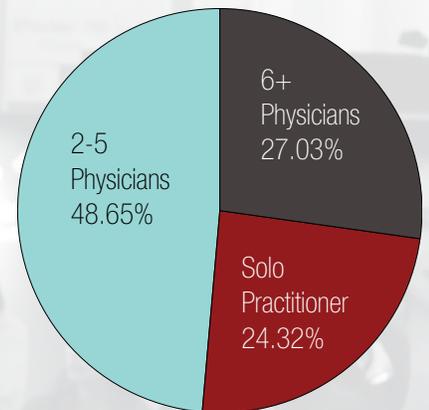
Past ADAM Annual Meeting Attendee Profile



JOB DESCRIPTION



CLINIC DESCRIPTION



PRACTICE DESCRIPTION

Past 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.

Corporate Membership

ADAM corporate members get the inside track on ADAM information and receive valuable opportunities to connect with members all year long. For just \$750 annually, your 2022 Corporate Membership includes:

- Premier placement at ADAM Annual Meetings.
- 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 quarterly digital publication, *Executive Decisions in Dermatology* (Size 4" x 5.25", 300 dpi in an .eps or .jpg file)
- One banner ad to be included in an ADAM Intel email (size 600 x 160 px, 72 dpi in a .png or .jpg file, 150 KB - 1 MB, provide a link to a webpage of your choice).

Please note an ADAM Corporate Membership is included for those at the Bronze level and higher.



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Meeting Location

Boston Park Plaza | 50 Park Plaza, Boston, MA 02116

Making Reservations

A dedicated website is now available for you to book your hotel rooms online.

Booking Website: <https://book.passkey.com/e/50238317>

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 January 2022 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 22, 2022 from 1:30 - 4:00 p.m. No exhibits may be dismantled before 6:30 p.m. on Wednesday, March 23, 2022. All materials and displays not dismantled by 9:30 a.m. on Thursday, March 24, 2022 will be discarded.

EXHIBIT SCHEDULE (subject to change)

Exhibitor Set-Up:	Tuesday, March 22, 2022	1:30 p.m. - 5 p.m.
Exhibits Open:	Tuesday, March 22, 2022	5:15 p.m. - 6:30 p.m.
	Wednesday, March 23, 2022	7:30 a.m. - 6:15 p.m.
Exhibitor Networking Reception and Raffle:	Wednesday, March 23, 2022	5:35 p.m. - 6:30 p.m.
Exhibitor Breakdown:	Wednesday, March 23, 2022	6:30 p.m. - 8:30 p.m.
	Thursday, March 24, 2022	7:00 p.m. - 9:30 a.m.

Raffle Drawing

Exhibitors are encouraged to donate prizes for the raffle drawing during the Exhibitor Reception on Wednesday, March 23, 2022 from 5:35 p.m. - 6:30 p.m. The raffle generates traffic in the exhibit hall and creates excitement around your booth!

Future Meeting

2023 Annual Meeting
New Orleans, LA



Questions? Contact: Lora Tusinski-West | Email: ltusinski@samiworks.net

Premier Partnership Opportunity Levels

SPONSORSHIP PACKAGE INCLUDES:	DIAMOND \$25,500	PLATINUM \$15,500	GOLD \$8,000	SILVER \$5,500	BRONZE \$4,000	PEWTER \$3,000
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 Monday 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)			✓		✓	
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	✓	✓	✓	✓	✓	✓

[Click Here For Exhibitor Application](#)

Product Demonstration Session

\$8,000

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



Optimize Your Exhibit and Partner Experience

- **NEW! Member Networking Event: \$15,000 Exclusive / \$5,000 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 TBD beginning at 6:30 p.m.
- **Mobile App & Wi-Fi: \$5,000**
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.
- **Hotel Keycards: \$4,500**
Your company logo will appear on all attendee hotel room key cards, which will be distributed during check-in.
- **Conference Tote Bags: \$4,000**
Take advantage of this exclusive branding opportunity to have your company logo printed on reusable tote bags provided to every attendee.
- **Lanyard with Company Logo: \$3,500**
This high-visibility opportunity is a great way to generate brand awareness for your company.
- **Hallway Banners (36" x 72"): \$3,000 per banner**
Make a big impact on attendees with a branded banner in a prominent location in the hotel. Multiple locations available.
- **Floor Logos (12" x 12"): \$3,000 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.
- **Tote Bags Insert: \$2,500**
Include a product sample or promotional piece in the registration tote bags given to every attendee.
- **Attendee Pens with Company Logo: \$2,500**
Promote your company on the official meeting pen provided to every registrant for use during the meeting and beyond.
- **Attendee Notepads with Company Logo: \$2,500**
Help attendees stay organized throughout the meeting with notepads featuring your company name and logo on every page.
- **Full-page, 4C Ad in Final Program: \$2,000**
This valuable publication features the entire conference schedule and will be distributed to all attendees onsite.
- **ADAM Intel Banner Ads: \$500**
Intel provides weekly news to its members every Friday.



2022 ADAM ANNUAL MEETING EXHIBITOR PROSPECTUS

RULES AND REGULATIONS

1. Prizes

Exhibitors are encouraged to donate prizes for the raffle drawing during the Exhibitor Reception on Wednesday, March 23, 2022 from 5:35 p.m. - 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.

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 January 15, 2022 will receive a full refund. Cancellations received between January 15, 2022 and February 15, 2022 will receive a 50% refund. Any cancellation received after February 15, 2022 forfeits the entire exhibit / partner fee (no exceptions).

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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.

9. Sponsorships

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

10. 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.

11. Helium Balloons / Confetti

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

12. Terms and Conditions

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