

# ADAM 2023

## ADVERTISING & BRANDING MEDIA KIT

- *Executive Decisions in Dermatology*
- Website Banners
- ADAM Intel Banners
- 2023 ADAM Annual Meeting



# ADAM

Association of Dermatology  
Administrators and Managers  
Education | Leadership | Growth | Networking

### MAKE ADAM AN INTEGRAL PART OF YOUR MARKETING MIX

ADAM advertising opportunities deliver your message to the full spectrum of dermatology decision makers.

## TARGET DERMATOLOGY'S MOST INFLUENTIAL BUYERS

# Executive Decisions in Dermatology

*Executive Decisions in Dermatology* is a quarterly digital member publication – distributed via email and accessible on the ADAM website that incorporates an interactive, responsive design with analytic data. The publication provides information, ideas and best practices in dermatology practice management to 600+ ADAM members, including practice managers, administrators, residents, physicians and companies. Animated flipping pages, video content, clickable links, download / print capability and keyword search are new functions.



**Advertising opportunities** for corporate members and industry partners in 2023 include banner ads in the email distribution and enhanced publication options with embedded videos, pop-up images and URL links.

**Added Value:** Corporate members receive one free 1/4 page placement each year.

## Article Submission

ADAM members are always hungry for the latest news, trends and tools to help them be more successful. ADAM offers free editorial opportunities for articles on practice management skills, compliance needs, financial insights or new trends impacting dermatology practices. The article's content focus should be on education and not a sales pitch or advertorial in nature. However, your business logo and byline with a hyperlink to your company website will be featured to drive additional leads your way.

The recommended word count is 500 - 800 words. Coordinating images should be sent as high-resolution .jpg files of at least 300 dpi and logos should be vector .eps files.

Issue	Theme	Top Submission	Publish Date
MARCH 2023	Operations	11/29/22	3/2/23
JUNE 2023	TBD	3/10/23	6/2/23
SEPTEMBER 2023	TBD	6/9/23	9/7/23
DECEMBER 2023	TBD	9/8/23	12/7/23



## RUN OF BOOK (ROB) POSITIONS\*

Ad Unit (includes one hyperlink)	RATES
Full Page	4-C \$795
1/2 Page	\$565
1/3 Page	\$395
1/4 Page	\$365
1/6 Page (Business Card)	\$265

## Enhanced ROB Options\*

Multimedia options include embedded video and pop-up image	
1/2 Page horizontal or 500 pixels wide	\$595
1/4 Page or 250 pixels wide	\$425

*\*Ask about multiple issue discounts*

**For more Corporate Partner and Branding Opportunities please contact:**

Lora Tusinski-West  
ADAM Association Manager  
[info@ada-m.org](mailto:info@ada-m.org)

# Production Specifications

## Executive Decisions in Dermatology



### Mechanical Specifications

Electronic files required. Preferred format is PDF/X-1a. View specifications at [swop.org](http://swop.org) or [adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://adobe.com/designcenter/acrobat/articles/acr6pdfx.html).

Convert all colors to CMYK (except black text).  
No 5th / PMS colors.

All images must be 300 dpi and embedded in ad.

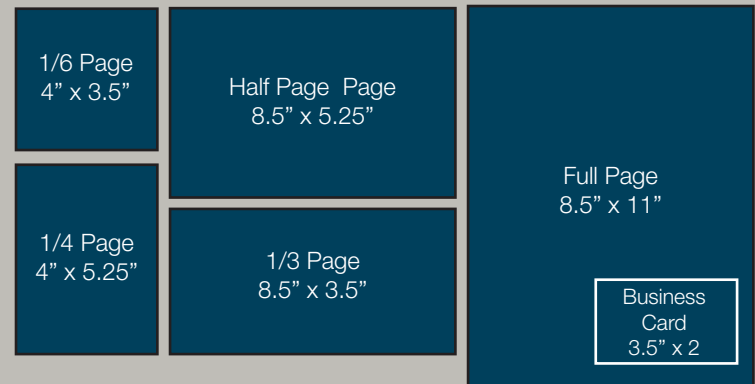
Assistance with ad creation is available at an additional charge. Email all ad elements photo(s), logo and final copy.

Send ad space and materials to:

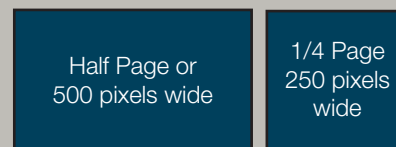
[ltusinski@samiworks.net](mailto:ltusinski@samiworks.net)

(28MB max; for larger files, email for file sharing instructions)

### Ad sizes for Executive Decisions in Dermatology



### Enhanced Multimedia sizes for Executive Decisions in Dermatology



## Website Banner Ads

Have your ad in front of practice managers and administrators on ADAM's website.

**Banner Opportunities Available:** \$500 per Please contact ADAM for additional banner repetition discounts.

**Banner Specifications:** 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB)

**Provide a link to a webpage of your choice.**





ADAM Intel provides weekly news to its members and keeps them informed yet not overburdened with too many emails.

**Banner Opportunities Available:** \$500 per weekly email.  
Please contact ADAM for additional banner repetition discounts.

**Banner Specifications:** 600px x 160px preferred  
(728px x 90px acceptable) / RGB format, 72 dpi / PNG  
or JPG format / 150 KB (max 1MB)

Provide a link to a webpage of your choice.

View this email in your browser

## ADAM Intel

Association of Dermatology  
Administrators & Managers

In this issue:

- [Registration is Open for the 2021 ADAM Virtual Annual Meeting](#)
- [Increase Employee Retention, Job Satisfaction and Productivity](#)
- [Executive Decisions in Dermatology New Interactive Issue](#)
- [Blocking Rule Effective April 5](#)
- [7 Signs the N95s at Your Practice Might be Fake](#)
- [CDC Guidelines for Fully Vaccinated Americans](#)

**Registration is Open for the 2021 ADAM Virtual Annual Meeting**

## ADAM ENGAGE VIRTUAL MEETING JUNE 25-26, 2021 EDUCATE ENERGIZE

Explore the latest trends, hot topics and solutions in practice management at the 2021 ADAM Annual Meeting:

- Leading Your Practice During and Post-Pandemic
- Telemedicine – is it Here to Stay?
- Leadership Mindset
- Marketing and Patient Loyalty Programs
- Human Resource Challenges and Trends
- Building a Team Environment during Covid-19
- Financial and Benchmarking Discussions
- EMR vs. HER
- Coding and Legislation Updates
- Roundtable Discussions, Pearls and Recommendations with Industry Experts, Colleagues, and Faculty Experts
- Unique Networking Opportunities with Colleagues, Experts, and Industry

Please Note: The date is now June 25 – 26 for the inaugural ADAM Virtual Meeting.

**Register for the 2021 Virtual ADAM Annual Meeting**

In this issue:

- [Updated ASDSA / ASLMS Guidelines](#)
- [\\$20 Billion in New Phase 3 Provider Relief Funding Available](#)
- [The Wearable Evolution](#)
- [What Companies Do You Want to Meet?](#)
- [Connect in the Exclusive ADAM Facebook Group](#)

### Updated ASDSA / ASLMS Guidelines

Under the guidance of Murad Alam, MD, MBA, Chair; David M. Ozog, MD, Chair; Marc D. Brown, MD, President of ASDSA; and Thomas E. Rohrer, MD, President of ASLMS, the joint task force of the American Society for Dermatologic Surgery (ASDSA) and the American Society for Laser Medicine & Surgery (ASLMS) have updated the [Guidance for Cosmetic Dermatology Practices During COVID-19](#) and allowed us to share this with ADAM members. This update is based on new information as we toggle through this pandemic, to aid in your day-to-day practice management with recommendations and options.

### Read the Updated COVID-19 Practice Guidance Available

U.S. Department of Health & Human Services (HHS) has [announced](#) that it will be disbursing an additional \$20 billion in CARES Act Provider Relief Funds. Under this Phase 3 General Distribution allocation, physicians that have already received Provider Relief Fund payments may apply for additional funding that considers financial losses and changes in operating expenses caused by COVID-19. Previously ineligible physicians, such as those who began practicing in 2020, will also be eligible to apply. Phase 3 General Distribution funding. This is a first come first served opportunity. Once the \$20B is spent, the window will close.

**Read the Full Article**

**Join the Exclusive ADAM Facebook Group**

- "Anyone use Microsoft 360? If so, know of any discounts or GPOs to go through?"
- "Our Mohs surgeon just started doing the rapid COVID test on patients that are having surgery on lips and nose. Is anyone else doing this what CPT code are you using?"
- "We're a growing organization. Just acquired an office focused on SRT. EMA-user SRT experts out there?"
- "Has anyone applied for and received forgiveness on PPP loan?"

**Join the ADAM Members Only Conversation**

**LEADERSHIP IS A MATTER  
PEOPLE LOOK AT YOU AND GAIN  
IF YOU'RE IN CONTROL, THEY**

**epionce**  
We Define the Beauty of Healthy Skin™  
**Barrier Boosting Technology**  
Dermatologist-Developed Skincare



**hcp** Healthcare Compliance Pros  
**Compliance Solved.**

Training • Assessments • Support

“HCP manages my compliance program allowing me to focus on my practice. Now we both do what we do best. Thanks for relieving the burden!”

**For more Corporate Partner and Branding Opportunities please contact:**

Lora Tusinski-West, ADAM Association Manager Email: [info@ada-m.org](mailto:info@ada-m.org)



NEW ORLEANS



# 2023 ADAM Annual Meeting

March 14-16, 2023

*laissez le bon temps rouler*

*Let the Good Times Roll*

*for Growing Your Dermatology Office*



ASSOCIATION OF DERMATOLOGY ADMINISTRATORS & MANAGERS

# EXHIBITOR PROSPECTUS





NEW ORLEANS



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ASSOCIATION OF DERMATOLOGY ADMINISTRATORS & MANAGERS

# EXHIBITOR PROSPECTUS

# 2023 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 31<sup>st</sup> 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
- Clinical Office Staff
- Patient Coordinators
- Insurance and Billing Managers
- New Technology Purchasers



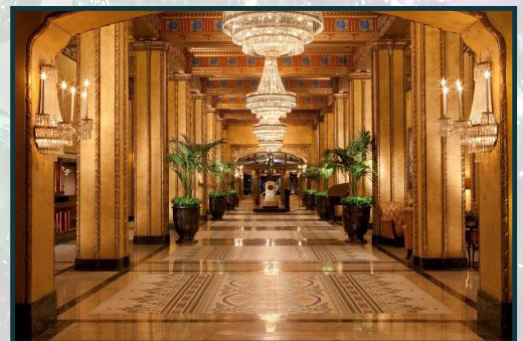
### DECISION MAKERS ARE HERE

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

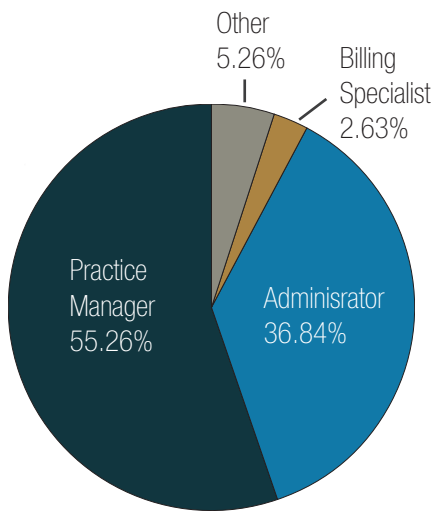


**Questions? Contact: Lora Tusinski-West | Email: [info@ada-m.org](mailto:info@ada-m.org)**

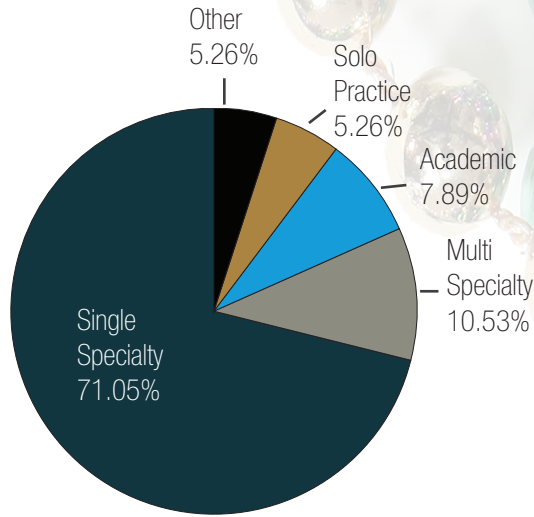


# 2023 ADAM ANNUAL MEETING EXHIBITOR PROSPECTUS

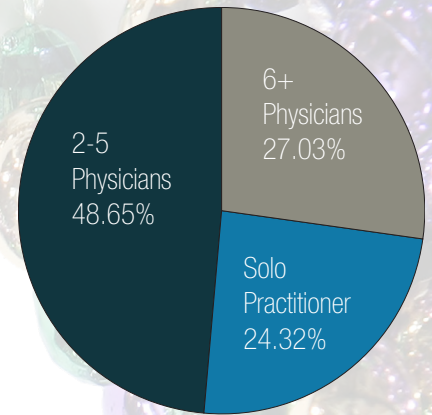
## Past ADAM Annual Meeting Attendee Profile



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 2023 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.

Questions? Contact: Lora Tusinski-West | Email: [info@ada-m.org](mailto:info@ada-m.org)



# 2023 ADAM ANNUAL MEETING EXHIBITOR PROSPECTUS



## Meeting Location

The Roosevelt New Orleans, A Waldorf Astoria Hotel | 130 Roosevelt Way | New Orleans, LA 70112

## Making Reservations

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

Booking Website: <https://book.passkey.com/gt/218589885?gtid=6b5aeb4bd5eca23de4701facb1a23adf>

## Payment Policy

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

## EXHIBIT SCHEDULE (subject to change)

Exhibitor Set-Up:	Tuesday, March 14, 2023	1:30 p.m. - 5 p.m.
Exhibits Open:	Tuesday, March 14, 2023	5:15 p.m. - 6:30 p.m.
	Wednesday, March 15, 2023	7:30 a.m. - 6:15 p.m.
Exhibitor Networking Reception and Raffle:	Wednesday, March 15, 2023	5:30 p.m. - 6:30 p.m.
Exhibitor Breakdown:	Wednesday, March 15, 2023	6:30 p.m. - 8:30 p.m.

## RAFFLE DRAWING

Exhibitors are encouraged to donate prizes for the raffle drawing during the Exhibitor Reception on Wednesday, March 15, 2023 from 5:35 p.m. - 6:30 p.m. The raffle generates traffic in the exhibit hall and creates excitement around your booth! Please mark the box in the registration form and email: [adamannualmtg@gmail.com](mailto:adamannualmtg@gmail.com) with your raffle to be placed in the annual meeting program.

## ADAM BASH!

Keep the meeting theme going, bring your beads, and don't miss the 2nd ADAM BASH on Wednesday night! This is a great opportunity to continue conversations, in a fun, New Orleans inspired event. Enjoy socializing and networking with attendees without leaving the hotel! Advance ticket purchase is required through the exhibit registration form.

## Exhibitor Assignments

All applications received with full payment will be confirmed on a space-available basis. Table assignments will be emailed in January 2023 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 14, 2022 from 1:30 - 4:00 p.m. No exhibits may be dismantled before 6:30 p.m. on Wednesday, March 15, 2022. All materials and displays not dismantled by 9:30 a.m. on Thursday, March 16, 2022 will be discarded.

*laissez le bon temps rouler*

*Let the Good Times Roll for Growing Your Dermatology Office*



**Future Meeting** 2024 Annual Meeting - San Diego, CA

Questions? Contact: Lora Tusinski-West | Email: [info@ada-m.org](mailto:info@ada-m.org)

# Premier Partnership Opportunity Levels

<b>SPONSORSHIP PACKAGE INCLUDES:</b>	<b>DIAMOND \$25,500</b>	<b>PLATINUM \$15,500</b>	<b>GOLD \$8,000</b>	<b>SILVER \$5,500</b>	<b>BRONZE \$4,500</b>	<b>PEWTER \$3,500</b>
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](#)



# 2023 ADAM ANNUAL MEETING EXHIBITOR PROSPECTUS

## 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 [adamannualmtg@gmail.com](mailto:adamannualmtg@gmail.com) 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.



# 2023 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 15, 2023 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.

### 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 January 15, 2023 will receive a full refund. Cancellations received between January 15, 2023 and February 15, 2023 will receive a 50% refund. Any cancellation received after February 15, 2023 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) Smith Strategies 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

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 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 Roosevelt catering staff. Please contact Lora Tusinski-West at [adamannualmtg@gmail.com](mailto:adamannualmtg@gmail.com) 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.