Keystone Dermatology Conference

2020

hosted by

Pennsylvania Dermatology PAs

Inaugural CME Conference

October 8th - 10th 2020

EXHIBITOR PROSPECTUS
OUR CONFERENCE IS YOUR OPPORTUNITY

- Participate in the only Northeast dermatology conference for advanced practice providers.
- Interact with PAs, NPs, Physicians, & students in an intimate setting catered toward a regional market.
- Showcase your product while making connections and building long-lasting networks.

Pennsylvania Dermatology Physician Assistants

- Sponsored events will be served with traffic-driving programs and giveaways promoting attendee engagement.

MEET THE PROVIDERS OF TODAY...

...AND THE FUTURE
EXHIBITOR OPPORTUNITIES

- Dedicated hall hours are set aside with no outside classes or meetings scheduled.
- All exhibits are a 6-foot traditional tabletop with skirt.
- One complimentary exhibit hall badge.
- Recognition as an exhibitor on PDPA website.
- Refreshment breaks will take place in exhibitor space.

Exhibitor Price

$1250

★ EXHIBITOR BONUS ★

- Attendee list
- Pre-conference attendee email blast

EXHIBITOR ADD-ONS

- Hotel Door-Drop: $750
- One time Email Blast: $500
- Insert in attendee bag: $250
- Extra badge: $250
Sponsorship Opportunities

Platinum Sponsor - $25,000

- Wi-fi Sponsor for all attendees with logo on business size card at registration with wifi code.
- Conference Hotel Key Card Sponsor. All hotel key cards will have sponsor logo on them.
- Welcome Reception:
  - Reception will be held from 5:00pm-7:00pm
  - logo on screen
  - open bar for participants for one hour (food not included)
- Premium placement signage recognition as Platinum Sponsor
- Flyer insert in attendee bags
- Premier recognition on PDPA website & mobile app
- Premium exhibit space
- Attendee contact list
- Food is NOT included in price.

Gold Sponsor - $15,000

- Napkins and coasters at breaks with company logo
- Phone & laptop recharging table sponsor with company logo on signage
- Signage recognition as Gold Sponsor
- Flyer insert in attendee bags
- Recognition on PDPA website & mobile app
- Premium exhibit space
- Attendee contact list

Silver Sponsor - $10,000

- Logo recognition outside conference area.
- Flyer insert in attendee bags
- Recognition on PDPA website
- Premium exhibit space
- Attendee contact list
FRIDAY NIGHT SOCIAL - $15,000*

- Signage recognition as event sponsor at entrance
- Brief mic time (10 min) for sponsor during event
- 2 screens in the event room with sponsors logo
- Recognition on PDPA website & mobile app
- *Food, beverage & entertainment NOT included

PODCAST BOOTH SPONSOR- $25,000

- 10 x 10 booth with exhibit table
- Name on Podcast Booth
- Rights to place podcast on Sponsor's website
- Sponsor recognition on release of podcast at the beginning of each podcast
- Anticipate 12 podcasts from the recordings

MOBILE SPONSOR - $2,000

- Signage recognition w/instructions at registration
- Recognition as Mobile App Sponsor on the website/app
- All instructions will be emailed to attendees with logo included in email.

AUDIO VISUAL SPONSOR- $15,000

This sponsorship helps provide the technology needed to deliver a dynamic conference.

- Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- Signage recognition at registration and in the conference space.
- Logo and company name highlighted on the mobile app & website
- Attendee contact list
SPONSORSHIP OPPORTUNITIES

COFFEE BREAK SPONSOR
$10,000 EACH OPPORTUNITY *

Attendees have the opportunity to network with the exhibitors in between sessions on Friday, October 9th and Saturday 10th.

- Choice of coffee tumbler design and color
- Cost includes the tumbler production (additional tumblers can be purchased for future use.)
- Company name and logo prominently displayed on all tumblers.
- Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- Food included.

MOBILE APP SPONSORSHIP ADD-ONS

Rotating Home Page Images - $1,000
One slot on a 4-5 sponsor rotating images on home page of mobile app.

Social Wall - $1,000
Place your logo on the social wall of the mobile app

Session Banner Ad - $750
Place your logo under a specific session on the mobile app.

Lead Retrieval for Scannable Badges - $150

SPONSORSHIP ADD-ONS

Hotel Room Door Drop - $750
One time flyer placed under attendees hotel room door

Email Blast - $500
One time email blast to attendees during or before conference.

Insert in Attendee Bag - $250
Flyer insert into attendee bags
Product theaters are 50 minute sessions that provide the sponsor with a live marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. No CME credit is provided for these sessions. Food is NOT included in prices.

### Breakfast Product Theater

15,750* One hour presentation just prior to first lecture in the morning
- logo displayed onscreen pre & post presentation, & signage at door
- post-conference attendee mailing list
- recognition on PDPA website, mobile app & listed on agenda
- standard AV included
- Exhibit table with 4 badges
- Note: All foods functions are provided by Keystone Dermatology CME as part of the conference and not by sponsor or supporter*

### Lunch Product Theater

$20,250* One hour presentation
- logo displayed onscreen pre & post presentation, signage at door
- post-conference attendee mailing list
- recognition on PDPA website, mobile app, and listed on agenda
- standard AV included
- exhibit table and 4 badges
- Note: All food functions are provided by Keystone Dermatology CME as part of the conference and not by sponsor or supporter*
EXHIBIT HALL TIMES

Exhibitor Registration & Move-In:
Thursday, October 8th: 6:00pm-9:00pm

Exhibit Area Open:
Friday, October 9th: 9:00am-5:00pm
Saturday, October 10th: 9:00am-12:00pm

Tear Down:
Saturday, October 10th: 12:00pm-2:00pm

As a part of Curio Collection by Hilton, guests will have the option to enjoy their Hilton Honors benefits, whether relaxing at the Underground Spa & Wellness, or enjoying the spectacular views from the hotel's rooftop bar & lounge, Assembly. To make a reservation, please click HERE.

To make your experience enjoyable please see what The Logan has to offer:

- A locally curated, 1800 piece art collection exclusive to the hotel (tours available upon request)
- A commitment to culinary excellence and local sourcing, offering the only scratch culinary operation in Philadelphia's hotel community
- Unique and exciting program offerings from our Living The Logan series, where guests can enjoy everything from Yoga with Puppies to Holiday candle making
- A brand new luxurious spa, The Underground Spa & Wellness, where your guests can truly take advantage of our urban retreat (ranked #1 in Philadelphia on TripAdvisor)

One Logan Square | Philadelphia, PA | 19103 | tel.215-963-1500
Exhibitor/Sponsorship Application & Contract

Contact Information

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<thead>
<tr>
<th>Company</th>
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<tbody>
<tr>
<td>Contact Name/Title</td>
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<tr>
<td>Phone</td>
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<td>Address</td>
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Exhibit & Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Exhibit Opportunities:</th>
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<tbody>
<tr>
<td>one six-foot table</td>
<td>$1,250</td>
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<tr>
<td>Additional Exhibit Badge</td>
<td>$250</td>
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<table>
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<tr>
<th>Premium Sponsorship:</th>
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<tbody>
<tr>
<td>Platinum</td>
<td>$25,000</td>
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<tr>
<td>Gold</td>
<td>$15,000</td>
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<tr>
<td>Silver</td>
<td>$10,000</td>
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<tr>
<td>Podcast Booth</td>
<td>$25,000</td>
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<tr>
<td>Friday Night Social</td>
<td>$15,000*</td>
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<tr>
<td>Audio Visual</td>
<td>$15,000</td>
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<tr>
<td>Coffee Break</td>
<td>$10,000 each</td>
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<tr>
<td>Conference Registration Bag</td>
<td>$6,000</td>
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<tr>
<td>Conference Lanyard</td>
<td>$3,000</td>
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<td>Mobile App</td>
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<th>Product Theaters:</th>
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<tbody>
<tr>
<td>Friday Breakfast</td>
<td>$15,750</td>
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<tr>
<td>Saturday Breakfast</td>
<td>$15,750</td>
</tr>
<tr>
<td>Friday Lunch</td>
<td>$20,250*</td>
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<tr>
<td>Saturday Lunch</td>
<td>$20,200*</td>
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<th>Add Ons:</th>
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<td>Email Blast</td>
<td>$500</td>
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<tr>
<td>One Page Flyer in Bags</td>
<td>$250</td>
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<tr>
<td>Lead Retrieval w Mobile App Access</td>
<td>$150</td>
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Total: ____________

VISA MasterCard American Express
Discover Check (payable to PDPA)

Card # ______________________

Name as it appears on card ______________________
Expiration Date _______ Security Code _________

Authorized Signature ______________________

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of PDPA. This contract is binding once signed.

___ I have read and understood this agreement, and serve as an authorized agent for the applicant.

Signature ______________________ Date ______________________

PDPATax ID: 47-0946696

Disclaimer: Exhibitor assumes responsibility and agrees to indemnify and defend PDPA and The Logan Hotel their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither PDPA nor The Logan Hotel insurance covers the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.
Exhibitor Terms & Conditions

If, after the contract is entered into, the Pennsylvania Dermatology Physician Assistants Society (PDPA) fails or is unable to provide an Exhibitor with the opportunity to exhibit at the PDPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, PDPA shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY PDPA FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR PDPA OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

Acceptance of Application: Acceptance of this application as an agreement between the Exhibitor and PDPA will occur only when an official confirmation packet has been sent by PDPA via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

Exhibitor Regulations Agreement: The undersigned acknowledges and agrees to the Exhibitor Regulations as published by PDPA (available upon request) which are considered to be part of this agreement between the Exhibitor and the PDPA.

Cancellation Policy: The undersigned acknowledges understanding of PDPA Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

Warranty of Authority: The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Title __________________________ Date ________________
Signature ________________________ Company __________________________

Please return these forms with payment to:
Monique Ochoa
P. O. Box 90434
San Antonio, Texas 78209
monique@planitsat.com
P: 210-722-7266    F: 210-568-6375