

EXHIBITOR PROSPECTUS



SAN FRANCISCO

◀ Hilton San Francisco Union Square ▶

ACMS 49th Annual Meeting
April 27 - 30, 2017

www.mohcollege.org/annualmeeting

ASMH 23rd Annual Meeting
April 28 - 29, 2017

www.mohstech.org/annual-meeting

Table of Contents

Invitation to the 2017 ACMS/ASMH Annual Meetings	1
General Meeting Information	2
Exhibitor Overview	3
Support Benefits Overview	5
Support Opportunities	6
Exhibit Information and Policies	8
Exhibit Hall Floor Plan	10
2016 Exhibitor & Supporter Listing	10
Exhibit Space Application Form.....	11
Sponsorship Pledge Form.....	13
Important Dates to Remember	Back cover

About the ACMS

The American College of Mohs Surgery (ACMS) is a membership organization of more than 1,300 fellowship trained skin cancer and reconstructive surgeons specializing in the Mohs micrographic surgical technique used to treat skin cancer. The ACMS serves as the voice of the specialty, promoting and advancing the highest standards of patient care through fellowship training, research, education and public advocacy.

The ACMS was founded in 1967 by Dr. Frederic E. Mohs, who pioneered a highly specialized and precise technique that removes skin cancer in stages, one tissue layer at a time, resulting in minimal damage to the surrounding healthy tissue and the highest potential cure rate, at 99%.

The ACMS is the only organization that requires its members to have successfully completed an extensive one- to two-year fellowship training program in Mohs micrographic surgery after they have completed their years of dermatology residency training. Members also perform other dermatologic surgery procedures such as skin resurfacing, microdermabrasion, botulinum toxin injections, laser surgery, sclerotherapy, fillers, liposuction, skin rejuvenation, and use of facial and skin tightening devices.



About the ASMH

The ASMH is a group of 400+ histotechnicians who are specifically trained to process the slides used to determine the amount of tissue removed during the Mohs procedure. In order to be a member of the ASMH, the technician must be employed by an ACMS member. They are a vital part of the surgical process and are essential in successful surgical outcomes.

ASMH Board of Directors

President	Linda Cesario, DPM, HT (ASCP)
Vice President	M. Maureen Gagnot, HT (ASCP)
Secretary/Treasurer	Sakina A. Sadiq, BS, HT, HTL, QIHC
Past President	Jeanie Wade, HT (ASCP)
Director	Rodney K. Barber, HT (ASCP)
Director	Daniel H. Gong, MS
Director	Kathi McAdoo
ACMS Representative	Paul H. Bowman, MD, FACMS



Invitation to the 2017 ACMS/ASMH Annual Meetings

Join Us

The American College of Mohs Surgery (ACMS) and the American Society for Mohs Histotechnology (ASMH) invite you and your company to partner with them for the 2017 Annual Meetings to be held at the Hilton San Francisco Union Square.

The ACMS Annual Meeting is an important continuing medical education event in dermatologic surgery designed primarily for the 1,300+ members of the ACMS. The ACMS is the oldest and largest membership organization for Mohs micrographic surgeons, with 65-75 new surgeons joining the College each year after completing a one- to two-year approved fellowship.

We are proud that nearly 100% of these physicians join the ACMS the same year they complete their training and that 99% of our members renew their membership each year. ACMS members are required to attend at least one Annual Meeting every three years to remain a member. Many dermatological leaders nationwide are ACMS members, and three out of five of the last American Academy of Dermatology presidents have been members of the ACMS. All the fellowship training programs are directed by ACMS members, giving your company access and influence with young dermatologists.

At the 2016 ACMS Annual Meeting, nearly 1,000 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend. As always, we are pleased to offer several opportunities for exposure to your company's products and services at this meeting.

The ASMH Annual Meeting enhanced the expertise of the more than 250 histotechnicians who attended in 2016. These technicians work as assistants in most ACMS member practices, making this the best meeting to reach influential office staff.

Your company's presence in the combined exhibit hall of both medical organizations will provide an opportunity to be exposed to all meeting attendees. The meeting size allows each company to develop personal relationships, and the meetings attract new attendees. We promise to do our best to make this a worthwhile experience for your company and our members.



ACMS Officers and Directors

Officers

President

Thomas Stasko, MD, FACMS
Oklahoma City, OK

Vice President

Allison T. Vidimos, MD, RPh, FACMS
Cleveland, OH

Secretary/Treasurer

Barry Leshin, MD, FACMS
Winston-Salem, NC

Immediate Past President

John G. Albertini, MD, FACMS
Winston-Salem, NC

Board of Directors

Jerry D. Brewer, MD, FACMS
Rochester, MN

Scott A. B. Collins, MD, FACMS
Tigard, OR

Adele Haimovic, MD
Fellow-in-Training Board Observer
Boston, MA

Tatyana R. Humphreys, MD, FACMS
Philadelphia, PA

Brent R. Moody, MD, FACMS
Nashville, TN

Howard W. Rogers, MD, PhD, FACMS
Norwich, CT

Chrysalyn D. Schmults, MD, MSCE, FACMS
Boston, MA

Summer R. Youker, MD, FACMS
Sacramento, CA

David M. Zloty, MD, FRCP, FACMS
Vancouver, BC, Canada

Fiona M. Zwald, MD, MRCPI, FACMS
Atlanta, GA

John A. Zitelli, MD, FACMS
Board Historian
Pittsburgh, PA

2017 Annual Meetings

American College of Mohs Surgery

49th Annual Meeting

April 27-30, 2017

www.mohscollege.org/annualmeeting

American Society for Mohs Histotechnology

23rd Annual Meeting

April 28-29, 2017

www.mohstech.org/annual-meeting

Hilton San Francisco Union Square



General Meeting Information

Purpose

Designed primarily for ACMS members and their ASMH technicians, the purpose of the Annual Meetings is for both groups to attend scientific educational sessions for continuing medical education.

The Annual Meetings consist of masters' panels, interactive sessions, hands-on workshops, and oral and poster abstract presentations featuring the latest developments in Mohs and dermatologic surgery. Topics will include cutaneous oncology and pathology, fundamentals of dermatologic surgery, advanced reconstruction, and more.

Target Audience

The target audiences for these programs include members of the ACMS and ASMH, residents and fellows-in-training, histotechnicians, non-member physicians and surgical assistants who work with ACMS members.

Hotel

A block of guest rooms has been reserved at Hilton San Francisco Union Square to accommodate meeting participants. Room reservation information will be available in the Preliminary Program & Registration Materials, which will be available in January 2017 on the Annual Meeting websites listed at the top of this page and also sent to those who have exhibited with ACMS/ASMH in the past.

Travel

Hilton San Francisco Union Square is 14 miles from the San Francisco International Airport.

Weather

During late April: average high: 63°F; average low: 50°F.

Benefits of Participation

- Demonstrate and promote your products or services to leaders in the field of Mohs surgery and dermatologic oncology, and to newcomers who are just getting started in their practices
- Develop sales leads at meetings totaling more than 1,200 ACMS and ASMH members, residents and fellows-in-training, histotechnicians, non-member physicians, and support staff
- Increase visibility for your organization through inclusion in the exhibitor listing on the meeting mobile app, which is optimized for laptops, tablets and phones and across mobile platforms like iOS, Android, and Windows; attendees can search exhibitors by name or booth location
- Build brand loyalty via support of the ACMS and ASMH and their growing memberships through involvement in the Annual Meetings

Exhibit Categories

ACMS/ASMH will consider applications for exhibit space for products or services in the following categories:

- Pharmaceuticals (both prescription and non-prescription)
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions
- Cosmetics and skin care
- Scientific/medical educational publications
- Activities of professional and educational organizations
- Products or services relating to the support of non-medical aspects of the practice of dermatology (office equipment, record keeping equipment or services, etc.)
- Physician recruitment and placement services
- Research survey activities, in conjunction with confirmed exhibiting companies
- Nonprofits serving dermatology patients or engaging in public education



Exhibitor Overview

Exhibits

Pharmaceutical companies, medical instrument and equipment companies, medical publishers, software/data-management companies, and other companies or associations with a product or service that may benefit attendees are invited to exhibit at the meeting. The Exhibit Hall will feature 80-square-foot exhibit booths (8 feet wide by 10 feet deep). Designated hours will allow more concentrated and quality time for attendees to visit the exhibits.

Booth Rental Fees *(All pricing includes lead retrieval App license)*

- 8' x 10' standard booth: \$3,500
- 8' x 10' corner booth: \$3,800
- Nonprofit associations may reserve booth space (standard 8' x 10') for \$1,500
- Island Booth \$15,000

Booth Rental Fee Includes:

- 8' x 10' (include 10' backdrop and 3' side draperies)
- One (1) skirted 6' table
- Two (2) chairs
- One (1) wastebasket
- One (1) I.D. sign
- One (1) lead retrieval App License
- Two (2) exhibitor-attendee badges, which permit entry into the Exhibit Hall as well as to all meeting education sessions except the Morning Mini Sessions
- Additional exhibitor-attendee badges are \$250 each
- Rental of Island booth includes four (4) exhibitor-attendee badges

Exhibit space reserved after March 3, 2017 will incur a \$300 late registration fee. Exhibit space reservations will not be accepted after March 30, 2017.

All badges may be picked up on site at the exhibitor registration area and must be worn at all times.

*Entry into general meeting sessions is strictly for the purpose of learning current and new developments in the industry. Claiming continuing medical education credits is prohibited for exhibitor-attendees.

Exhibit Hall Location

Yosemite Room (Ballroom Level – 2nd Floor)
Hilton San Francisco Union Square

Exhibit Hall Hours *(subject to change)*

The Exhibit Hall will be open Thursday afternoon and evening, most of the day on Friday and Saturday morning/early afternoon. Exhibitors will be notified of specific hours.

Wednesday, April 26, 1:00 pm – 6:00 pm

- Early set-up must be pre-approved by contacting Mario Ortiz at mortiz@mohscollege.org

Thursday, April 27, 9:30 am – 7:30 pm

- Exhibitor move-in from 6:00-9:30 am. Must be ready for the first morning Break
- ACMS morning and afternoon Refreshments Breaks and ACMS Networking Lunch in Exhibit Hall
- ACMS Welcome Reception and Exhibit Hall Grand Opening

Friday, April 28, 10:00 am – 6:30 pm

- ACMS/ASMH morning and afternoon Refreshments Breaks and Networking Lunch in Exhibit Hall
- ASMH Welcome Reception and Exhibit Hall Grand Opening

Saturday, April 29, 9:00 am – 3:00 pm

- ACMS/ASMH morning and afternoon Refreshments Breaks and Networking Lunch in Exhibit Hall
- Exhibitor breakdown

A security guard is assigned to the Exhibit Hall at night. The ACMS/ASMH will not be responsible for any missing or damaged property. It is the responsibility of the exhibitor contact to notify their booth personnel of a change in exhibiting hours and/or location.

Please note: Exhibit Hall hours and dedicated times available for participants to visit the Hall may vary slightly, depending upon final educational program schedule.

Packing of equipment, literature or dismantling of exhibits will not be permitted until after the Exhibit Hall officially closes. Exhibitors who do not keep their booths staffed and operating until the official closing time jeopardize their participation at future ACMS/ASMH meetings.

Exhibitor Overview

To Reserve a Booth

Booths can be reserved by completing the Exhibit Space Application on pages 13-14. Payments can be made via credit card (Visa, MasterCard, or American Express) or by check payable to the American College of Mohs Surgery (ACMS) (US funds drawn on a US bank only). Checks are to be received no later than March 3, 2017. Also note that all booth selections will be on a first-come, first-served basis.

Mario Ortiz, Meetings Manager
American College of Mohs Surgery (ACMS)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Email: mortiz@mohscollege.org

For more information, visit us online at:
www.mohscollege.org/annualmeeting
www.mohstech.org/annual-meeting

Booth Assignment

Companies who exhibited at the 2016 ACMS/ASMH Annual Meeting will have the right of first refusal for booth preference until September 16, 2016. After this date, booth selection will be on a first-come, first-served basis.



Cancellation/Refund Policy

Cancellation must be made in writing and received at the ACMS/ASMH office based on this schedule:

- Full refund will be granted if notification is received on or before December 1, 2016
- 50% refund will be granted if notification is received December 2, 2016 to March 30, 2017
- No refunds will be granted if notification is received after March 30, 2017

Exhibitor Service Kit

All exhibitors will receive the official service kit from our contracted decorator Heritage Trade Show Services, after their booth assignment has been confirmed. Service kits will be sent out in March 2017 from the contracted decorator. The service kit will contain information on:

- Freight handling and shipping
- Labor regulations and rates
- Furniture, display, and other decorating rentals
- Electrical
- Internet
- Telephone
- AV / Computer needs
- Lead retrieval information

Please direct all calls regarding exhibit requirements, freight, labor, or other exhibit services to:

Heritage Trade Show Services
Phone: (314) 534-8500
Email: exhibitor.service@heritagesvc.com

Exhibitors are responsible for forwarding the above information to personnel that will be onsite and vendors who may be ordering services on their behalf.

Exhibitors that do not want to use Heritage for shipping may do so but are responsible for their own arrangements and payment.

Hotel/Union Requirements

All items and materials that must be brought into the facility may also be subject to Material Handling Charges outside of the hotel charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

The Teamsters Union Local 85 has jurisdiction over all unloading and reloading of materials. The Union also has jurisdiction over the operation of all material handling equipment – this includes all dollies and hand trucks. In rare exceptions, exhibitors are allowed to move their own parcels in the hotel, they must supply their own carts or hand trucks. Hotel equipment is not loaned. Exhibitors who move their own equipment are liable for any damage(s) to hotel property in the act of moving their own parcels.

Most exhibit companies or unions will allow for you to hand carry only what you can manage by yourself (one person) in one trip, using no equipment. Since hand carried materials may not come through the freight entrance, show management will designate a specific entrance for hand carried items. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.



Support Benefits Overview

Benefits	Platinum Supporter \$25,000	Gold Supporter \$15,000	Standard Exhibitor (See p.3 for pricing)
<i>Pre-Meeting</i>			
Inclusion of company/organization profile on meeting website(s)	•	•	•
Recognition in ACMS & ASMH member email blasts	•	•	
Inclusion in news release	•	•	
Social media mention	•		
<i>On-Site</i>			
One standard 8' x 10' exhibit booth (includes 10' backdrop, 3' side draperies, one skirted 6' table, two chairs, wastebasket, I.D. sign, one lead retrieval App License)	•	•	•
Invitation to Welcome Reception	•	•	•
Listing of your support in ACMS & ASMH Final Programs*	•	•	•
Hyperlinked placement in online ACMS & ASMH meeting exhibitor listing	•	•	•
Inclusion on acknowledgement signage	Sponsor & Exhibitor	Sponsor & Exhibitor	Exhibitor Only
Exhibitor-Attendee badges (permit entry into the Exhibit Hall & all education sessions except ACMS Morning Mini Sessions) <i>Additional badges: \$250 each (Island booths get 4 badges)</i>	4	3	2
Complimentary mailing labels/list	Pre- & Post-meeting attendee list and member list for one-time use during 2017	Pre- & Post-meeting attendee list	Pre- OR Post-meeting attendee list
Four-color ad in ACMS & ASMH Final Programs*	Full page	Half page	
Approved literature included with attendee registration materials	•	•	
<i>Post-Meeting</i>			
Inclusion of company/organization profile on meeting website(s)	•	•	•
Inclusion in 2018 Exhibitor Prospectus	•	•	•
Recognition in ACMS & ASMH member email blasts	•	•	
Inclusion in news release	•	•	
Social media mention	•		

All recognition will be free of product names or any other messages that appear to be advertising.

* Placement in the Final Program cannot be guaranteed unless pledge forms and full payment are received at the ACMS Office no later than March 3, 2017. All print advertisements must be approved by the ACMS/ASMH.

See page 13 for a pledge form.

Support Opportunities

Product Theater – \$35,000 (max. 2 sponsors)

Product demonstrations, pre-approved by ACMS and/or ASMH, will be held at a time to be determined. Pledge forms for this support category must be accompanied by a description of the product and/or service to be demonstrated. ACMS/ASMH reserves the right to refuse product demonstration proposals. Contributors' non-product-related signs announcing their participation in the product demonstration sessions will be placed at the entrance of the session room. (Signs provided by supporter, but must be pre-approved by ACMS and/or ASMH. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)

Non-CME Corporate Forums – \$35,000

Designed to give you greater visibility while reaching a targeted audience. Companies are given the opportunity to present a two-hour sales/marketing presentation allowing attendees to hear the latest about your product or service. Programs will be scheduled for an evening to be determined. Please contact Rebecca Brandt at (414) 347-1103 or rbrandt@mohscollege.org for additional information. The fee for non-exhibiting companies is \$45,000.

ACMS Registration Packets – Exclusive Sponsorship Opportunity – \$7,500 (max. 1 sponsor)

All ACMS meeting attendees will receive a registration packet featuring your company's logo alongside the ACMS logo.

ASMH Registration Bags – \$2,500 (max. 1 sponsor)

All ASMH meeting attendees will receive a registration bag featuring your company's logo alongside the ASMH logo.

Both ACMS Registration packets and ASMH bags – \$8,500 (max. 1 sponsor)



Mobile Charging Station – \$5,000 (max. 2 sponsors)

Meeting attendees will have use of this popular and handy mobile device charging station, which can charge up to 24 phones or tablets at a time at each of two stations strategically placed in the venue. Devices are safely secured via digital locks in individual lockers that include universal fast-charging cords. Sponsorship includes prominent logo recognition on the station kiosks, with flexibility in placement on side panels,

TV monitors and choice of colored lighting. A quarter-page ad in the Final Programs is included with Charging Station sponsorship.

Hotel Key Cards – \$5,000 (max. 1 sponsor)

All meeting attendees staying Hilton San Francisco Union Square will receive sponsor-branded room entry key cards distributed upon guest check-in by hotel staff. (*Sponsor must work with and pay third party vendor to have key cards created and printed to specification. Hilton San Francisco Union Square does not have the capability to produce custom key cards.*)

ACMS Notepads – \$3,000 (max. 1 sponsor)

This essential item will be distributed at registration, and will be specially printed with both supporter logo, ACMS logo and outline of the human face for use in visual demonstrations by meeting attendees.

ACMS Lanyards – \$2,500 (max. 1 sponsor)

ACMS attendees will be able to conveniently wear their badge with a neck lanyard which will include your company's logo and the ACMS logo.

ASMH Lanyards – \$800 (max. 1 sponsor)

ASMH attendees will be able to conveniently wear their badge with a neck lanyard which will include your company's logo and the ASMH logo.

Both ACMS and ASMH lanyards – \$3,000

ACMS and ASMH attendees will be able to conveniently wear their badge with a neck lanyard which will include your company's logo as well as the ACMS logo and ASMH logo.

ACMS and ASMH Registration Packet and Bag Insert – \$1,500

This is an opportunity for exhibitors and corporate supporters to double their exposure by having a flier or small promotional item placed in the registration bags of all attendees. Inserts must be submitted via email for pre-approval by the ACMS/ASMH by March 3, 2017. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 20, 2017.

Wireless Internet Landing Page – \$7,500 (max. 1 sponsor)

Your company will have the opportunity to have their logo and/or website link appear on the screen of everyone using an Internet connection within the conference room area. A landing page will be designed specifically around your company's logo. All Internet connections will be routed through this landing page so all registrants in the conference area will view this page before connecting to the Internet.



Support Opportunities



Mobile App – \$5,000 (max. 1 sponsor)

Gain prime visibility as the exclusive sponsor of the meeting mobile app, which is optimized for laptops, tablets and phones and across mobile platforms like iOS, Android, and Windows. During and after last year's meeting, the app received a total of 63,000 page views by more than 2,300 unique visitors. Your logo can appear in multiple places within the app.

Hotel Door Drops – \$5,000

This is a prime means of exposure to reach the broadest audience possible. Reach all meeting attendees who are staying and booked under the ACMS hotel room block to promote your Product Theater, exhibit booth, products or services. Literature can be slipped under the door or delivered inside the guest room. For more information on pricing and deadline dates please contact Mario Ortiz at mortiz@mohscollege.org.

In-Room Video – \$2,000 for the first 24 hours, \$900 for every day thereafter (if desired)

Companies will have exclusive use of one of the hotel channels to broadcast in guestrooms. For more information and guidelines please contact Mario Ortiz at mortiz@mohscollege.org.

GOBOS – \$800

Have your company logo projected in a dedicated location. Spaces vary. Additional fees apply for equipment and logo.

Column Wraps – \$1,000 per floor level per day



Wrap your company's branding around support columns for maximum impact. Pricing excludes production/labor. Coordination of timing required.



Elevator Statics – \$500 per elevator per day

Get the attention of attendees by featuring your company's logo/product/service in specific hotel elevators in a high-foot-traffic location. Pricing excludes production/labor. Coordination of timing required.

Floor Statics – \$1,000 per floor per day

Promote your company/products/service on floors in high-foot-traffic areas traveled regularly by attendees. Pricing excludes production/labor. Coordination of timing required.

ASMH Cryostats

ASMH meeting attendees can participate in the Cryostat Workshops held during the ASMH Annual Meeting. Company(ies) can supply cryostats for use during this valuable hands-on learning experience. Supporter(s) will be acknowledged in the ASMH Final Program, through signage at the meeting, on the ASMH website, and at the opening session. *NOTE: If interested in this option, please contact Mary Randall at mrandall@mohstech.org or (414) 918-9813.*

ASMH Workshop Supplies

Company(ies) can donate supplies used in the hands-on MART-1 Workshops held during the ASMH Annual Meeting. Supporter(s) will be acknowledged in the ASMH Final Program, on the ASMH website. *NOTE: If interested in this option, please contact Mary Randall at mrandall@mohstech.org or (414) 918-9813.*

ACMS Final Program Advertising

The booklet-style Final Program will be distributed to all ACMS attendees on site and also be posted online. Rates for advertising for the ACMS final program are listed below.

Advertising Rates

Full page	\$1,500
Half page	\$1,000
Quarter page	\$500

Specifications

- All ads are four-color
- Full page: 8.75" x 11.25" with bleed, 7.5" x 10" without bleed, 8.5" x 11" trim size
- Half page: (horizontal only): 7.5" wide x 4.75" tall
- Quarter page: 3.5" wide x 4.75" tall
- Include crop and bleed marks on PDF file and keep all live matter at least 0.5" from trim edge.
- Submit files as high resolution PDF file to info@mohscollege.org by March 20, 2017.

Submission Deadline: March 20, 2017

Distribution: All ACMS attendees

Distribution date: April 27 – April 30, 2017
(at the Annual Meeting)

If you're interested in contributing in any other way, contact the ACMS/ASMH Office at (414) 347-1103 or info@mohscollege.org.

Exhibit Information and Policies

Attendee Mailing Labels

Exhibitors will have the option to choose from one of the following two options:

1. 'Pre-Registration List' – All registered attendees up to the date of request
2. 'Post-Registration List' – All final registered attendees including onsite registrants

Upon request, exhibitors will receive an Annual Meeting 'Pre-Registration' list in Excel spreadsheet format until March 31, 2017 or immediately following the meeting (May 5 to June 5). The mailing labels & list are for **one-time use** only and may **not** be duplicated in any fashion. Materials sent in the mailing must be pre-approved by the ACMS and/or ASMH and must not incorporate the ACMS or ASMH logos. Additional lists may be purchased by contacting Mario Ortiz at mortiz@mohscollege.org or (414) 347-1103.

Booth Personnel

Each exhibitor must name one person to be their representative in connect with exhibit booth set-up and dismantling. All individuals selected to staff an exhibit booth must be registered as an exhibitor of the organization supporting the booth and must wear their exhibitor name badge at all times when working the booth. This regulation applies to individuals dispensing information about the organization's products or services, as well as individuals contracted by the organization to provide any other kind of service or information within the booth.

Booth Construction Information

Standard Booth

Standard booths are 8' x 10' (80 square feet) or multiples thereof and are arranged in a straight line. All standard booths consist of 8'3" high back drape and 4'0" high side dividers mounted on aluminum tubular frames. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.5m). Display material for standard booths is restricted to a maximum height of 4'0" (1.22m) in the front 5'0" (1.52m) of the booth, and 8'3" (2.5m) in the rear 5'0" (1.52m) of the booth. To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than 8'3" in the back and 4'0" along the dividers and aisles.

Island Booth – Limited Opportunity

An island exhibit consists of four or more standard booths back to back with aisles on all four sides. Multi-level exhibit booths are not permitted. Maximum height of Exhibit features, components, lighting, truss systems, and identification signs will be determined by Hilton San Francisco Union Square and ACMS staff. Reception, sampling, or display counters must be a minimum of 1'0" in from all sides, and space must be left within the exhibit to accommodate the booth visitors.

There are a limited number of these premier spaces available. Placement will be next to breaks/buffets and will be the focal point of the exhibit hall. Includes (4) exhibitor-attendee badges.

Booth construction plans and layout arrangements for island exhibits are requested for review by the ACMS/ ASMH by March 20, 2017. The ACMS, ASMH, Hilton San Francisco Union Square, nor the general service contractor bears responsibility for the exhibitor's compliance with ACMS/ASMH booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with ACMS/ASMH booth construction policy.

During the course of the installation and exhibit days, all booths are subject to on-site review. The ACMS/ASMH reserves the right to request modifications where necessary at the exhibitor's expense to ensure compliance with construction rules and regulations.

Please note: Ceiling height in the exhibit hall (Yosemite Room) is 13'.

Distribution of Promotional Materials

Canvassing or distribution of promotional material by an exhibitor will not be permitted outside of the exhibitor's booth space. Canvassing or marketing of any products in any part of the Exhibit Hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited. Items will be removed by security.

Products

Only those products which have been noted on the exhibit application, and cleared by the ACMS/ASMH, may be exhibited or advertised at the exhibition, unless written permission is obtained in advance from the ACMS/ASMH.



Exhibit Information and Policies

Subletting of Exhibit Space

Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company and must be approved by the ACMS/ASMH prior to the meeting.

Giveaways

Distribution of descriptive product literature, note pads, pens, and pencils is permitted in the Exhibit Hall. Other items may be distributed from the booth with prior written approval. Requests for approval must be received by the ACMS/ASMH Executive Office no later than March 20, 2017. All distributed items must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. All giveaways must be in compliance with the AMA Guidelines on Gifts to Physicians from Industry. Any exhibitor found distributing materials which have not been officially approved will be asked to cease distribution immediately.

Liability

The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, and hold harmless the American College of Mohs Surgery, American Society for Mohs Histotechnology, Hilton San Francisco Union Square, general service contractor and their employees, and agents against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof.

In addition, the exhibitor acknowledges that the American College of Mohs Surgery, American Society for Mohs Histotechnology, Hilton San Francisco Union Square, and general service contractor do not maintain insurance covering the exhibitor. It is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses.

Notice of Disability

In compliance with the Americans with Disabilities Act of 1990, the ACMS/ASMH will make all reasonable efforts to accommodate persons with disabilities at the 2017 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 20, 2017 to info@mohscollege.org or to 555 East Wells Street, Suite 1100, Milwaukee, WI USA 53202.

Requirements for Independent Contractors

Exhibiting companies who plan to use the services of a display house/service firm other than the designated contractors must abide by the following rules:

- The exhibitor must notify the ACMS/ASMH exhibit management company in writing no less than 30 days prior to the meeting of the name of the display house/service firm, address, telephone number, and contact person.
- The display house/service firm must furnish a copy of an insurance certificate to the ACMS/ASMH exhibit management company in the amount of \$1,000,000 liability to include property damage.
- This certificate must be submitted no less than 30 days prior to the meeting. The certificate must indicate full coverage for installation days, show days, and dismantling days.
- Display house/service firm may not solicit business on the exhibit floor at any time.
- Display house/service firm must cooperate with the official designated contractors, especially by not interfering with the efficient use of the official contractor's workers.

Restriction of Exhibits

Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the ACMS/ASMH Annual Meetings; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to show management for any reason. Violation of any regulations on the part of the exhibitor, its employees, or agents shall void the right to occupy space, and such exhibitor will forfeit to the ACMS/ASMH all monies which may have been paid. Upon evidence of violation, show management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which show management may incur thereby.

Security

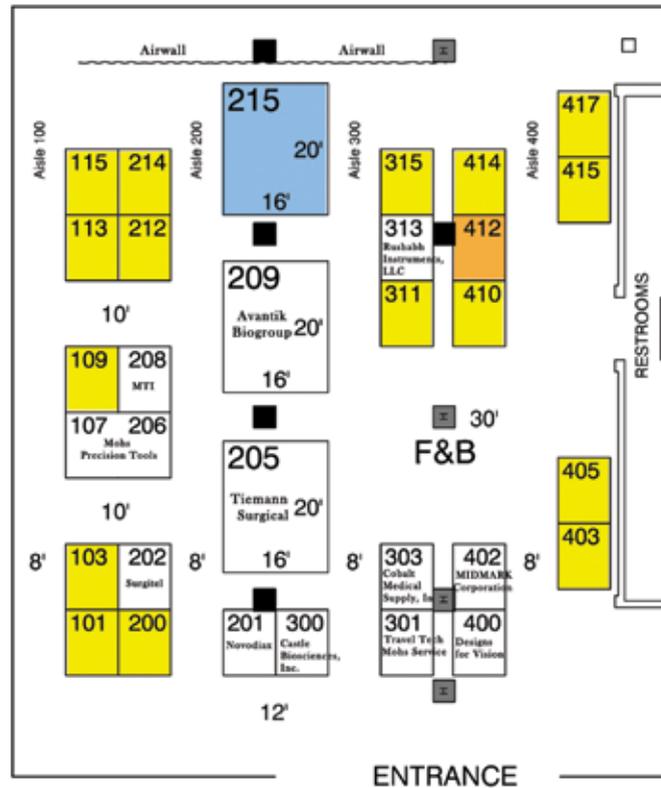
Professional security guard service will be provided after daily Exhibit Hall hours. The security service, ACMS, ASMH, the general service contractor, or Hilton San Francisco Union Square are not responsible for any loss or damage to exhibitor property.

Shipping, Storage and Handling

The general service contractor will receive and store advance freight as cited in the exhibitor service kit. They will deliver the materials to the booth, remove empty crates, and return them to the booth at the close of the meeting.

Exhibitors that do not want to use Heritage for shipping may do so but are responsible for their own arrangements and payment.

Exhibit Hall Floor Plan



	\$15,000 Island	16' x 20'
	\$3,800 Corner	8' x 10'
	\$3,500 Standard	8' x 10'
	Column	

2016 ACMS/ASMH Annual Meeting Exhibitors & Supporters

ACUDERM, Inc.
 Avantik Biogroup (Sponsor)
 Beck Consulting/Mohs Technical Consulting
 Bradley Products Inc
 Cancer Diagnostics, Inc.
 Castle Biosciences, Inc.
 Cell Marque
 Cobalt Medical Supply
 Complete.MD
 CryoEMBEDDER
 Designs for Vision, Inc.
 Dusa Pharmaceuticals, Inc.
 Elekta
 Elsevier, Inc.
 EltaMD Skincare
 Enaltus
 Ethicon, Inc. (Sponsor)
 Expeditor
 EZDERM
 Genentech
 Hill Dermaceuticals, Inc
 Iagnosis, Inc.
 IMEB Inc.
 Larson Financial
 Leica Biosystems (Sponsor)
 Leo Pharma Inc.
 Mercedes Medical
 Midmark Corporation
 Milestone
 Modernizing Medicine
 Mohs Histology Consulting Services
 Mohs Precision Tools
 Mohs-Tek Inc.
 MTI Medical Technology Industries
 Neutrogena Corporation
 Nextech
 Novartis
 Novodiox
 Penn State Hershey Medical Center
 Rushabh Instruments, LLC
 Sakura Finetek USA, Inc.
 Sensus Healthcare
 Surgitel/General Scientific Corporation
 Syneron Candela
 Tech One Biomedical Services
 The Skin Cancer Foundation
 Tiemann Surgical
 Travel Tech Mohs Services, Inc.



Exhibit Space Application Form

Thursday, April 27 - Sunday, April 30, 2017 – Hilton San Francisco Union Square – San Francisco, CA
Space is limited.

Exhibitor Information for Final Program

Please print clearly.

Company Name: _____
 Address: _____
 City: _____ State/Province: _____
 ZIP/Postal Code: _____ Country: _____
 Telephone: _____ Fax: _____
 Website: _____ Email: _____

Contact for exhibit-related information

Each exhibitor must assign one point of contact in connection to exhibit booth setup and dismantling.

Contact Person: _____ Title: _____
 Address: _____
 City: _____ State/Province: _____
 ZIP/Postal Code: _____ Country: _____
 Telephone: _____ Fax: _____
 Email: _____

Booth Selection

Please check one:

8'x10' Standard Booth(s) \$3,500 8'x10' Corner Booth \$3,800 16'x20' Island Booth \$15,000 8'x10' Nonprofit Association Booth(s) \$1,500

Exhibit space reserved after March 3, 2017 will be charged an additional \$300 late registration fee. Exhibit space reservations will not be accepted after March 30, 2017.

Please list your top four booth location choices. See Exhibit Hall Floor Plan on page 10 for booth numbers. The ACMS/ASMH cannot guarantee that you will get your preferred booth assignment but will make every effort to accommodate your specific request. See page 4 for the ACMS/ASMH policy on booth assignment.

1. _____ 2. _____
 3. _____ 4. _____

If possible, please do not locate us near the following companies: _____

Principal Products to be Displayed

Publications Instruments Equipment Pharmaceuticals Other (please specify): _____

Company/Organization or Product Description to be Printed in Final Program

Please limit description to 50 words or less. Companies may submit edits to original descriptions until March 20, 2017 and can also be submitted via email to info@mohscollege.org upon application for exhibit space. Failure to submit a description will result in the lack of a printed Company/Product or Organizational Description in the Final Program. If you were an exhibitor in 2016 and provided a description, we can use what we have on file. Please indicate below 'Same as 2016'

Please read and complete the next page of this application also.

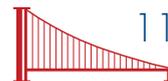


Exhibit Space Application Form, page 2 of 2

Payment

Make check payable to American College of Mohs Surgery (ACMS) (US Funds drawn on a US bank only) or provide credit card information (Visa, MasterCard, or American Express)

Check enclosed (Made payable to ACMS) Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

This is your invoice and contract. No additional invoice will be issued.

Cancellation Policy

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to the ACMS/ASMH based on this schedule: Full refund will be granted if notification is received on or before December 1, 2016; 50% refund will be granted if notification is received December 2, 2016 to March 30, 2017; Any exhibitor who cancels space after March 30, 2017, will be responsible for the total booth cost. No refund will be provided.

Shipping, Storage, and Handling

The general service contractor will receive and store advance freight shipments. They will deliver the materials to the booth, remove empty crates, and return them to the booth at the close of the meeting.

Agreement Terms and Conditions

This is your contract. Please retain a copy for your records. You are hereby authorized to reserve space for the organization listed above in the exhibition of the 2017 ACMS/ASMH Annual Meeting to be held April 27 – April 30, 2017 at the Hilton San Francisco Union Square, San Francisco, CA. We understand that the assigned space will be rented at the rate quoted in the Exhibitor Prospectus. We understand further that all space must be paid for in full on or before March 3, 2017. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor without notification, at the discretion of the ACMS. In addition, if assigned space is not paid for in full by March 3, 2017, the exhibiting company will be prohibited from registering its staff for the annual meeting and booking accommodations. The last day to receive a partial refund for cancelled exhibit space is March 30, 2017. The exhibiting company agrees to abide by all rules and regulations governing exhibits set forth in the Exhibitor Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibiting organization assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American College of Mohs Surgery, American Society for Mohs Histotechnology, the Hilton San Francisco Union Square, Heritage and their employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole negligence of the Hilton San Francisco Union Square, its employees and agents.

In addition, the exhibitor acknowledges that the American College of Mohs Surgery, American Society for Mohs Histotechnology, the Hilton San Francisco Union Square and Heritage do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. Exhibitor shall not be liable for any failure of or delay in the performance of this Agreement for the period that such failure or delay is due to causes beyond its reasonable control, including but not limited to acts of God, war, strikes or labor disputes, embargoes, government orders or any other force majeure event.

Photography Release: This confirms the agreement between you and ACMS/ASMH, regarding your participation in the 2017 ACMS/ASMH Annual Meetings, in which you may be photographed. You hereby agree that ACMS and/or ASMH may use these photographs on its website or in other official printed publications without further consideration. You acknowledge the right of ACMS and/or ASMH to crop or treat the photographs at its discretion. You also acknowledge that the ACMS and/or ASMH may choose not to use your photo at this time, but may do so at its own discretion at a later date.

Authorized Signature: _____

Print Name/Title: _____ Date: _____

Detach and return this completed application with the required payment to:

American College of Mohs Surgery (ACMS)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Fax: (414) 276-2146

Note: Please keep a copy of this exhibit space application for your records. This is your invoice and contract. No additional invoice will be issued.



Sponsorship Pledge Form



If you would like to support the ACMS and/or ASMHS Annual Meetings in San Francisco, please complete and return this form to the office. The ACMS and ASMHS reserve the right to refuse any product demonstration proposal it deems inappropriate.

Please print clearly.

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone number: _____ Fax number: _____

Contact name: _____

Title: _____

Signature: _____ Date: _____

Item(s) to be supported:

- Product Theater: \$35,000 (max. 2 sponsors)
- NON-CME Corporate Forum: \$35,000
- ACMS Registration Packets: \$7,500 (max. 1 sponsor)
- ASMHS Registration Bags: \$2,500 (max. 1 sponsor)
- Both ACMS and ASMHS bags: \$8,500 (max. 1 sponsor)
- Mobile Charging Station: \$5,000 (max. 2 sponsors)
- Hotel Key Cards: \$5,000 (max. 1 sponsor)
- ACMS Notepads: \$3,000 (max. 1 sponsor)
- ACMS Lanyards: \$2,500 (max. 1 sponsor)
- ASMHS Lanyards: \$800 (max. 1 sponsor)
- Both ACMS & ASMHS Lanyards: \$3,000
- ACMS and ASMHS Registration Packet and Bag Insert: \$1,500
- Wireless Internet: \$7,500 (max. 1 sponsor)
- Mobile App: \$5,000 (max. 1 sponsor)
- Hotel Door Drops: \$5,000
- In Room Video: \$2,000 for the first 24 hours, \$900 each day thereafter
- GOBOS: \$800
- Column Wraps: \$1,000 per floor level per day
- Elevator Static: \$500 per elevator per day
- Floor Statics: \$1,000 per floor per day

Final Program Advertising

- Full page: \$1,500
- Half page: \$1,000
- Quarter page: \$500

If you're interested in donating cryostats or workshop supplies, please contact the ASMHS office at info@mohstech.org or call (414) 918-9813.

- Product Theater
We will participate in the demonstration session to showcase our (product / service):

Sponsorship/Support (also complete pages 11 and 12)

Please find discount rates for corresponding sponsor rates below.

- Platinum Level (\$25,000) 8' x 10' Booth Included
- Gold Level (\$15,000) 8' x 10' Booth Included

Support amount: \$ _____

+ Exhibit booth rental \$ _____

= Total Amount Due: \$ _____

Payment

Make check payable to American College of Mohs Surgery (ACMS) (US Funds drawn on a US bank only) or provide credit card information (Visa, MasterCard, or American Express)

- Check enclosed (Made payable to ACMS) Visa MasterCard American Express

Credit Card Number: _____ Expiration Date: _____

Cardholder's Name: _____ Cardholder's Signature: _____

This is your invoice and contract. No additional invoice will be issued.

Please fax or mail this form to: American College of Mohs Surgery (ACMS)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Fax: (414) 276-2146

Thank you!

2017 ACMS & ASMH Annual Meetings

Hilton San Francisco Union Square • San Francisco, CA • April 27 – April 30, 2017

Important Dates to Remember *for Exhibitors, Supporters, and Advertisers*

September 16, 2016

- Deadline for first right of refusal for exhibit booth location and support opportunities

December 1, 2016

- Deadline for full refund due to exhibit booth cancellation

January 2017

- Publication date for Annual Meeting Preliminary Program & Registration Materials

March 3, 2017

- Early Deadline for exhibit applications and support pledge forms
All forms received after March 3, 2017 will incur a \$300 late registration fee
- Registration bag inserts designs due for pre-approval
- Exhibitor/contributor company descriptions for Final Program (via online reservation or email to info@mohscollege.org)

March 20, 2017

- All Final Program advertisements must be received
- Notices of disability
- Special giveaway requests (see p.9 for details)
- Registration bag inserts
- Edits to original company descriptions to be printed in Final Program

March 30, 2017

FINAL DEADLINE FOR:

- Exhibit applications and support pledge forms
- Exhibitor listing in the Final Program
- Island Booth construction plans/layout arrangements
- 50% refund for exhibit booth cancellation