

EXHIBITOR PROSPECTUS

American College of Mohs Surgery

MOHS COLLEGE 40TH ANNUAL MEETING

The logo for the American College of Mohs Surgery (ACMS) features the letters 'ACMS' in a serif font. The letter 'M' is stylized, with a dark blue circle behind it, and the letters 'A', 'C', and 'S' are in a lighter blue color.The logo for the 40th Mohs College Annual Meeting features a blue silhouette of a city skyline with a large '40' integrated into the design. The text '40th Mohs College Annual Meeting' is written in white on a blue background.

40th
Mohs College
Annual Meeting

HYATT REGENCY VANCOUVER

The logo for Vancouver features the word 'Vancouver' in a blue serif font, with a stylized 'V' and 'C'. Below it, the dates 'May 1-4, 2008' are written in a smaller blue font.

Vancouver
May 1-4, 2008

Invitation to Participate in the ACMS 2008 Annual Meeting

Dear Industry Representative,

On behalf of the American College of Mohs Surgery, I invite your company to participate in the 2008 Annual Meeting, May 1-4, at the beautiful Hyatt Regency Vancouver in Vancouver, BC, Canada.

The ACMS Annual Meeting is an important continuing medical education event in dermatologic surgery designed primarily for the 850 members of the ACMS. The ACMS is the oldest and largest membership organization for Mohs micrographic surgeons, with 50-65 new surgeons joining the College each year after completing a one- to two-year ACMS-approved fellowship. We are proud that nearly 100% of these physicians join the College 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. At the 2007 annual meeting, 700 members, fellows-in-training, surgical assistants and non-member physicians made time to attend and we are please to offer several opportunities and exposure for your company's products and services.

In addition to performing Mohs surgery, ACMS members frequently perform the same dermatologic procedures as non-ACMS dermatologic surgeons. These procedures include:

- skin resurfacing
- microdermabrasion
- botulinum toxin injections
- laser surgery
- sclerotherapy
- fillers
- liposuction
- skin rejuvenation

We anticipate the 2008 ACMS Annual Meeting attendance will be over 700, and fully expect these numbers to increase each year as our membership continues to grow and our meeting attracts new attendees.

Please take the time to review this prospectus carefully and make the decision to join us at this important event. For those of you who supported ACMS's Annual Meetings in the past, our heartfelt thanks; we look forward to welcoming you to Vancouver.

Best regards,



David G. Brodland, MD
ACMS President

ACMS Officers and Directors

Officers

David G. Brodland, MD President Pittsburgh, PA	Leonard M. Dzubow, MD Secretary/Treasurer Media, PA
Duane C. Whitaker, MD Vice President Tucson, AZ	Pearon G. Lang, Jr., MD Immediate Past-President Charleston, SC

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Richard G. Bennett, MD Santa Monica, CA	Jonathan L. Cook, MD Durham, NC	Roberta D. Sengelmann, MD St. Louis, MO
David P. Clark, MD Columbia, MO	Hugh M. Gloster, Jr., MD Cincinnati, OH	Daniel M. Siegel, MD Smithtown, NY
Joel W. Cook, MD Charleston, SC	J. Ramsey Mellette, Jr., MD Aurora, CO	Thomas Stasko, MD Nashville, TN

Invitation to Participate in the ACMS 2008 Annual Meeting

- Increase the visibility for your company or institution in a relaxed and fun atmosphere.
- Demonstrate and promote your products or services to leaders in the field of Mohs and dermatologic surgery as well as to newcomers who are just getting started in their practices.
- Feature a new product or service.
- Develop sales leads at a meeting of over 700 ACMS members, residents and fellows-in-training, histotechnicians and support staff.
- Build brand loyalty via support of the ACMS and its growing membership through involvement in the College's Annual Meeting.

Corporate Supporters receive the following recognition benefits:

- Placement of your support in the on-site program.
- Verbal announcement of your support at the business meeting.
- One complimentary set of post-event registration mailing labels.
- Acknowledgement on the ACMS website.
- Supporter ribbons for booth personnel.
- Certificate of support for display at your booth.

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2008 ACMS Annual Meeting Fact Sheet

Purpose

The purpose of the ACMS Annual Meeting is to offer a forum where Mohs surgery and other dermatologic procedures are presented and discussed.

Target Audience

The target audience for these programs is members of the ACMS, residents and fellows-in-training, technicians and surgical assistants who work with ACMS members.

Program

The Annual Meeting consists of masters' panels, interactive sessions and oral and poster abstract presentations featuring the latest developments in Mohs and dermatologic surgery. Topics will include, among others, cutaneous oncology and pathology, fundamentals of dermatologic surgery, advanced reconstruction, and filler and laser techniques.

Dates and Venue

The 2008 Annual Meeting will be held from May 1-4 at the Hyatt Regency Vancouver in Vancouver, BC, Canada.

Hotel

A block of guest rooms has been reserved at the Hyatt Regency Vancouver to accommodate meeting participants. Room reservation material will be included with the Program and Registration Materials, which will be sent to all exhibitors.

Registration

Registration forms for the 2008 Annual Meeting will be included with the Program and Registration Materials.

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 area will feature 80-square-foot exhibit booths (10 feet wide by 8 feet deep) and will be located in the same area as the scientific sessions, posters, food and beverage, with designated hours to allow more concentrated and quality time for attendees to visit the exhibits. More detailed exhibitor information can be found on page 8.

Travel

The Hyatt Regency Vancouver is in the downtown area of the city. All U.S. citizens must have a valid passport to enter Canada (see page 11 for details on obtaining or renewing a U.S. Passport).

Weather

Warmed by Pacific Ocean currents and protected by a range of mountains, Vancouver enjoys mild temperatures year-round. From high 70's Fahrenheit in summer to a mild mid 40's Fahrenheit in winter, the climate is always hospitable. The average temperature in Vancouver at the beginning of May ranges from the mid 50s°F in the evening to the mid- to high-60s°F in the daytime.

2008 Support Benefits Overview

Platinum Support (\$25,000 +)

- Invitation to Welcome Reception
- Invitation to participate as a Product Demonstrator on Saturday afternoon at no additional charge (see page 6 for details)
- Listing in Program and Registration Materials with logo*
- Listing in Final Program and Abstract Book with logo
- Acknowledgement at Annual Meeting through special signage
- Company name included in ACMS website listing through December 2008
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- One full-page, black-and-white ad in the Final Program and Abstract Book (see page 17 for details)
- Mailing labels for one-time use in keeping with ACMS's policies
- Right of first refusal for 2009 (for the same level of support as the previous year)
- Four (4) complimentary registrations
- Four (4) exhibitor badges for entry into the exhibit hall

Gold Support (\$15,000 to \$24,999)

- Invitation to Welcome Reception
- Invitation to participate as a Product Demonstrator on Saturday afternoon at no additional charge (see page 6 for details)
- Listing in Program and Registration Materials with logo*
- Listing in Final Program and Abstract Book with logo
- Acknowledgement at Annual Meeting through special signage
- Company name included in ACMS website listing through December 2008
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- One full-page, black-and-white ad in the Final Program and Abstract Book (see page 17 for details)
- Mailing labels for one-time use in keeping with ACMS's policies
- Right of first refusal for 2009 (for the same level of support as the previous year)
- Three (3) complimentary registrations
- Three (3) exhibitor badges for entry into the exhibit hall

Silver Support (\$5,000 to \$14,999)

- Invitation to Welcome Reception
- Listing in Program and Registration Materials with logo*
- Listing in Final Program and Abstract Book with logo
- Acknowledgement at Annual Meeting through special signage
- Company name included in ACMS website listing through December 2008
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- Two (2) complimentary registrations
- Three (3) exhibitor-attendee badges, which permits entry to all meeting education sessions except the "breakfast" sessions

Bronze Support (\$500 to \$4,999)

- Invitation to Welcome Reception
- Listing in Program and Registration Materials with logo*
- Listing in Final Program and Abstract Book with logo
- Company name included in ACMS website listing through December 2008
- One complimentary registration
- Three (3) exhibitor-attendee badge, which permits entry to all meeting education sessions except the "breakfast" sessions

*For contributor name and logo to appear in the Program and Registration Materials, pledge forms must be received at the ACMS executive offices no later than December 31, 2007.

A pledge form can be found on page 15 of this prospectus.

ACMS Support Opportunities

Welcome Reception (in the exhibit hall) – \$15,000

The 90-minute cocktail and hors d'oeuvres reception will be held Thursday evening, May 1, to give participants the chance to exchange ideas and discuss new developments in Mohs and dermatologic surgery. Exhibitors and corporate supporters will have the opportunity to mingle with meeting attendees in a relaxed and congenial environment. Contributor's non-product-related signs will be placed within the reception area. (Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)

Lunch (in the exhibit hall) – \$15,000

Lunch is served in the exhibit hall. Exhibitors and corporate supporters will have the opportunity to mingle with meeting attendees in a relaxed and congenial environment. Contributors' non-product-related signs will be placed at food stations in the exhibit hall. (Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)

Lunch for Membership Business Meeting – \$15,000

For the convenience of delegates, box lunches will be available in the ballroom during the ACMS's business meeting.

Final Program and Abstract Book – \$12,000

The Final Program and Abstract Book is a comprehensive guide to all the activities offered at the Annual Meeting and includes all abstracts submitted for the meeting. It is distributed to all attendees.

NEW! Product Demonstration – \$10,000

Product demonstrations, pre-approved by ACMS, will be held in the exhibit hall Saturday afternoon after the scientific sessions break. Pledge forms for this support category must be accompanied by a description of the product and/or service to be demonstrated. ACMS 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 exhibit hall entrance. (Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)

Fellowship Training Reception – \$7,500

Physicians who recently completed their ACMS fellowship training will be introduced to their peers and fellowship training directors by their program director in an informal setting. Hors d'oeuvres and beverages will be served during this 90-minute reception on Saturday evening, May 3. Contributors' non-product-related signs will be placed within the reception area. (Signs provided by supporter, but must be pre-approved by ACMS. Maximum two signs. Maximum sign dimensions: 3 feet x 4 feet.)

Registration Bags – \$7,500

All meeting attendees will receive a registration bag, featuring your company's logo.

Notepads – \$5,000

These essential items will be placed in the registration bags, and will be specially printed with both your logo and an outline of the human face so attendees can better use them to take notes in the sessions.

Morning Coffee/Tea Breaks – \$4,000 per break

Meeting attendees will be provided with complimentary coffee/tea each day. Sole support of a coffee break can be arranged on a daily basis or for the entire meeting. Contributors' non-product-related signs will be placed at break stations. (Signs provided by supporter, but must be pre-approved by ACMS. Two signs per break station. Maximum sign dimensions: 3 feet x 4 feet.)

Program-at-a-Glance, Exhibit & Poster Guide – \$2,500

This handy tool provides a quick reference for attendees to find their sessions. The Program-at-a-Glance, Exhibit, and Poster Guide is included in the registration bags.

Badge Holders and Lanyards – \$1,500

Attendees will be able to conveniently wear their badge with a clear plastic view pouch connected to an adjustable neck cord which will include space for your company's logo.

Registration Bag Inserts – \$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. All inserts must be submitted for pre-approval by the ACMS by February 29. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by March 20.

See page 15 for a pledge form.

General Meeting Information

About the ACMS

Established in 1967, the American College of Mohs Surgery is the oldest and largest society for Mohs micrographic surgeons, with 850 active members.

All have been fellowship trained in a one-to two-year ACMS-approved Mohs surgery training program, and most perform other dermatologic surgery procedures such as:

- skin resurfacing
- microdermabrasion
- botulinum toxin injections
- laser surgery
- sclerotherapy
- fillers
- liposuction
- skin rejuvenation

Membership growth is expected to continue, with an estimated 50-65 new surgeons joining each year for the next five years. In 2007, over 700 members attended the annual meeting.

Meeting Location

The 2008 Annual Meeting will be held at the Hyatt Regency Vancouver. Exhibits will be located in the Regency Ballroom, which is adjacent to the educational session rooms.

Meeting and Exhibit Dates

The Annual Meeting begins on Thursday morning, May 1 and ends at noon on Sunday, May 4.

Exhibit hall hours (may be subject to change):

Thursday, May 1: 4:30 to 6:00 pm
Friday, May 2: Noon to 6:30 pm
Dedicated exhibit hours: Noon to 1:30 pm, 3:15 to 3:45 pm, 5:00 to 6:30 pm
Saturday, May 3: Noon to 3:00 pm

All exhibit booths must be staffed during these hours. Exhibitors will be notified via email if a slight change in hours is necessary.

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

Exhibit Load In/Ship Out (may be subject to change)

Thursday, May 1: 11:00 am to 4:00 pm
Saturday, May 3: 3:00 to 7:00 pm

Note: 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 meetings.

Admission to Sessions and Functions

Rental of an 8' x 10' booth receives:

- two (2) exhibitor badges, which permits entry into the exhibit hall
- one (1) exhibitor-attendee badge, which permits entry to all meeting education sessions except the "breakfast" sessions

Rental of two (2) 8' x 10' booths receives:

- three (3) exhibitor badges, which permits entry into the exhibit hall
- one (1) exhibitor-attendee badge, which permits entry to all meeting education sessions except the "breakfast" sessions

Refer to page 5 for materials Supporters (Platinum, Gold, Silver, Bronze) will receive.

Note: Additional exhibitor badges at \$100 each. All badges may be picked up on-site at the Exhibitor Registration area. Please note: Exhibitor badges must be worn at all times.

To Reserve a Booth

Exhibit hall limited to 40 exhibitors. To reserve a booth, complete the Exhibit Space Application on pages 13 and 14 and submit it with a check payable to the American College of Mohs Surgery (ACMS), or via credit card (Visa, MasterCard, or American Express):

ACMS Executive Office
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
Attention: Kim Schardin
Phone: (414) 347-1103
Email: kschardin@mohscollege.org

Note: Exhibitors registering on or before December 31, 2007, may submit a check for 60% of the booth space fee, with the remainder due by February 15, 2008. Exhibitors registering after December 31, 2007, must submit the entire fee.



Exhibit Information and Policies

Attendee Mailing Labels

Exhibitors who are not in the “Platinum Support” or “Gold Support” categories may order attendee mailing labels in advance (prior to March 30) and immediately following the meeting (between May 16 to May 31) at a reduced cost. The mailing labels are for one-time use only and may not be duplicated in any fashion. Order forms will be sent to all exhibitors prior to the meeting. Materials sent in the mailing must be approved by the ACMS and must not incorporate the ACMS logo.

Please note: The ACMS attendee mailing list is available in one-up or three-up pressure sensitive label format. The list is not available in electronic format.

Badge Policy

Admission to the exhibit hall will be by name badge only. Security guards will monitor exhibit hall entrances for proper I.D. Exhibit booth personnel must show an official ACMS exhibitor name badge to gain access to the exhibit hall. Independent contractor personnel, hired by an exhibitor to install and dismantle their display do not need to show exhibitor badges, but should possess identification that they are employed by the independent contractor. If independent contractors do not possess proper identification, they must obtain a name badge at the on-site exhibitor registration area.

Booth Personnel

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 Rental Fees

8’ x 10’ in-line booths:	\$1,500
8’ x 10’ corner booths:	\$1,650
8’ x 20’ booths:	\$2,700
Not-for-profit associations may reserve booth space	
8’ x 10’	\$1,000

2007 Survey Submission

If you submitted your 2007 Exhibitor Survey to ACMS, your booth fee will be \$200 less than the above booth fees.

Booth Rental Fee Includes:

- 8’ x 10’ (include 10’ backdrop and 3’ side draperies)
- (1) skirted 6’ table
- (2) chairs
- (1) wastebasket
- (1) ID sign

Booth Assignment

Booth assignment will be done all at once based on a priority point system. Companies who exhibited at the 2007 meeting will each receive two points per booth rented. Exhibitors who provided financial support in 2007 will receive an additional four points if they were at the Platinum level, three points if they were at the Silver level, and two points if they contributed at the Bronze level. Exhibitors who provided support for specific items will receive points equivalent to the support level their contribution matches. Contributors who provided funds below the Bronze level will receive one point in addition to their booth points.

If two companies have the same number of points the booth space will be assigned to the company who submits their exhibit space application first. Exhibitors’ requests for space location, booth size and competitor location will be carefully considered.

Exhibit Information and Policies

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.

Deposit

A minimum of 60% deposit is due with the completed application submitted on or before December 31, 2007. The deposit must be in the form of a check (US funds drawn on a US bank only) and made payable to the ACMS, or in the form of a Visa, MasterCard or American Express credit card. Applications received after December 31, 2007 requires full payment of booth rental fees.

For exhibitors submitting 60% deposits on or before December 31, 2007, full payment is due by February 15, 2008. In the event that full payment is not received by February 15, space may be released back into the general inventory. No refunds after March 1, 2008.

Exhibitor Service Kit

All exhibitors will receive the official service kit after their booth assignment has been made. Service kits will be sent out in March 2008. The service kit will contain information on:

- Freight handling and shipping
- Labor regulations and rates
- Furniture, display and other decorating rentals
- Ordering electrical and telephone service
- Audio/visual and computer rentals
- Lead retrieval service

Products

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

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 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 Executive Office no later than March 1, 2008. 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, the Hyatt Regency Vancouver, 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, the Hyatt Regency Vancouver, 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.



Exhibit Information and Policies

Notice of Disability

In compliance with the Americans with Disabilities Act of 1990, the ACMS will make all reasonable efforts to accommodate persons with disabilities at the 2008 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by April 1, 2008 to kschardin@mohscollege.org or to 555 East Wells Street, Suite 1100, Milwaukee, WI 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 (exhibit management company contact information available in January 2008):

- The exhibitor must notify the ACMS's 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 ASMS 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.

Reserving an Exhibit Booth

To reserve an exhibit booth, complete the Exhibit Space Application Form on page 13 and submit to:

American College of Mohs Surgery (ACMS)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
Attn: Kim Schardin
Tel: (414) 347-1103
Fax: (414) 276-2146
E-mail: kschardin@mohscollege.org

Restriction of Exhibits

Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the ACMS Annual Meeting; (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 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.

Exhibit Information and Policies

Security

Professional security guard service will be provided throughout load in and ship out, as well as after daily exhibit hall hours. The security service, ACMS, the general service contractor or the Hyatt Regency Vancouver are not responsible for any loss or damage to exhibitor property.

Traveling to Canada

A valid U.S. passport is required to enter and leave Canada. To obtain a passport for the first time, you need to apply in person with two photographs of yourself, proof of U.S. citizenship, and a valid form of photo identification such as a driver's license.

Acceptance facilities include many Federal, state and probate courts, post offices, some public libraries and a number of county and municipal offices.

You also need to apply in person if your expired U.S. passport is not in your possession; if your previous U.S. passport has expired and was issued more than 15 years ago; if your previous U.S. passport was issued when you were under age 16; or if your currently valid U.S. passport has been lost or stolen.

Passport processing times have increased due to high volume.

Expect a minimum of 10 weeks to receive your passport. For more information on obtaining a passport, visit http://travel.state.gov/passport/passport_1738.html.

Customs/Shipping to Canada

Details on shipping into Canada (via ACMS' contracted customs broker) will be supplied to those exhibiting upon receipt of the completed Exhibit Space Application Form to the ACMS Executive Office.

Shipping, Storage and Handling

The general service contractor will receive and store advance freight shipments 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. Details will be sent upon receipt of exhibition or support applications.



2007 ACMS Annual Meeting Exhibitors

Acuderm, Inc.

American Society for Dermatologic Surgery

BioForm Medical Inc.

Blackwell Publishing

Bovie/Aaron Medical

Candela Corporation

Canfield Imaging Systems

Del-Ray Dermatologicals

Delasco

Derm Education Foundation

Designs For Vision, Inc.

DUSA Pharmaceuticals, Inc.

ELTA Swiss American Products, Inc.

Emed, Inc.

Galderma Laboratories, LP

Leica Microsystems, Inc. / Belair

Marina Medical Instruments

Mercedes Medical

Microsurgery Instruments, Inc.

Mohs Histology Consulting Services

Mohs Tech Staffing, Inc.

Mohs Technical Consulting / Cryoembedder

MTI Medical Technology Industries

Nikon Instruments, Inc.

Saunders / Mosby (Elsevier Health Sciences)

SurgiTel Systems / General Scientific Corporation

Tiemann – Bernsco

Travel Tech Mohs Services, Inc.

Wealth Protection Alliance

Wound Care Technologies

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Exhibit Space Application Form

May 1-4, 2008 – Hyatt Regency Vancouver – Vancouver, BC, Canada
 Exhibitor Information for Listing in Program-at-a-Glance, Exhibit and Poster Guide
Please type or print clearly.

Company Name: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Website: _____ E-Mail: _____

fold and tear here

Contact for exhibit-related information

Contact Person: _____ Title: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

E-Mail: _____

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Booth Selection

Please check one:

8 x 10 In-line Booth, \$1,500

8 x 10 Corner Booth, \$1,650

8 x 20 Booth, \$2,700

8 x 10 Non-Profit, \$1,000

2007 Survey Submission

Please reduce your booth fee by \$200 if you submitted your 2007 Exhibitor Evaluation Survey by September 30.

Please list your top four booth location choices. (See Exhibit Hall Floor Plan on the inside of the back cover for booth numbers.) The ACMS cannot guarantee that you will get your preferred booth assignment but will make every effort to accommodate your specific request. See page 8 for the ACMS policy on booth assignment.

1. _____ 2. _____

3. _____ 4. _____

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

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Principal Products to be Displayed

Publications Instruments Equipment Pharmaceuticals

Other (please specify): _____

Company/Product or Organizational Description to be Printed in Final Program and Abstract Book

Please limit description to 50 words or less. Failure to complete this section of the application will result in the lack of a printed Company/Product or Organizational Description in the Final Program and Abstract Book. Companies may submit edits to original descriptions until March 1, 2008.

Note: Company/Product or Organizational Descriptions should be submitted via e-mail to kscharidin@mohscollege.org upon application for exhibit space.

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Please read and complete the reverse side of this application also.

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 AMEX). A minimum 60% deposit must accompany this application if it is submitted on or before December 31, 2007, with the balance due by February 15, 2008. After December 31, 2007, the entire amount must be included with the application.

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 Exhibits Coordinator. A full refund minus a processing charge of \$250 will be granted if the cancellation is made prior to March 1, 2008. Any exhibitor who cancels space after March 1, 2008, 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

You are hereby authorized to reserve space for the company indicated to exhibit at the ACMS 2008 Annual Meeting May 1-4, 2008, at the Hyatt Regency Vancouver in Vancouver, BC, Canada. I understand that the assigned space will be rented at the rate quoted in the ACMS's 2008 Annual Meeting Prospectus. I understand further that all space must be paid for in full on or before February 15, 2008. If the assigned space is not paid for in full by the specified date, the space may be reassigned to another at the discretion of the Exhibits Coordinator. I agree to abide by all rules and regulations governing exhibitors set forth in the ACMS's 2008 Annual Meeting Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to the exhibitor's displays, equipment and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the ACMS, the Hyatt Regency Vancouver, general service contractor and each of their employees and agents from any and all such losses, damages and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Authorized Signature: _____

Print Name/Title: _____ Date: _____

Detach and return this completed application with the required payment to: American College of Mohs Surgery
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
Attn: Kim Schardin
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.

fold and tear here

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2008 Corporate Support Pledge Form

If you would like to support the ACMS Annual Meeting in Vancouver, BC, Canada, please complete and return this form to the Executive Office. If this form is used to pledge support in exchange for a product demonstration, a description of the product demonstration should accompany the form. ACMS reserves 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: _____

Total support amount: _____

Please fax this form to Kim Schardin at (414) 276-2146.

Thank you!



ACMIS

Save the Date

MOHS COLLEGE 41ST ANNUAL MEETING
AUSTIN HILTON • APRIL 23-26, 2009

Austin

American College of Mohs Surgery 2008 Annual Meeting Advertising Opportunities

Available for the Program & Registration Materials, Final Program and Abstract Book (on-site), Program-at-a-Glance, Exhibitor and Poster Guide (on-site). All ads subject to approval by the ACMS.

Ad Unit	Dimensions	Black and White	4-Color
Inside front or back cover	8 ½" x 11"	Not available	\$1,750
Full page (run of book)	7 ½" x 10"	\$1,250	\$1,500

Deadlines:

	Program & Registration Materials	On-site Materials
New ad approval and space reservations	December 7, 2007	February 29, 2008
Materials	December 7, 2007	April 1, 2008
Publication Date	January 2008	April 2008

Production Specifications:

Publication size is 8 1/2" x 11". For bleed, add 1/8" to each side for a total size of 8 5/8" x 11 1/8". Keep live matter 1/4" away from all trim edges.

Electronic files required. For no additional charge, ads will be accepted on memory sticks, or CDs in non-editable high resolution TIFF or PDF formats. All fonts and graphics must be embedded in the files. All ads supplied in any electronic format must be accompanied by two proofs with color suitable for press matching. No exceptions.

Circulation:

Preliminary Program and Registration Book: 850 physician members of the American College of Mohs surgery and approximately 65 fellows enrolled in Mohs Surgery or Procedural Dermatology fellowships, and 1200 Dermatology Residents. The Final Program and Abstract Book, and Program-at-a-Glance, Exhibitor and Poster Guide will be published in April 2008 and provided to all attendees on site (approx. 700).

Placement Policy:

With the exception of preferred positions, placement of ads will be at the sole discretion of the ACMS. Preference will be given to advertisers by postmark date of insertions order.

Payment Policy:

No agency commissions. No cash discount. All advertisements must be pre-paid by materials deadline above.

Cancellation Policy:

Space reservations cancelled prior to December 1, 2007 for the Program & Registration Materials book will be released without obligation. Cancellations for the Program & Registration Materials made after December 1 will be billed at the full amount. Reservations cancelled prior to March 15, 2008 Program & Abstracts book will be released without obligation. Cancellations for the Final Program made after March 15 will be billed at the full amount.

Send insertion orders and materials to:

ACMS c/o Kim Schardin
 555 E. Wells Street, Suite 1100
 Milwaukee, WI 53202
 USA
 Phone: 414-347-1103
 Fax: 414-276-2146
 E-mail: kschardin@mohscollege.org

Important Dates to Remember for Exhibitors, Contributors and Advertisers

2008 ACMS Annual Meeting Hyatt Regency Vancouver May 1-4, 2008

November 16, 2007

- New ad approval and space reservations for Program & Registration Materials.

December 7, 2007

- **Final Deadline** for advertising files for Program & Registration Materials.

December 31, 2007

- **Deadline** for contributor pledge form for company to be named in the Program & Registration Materials.
- **Deadline** for exhibitor to pay in installments, 60% due with remainder due by February 15, 2008.

January 2008

- Publication date for Pre-Program & Registration Materials.

February 15, 2008

- **Final Deadline** for exhibit applications and support pledge forms. All exhibitors and contributors must be paid in full by this date.

February 29, 2008

- **Final Deadline** for exhibitor and contributor company descriptions (via e-mail to kscharidin@mohscollege.org).
- New ad approval and space reservations for on-site publications.
- Giveaway approval requests due.
- Last Day for partial-refund cancellation.
- Registration bag inserts due for approval.

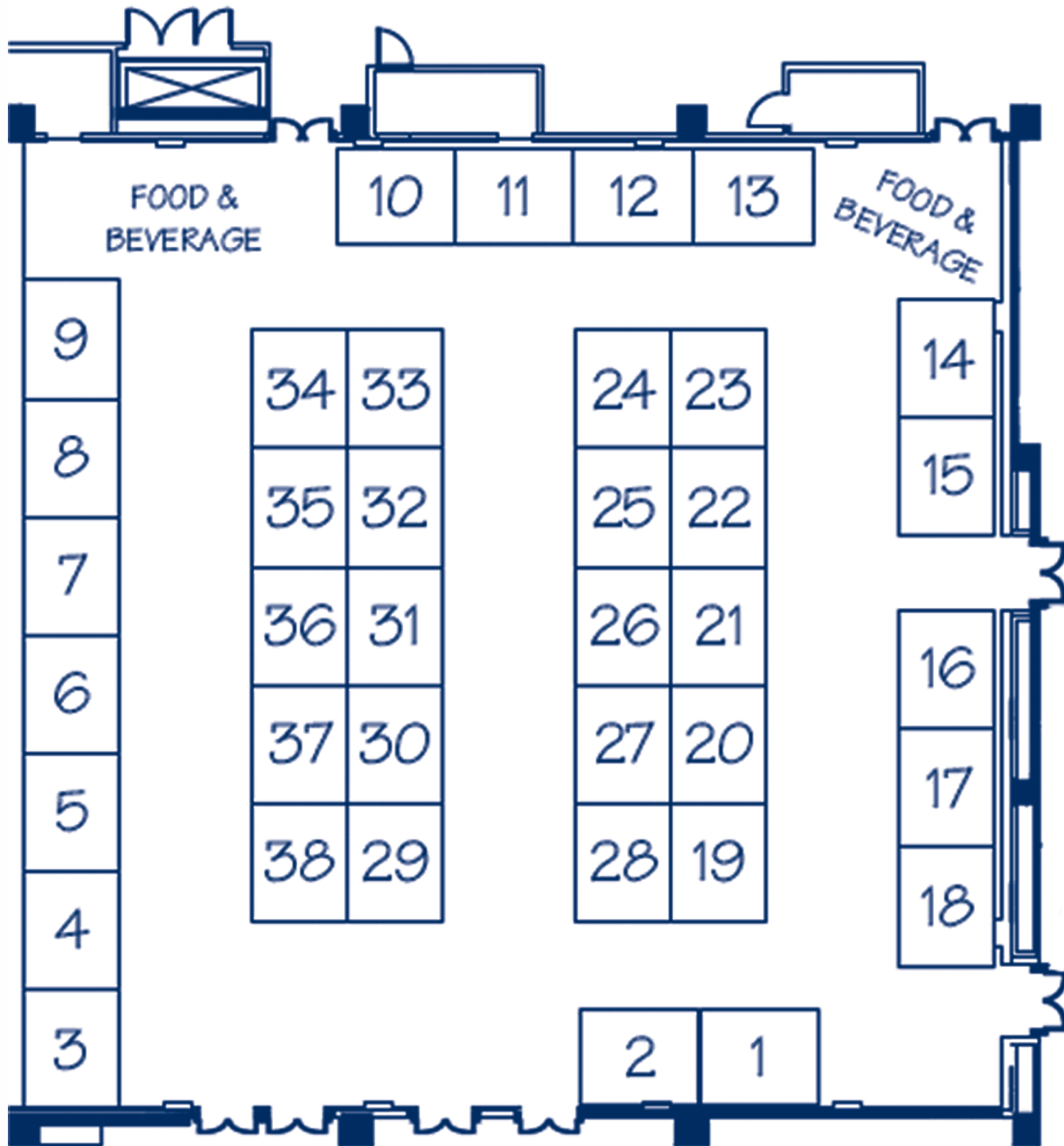
April 1, 2008

- **Final Deadline** for advertising files for on-site publications – Final Program and Abstract Book, Program-at-a-Glance, Exhibit and Poster Guide.
- Notice of Disability due.

Late April 2008

- Publication date for Final Program & Abstract Book, Program-at-a-Glance, Exhibit & Poster Guide, and Registration Materials.

Hyatt Regency Vancouver Floor Plan





**40th Mohs College
Annual Meeting**

Vancouver

May 1-4, 2008

ACMS American College
of Mohs Surgery

Executive Office

555 East Wells Street, Suite 1100

Milwaukee, WI 53202

Phone: (414) 347-1103 • Fax: (414) 276-2146

E-mail: info@mohscollege.org • Internet: www.mohscollege.org