

ACMS

American College of Mohs Surgery



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



Exhibitor Prospectus

<http://www.mohscollege.org/annualmeeting>

An Invitation to Participate in the ACMS 2009 Annual Meeting

Dear Industry Representative,

On behalf of the American College of Mohs Surgery, I invite you and your company to participate in the 2009 Annual Meeting April 23–26 at the beautiful Austin Hilton in Austin, Texas.



The ACMS Annual Meeting is an important continuing medical education event in dermatologic surgery designed primarily for the 900+ 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 2008 annual meeting, 665 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend and we are pleased to offer several opportunities and exposure for your company's products and services for this year's meeting.

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

- Skin resurfacing
- Botulinum toxin injections
- Sclerotherapy
- Liposuction
- Microdermabrasion
- Laser surgery
- Fillers
- Skin rejuvenation

We anticipate the 2009 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' Annual Meetings in the past, our heartfelt thanks; we look forward to welcoming you in Austin.

Best regards,

Duane C. Whitaker, MD
ACMS President

Application & Selection Procedures

Categories of Exhibits

The College 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

ACMS Officers and Directors

Officers

President Duane C. Whitaker, MD Seattle, WA	Vice President Leonard M. Dzubow, MD Villanova, PA
Secretary/Treasurer Brett M. Coldiron, MD Cincinnati, OH	Immediate Past-President David G. Brodland, MD Pittsburgh, PA

Board Members

David P. Clark, MD Columbia, MO	Joel W. Cook, MD Charleston, SC
Jonathan L. Cook, MD Durham, NC	Andrew J. Kaufman, MD, FACP Thousand Oaks, CA
J. Ramsey Mellette, Jr., MD Aurora, CO	Gregg M. Menaker, MD Skokie, IL
Marcy Neuburg, MD Milwaukee, WI	Roberta D. Sengemann, MD Santa Barbara, CA
Daniel M. Siegel, MD Smithtown, NY	

Benefits of participating in the ACMS 2009 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 or reduced rate 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.



Table of Contents

Invitation to the 2009 ACMS Annual Meeting . . .	2
2009 ACMS Annual Meeting Fact Sheet	4
Support Benefits Overview	5
Support Opportunities	6
General Meeting Information	7
Exhibit Information and Policies	8-10
2008 Exhibitor Listing	11
Exhibit Space Application Form	13-14
Pledge Form	15
Advertising Opportunities	17
Important Dates to Remember	18
Exhibit Hall Floor Plan	19



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2009 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 & laser techniques.

Dates and Venue

The 2009 Annual Meeting will be held from April 23-26 at the Austin Hilton in Austin, Texas.

Hotel

A block of guest rooms has been reserved at the Austin Hilton 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 2009 Annual Meeting will be included with the Preliminary Program and Registration Materials that will be mailed in January 2009.

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 (10 feet wide by 8 feet deep) and will be located near the scientific sessions, posters, and food & beverages. Designated hours will allow more concentrated and quality time for attendees to visit the exhibits.

Travel

The Austin Hilton is located in the heart of downtown Austin and is only seven miles from Austin Bergstrom International Airport.

Weather

Austin has a humid subtropical climate, characterized by hot summers and mild winters, with the spring offering up the perfect balance of a bright blue sky and mild temperatures. The average temperature in Austin, at the end of April, ranges from the low-60s°F to high-70s°F.



2009 Support Benefits Overview

Platinum Support (\$25,000 +)

- Invitation to Welcome Reception
- Listing in Preliminary/Registration book with logo*
- Listing in Final Program and Abstract book with logo**
- Acknowledgement at Annual Meeting through special signage
- Company name included on ACMS website listing through December 2010
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- One (1) full-page, black-and-white ad in the Final Program and Abstract Book
- Mailing labels for one-time use in keeping with ACMS' policies
- Right of first refusal for 2010 (for the same level of support as the previous year)
- Four (4) exhibitor-attendee badges, which permits entry to the exhibit hall and all meeting education sessions except the "breakfast" sessions
- Exhibit Booth at a 20% reduced rate
- ACMS-approved literature in the registration bags

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

- Invitation to Welcome Reception
- Listing in Preliminary/Registration book 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 2010
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- One (1) full-page, black-and-white ad in the Final Program and Abstract Book
- Mailing labels for one-time use in keeping with ACMS' policies
- Right of first refusal for 2010 (for the same level of support as the previous year)
- Three (3) exhibitor-attendee badges, which permits entry to the exhibit hall and all meeting education sessions except the "breakfast" sessions
- Exhibit Booth at a 15% reduced rate
- ACMS-approved literature in the registration bags

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

- Invitation to Welcome Reception
- Listing in Preliminary/Registration book 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 2010
- Supporter ribbons for company/organizational representatives at the Annual Meeting
- Company name on Annual Meeting items approved by the ACMS
- Two (2) exhibitor-attendee badges, which permits entry to the exhibit hall and all meeting education sessions except the "breakfast" sessions
- Exhibit Booth at a 10% reduced rate
- ACMS-approved literature in the registration bags

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

- Invitation to Welcome Reception
- Listing in Preliminary/Registration book with logo*
- Listing in Final Program and Abstract book with logo**
- Company name included in ACMS website listing through December 2010
- One (1) exhibitor-attendee badges, which permits entry to the exhibit hall and all meeting education sessions except the "breakfast" sessions
- ACMS-approved literature in the registration bags

*For contributor name and logo to appear in the Preliminary/Registration book, pledge forms, payment (60% minimum), and logo MUST be received at the ACMS executive offices no later than October 31, 2008.

**For contributor name and logo to appear in the Final Program and Abstract book, pledge forms, full payment, and logo MUST be received at the ACMS executive offices no later than February 9, 2009.

See page 15 for a pledge form.

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, April 23, 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. *(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' 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.

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, April 25.

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 your logo.

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.)*

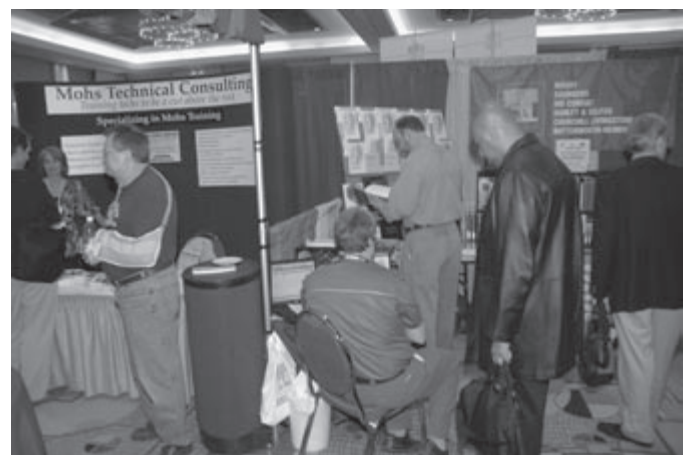
Badge Holders and Lanyards – \$1,500

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 Monday, February 9. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 23.

See page 15 for a pledge form.



General Meeting Information

About the ACMS

Established in 1967, by Dr. Frederic Mohs and a small group of surgeons trained by him, the American College of Mohs Surgery is the oldest and largest society for Mohs micrographic surgeons, with more than 900 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
- Botulinum toxin injections
- Sclerotherapy
- Liposuction
- Microdermabrasion
- Laser surgery
- Fillers
- Skin rejuvenation

Membership growth is expected to continue, with an estimated 50-65 new surgeons joining each year for the next five years. In 2008, over 650 members attended the annual meeting.

Meeting Location

The 2009 Annual Meeting will be held at the Austin Hilton. Exhibits will be located in the Austin Grand Ballroom, which is adjacent to educational session rooms.

Meeting and Exhibit Times/Dates

The Annual Meeting begins on Thursday morning, April 23 and ends at noon on Sunday, April 26.

Exhibit hall hours (may be subject to change):

Thursday, April 23: Noon to 6:30 pm
 Friday, April 24: Noon to 6:00 pm
 Saturday, April 25: 8:30 am to 2:00 pm

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

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

Exhibit hall hours load in/ship out (may be subject to change):

Exhibit load in
 Thursday, April 23: 7:30 am to 11:00 am

Exhibit ship out
 Saturday, April 25: 2:00 pm to 7:00 pm

Please 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
- Additional exhibitor badges \$100 each
- 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
- Additional exhibitor badges \$100 each
- 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, and Bronze) will receive.

Please Note: All badges may be picked up on-site at the exhibitor registration area. *Exhibitor badges must be worn at all times.*

To Reserve a Booth

The exhibit hall is limited to 3,720 sq feet of exhibit booths. 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
 555 East Wells Street
 Suite 1100
 Milwaukee, WI 53202
 Attention: Kim Schardin

Phone: (414) 347-1103
 Email: kschardin@mohscollege.org
 For more information, visit us online at:
www.mohscollege.org

Please Note: Exhibitors registering on or before December 31, 2008, may submit a check for 60% of the booth space fee, with the remainder due by February 9, 2009. Exhibitors registering after December 31, 2008, must submit the entire fee.

Exhibit Information and Policies

Attendee Mailing Labels

Exhibitors may order annual meeting pre-registration attendee mailing labels (until March 31, 2009) or immediately following the meeting (from April 28 to May 29, 2009) at a reduced cost. Platinum and Gold Supporters will receive these labels at no additional charge. 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. Exhibit hall monitors will screen 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 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' standard booth: \$2,000 each
- 8' x 10' corner booth: \$2,200 each
- Not-for-profit associations may reserve booth space (standard 8' x 10') for \$1,250
- Discounts for Platinum, Gold, and Silver Supporters: see page 5 for benefit details

Booth Rental Fee Includes:

- 8' x 10' space
- One (1) skirted 6' table
- Two (2) chairs
- One (1) wastebasket
- One (1) I.D. sign

Booth Assignment

Booths will be assigned on February 10, 2009, based on a priority point system. Companies who exhibited at the 2008 meeting will each receive two points per booth rented. Exhibitors who provided financial support in 2008 will receive an additional four points if they were at the Platinum level, three points if they were at the Gold level, two points if they were at the Silver level, and one point 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.

Booth Construction Information

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

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 backdrap 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' (1.52m) of the booth, and 8'3" (2.5m) in the rear 5' (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

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. The height limit for island exhibits is 20'0" (6.09m). That is, exhibit fixtures, components, lighting, truss systems, and identification signs will be permitted to a maximum height of 20'0" (6.09m). 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.

Booth construction plans and layout arrangements for island exhibits are requested for review by the ACMS by March 2, 2009. The ACMS, the Austin Hilton, nor the general service contractor bears responsibility for the exhibitor's compliance with ACMS booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with ACMS booth construction policy.

Peninsula Booth

A peninsula booth consists of four or more standard booths back-to-back with aisles on three sides. Two standard booths will not be assigned as the peninsula booth. Exhibit features, components, lighting, truss systems, and identification signs will be permitted to a maximum height of 20'0" (6.09m). All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) or a neighboring exhibit, must be confined to the area within 5'0" (1.52m) of the center line to avoid blocking the sightline from the aisle to the adjoining booth. Peninsula exhibits are subject to standard back and side height requirements on the side adjoining other booths. 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.

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. These items will be removed.

Deposit

A minimum of 60% deposit is due with the completed application submitted on or before December 31, 2008. 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, 2008 requires full payment of booth rental fees.

For exhibitors submitting 60% deposits on or before December 31, 2008, full payment is due by February 9, 2009. In the event that full payment is not received by February 9, space may be released back into the general inventory.

Cancellation/Refund Policy

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

- Full refund will be granted if notification is received on or before November 3, 2008
- 50% refund will be granted if notification is received November 4, 2008 to February 9, 2009
- 25% refund will be granted if notification is received February 10 to March 2, 2009
- No refunds will be granted if notification is received after March 2, 2009

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 2009. 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 13, 2009. 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 Austin Hilton, 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 Austin Hilton, 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 will make all reasonable efforts to accommodate persons with disabilities at the 2009 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by April 1, 2009 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 February 2009):

- The exhibitor must notify the ACMS' 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 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 pages 13-14 and submit to:

American College of Mohs Surgery (ACMS)

555 East Wells Street

Suite 1100

Milwaukee, WI 53202

Attn: Kim Schardin

Phone: (414) 347-1103

Fax: (414) 276-2146

E-mail: kschardin@mohscollege.org

For more information, visit us online at:

www.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.

Security

Professional security guard service will be provided after daily exhibit hall hours. The security service, ACMS, the general service contractor, or the Austin Hilton is 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. Details will be sent upon receipt of exhibitor or support application.



2008 ACMS Annual Meeting Exhibitors

American Academy of Dermatology

Care-Tech Laboratories, Inc.

CryoEmbedder, Inc.

Delasco

Derm Education Foundation

Designs For Vision, Inc.

DUSA Pharmaceuticals, Inc.

Elsevier Canada

EltaMD Skincare

Expeditor Systems, Inc.

Global Pathology Laboratory Services

Graceway Pharmaceuticals, LLC

Leica Microsystems

Mercedes Medical

Microsurgery Instruments, Inc.

Mohs Histology Consulting Services

Mohs Technical Consulting

MTI Medical Technology Industries

Tiemann Surgical

Travel Tech Mohs Services, Inc.

Triangle Biomedical Sciences, Inc.

Verdure Botanoceuticals

Wiley-Blackwell

Wound Care Technologies



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AUSTIN HILTON - APRIL 23 - 26, 2009



Exhibit Space Application Form

April 23-26, 2009 – Austin Hilton – Austin, Texas

Space limited to 34 exhibitors.

Exhibitor Information for Final Program and Abstract Book

Please type or print clearly.

Company Name: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Website: _____ E-Mail: _____

Contact for exhibit-related information

Contact Person: _____ Title: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

E-Mail: _____

Booth Selection

Please enter the number of each:

___ 8'x10' Standard Booth(s) \$2,000 ___ 8'x10' Corner Booth(s) \$2,200 ___ 8'x10' Not-for-Profit Assoc. Booth(s) \$1,250

Please list your top four booth location choices. (See Exhibit Hall Floor Plan on page 19 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: _____

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 February 20, 2009.

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

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, 2008, with the balance due by February 9, 2009. After December 31, 2008, 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/Refund Policy

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

- Full refund will be granted if notification is received on or before November 3, 2008
- 50% refund will be granted if notification is received November 4, 2008 to February 9, 2009
- 25% refund will be granted if notification is received February 10 to March 2, 2009
- No refunds will be granted if notification is received after March 2, 2009

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 2009 Annual Meeting April 23-26, 2009, at the Austin Hilton in Austin, Texas. I understand that the assigned space will be rented at the rate quoted in the ACMS' 2009 Annual Meeting Prospectus. I understand further that all space must be paid for in full on or before February 9, 2009. 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' 2009 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 Austin Hilton, 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.

Photography Release: This confirms the agreement between you and ACMS, regarding your participation in the ACMS Annual Meeting 2009, in which you may be photographed. You hereby agree that ACMS may use these photographs on its World Wide Web site or in other official printed publications without further consideration. You acknowledge ACMS' right to crop or treat the photographs at its discretion. You also acknowledge that ACMS 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
 Attn: Kim Schardin
 Fax: (414) 276-2146

Please 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.



2009 Corporate Support Pledge Form

If you would like to support the ACMS Annual Meeting in Austin, Texas, 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/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Contact Person: _____ Title: _____

Signature: _____ Date: _____

Item(s) to be supported: _____

Total support amount: _____

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

Thank you!

Save the Date



42nd Mohs College
Annual Meeting

**Friday, April 30–
Monday, May 3, 2010**

Marriott Marquis
New York, NY



New York • NY

American College of Mohs Surgery

2009 Annual Meeting Advertising Opportunities

Available for the Preliminary/ Registration book and/or Final Program and Abstract book. All ads subject to approval by the ACMS.

Ad Unit	Dimensions	Black & 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	Preliminary/ Registration book	On-site Materials
Ad Submission	November 3, 2008	March 13, 2009
Publication Date	December 16, 2008	March 25, 2009

Production Specifications

Publication size is 8 ½" x 11". For bleed, add ⅛" to each side for a total size of 8 ⅝" x 11 ⅛". Keep live matter ¼" 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 distributed to 900 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 will be published in March 2009 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 deadlines above.

Advertising Cancellation Policy

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

- Full refund will be granted if notification is received on or before November 3, 2008
- 50% refund will be granted if notification is received November 4, 2008 to March 13, 2009
- No refunds will be granted if notification is received after March 13, 2009

Send insertion orders and materials to:

ACMS c/o Kim Schardin
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA

Phone: (414) 347-1103

Fax: (414) 276-2146

E-mail: kschardin@mohscollege.org

2009 ACMS Annual Meeting

Austin Hilton • April 23-26, 2009

Important Dates to Remember for Exhibitors, Contributors, and Advertisers

November 3, 2008

Deadline for exhibitor or supporter pledge forms to be included in the Preliminary/Registration book.

December 16, 2008

Publication date for Preliminary/Registration book.

December 31, 2008

Deadline for exhibitor to pay in installments, 60% due with remainder due by February 9, 2009.

February 9, 2009

Deadline for exhibitor or supporter pledge forms, including company descriptions/logos, to be included in the Final Program and Abstract book.

March 2, 2009

Last Day ACMS will accept exhibit booth cancellation notice for partial refund.

March 13, 2009

Special giveaway approval requests due to ACMS office (see page 9 for details).

Last Day ACMS will accept advertising cancellation notice for partial refund.

Registration bag inserts due.

April 1, 2009

Notice of Disability due.

March 25, 2009

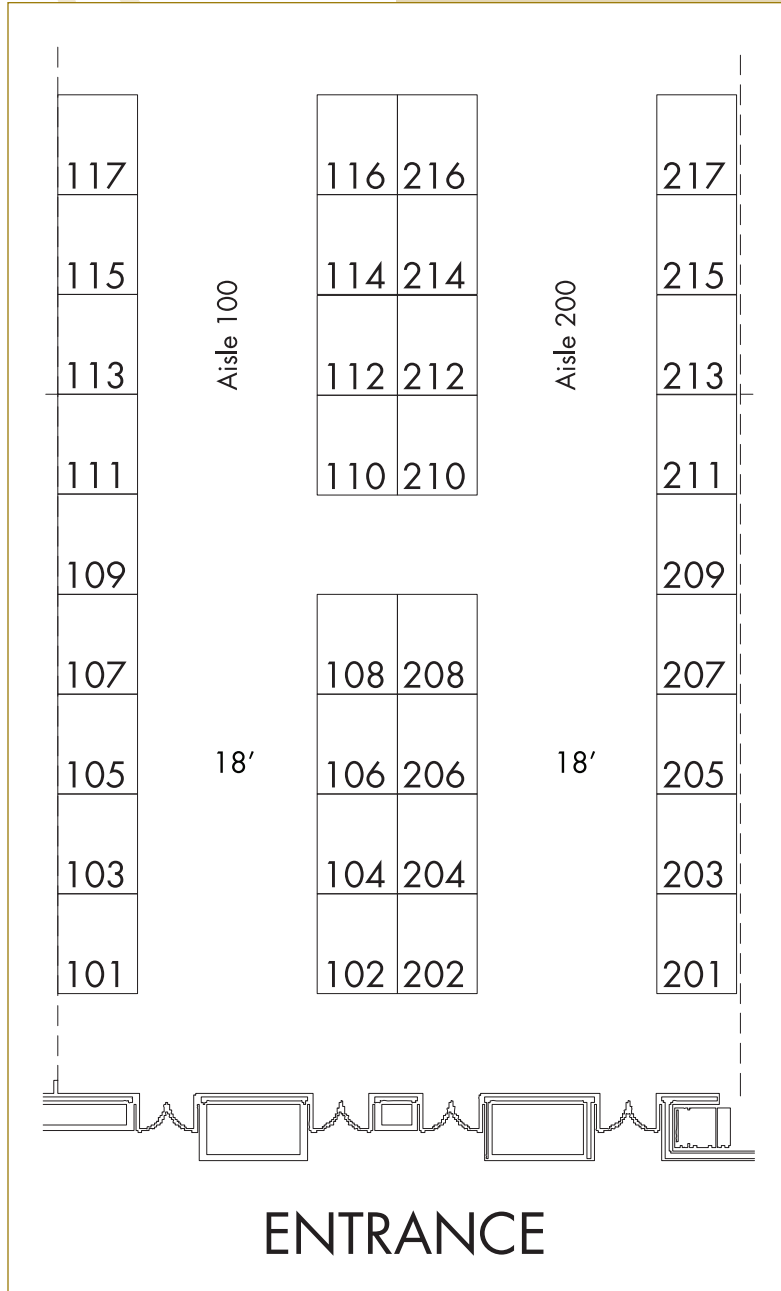
Publication date for Final Program and Abstract Book.



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



Exhibit Hall Floor Plan





American College of Mohs Surgery

41st Mohs College Annual Meeting

April 23-26, 2009

Austin Hilton • Austin, Texas



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

ACMS 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