

Exhibitor Prospectus

Chicago



44th Mohs College Annual Meeting
Thursday, May 3 – Sunday, May 6, 2012
Fairmont Millennium Park • Chicago, IL
<http://www.mohscollege.org/annualmeeting>



**44TH Mohs
College
Annual Meeting**
MAY 3-6, 2012 — CHICAGO, IL
FAIRMONT MILLENNIUM PARK



Dear Industry Representative,

On behalf of the American College of Mohs Surgery and the American Society for Mohs Histotechnology, I invite you and your company to participate in the 2012 Annual Meetings May 3rd -6th at the Fairmont Millennium Park in Chicago, IL.

The ACMS Annual Meeting is an important continuing medical education event in dermatologic surgery designed primarily for the 1078 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 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 2011 Annual Meeting, 938 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend. As always, we are pleased to offer several opportunities and exposure for your company's products and services for this 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
- Microdermabrasion
- Botulinum toxin injections
- Laser surgery
- Sclerotherapy
- Fillers
- Liposuction
- Skin rejuvenation

The ACMS exhibits will be integrated with the American Society for Mohs Histotechnology (ASMH) exhibits again for 2012.

The ASMH Annual Meeting enhances expertise of histotechnologists who assist ACMS members in processing of the pathology slides in the Mohs procedure. Last year, 261 histotechnologists attended the ASMH Annual Meeting.

Combining exhibit halls of both medical organizations will give your company the opportunity to be exposed to a wider variety of meeting attendees.

We expect attendance to increase each year as both memberships continue to grow and the meetings attract 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 the ACMS and ASMH Annual Meetings in the past, our heartfelt thanks. We look forward to welcoming you in Chicago.

Best Regards,

Brett M. Coldiron, MD, FACP
ACMS President

Barbara S. Beck, HT(ASCP)
ASMH President

ACMS Officers and Directors

Officers

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Brett M. Coldiron, MD, FACP
Cincinnati, OH

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Benefits of participation in the ACMS & ASMH 2012 Annual Meetings

- Increase 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 meetings totaling more than 1300 ACMS and ASMH members, residents and fellows-in-training, histotechnicians, non-member physicians, and support staff
- Build brand loyalty via support of the ACMS & ASMH, and their growing memberships through involvement in the Annual Meetings

Corporate supporters receive the following recognition benefits:

- Placement of your support in the on-site programs
- Verbal announcement of your support at the business meetings
- One complimentary set of post-event registration mailing labels
- Acknowledgement on the ACMS website and/or ASMH webpage
- Supporter ribbons for booth personnel
- Certificate of support for display at your booth

Categories of Exhibits

ACMS and 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

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About the ACMS

Established in 1967 by Dr. Frederic E. 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 1,000 active members.

All members have been fellowship trained in a one- to two-year approved Mohs surgery or Procedural Dermatology 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.

About the ASMH

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

Purpose

Designed primarily for ACMS members and their ASMH histotechs, 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, among others, cutaneous oncology and pathology, fundamentals of dermatologic surgery, advanced reconstruction, and filler & laser techniques.

Target Audience

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

Dates and Venue

The 2012 Annual Meetings will be held from Thursday, May 3 – Sunday, May 6 at the Fairmont Millennium Park, Chicago, IL.

Hotel

A block of guest rooms has been reserved at the Fairmont to accommodate meeting participants. Room reservation information will be available in the Preliminary Program & Registration Materials, which will be available on the ACMS Annual Meeting website, www.mohscollege.org/annualmeeting, in January 2012 and also sent to exhibitors.

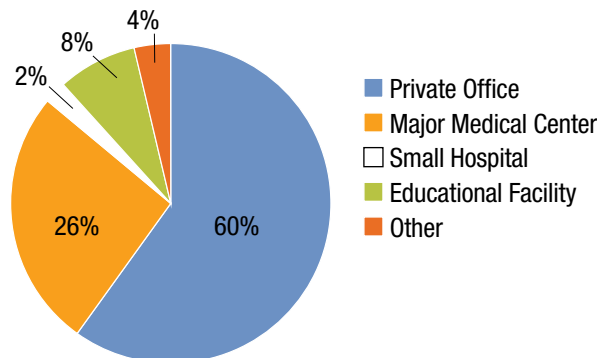
Travel

The Fairmont Hotel is 19 miles from Chicago O'Hare International Airport.

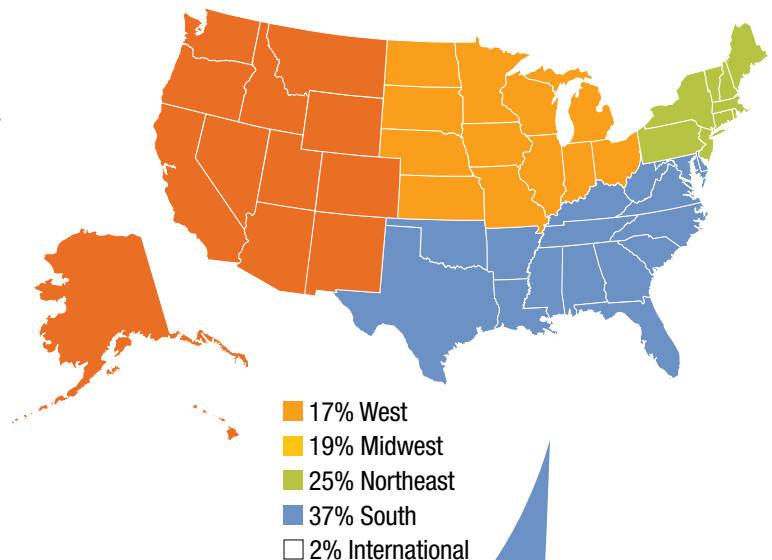
Weather

May average high temperature in Chicago is 69°F and an average low temperature of 49°F.

Where ASMH Members are Employed



ACMS Members by Region



| Benefits of Support | Platinum Support \$25,000+ | Gold Support \$15,000 - \$24,999 | Silver Support \$5,000 - \$14,999 | Bronze Support \$500 - \$4,999 |
|---|-------------------------------|--|---|--------------------------------------|
| Exhibitor-attendee badge(s), which permits entry to all meeting education sessions except the "breakfast" sessions | 4 | 3 | 2 | 1 |
| Exhibit Booth at a reduced rate | 20% | 15% | 10% | n/a |
| One (1) full-page, black-and-white ad in the Final Program & Abstract Book (Half-page ad for Gold; See page 7 for ad details) | ✓ | ✓ | | |
| Mailing labels/list for one time use in keeping with ACMS' policies | ✓ | ✓ | | |
| Supporter ribbons for company/organizational representatives at the Annual Meeting | ✓ | ✓ | ✓ | |
| Company name included on ACMS website listing through December 2012 | ✓ | ✓ | ✓ | ✓ |
| Invitation to Welcome Reception | ✓ | ✓ | ✓ | ✓ |
| Listing in Preliminary Program & Registration Materials with logo* | ✓ | ✓ | ✓ | ✓ |
| Listing in Final Program & Abstract book with logo** | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement at Annual Meeting through special signage | ✓ | ✓ | ✓ | ✓ |
| ACMS-approved literature in the registration bags | ✓ | ✓ | ✓ | ✓ |

* For contributor name to appear in the Preliminary Program & Registration Materials, pledge forms and payment (60% minimum) MUST be received at the ACMS Executive Offices no later than October 31, 2011.

** For contributor name to appear in the Final Program & Abstract Book, pledge forms and full payment MUST be received at the ACMS Executive Offices no later than February 17, 2012.

See page 15 for a pledge form.



ACMS & ASMH Annual Meeting Support Opportunities

ACMS Welcome Reception (in the Exhibit Hall) \$15,000 (Max 2 sponsors)

A 2-hour cocktail and hors d'oeuvres reception will be held Thursday evening, May 3rd, 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. Contributors' 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 total. Maximum sign dimensions: 3 feet x 4 feet.)

Attendee Lunch – \$15,000 (Max 4 sponsors)

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 and/or ASMH. Maximum four signs total. Maximum sign dimensions: 3 feet x 4 feet.)

ACMS Final Program & Abstract Book – \$12,000

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

ACMS Registration Bags – \$7,500

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

ASMH Registration Bags – \$2,500

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

ACMS Notepads – \$3,000

This essential item will be placed in the ACMS and/or ASMH registration bags, and will be specially printed with both your logo and an outline of the human face.

ACMS Lanyards – \$2,000

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

ASMH Lanyards – \$600

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

ACMS Registration Bag Inserts – \$1,500

This is an opportunity for exhibitors and corporate supporters to increase their exposure by having a flier or small promotional item placed in the registration bags of ACMS attendees. All inserts must be submitted for pre-approval by the ACMS by Friday, February 24, 2012. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Friday, April 6, 2012.

ASMH Registration Bag Inserts – \$500

This is an opportunity for exhibitors and corporate supporters to increase their exposure by having a flier or small promotional item placed in the registration bags of all ASMH attendees. All inserts must be submitted for pre-approval by the ASMH by Friday, February 24, 2012. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Friday, April 6, 2012.

ASMH Cryostats

ASMH & ACMS meeting attendees can participate in the Cryostat Workshops held during the ASMH Annual Meeting. Company(s) can supply cryostats for this valuable hands-on learning experience. Supporter(s) will be acknowledged in the Final Program, through signage at the meeting, on the ASMH webpage, and at the opening session.

ASMH Workshop Supplies

Company(s) can donate supplies used in the hands-on Mart-1 Workshops held during the ASMH Annual Meeting. Supplies include: Cryospray, sharps containers, cutting boards, surgical sponges, gauze, Nasco brushes, marking dyes, slides, petri dishes, Sodium Chloride, Ultrafreeze, OCT compound, pipettes, cover glass, disposable scalpels, forceps, specimen holders, heat extractors/discs, camel hair brushes #3 and #4, applicator sticks and slide marking pens. Supporter(s) will be acknowledged in the Final Program, through signage at the meeting, on the ASMH webpage, and at the opening session.

2012 Annual Meeting Advertising Opportunities

Available for the Preliminary Program & Registration Book and/or the Final Program and Abstract Book (on-site). All ads subject to approval by the ACMS/ASMH.

ACMS

| Ad Unit | Dimensions | Black and White | 4-Color |
|----------------------------|------------|-----------------|---------|
| Inside front or back cover | 8 ½" x 11" | Not available | \$2,000 |
| Full page (run of book) | 7 ½" x 10" | \$1,250 | \$1,500 |

ASMH

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

| Deadlines: | Preliminary Program & Registration Materials | On-site Materials |
|------------------|--|-------------------|
| Ad Submission | October 31, 2011 | March 16, 2012 |
| Publication Date | December 2011 | April 2012 |

Production Specifications:

Publication size is 8 ½" 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 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 will be made.

Circulation:

ACMS

The Preliminary Program & Registration Book is distributed to over 900 physician members of the ACMS, approximately 65 fellows enrolled in Mohs surgery/Procedural Dermatology fellowships, and 1200 Dermatology Residents. The Final Program and Abstract Book will be published in April 2012 and provided to all attendees on-site (approx. 1000). The Preliminary Program and Final Program will also be available for viewing on the ACMS Annual Meeting website.

ASMH

The Preliminary Program & Registration Book is distributed to over 250 histotech members of the ASMH. The Final Program and Abstract Book will be published in April 2012 and provided to all attendees on-site (approx. 300). The Preliminary Program and Final Program will also be available for viewing on the ASMH webpage.

Placement Policy:

With the exception of preferred positions, placement of ads will be at the sole discretion of the ACMS and/or ASMH. 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.

Preliminary Program & Registration Materials Advertising Cancellation 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 November 1, 2011
- 50% refund will be granted if notification is received November 2, 2011 to December 1, 2011
- No refunds will be granted if notification is received after December 1, 2011

On-site Advertising Cancellation 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 January 1, 2012
- 50% refund will be granted if notification is received January 2, 2012 to March 16, 2012
- No refunds will be granted if notification is received after March 16, 2012

See page 16 for an advertising opportunity form.

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) and 6' table tops. It will be located in the same area as some scientific sessions, posters, and food & beverage stations. Designated hours will allow more concentrated and quality time for attendees to visit the exhibits.

Exhibit Hall Location

The 2012 Annual Meetings will be held at the Fairmont Millennium Park. Exhibits will be located in the International Ballroom, which is adjacent to the Registration desk.

(Exhibit location subject to change)

Exhibit Hall Hours (subject to change):

Thursday, May 3

12:00 pm - 1:30 pm

3:00 pm - 7:00 pm

Friday, May 4

12:00 pm - 7:00 pm

Saturday, May 5

11:30 am - 1:30 pm

Events in Exhibit Hall

Thursday, May 3

12:00 pm - 1:00 pm Networking Lunch

5:00 pm - 7:00 pm ACMS Welcome Reception

Friday, May 4

12:00 pm - 1:30 pm Lunch in Exhibit Hall

5:00 pm - 6:30 pm ASMH Welcome Reception

Saturday, May 5

12:00 pm - 1:00 pm Lunch in Exhibit Hall

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

Exhibit Hall Hours Load In/Ship Out

(subject to change):

Exhibit load in

Thursday, May 3 7:00 am - 11:30 am

Exhibit ship out

Saturday, May 5 2:00 pm - 8:30 pm

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/table tops staffed and operating until the official closing time jeopardize their participation at future ACMS/ASMH meetings.

To Reserve a Booth or Table Top

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):

American College of Mohs Surgery (ACMS)

Attention: Michelle Ridolfi

555 East Wells Street, Suite 1100

Milwaukee, WI 53202

USA

Phone: (414) 347-1103

Email: mridolfi@mohscollege.org

For more information, visit us online at: www.mohscollege.org/annualmeeting

NOTE: Exhibitors registering on or before December 31, 2011, may submit a check for 60% of the booth/table top space fee, with the balance due by February 16, 2012. Exhibitors registering after December 31, 2011, must submit the entire fee.

Attendee Mailing Labels

Exhibitors may order one set of Annual Meeting pre-registration attendee mailing labels or Excel spreadsheet until March 31, 2012 or immediately following the meeting (May 7 to June 7) at a reduced cost. Platinum and Gold supporters will receive one set of these labels at no additional charge. The mailing labels & list 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 pre-approved by the ACMS and/or ASMH and must not incorporate the ACMS or ASMH logos.

Exhibitor Personnel

All individuals selected to staff an exhibit booth/table top must be registered as an exhibitor of the organization supporting the booth/table top, and must wear their exhibitor name badge at all times when exhibiting. 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: \$3,000
- 8' x 10' corner booth: \$3,200
- Any booth combination greater than 80 sq ft: \$30.00 per sq foot
- Not-for-profit associations may reserve booth space (standard 8' x 10') for \$1,500
- Discounts for Platinum, Gold, and Silver supporters (see page 5 for benefit details)
- Table top exhibits: \$500.00

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

Rental of an 8' x 10' booth receives:

- Two (2) exhibitor badges, which permits entry into the Exhibit Hall
- Additional exhibitor badges are \$100 each
- One (1) exhibitor-attendee badge*, which permits entry to all meeting education sessions except the "breakfast" sessions. Exhibitors cannot under any circumstances attend morning mini sessions. Doing so will effect exhibitor privileges to participate in future meetings.
- Additional exhibitor-attendee badges are \$200 each

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

- Three (3) exhibitor badges, which permits entry into the Exhibit Hall
- Additional exhibitor badges are \$100 each
- One (1) exhibitor-attendee badge*, which permits entry to all meeting education sessions except the "breakfast" sessions
- Additional exhibitor-attendee badges are \$200 each

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.

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

Rental of Table Top Exhibit Includes

- One (1) 6' covered table with chair
- One (1) I.D. sign
- Two (2) exhibitor badges, which permits entry into the Exhibit Hall
- Additional exhibitor badges are \$100 each
- One (1) exhibitor-attendee badge*, which permits entry to all meeting education sessions except the "breakfast" sessions. Exhibitors cannot under any circumstances attend morning mini sessions. Doing so will effect exhibitor privileges to participate in future meetings.
- Additional exhibitor attendee badges are \$200 each

Booth/Table Top Assignment

Companies who exhibited at the 2011 ASMH or ACMS Annual Meeting will have first right of refusal for booth preference until October 31, 2011. After October 31, 2011 booth selection will be on a first-come, first-served basis.

Booth Construction Information

Standard Booth

Standard booths are 8' x 10' (80 sq 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 5'0" (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.

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.

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/ASMH by March 16, 2012. The ACMS, ASMH, Fairmont Millennium Park, 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.

Table Top Exhibit

A table top exhibit consists of one (1) 6' covered table. Stationary construction of backdrops, display cases or additional paraphernalia is not allowed.

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.

Distribution of Promotional Materials

Canvassing or distribution of promotional material by an exhibitor will not be permitted outside of the exhibitor's 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, 2011. The deposit must be in the form of a check (US funds drawn from 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, 2011 require full payment of booth rental fees.

For exhibitors submitting 60% deposits on or before December 31, 2011, full payment is due by February 16, 2012. In the event that full payment is not received by February 16, 2012, space may be released back into the general inventory. No refunds after March 2, 2012.

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, 2011
- 50% refund will be granted if notification is received December 2, 2011 to March 2, 2012
- No refunds will be granted if notification is received after March 2, 2012

Exhibitor Service Kit

All exhibitors will receive the official service kit after their booth assignment has been confirmed. Service kits will be sent out in March 2012 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

Information regarding electrical, internet, telephone, and lead retrievals services, as well as audio/visual and computer needs will be sent in March 2012 from the ACMS/ASMH.

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.

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 16, 2011. 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, Fairmont Millennium Park, 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, Fairmont Millennium Park, 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 2012 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 16, 2012 to mridolfi@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 (exhibit management company contact information available in January 2012):

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.

Reserving Exhibit Space

To reserve exhibit space, complete the Exhibit Space Application Form on page 14 and submit to:

American College of Mohs Surgery (ACMS)
Attn: Michelle Ridolfi
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Fax: (414) 276-2146
Email: mridolfi@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/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. The ACMS & ASMH hold the right to limit the number of exhibitors from any one industry.

Security

Professional security guard service will be provided after daily Exhibit Hall hours. The security service, ACMS, ASMH, the general service contractor, or Fairmont Millennium Park 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. Details will be sent upon receipt of exhibitor or support application.

2011 ACMS Annual Meeting Exhibitors & Supporters

- Acuderm, Inc.
- Advanced Bio-Technologies, Inc.
- Aurora Diagnostics-ConsultDx
- Celerus Diagnostics
- Cryoembedder
- Custom Healthcare Systems, Inc.
- Derm MD
- Designs for Vision, Inc.
- DUSA Pharmaceuticals
- Elsevier (Saunders/Mosby)
- EltaMD Skincare
- Ethicon, Inc.
- Expedito Systems, Inc.
- Genentech
- Global Pathology Laboratory Services
- Horizon MedCorp
- Leica Microsystems
- Lippincott Williams & Wilkins
- Medelita Scrubs & Lab Coats
- MedNet Technologies
- Michelson Diagnostics Ltd.
- Microsurgery Instruments, Inc.
- Midmark Corporation
- Mohs Histology Consulting Services
- Mohs Technical Consulting
- MTI, Medical Technology Industries
- NexTech
- RGP, Inc.
- Scope Publishing
- Society of Dermatology Physician Assistants
- Southwest Medical Books
- SurgiTel/General Scientific Corp.
- Tiemann Surgical
- Travel Tech Mohs Services
- Triangle Biomedical Sciences, Inc.
- Viscot Medical, LLC

2011 ASMH Annual Meeting Exhibitors & Supporters

- Avantik Biogroup
- Cryoembedder
- Leica Microsystems
- Mercedes Medical
- Mohs Technical Consulting
- StatLab Medical Products
- Tech One Biomedical Services, Inc.

Exhibit Space Application Form

Thursday, May 3 – Sunday, May 6, 2012 • Fairmont Millennium Park – Chicago, IL
Space is limited.

Exhibitor Information for Final Program & Abstract Book

Please print clearly.

Company Name: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Website: _____ Email: _____

Contact for exhibit-related information

Contact Person: _____ Title: _____

Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Booth/Table Top Selection

Please check one:

8' x 10' Standard Booth(s) \$3,000 6' Table Top Exhibit(s) \$500

8' x 10' Corner Booth \$3,200

8' x 10' Not-for-Profit Association Booth(s) \$1,500

Please list your top four booth or table top location choices. (See Exhibit Hall Floor Plan on page 19 for booth and table top numbers.) The ACMS/ASMH cannot guarantee that you will get your preferred booth/table top assignment but will make every effort to accommodate your specific request. See page 9 for the ACMS/ASMH policy on booth/table top 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 & Abstract Books

Please limit description to 50 words or less. Companies may submit edits to original descriptions until March 16, 2012 and can also be submitted via email to mridolfi@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 & Abstract Books.

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

Exhibit Space Application Form

Thursday, May 3 – Sunday, May 6, 2012 • Fairmont Millennium Park – Chicago, IL
Space is limited.

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, 2011, with the balance due by February 16, 2012. After December 31, 2011, 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/ASMH based on this schedule: Full refund will be granted if notification is received on or before December 1, 2011; 50% refund will be granted if notification is received December 2, 2011 to March 1, 2012; Any exhibitor who cancels space after March 2, 2012, 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/table top, remove empty crates, and return them to the booth/table top 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/ASMH 2012 Annual Meeting May 3rd – May 6th, 2012 at the Fairmont Millennium Park, Chicago, IL. I understand that the assigned space will be rented at the rate quoted in the ACMS/ASMH 2012 Annual Meeting Prospectus. I understand further that all space must be paid for in full on or before February 16, 2012. 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/ASMH 2012 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, ASMH, the Fairmont Millennium Park, 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/ASMH, regarding your participation in the 2012 ACMS/ASMH Annual Meetings, in which you may be photographed. You hereby agree that ACMS and/or ASMH may use these photographs on its World Wide 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)
Attn: Michelle Ridolfi
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (800) 500-7224
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.

2012 Corporate Support Pledge Form



If you would like to support the ACMS and/or ASMH Annual Meetings in Chicago, IL 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. The ACMS and ASMH 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: _____

Total support amount: _____

- For (Check one): ACMS Annual Meeting
 ASMH Annual Meeting
 Both ACMS & ASMH Annual Meetings

Cryostats
Our company is willing to supply _____ cryostats for the ASMH Hands-On Workshops.

Workshop Supplies
Our company is willing to donate the following supplies for the ASMH Hands-On Workshops: _____

Total support amount: _____

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, 2011, with the balance due by February 16, 2012. After December 31, 2011, the entire amount must be included with the pledge form.

- 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)
 Attn: Michelle Ridolfi
 555 East Wells Street, Suite 1100
 Milwaukee, WI 53202
 USA
 Fax: (414) 276-2146

Thank you!



If you would like to advertise in the ACMS and/or ASMHS Preliminary Program & Registration Book and/or Final Program & Abstract Book, please complete and return this form with ad material/s to the Executive Office for approval. The ACMS and ASMHS reserve the right to refuse any advertisement deemed inappropriate.

Please print clearly.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Fax number: _____

Contact name: _____

Title: _____

Signature: _____ Date: _____

Ad Selection

ACMS Preliminary Program & Registration Book (Please check one)

- Inside front or back cover - 8 1/2" x 11", 4-color (\$2,000)
- Full page (run of book) - 7 1/2" x 10", B & W (\$1,250)
- Full page (run of book) - 7 1/2" x 10", 4-color (\$1,500)

ACMS Final Program & Abstract Book (Please check one)

- Inside front or back cover - 8 1/2" x 11", 4-color (\$2,000)
- Full page (run of book) - 7 1/2" x 10", B & W (\$1,250)
- Full page (run of book) - 7 1/2" x 10", 4-color (\$1,500)

ASMHS Preliminary Program & Registration Book

- Full page (run of book) - 7 1/2" x 10", B & W (\$500)
- Inside front or back cover - 8 1/2" x 11", B & W (\$750)

ASMHS Final Program & Abstract Book

- Full page (run of book) - 7 1/2" x 10", B & W (\$500)
- Inside front or back cover - 8 1/2" x 11", B & W (\$750)

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).

- 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.

A copy of the final printed piece will be mailed to you.

Please fax or mail this form to:

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

Thank you!

Save the Date



Thursday, May 2 – Sunday, May 5, 2013
WASHINGTON D.C. • OMNI SHOREHAM

Thursday, May 2 ~
Sunday, May 5, 2013

•
Omni Shoreham
Washington, D.C.



Important Dates to Remember

for Exhibitors, Supporters, and Advertisers

October 31, 2011

Final Deadline for advertising files for the Preliminary Program & Registration Materials.

December 2011

Publication date for Preliminary Program & Registration Materials.

December 31, 2011

Deadline for exhibitors & supporters to pay in installments, 60% due with remainder due by February 16, 2012.

February 16, 2012

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

February 24, 2012

Registration bag inserts due for approval.

March 2, 2012

Last day ACMS/ASMH will accept exhibitor cancellation notice for partial refund.

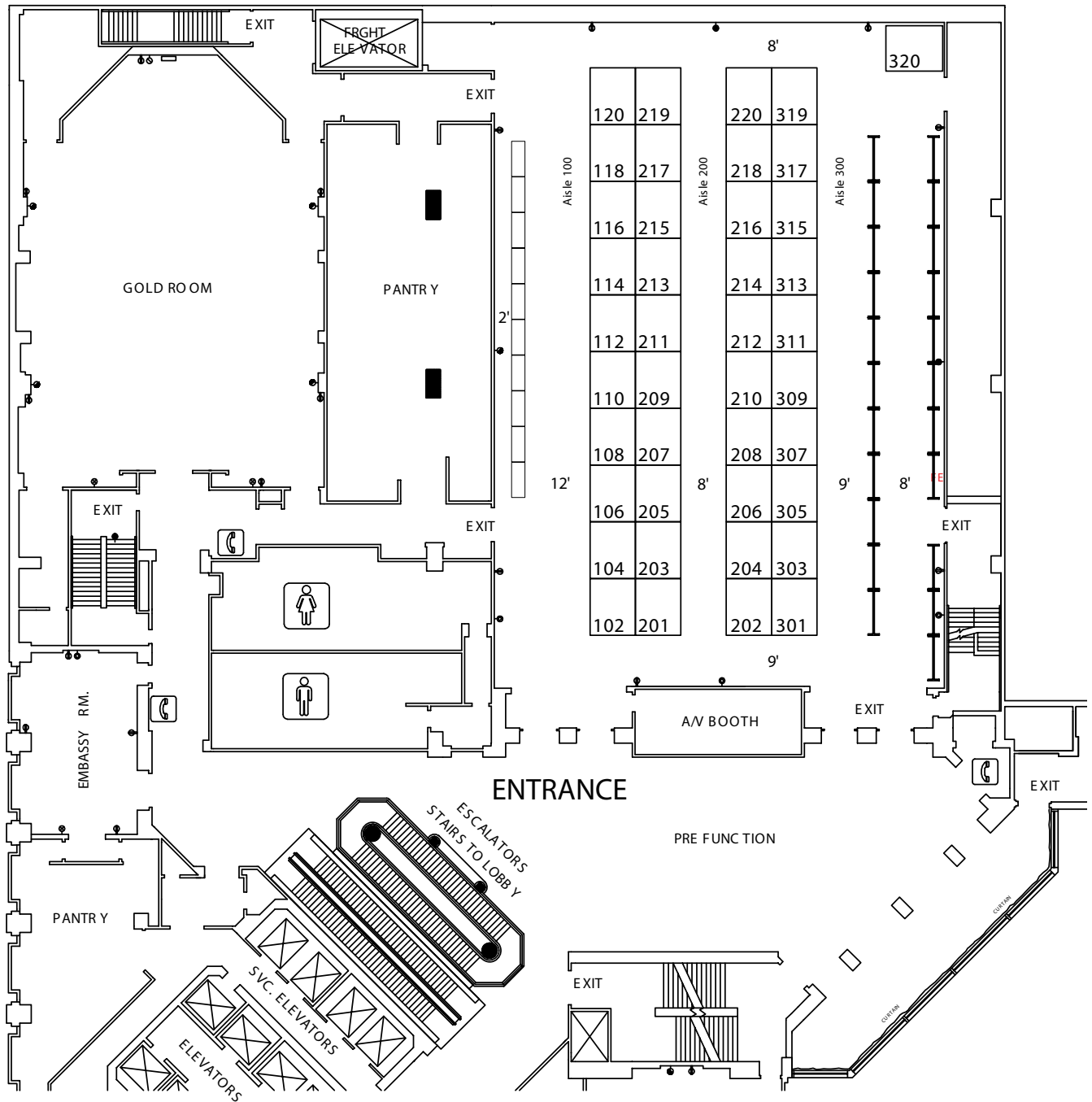
March 16, 2012

Final Deadline for:

- Exhibitor and contributor company descriptions for Final Program (via e-mail to mridolfi@mohscollege.org)
- Advertising files for ACMS and ASMH Final Program and Abstract Books.
- Advertising cancellation notice for partial refund.
- Registration bag inserts.
- Special giveaway requests (see page 10 for details).
- Notices of disability.

April 2012

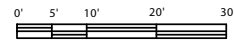
Publication date for Final Program and Abstract Books.



International Ballroom

- 40-8x10 booths
- 10-6' table tops
- 33-4x8 poster sides
- Ceiling height 13'-17'
- Aisle widths as noted

Rev. 5/24/11



Prepared by
HERITAGE
 EXPOSITION SERVICES
 620 Shepley Ave.
 St. Louis, Mo. 63104
 314-534-8560/300-340-4323
 FAX 314-534-8050
 www.heritageexpo.com

Chicago



44th Mohs College Annual Meeting
Thursday, May 3 – Sunday, May 6, 2012
Fairmont Millennium Park • Chicago, IL
<http://www.mohscollege.org/annualmeeting>



**44TH Mohs
College
Annual Meeting**
MAY 3-6, 2012 — CHICAGO, IL
FAIRMONT MILLENNIUM PARK