Exhibitor Prospectus

47th Annual Meeting
THURSDAY, APRIL 30 - SUNDAY, MAY 3, 2015
MARRIOTT RIVERCENTER • SAN ANTONIO, TX

21st Annual Meeting
FRIDAY, MAY 1 - SATURDAY, MAY 2, 2015
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Dear Industry Representative,

On behalf of the American College of Mohs Surgery and the American Society for Mohs Histotechnology, we invite you and your company to partner with the ACMS and ASMH for the 2015 Annual Meetings to be held at the Marriott Rivercenter in San Antonio, TX.

ACMS/ASMH Annual Meeting:
The ACMS Annual Meeting is an important continuing medical education event in dermatologic surgery designed primarily for the 1,200+ members of the ACMS. The ACMS is the oldest and largest membership organization for Mohs micrographic surgeons, with 65-75 new surgeons joining the College each year after completing a one- to two-year approved fellowship.

We are proud that nearly 100% of these physicians join the 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. Many dermatological leaders nationwide are ACMS members, and three out of five of the last American Academy of Dermatology presidents have been members of the ACMS. All the resident teaching programs are directed by our members, giving your company better access and influence with young dermatologists.

At the 2014 ACMS Annual Meeting, 927 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend. As always, we are pleased to offer several opportunities for exposure to your company’s products and services at this meeting.

The ASMH Annual Meeting enhances the expertise of the histotechnologists who assist ACMS members in the processing of the pathology slides for the Mohs procedure. Last year, 230 histotechnologists attended the ASMH Annual Meeting. These technicians work as assistants in every dermatology office, making this the best meeting to reach influential office staff.

Combining the exhibit halls of both medical organizations will give your company the opportunity to be exposed to all meeting attendees. The meeting size allows each company to develop personal relationships with attendees, and we are open to creative ways to foster these relationships.

Attendance increases each year as both memberships continue to grow and the meetings attract new attendees. We promise to do our best to make this a worthwhile experience for your company and our members.

Warm Regards,

Ronald L. Moy, MD
Chair, Industry Relations Committee
About the ACMS

The American College of Mohs Surgery (ACMS) is a membership organization comprising more than 1,200 fellowship trained skin cancer and reconstructive surgeons specializing in the Mohs micrographic surgical technique used to treat skin cancer. The ACMS serves as the voice of the specialty, promoting and advancing the highest standards of patient care through fellowship training, research, education and public advocacy.

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

The ACMS is the only organization that requires its members to have successfully completed an extensive one- to two-year fellowship training program in Mohs micrographic surgery after they have completed their years of dermatology residency training. Most members also perform other dermatologic surgery procedures such as:

- Skin resurfacing
- Microdermabrasion
- Botulinum toxin injections
- Laser surgery
- Sclerotherapy
- Fillers
- Liposuction
- Skin rejuvenation
- Facial and skin tightening devices

Membership continues to grow, with an estimated 65-75 new surgeons joining each year.

About the ASMH

The American Society for Mohs Histotechnology (ASMH) is a membership organization of 375+ skilled technicians who process the slides used to determine the amount of tissue removed during the Mohs micrographic surgical technique used to treat skin cancer. They are a vital part of the surgical process and are essential in successful surgical outcomes.

The group was founded in 1995 as an ancillary group to the American College of Mohs Surgery (ACMS). One of the requirements for membership in the ASMH is employment by an active ACMS member or membership in the ACMS.

ASMH Board of Directors

President Jeanie Wade, HT (ASCP)
Vice President Linda Cesario, DPM, HT (ASCP)
Secretary M. Maureen Gagnot, HT (ASCP)
Treasurer Stephanie D. Crawford, HT (ASCP)
Past President Barbara Beck, HT (ASCP)
Director Rodney K. Barber, HT (ASCP)
Director Daniel H. Gong, MS
Director Guy Edward Orchard, PhD, MSc, FIBMS
Director Fatat Sleiman, HT
ACMS Representative Alysa Herman, MD
General Meeting Information

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

The Annual Meetings consist of masters’ panels, interactive sessions, hands-on workshops, and oral and poster abstract presentations featuring the latest developments in Mohs and dermatologic surgery. Topics will include, 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 and AsMh, residents and fellows-in-training, technicians, and surgical assistants who work with ACMs members.

Dates and Venue
The 2015 Annual Meetings will be held from Thursday, April 30 – Sunday, May 3 at the Marriott Rivercenter, San Antonio, TX.

Hotel
A block of guest rooms has been reserved at the Marriott Rivercenter 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 2015 and also sent to those who have exhibited with ACMs/AsMh in the past.

Travel
The Marriott Rivercenter is 9 miles from San Antonio International Airport.

Weather
May average high temperature in San Antonio is 83°F and an average low temperature of 64°F.

Benefits of participation in the ACMS/ASMH 2015 Annual Meeting
• Increase visibility for your organization in a relaxed and fun atmosphere
• Demonstrate and promote your products or services to leaders in the field of Mohs and dermatologic surgery and to newcomers who are just getting started in their practices
• Feature a new product or service
• Develop sales leads at meetings totaling more than 1,200 ACMs and ASMH members, residents and fellows-in-training, histotechnicians, non-member physicians, and support staff
• Build brand loyalty via support of the ACMS and ASMH and their growing memberships through involvement in the Annual Meetings

Exhibit Categories
ACMS/ASMH will consider applications for exhibit space for products or services in the following categories:
• Pharmaceuticals (both prescription and non-prescription)
• Equipment and devices designed for diagnosis or treatment of dermatologic conditions
• Cosmetics and skin care
• Scientific/medical educational publications
• Activities of professional and educational organizations
• Products or services relating to the support of non-medical aspects of the practice of dermatology (office equipment, record keeping equipment or services, etc.)
• Physician recruitment and placement services
• Research survey activities, in conjunction with confirmed exhibiting companies
Support Benefits Overview

<table>
<thead>
<tr>
<th>Support Benefits</th>
<th>Platinum Support $25,000+</th>
<th>Gold Support $15,000 - $24,999</th>
<th>Silver Support $5,000 - $14,999</th>
<th>Bronze Support $500 - $4,999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor-attendee badge(s), which permits entry to all meeting education sessions except ACMS morning mini-sessions</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Exhibit Booth at a reduced rate</td>
<td>100%</td>
<td>50%</td>
<td>20%</td>
<td>10%</td>
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<tr>
<td>One full page, 4-color ad in the Final Program</td>
<td>✓</td>
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<tr>
<td>One half page, 4-color ad in the Final Program</td>
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<tr>
<td>One quarter page, 4-color ad in the Final Program</td>
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<td>✓</td>
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<tr>
<td>Recognition in ACMS and ASMH member newsletters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Approved literature in registration bags</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Preapproved complimentary mailing labels/list for one-time use per ACMS policies</td>
<td>✓</td>
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<tr>
<td>Invitation to Welcome Reception</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Listing of your support in the Final Program</td>
<td>✓</td>
<td>✓</td>
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<td>Supporter ribbons for organizational representatives</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Certificate of support for display at your booth</td>
<td>✓</td>
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<tr>
<td>Hyperlinked placement in online ACMS and ASMH exhibitor listing</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Acknowledgement signage</td>
<td>✓</td>
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<td>✓</td>
</tr>
</tbody>
</table>

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

* Placement in the Final Program cannot be guaranteed unless pledge forms and full payment are received at the ACMS Executive Offices no later than March 30, 2015.

See page 15 for a pledge form.
Additional Support Opportunities

ACMS Welcome Reception (in the Exhibit Hall) – $15,000 (max. 2 sponsors)
The 2-hour cocktail and hors d’oeuvres reception will be held Thursday evening, April 30, 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. Maximum sign dimensions: 3’ x 4’)

Product Theater– $35,000 (max. 2 sponsors)
Product demonstrations, pre-approved by ACMS and/or ASMH, will be held on Saturday, May 2. Pledge forms for this support category must be accompanied by a description of the product and/or service to be demonstrated. ACMS/ ASMH reserves the right to refuse product demonstration proposals. Contributors’ non-product-related signs announcing their participation in the product demonstration sessions will be placed at the entrance of the session room. (Signs provided by supporter, but must be pre-approved by ACMS and/or ASMH. Maximum four signs. Maximum sign dimensions: 3’ x 4’)

ACMS Registration Bags – $7,500
All ACMS meeting attendees will receive a registration bag featuring your company’s logo alongside the ACMS logo.

ASMH Registration Bags – $2,500
All ASMH meeting attendees will receive a registration bag featuring your company’s logo alongside the ASMH logo.

Both ACMS and ASMH bags – $8,500

Mobile Charging Station – $5,000 (max. 2 sponsors)
Meeting attendees will have use of this popular and handy mobile device charging station, which can charge up to 24 phones or tablets at a time at each of two stations strategically placed in the venue. Devices are safely secured via digital locks in individual lockers that include universal fast-charging cords. Sponsorship includes prominent logo recognition on the station kiosks, with flexibility in placement on side panels, TV monitors and choice of colored lighting.

Hotel Key Cards – $5,000 (max. 1 sponsor)
All meeting attendees staying at the Marriott Rivercenter will receive supporter-branded room entry key cards distributed upon guest check-in by hotel staff. (Sponsor must work with and pay third party vendor to have key cards created to specification. The Marriott Rivercenter does not have the capability to produce custom key cards.)

ACMS Notepads – $3,000
This essential item will be placed in the ACMS registration bags, and will be specially printed with both supporter logo and an outline of the human face for use in visual demonstrations by meeting attendees.

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 and the ACMS logo.

ASMH Lanyards – $600
ASMH attendees will be able to conveniently wear their badge with a neck lanyard which will include your company’s logo and the ASMH logo.

Both ACMS and ASMH lanyards – $2,300

ACMS and ASMH Registration Bag Insert – $1,500
This is an opportunity for exhibitors and corporate supporters to double their exposure by having a flier or small promotional item placed in the registration bags of all attendees. Inserts must be submitted via email for pre-approval by the ACMS/ASMH by March 20, 2015. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 30, 2015.

Only ASMH Registration Bag Insert – $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 ASMH by Friday, March 20, 2015. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 30, 2015.

ASMH Cryostats
ASMH meeting attendees can participate in the Cryostat Workshops held during the ASMH Annual Meeting. Company(ies) can supply cryostats for this valuable hands-on learning experience. Supporter(s) will be acknowledged in the ASMH Final Program, through signage at the meeting, on the ASMH Website, and at the opening session. NOTE: If interested in this option, please contact the ACMS/ASMH Office.

ASMH Workshop Supplies
Company(ies) can donate supplies used in the hands-on Mart-1 Workshops held during the ASMH Annual Meeting. Supporter(s) will be acknowledged in the ASMH Final Program, on the ASMH Website. NOTE: If interested in this option, please contact the ACMS/ASMH Office.

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Support Opportunities

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

Advertising Rates
Full page  $1,500.00  
Half page  $1,000.00  
Quarter page  $500.00

Specifications
• All ads are 4-color  
• Full page: 8.75” x 11.25” with bleed, 7.5” x 10” without bleed, 8.5” x 11” trim size  
• Half page: (horizontal only): 7.5” wide x 4.75” tall  
• Quarter page: 3.5” wide x 4.75” tall  
• Include crop and bleed marks on PDF file and keep all live matter at least 0.5” from trim edge.  
• Submit files as high resolution PDF file submitted to info@moshcollege.org by March 20, 2015.

Submission Deadline: March 20, 2015  
Distribution: All ACMs attendees  
Distribution date: April 30-May 3, 2015 (at the Annual Meeting)

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

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). Designated hours will allow more concentrated and quality time for attendees to visit the exhibits.

Exhibit Hall Hours
The Exhibit Hall will be open Thursday afternoon and evening, most of the day on Friday and Saturday morning/early afternoon. Exhibitors will be notified of specific hours. A security guard is assigned to the Exhibit Hall at night. ACMS will not be responsible for any missing or damaged property. It is the responsibility of the exhibitor contact to notify their booth personnel of a change in exhibiting hours and/or location.

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

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

To Reserve a Booth
Booths can be reserved online or by completing the Exhibit Space Application on pages 13 and 14. Payments can be made by 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)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Email: info@mohscollege.org

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

Attendee Mailing Labels
Exhibitors may order an Annual Meeting pre-registration list in Excel spreadsheet format until March 31, 2014 or immediately following the meeting (May 5 to June 5) 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. Materials sent in the mailing must be pre-approved by the ACMS and/or ASMH and must not incorporate the ACMS or ASMH logos.

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: $3,000
- 8' x 10' corner booth: $3,200
- Any booth combination greater than 80 square feet: $25.00 per square foot
- Nonprofit associations may reserve booth space (standard 8’ x 10’) for $1,500

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 a 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
- 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

Exhibit space reserved after March 6, 2015 will incur a $300 late registration fee. Exhibit space reservations will not be accepted after March 30, 2015 unless space is still available after the reservation period closes.

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

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

Booth Assignment
Companies who exhibited at the 2014 ACMS/ASMH Annual Meeting will have right of first refusal for booth preference until October 31, 2014. After October 31, booth selection will be on a first-come, first-served basis.

Booth Construction Information

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

• **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. Maximum height of Exhibit features, components, lighting, truss systems, and identification signs will be determined by Marriott Rivercenter and ACMS staff. All display fixtures over 4’0” (1.22m) in height and placed within 10 lineal feet (3.05m) of 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. Maximum height of Exhibit features, components, lighting, truss systems, and identification signs will be determined by Marriott Rivercenter and ACMS staff. Reception, sampling, or display counters must be a minimum of 1’0” in from all sides, and space must be left within the exhibit to accommodate the booth visitors.

  Booth construction plans and layout arrangements for island exhibits are requested for review by the ACMS/ASMH by March 20, 2015. The ACMS, ASMH, Marriott Rivercenter, nor the general service contractor bears responsibility for the exhibitor’s compliance with ACMS/ASMH booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with ACMS/ASMH booth construction policy.

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

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.

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, 2014
- 50% refund will be granted if notification is received December 2, 2014 to March 30, 2015
- No refunds will be granted if notification is received after March 30, 2015

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 2015 from the contracted decorator. The service kit will contain information on:

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

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.
Exhibit Information and Policies

Giveaways
Distribution of descriptive product literature, notepads, 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 30, 2015. 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, Marriott Rivercenter, 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, Marriott Rivercenter, 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 2015 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 30, 2015 to info@mohscollege.org or to 555 East Wells Street, Suite 1100, Milwaukee, WI USA 53202.

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

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

Restriction of Exhibits
Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the ACMS/ASMH Annual Meetings; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to show management for any reason. Violation of any regulations on the part of the exhibitor, its employees, or agents shall void the right to occupy space, and such exhibitor will forfeit to the ACMS/ASMH all monies which may have been paid. Upon evidence of violation, show management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages which the 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 the Marriott Rivercenter 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.
<table>
<thead>
<tr>
<th>Exhibitor Prospectus — page 10</th>
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<tbody>
<tr>
<td><strong>2014 ACMS/ASMH Annual Meeting Exhibitors &amp; Supporters</strong></td>
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<tr>
<td>Aurora Diagnostics</td>
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<td>Avantik Biogroup</td>
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<td>Beck Consulting</td>
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<td>Biocare Medical</td>
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<td>Blaine Labs, Inc.</td>
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<td>Cancer Diagnostics, Inc.</td>
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<td>Castle Biosciences, Inc.</td>
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<td>Cobalt Medical Supply</td>
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<td>Compulink Business Systems, Inc.</td>
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<td>Designs for Vision, Inc.</td>
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<td>Dusa Pharmaceuticals, Inc.</td>
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<td>DRM Radiotherapy, LLC</td>
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<td>Elsevier, Inc.</td>
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<td>EltaMD Skincare</td>
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<td>Enaltus</td>
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<td>Ethicon</td>
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<tr>
<td>Genentech, a member of The Roche Group</td>
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<tr>
<td>General Data Healthcare</td>
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</tbody>
</table>
Exhibit Space Application Form

Thursday, April 30 – Sunday, May 3, 2015 – Marriott Rivercenter – San Antonio, TX

Space is limited.

Exhibitor Information for Final Program

Please print clearly.

Company Name: __________________________________________________________________________________________
Address: _________________________________________________________________________________________________
City: _____________________________________________ State/Province: ____________________________
ZIP/Postal Code: ____________________________________ Country: ____________________________________________
Telephone: ________________________________________ Fax: ___________________________________________________
Website: __________________________________________ Email: _________________________________________________

Contact for exhibit-related information

Contact Person: _____________________________________ Title: __________________________________________________
Address: _________________________________________________________________________________________________
City: _____________________________________________ State/Province: ____________________________
ZIP/Postal Code: ____________________________________ Country: ____________________________________________
Telephone: ________________________________________ Fax: ___________________________________________________
Email: ___________________________________________________________________________________________________

Booth Selection

Please check one:

☐ 8’ x 10’ Standard Booth(s) $3,000
☐ 8’ x 10’ Corner Booth $3,200
☐ 8’ x 10’ Not-for-Profit Association Booth(s) $1,500

Exhibit space reserved after March 6, 2015 will be charged an additional $300 late registration fee. Exhibit space reservations will not be accepted after March 30, 2015.

Exhibit hall layout will be available in 2015. Exhibitors will be contacted in the order their applications were received to select booth locations.

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

Please limit description to 50 words or less. Companies may submit edits to original descriptions until March 30, 2015 and can also be submitted via email to info@mohscollege.org upon application for exhibit space. Failure to submit a description will result in the lack of a printed Company/Product or Organizational Description in the Final Program.

________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________
________________________________________________________________________________________________________

Company/Organizational website URL (for online exhibitor listing) _________________________________________________________

Please read and complete the next page of this application also.
Exhibit Space Application Form, page 2 of 2

Payment

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

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

Credit Card Number: _________________________________________  Expiration Date: __________________________

Cardholder’s Name: _______________________________________________________________________________________

Cardholder’s Signature: _______________________________________________________________________________________

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

Cancellation Policy

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to the ACMS/ASMH based on this schedule: Full refund will be granted if notification is received on or before December 1, 2014; 50% refund will be granted if notification is received December 2, 2014 to March 30, 2015; Any exhibitor who cancels space after March 30, 2015, 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/ASMH 2015 Annual Meeting April 30 – May 3, 2015 at the Marriott Rivercenter, San Antonio, TX. I understand that the assigned space will be rented at the rate quoted in the ACMS/ASMH 2015 Annual Meeting Prospectus. If the assigned space is not paid for in full, 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 2015 Annual Meeting Exhibitor 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 Marriott Rivercenter, 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 2015 ACMS/ASMH Annual Meetings, in which you may be photographed. You hereby agree that ACMS and/or ASMH may use these photographs on its website or in other official printed publications without further consideration. You acknowledge the right of ACMS and/or ASMH to crop or treat the photographs at its discretion. You also acknowledge that the ACMS and/or ASMH may choose not to use your photo at this time, but may do so at its own discretion at a later date.

Authorized Signature: _______________________________________________________________________________________

Print Name/Title: _________________________________________________   Date:  ____________________________________

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

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

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

If you would like to support the ACMS and/or ASMH annual Meetings in San Antonio, please complete and return this form to the Executive Office. 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: ______________

I/We will support:

☐ ACMS Welcome Reception: $15,000 (max. 2 sponsors)
☐ Product Theater: $35,000 (max. 2 sponsors) Enter description at right
☐ ACMS Registration Bags: $7,500
☐ ASMH Registration Bags: $2,500
☐ Both ACMS and ASMH bags: $8,500
☐ Mobile Charging Station: $5,000 (max. 2 sponsors)
☐ Hotel Key Cards: $5,000 (max. 1 sponsor)
☐ ACMS Notepads: $3,000
☐ ACMS Lanyards: $2,000
☐ ASMH Lanyards: $600
☐ Both ACMS and ASMH lanyards: $2,300
☐ ACMS and ASMH Registration Bag Insert: $1,500
☐ Only ASMH Registration Bag Insert: $500

ACMS Final Program Advertising

☐ Full page: $1,500.00
☐ Half page: $1,000.00
☐ Quarter page: $500.00

Exhibit Booth Rental (also complete pages 15 and 16)

Previous exhibitors retain right of first refusal until October 31, 2014, then booth space will be reserved on a first come, first serve basis. Please find discount rates for corresponding sponsor rates below.

☐ Platinum Level ($25,000+) FREE
☐ Gold Level ($15,000-$24,999) 50% off
☐ Silver Level ($5,000-$14,999) 20% off
☐ Bronze Level ($500-$4,999) 10% off

Support amount: $ ______________
+ Exhibit booth rental $ ______________
= Total Amount Due: $ ______________

If you’re interested in donating Cryostats or workshop supplies, please contact the ACMS/ASMH office at info@mohscollege.org or call (414) 347-1103.

☐ Product Theater ($35,000)

We will participate in the Product Theater to showcase our ( product / service ) Description: __________________________

_________________________________________________

_________________________________________________

Exhibitor Prospectus—Page 13

Payment

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

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

Credit Card Number: ___________________________ Expiration Date: ___________________________

Cardholder’s Name: ___________________________ Cardholder’s Signature: ___________________________

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

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

Thank you!
2015 ACMS & ASMH Annual Meetings
Marriott Rivercenter • April 30 – May 3, 2015

Important Dates to Remember
for Exhibitors, Supporters, and Advertisers

**October 31, 2014**
Deadline for first right of refusal for exhibit booth location and support opportunities

**December 2014**
Publication date for Annual Meeting Preliminary Program & Registration Materials

**March 6, 2015**
- Early deadline for exhibit applications and support pledge forms (All forms received after March 6, 2015 will incur a $300 late registration fee)
- Registration bag inserts due for approval
- Exhibitor and contributor company descriptions for Final Program (by online reservation or via e-mail to info@mohscollege.org)

**March 20, 2015**
- Advertising submission deadline

**March 30, 2015**
Final Deadline for:
- Exhibit applications and support pledge forms
- Exhibitors applying after this date are not guaranteed to be listed in the Final Program
- Registration bag inserts to be received at the mailing house
- Notices of disability
- Special giveaway requests (see page 11 for details)
- Last day ACMS/ASMH will accept exhibit booth cancellation notice for partial refund

**April 2015**
- Publication date for Final Program
- ACMS Annual Meeting begins