

Exhibitor Prospectus

ACMS American College
of Mohs Surgery

48th Annual Meeting

THURSDAY, APRIL 28 - SUNDAY, MAY 1, 2016



ASMH

22nd Annual Meeting

FRIDAY, APRIL 29 - SATURDAY, APRIL 30, 2016



ROSEN SHINGLE CREEK – ORLANDO *florida*

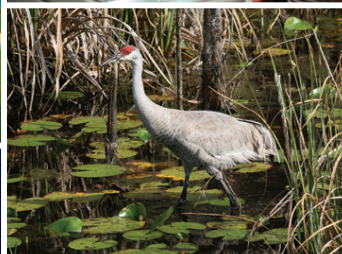


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About the ACMS

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

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

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



About the ASMH

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

ASMH Board of Directors

President	Jeanie Wade, HT (ASCP)
Vice President	Linda Cesario, DPM, HT (ASCP)
Secretary/Treasurer	Sakina A. Sadiq, BS, HT, HTL, QIHC
Past President	Barbara Beck, HT (ASCP)
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Director	M. Maureen Gagnot, HT (ASCP)
Director	Daniel H. Gong, MS
Director	Fatat Sleiman, HT
ACMS Representative	Paul H. Bowman, MD, FACMS (2015-16)



Invitation to the 2016 ACMS/ASMH Annual Meetings

Join Us

The American College of Mohs Surgery (ACMS) and the American Society for Mohs Histotechnology (ASMH) invite you and your company to partner with them for the 2016 Annual Meetings to be held at the Rosen Shingle Creek in Orlando, FL.

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

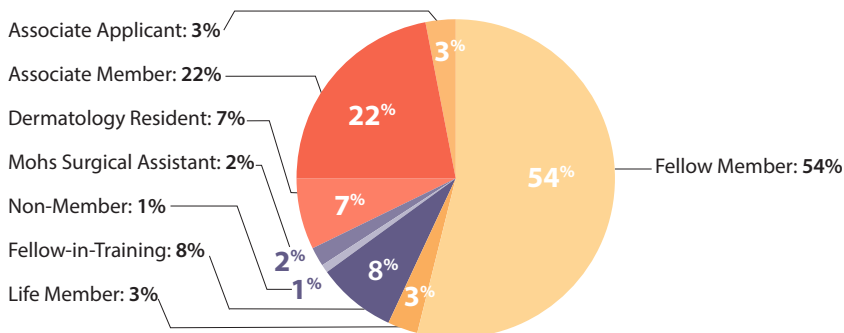
We are proud that nearly 100% of these physicians join the ACMS the same year they complete their training and that 99% of our members renew their membership each year. ACMS members are required to attend at least one Annual Meeting every three years to remain a member. Many dermatological leaders nationwide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

At the 2015 ACMS Annual Meeting, 900 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend. As always, we are pleased to offer several opportunities for exposure to your company's products and services at this meeting.

The ASMH Annual Meeting enhanced the expertise of the more than 250 histotechnologists who attended in 2015. 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, and the meetings attract new attendees. We promise to do our best to make this a worthwhile experience for your company and our members.

ACMS Meeting Attendees



ACMS Officers and Directors

Officers

President

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

Vice President

Thomas Stasko, MD, FACMS
Oklahoma City, OK

Secretary/Treasurer

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

Immediate Past President

J. Ramsey Mellette, Jr., MD, FACMS
Aurora, CO

Board of Directors

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Rochester, MN

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Nashville, TN

Emily Newsom, MD
New York, NY
(Board Observer, non-voting)

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

Summer R. Youker, MD, FACMS
Sacramento, CA

John A. Zitelli, MD, FACMS
Pittsburgh, PA
(Board Historian, non-voting)

David M. Zloty, MD, FACMS
Vancouver, Canada

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



ORLANDO *florida*



2016 Annual Meetings

American College of Mohs Surgery
48th Annual Meeting
April 28 – May 1, 2016
www.mohscollege.org/annualmeeting

American Society for Mohs Histotechnology
22nd Annual Meeting
April 27 - 30, 2016
www.mohstech.org/annual-meeting
Rosen Shingle Creek • Orlando, FL



ORLANDO *florida*



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.

Hotel

A block of guest rooms has been reserved at Rosen Shingle Creek to accommodate meeting participants. Room reservation information will be available in the Preliminary Program & Registration Materials, which will be available in January 2016 on the Annual Meeting websites listed at the top of this page and also sent to those who have exhibited with ACMS/ASMH in the past.

Travel

Rosen Shingle Creek is 12 miles from the Orlando International Airport.

Weather

May average high temperature in Orlando is 87°F and an average low temperature of 65°F.

Benefits of participation in the ACMS/ASMH 2016 Annual Meetings

- 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

Platinum Support \$25,000	Gold Support \$15,000
<ul style="list-style-type: none"> 4 Exhibitor-attendee badges, which permit entry to all meeting education sessions except ACMS morning mini-sessions 	<ul style="list-style-type: none"> 3 Exhibitor-attendee badges, which permit entry to all meeting education sessions except ACMS morning mini-sessions
<ul style="list-style-type: none"> One Standard 10' x 10' exhibit booth 	<ul style="list-style-type: none"> One Standard 10' x 10' exhibit booth at a reduced rate
<ul style="list-style-type: none"> One full-page, 4-color ad in the Final Program 	<ul style="list-style-type: none"> One half-page, 4-color ad in the Final Program
<ul style="list-style-type: none"> Recognition in all ACMS and ASMH member newsletters 	<ul style="list-style-type: none"> Recognition in one ACMS and ASMH member newsletter
<ul style="list-style-type: none"> Approved literature in registration bags 	<ul style="list-style-type: none"> Approved literature in registration bags
<ul style="list-style-type: none"> Two complimentary sets of mailing labels/list for one-time use anytime during the year 	<ul style="list-style-type: none"> Pre-approved complimentary mailing labels/list for one-time use per ACMS policies
<ul style="list-style-type: none"> Invitation to Welcome Reception 	<ul style="list-style-type: none"> Invitation to Welcome Reception
<ul style="list-style-type: none"> Listing of your support in the Final Program 	<ul style="list-style-type: none"> Listing of your support in the Final Program
<ul style="list-style-type: none"> Supporter ribbons for organizational representatives 	<ul style="list-style-type: none"> Supporter ribbons for organizational representatives
<ul style="list-style-type: none"> Certificate of support for display at your booth 	<ul style="list-style-type: none"> Certificate of support for display at your booth

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

* Placement in the Final Program cannot be guaranteed unless pledge forms and full payment are received at the ACMS Office no later than March 28, 2016.

See page 13 for the Sponsorship Application Form.



Support Opportunities

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

Product demonstrations, pre-approved by ACMS and/or ASMH, will be held on Saturday, April 30. Pledge forms for this support category must be accompanied by a description of the product and/or service to be demonstrated. ACMS/ASMH reserves the right to refuse product demonstration proposals. Contributors' non-product-related signs announcing their participation in the product demonstration sessions will be placed at the entrance of the session room. *(Signs provided by supporter, but must be pre-approved by ACMS and/or ASMH. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)*

NON-CME Corporate Forums – \$35,000

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

ACMS Registration Bags – Exclusive Sponsorship Opportunity – \$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 Rosen Shingle Creek will receive sponsor-branded room entry key cards distributed upon guest check-in by hotel staff. *(Sponsor must work with and pay third party vendor to have key cards created to specification. Rosen Shingle Creek does not have the capability to produce custom key cards.)*

ACMS Notepads – \$3,000

This essential item will be distributed at registration, 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 4, 2016. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 28, 2016.

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 Mary Randall at mrandall@mohstech.org*

ASMH Workshop Supplies

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

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

2017 Exhibitor Prospectus Advertising

Full page: \$800
Half page: \$600
Quarter page: \$350

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 to info@mohscollege.org by March 18, 2016

Submission Deadline: **March 18, 2016**

Distribution: All ACMS attendees

Distribution date: April 28 – May 1, 2016 (at the Annual Meeting)

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



Exhibit Information and Policies

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 100-square-foot exhibit booths (10 feet wide by 10 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 11–12. Payments can be made by check payable to the American College of Mohs Surgery (ACMS), or via credit card (Visa, MasterCard, or American Express):

Mario Ortiz, Meetings Manager
American College of Mohs Surgery (ACMS)
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA

Phone: (414) 347-1103
Email: mortiz@mohscollege.org

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

Attendee Mailing Labels

Exhibitors will receive an Annual Meeting pre-registration list in Excel spreadsheet format until March 31, 2016 or immediately following the meeting (May 5 to June 5). The mailing labels & list are for one-time use only and may not be duplicated in any fashion. Materials sent in the mailing must be pre-approved by the ACMS and/or ASMH and must not incorporate the ACMS or ASMH logos.

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 (All pricing includes lead retrieval)

- 10' x 10' standard booth: \$3,470
- 10' x 10' corner booth: \$3,770
- Island Booth: \$15,000
- Nonprofit associations may reserve booth space (standard 10' x 10') for \$1,500

Booth Rental Fee Includes:

- 10' x 10' (include 10' backdrop and 3' side draperies)
- One (1) skirted 6' table
- Two (2) chairs
- One (1) wastebasket
- One (1) I.D. sign
- One (1) lead retrieval device

Rental of a 10' x 10' booth receives:

- Two (2) exhibitor-attendee badges, which permits entry into the Exhibit Hall as well as to all meeting education sessions except breakfast sessions
- Additional exhibitor-attendee badges are \$250 each
- Rental of Island Booth includes (4) exhibitor-attendee badges.
- Exhibit space reserved after March 4, 2016 will incur a \$300 late registration fee. Exhibit space reservations will not be accepted after March 28, 2016.
- 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

Booth selection will be on a first-come, first-served basis.

Booth Construction Information

- **Standard Booth**

Standard booths are 10' x 10' (100 square feet) or multiples thereof and are arranged in a straight line. All standard booths consist of 8'3" high back drape and 3'0" 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 3'0" (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 3'0" along the dividers and aisles.

- **Island Booth – Limited Opportunity**

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

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

Booth construction plans and layout arrangements for island exhibits are requested for review by the ACMS/ASMH by March 28, 2016. The ACMS, ASMH, Rosen Shingle Creek, 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, 2015
- 50% refund will be granted if notification is received December 2, 2015 to March 28, 2016
- No refunds will be granted if notification is received after March 28, 2016

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 2016 from the contracted decorator. The service kit will contain information on:

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

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, 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 Office no later than March 28, 2016. 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, Rosen Shingle Creek, 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, Rosen Shingle Creek, 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 2016 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 28, 2016 to info@mohscollege.org or to 555 East Wells Street, Suite 1100, Milwaukee, WI USA 53202.



Requirements for Independent Contractors

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

Restriction of Exhibits

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

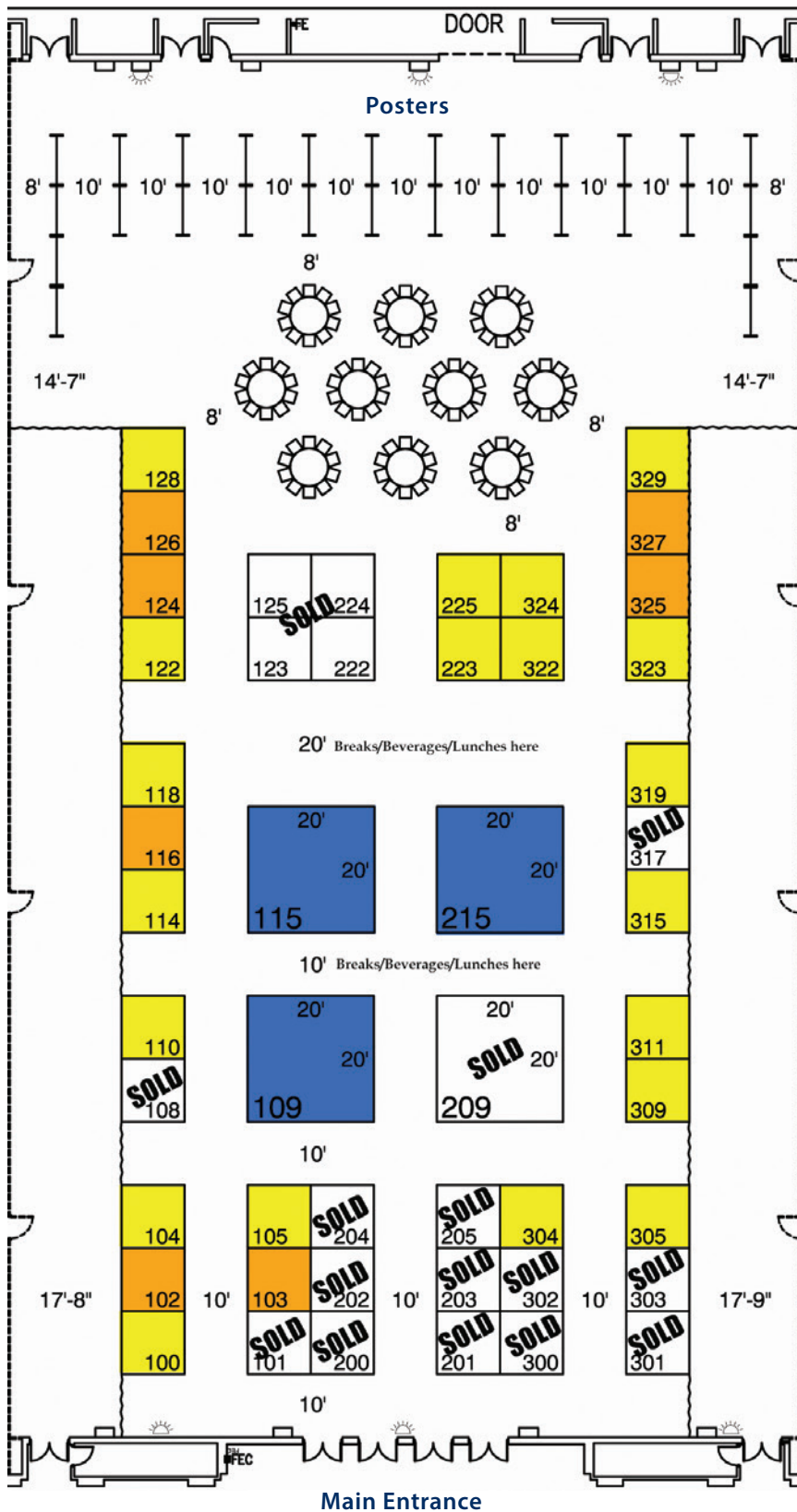
Security

Professional security guard service will be provided after daily Exhibit Hall hours. The security service, ACMS, ASMH, the general service contractor, or the Rosen Shingle Creek 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.

Exhibit Hall Floor Plan



Booth Types

-  = Standard Booth
 = Corner Booth
 = Island Booth

2015 ACMS/ASMH Annual Meeting Exhibitors & Supporters (*denotes Sponsor)

Acuderm, Inc.
Aurora Diagnostics
Avantik Biogroup*
Beck Consulting
Biocare Medical*
Cancer Diagnostics, Inc.*
Castle Biosciences, Inc.
Cobalt Medical Supply
Compulink Business Systems, Inc.
CRC Press (*Sponsor only*)
CryoCaddy Inc.
CryoEMBEDDER
Designs for Vision, Inc.
DUSA Pharmaceuticals, Inc.
Elekta
Elsevier, Inc.
EltaMD Skincare
Enaltus
Ethicon*
Genentech
Larson Financial

Leica Biosystems
LEO Pharma Inc.
Mercedes Medical
Midmark Corporation
Milestone
Mohs-Tek Inc.*
MTI Medical Technology Industries
Neutrogena Corporation
Novartis*
PurNet Inc.
Rushabh Instruments, LLC
Sakura Finetek USA, Inc.
SC Med Books
Sensus Healthcare
Southmedic*
StatLab Medical Products
SurgiCube International
Surgitel/General Scientific Corporation
Tiemann Surgical
Travel Tech Mohs Services, Inc.
Xoft



Exhibit Space Application Form



Thursday, April 28 – Sunday, May 1, 2016 – Rosen Shingle Creek – Orlando, FL

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 Selection

Please check one:

☐ 10' x 10' Standard Booth(s) \$3,470 ☐ 10' x 10' Corner Booth \$3,770 ☐ 10' x 10' Island Booth **\$15,000** ☐ 10' x 10' Nonprofit Association Booth(s) \$1,500

Exhibit space reserved after March 4, 2016 will be charged an additional \$300 late registration fee. Exhibit space reservations will not be accepted after March 28, 2016.

Please list your top four booth location choices. See Exhibit Hall Floor Plan on page 9 for booth numbers. The ACMS/ASMH cannot guarantee that you will get your preferred booth assignment but will make every effort to accommodate your specific request. See page 7 for the ACMS/ASMH policy on booth assignment.

1. _____ 2. _____

3. _____ 4. _____

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

Principal Products to be Displayed

☐ Publications ☐ Instruments ☐ Equipment ☐ Pharmaceuticals ☐ Other (please specify): _____

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

Please limit description to 50 words or less. Companies may submit edits to original descriptions until March 28, 2016 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/Organization or Product Description in the Final Program.

Company/Organization 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, 2015; 50% refund will be granted if notification is received December 2, 2015 to March 28, 2016; Any exhibitor who cancels space after March 28, 2016, will be responsible for the total booth cost. No refund will be provided.

Shipping, Storage, and Handling

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

Agreement Terms and Conditions

This is your contract. Please retain a copy for your records. You are hereby authorized to reserve space for the organization listed above in the exhibition of the 2016 ACMS/ASMH Annual Meeting to be held April 28 – May 1, 2016 at the Rosen Shingle Creek, Orlando, FL. We understand that the assigned space will be rented at the rate quoted in the Exhibitor Prospectus. We understand further that all space must be paid for in full on or before March 4, 2016. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor without notification, at the discretion of the ACMS. In addition, if assigned space is not paid for in full by March 4, 2016, the exhibiting company will be prohibited from registering its staff for the annual meeting and booking accommodations. The last day to receive a partial refund for cancelled exhibit space is March 28, 2016. The exhibiting company agrees to abide by all rules and regulations governing exhibits set forth in the Exhibitor Prospectus, which is made part of this contract by reference and fully incorporated herein.

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

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

Photography Release: This confirms the agreement between you and ACMS/ASMH, regarding your participation in the 2016 ACMS/ASMH Annual Meetings, in which you may be photographed. You hereby agree that ACMS and/or ASMh may use these photographs on its websites or in other official printed publications without further consideration. You acknowledge the right of ACMS and/or ASMh to crop or treat the photographs at its discretion. You also acknowledge that the ACMS and/or ASMh may choose not to use your photo at this time, but may do so at its own discretion at a later date.

Authorized Signature: _____

Print Name/Title: _____ Date: _____

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

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

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



Sponsorship Application Form



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

Please print clearly.

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone number: _____ Fax number: _____

Contact name: _____

Title: _____

Signature: _____ Date: _____

I/We will support:

- ☐ Product Theater: \$35,000 (max. 2 sponsors)
- ☐ ACMS Registration Bags: \$7,500
- ☐ ASMHS Registration Bags: \$2,500
- ☐ Both ACMS and ASMHS 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
- ☐ ASMHS Lanyards: \$600
- ☐ Both ACMS and ASMHS lanyards: \$2,300
- ☐ ACMS and ASMHS Registration Bag Insert: \$1,500

Final Program Advertising

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

2017 Exhibitor Prospectus Advertising

- ☐ Full page: \$800
- ☐ Half page: \$600
- ☐ Quarter page: \$350

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!

ASMHS Cryostats

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

Product Theater

If you're interested in demonstrating a product or service, contact Rebecca Brandt at (414) 347-1103 or rbrandt@mohscollege.org for additional information. Please provide a brief description here:

Exhibit Booth Rental (also complete pages 11 and 12)

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) Included
- ☐ Gold Level (\$15,000) 50% off

Support amount: \$ _____

+ Exhibit booth rental \$ _____

= Total Amount Due: \$ _____



48th Annual Meeting

THURSDAY, APRIL 28 - SUNDAY, MAY 1, 2016



22nd Annual Meeting

FRIDAY, APRIL 29 - SATURDAY, APRIL 30, 2016

ROSEN SHINGLE CREEK – ORLANDO *florida*



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

December 1, 2015

- Deadline for full refund due to exhibit booth cancellation.

January 2016

- Publication date for Annual Meeting Preliminary Program & Registration Materials.

March 4, 2016

- Early Deadline for exhibit applications and support pledge forms.
- All forms received after March 4, 2016 will incur a \$300 late registration fee.
- Registration bag inserts designs due for pre-approval.
- Exhibitor/contributor company descriptions for Final Program (via online reservation or email to info@mohscollege.org).

March 18, 2016

- All Final Program advertisements must be received.

March 28, 2016

FINAL DEADLINE FOR:

- Exhibit applications and support pledge forms.
- Exhibitor listing in the Final Program.
- Island Booth construction plans/layout arrangements.
- Registration bag inserts.
- 50% refund for exhibit booth cancellation.
- Notices of disability.
- Special giveaway requests (see 8 for details).
- Edits to original company descriptions to be printed in Final Program.

