

# Exhibitor Prospectus



**ACMS** American College  
of Mohs Surgery

50<sup>TH</sup> ANNUAL MEETING

Thursday, May 3 – Sunday, May 6, 2018

**ASMH** American Society for  
Mohs Histotechnology

24<sup>TH</sup> ANNUAL MEETING

Friday, May 4 – Saturday, May 5, 2018

# CHICAGO



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## About the ACMS

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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 up to 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, and use of facial and skin tightening devices.

## About the ASMH

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The ASMH is a group of 450+ 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

<b>President</b>	Linda Cesario, DPM, HT (ASCP)
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<b>ACMS Representative</b>	Paul H. Bowman, MD, FACMS

## Invitation to the 2018 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 2018 Annual Meetings to be held at the Hilton Chicago.

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 fellowship.

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 fellowship training programs are directed by ACMS members, giving your company access and influence with young dermatologists.

At the 2017 ACMS Annual Meeting, more than 1,000 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 nearly 250 histotechnicians who attended in 2017. These technicians work as assistants in most ACMS member practices, making this the best meeting to reach influential office staff.

Your company's presence in the combined exhibit hall of both medical organizations will provide an 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 Officers and Directors

### Officers

#### President

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

#### Vice President

Barry Leshin, MD, FACMS  
*Winston-Salem, NC*

#### Secretary/Treasurer

Elizabeth M. Billingsley, MD, FACMS  
*Hershey, PA*

#### Past President

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*Oklahoma City, OK*

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*San Francisco, CA*

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*Shaker Heights, OH*

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Tatyana R. Humphreys, MD, FACMS  
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*East Greenwich, RI*

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*Nashville, TN*

Howard W. Rogers, MD, PhD, FACMS  
*Norwich, CT*

David M. Zloty, MD, FRCP, FACMS  
*Vancouver, BC, Canada*

John A. Zitelli, MD, FACMS  
*Board Historian*  
*Pittsburgh, PA*

## 2018 Annual Meetings

American College of Mohs Surgery  
50<sup>th</sup> Annual Meeting  
May 3–6, 2018  
[www.mohscollege.org/annualmeeting](http://www.mohscollege.org/annualmeeting)

American Society for Mohs Histotechnology  
24<sup>th</sup> Annual Meeting  
May 4–5, 2018  
[www.mohstech.org/annual-meeting](http://www.mohstech.org/annual-meeting)  
Hilton Chicago



## 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 cutaneous oncology and pathology, fundamentals of dermatologic surgery, advanced reconstruction, and more.

### Target Audience

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

### Hotel

A block of guest rooms has been reserved at the Hilton Chicago to accommodate meeting participants. Room reservation information will be available in the Preliminary Program & Registration Materials, which will be available in January 2018 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

The Hilton Chicago is 18 miles from the O'Hare International Airport.

### Weather

During late April: average high: 66°F; average low: 47°F.

### Benefits of Participation

- Demonstrate and promote your products or services to leaders in the field of Mohs surgery and dermatologic oncology, and to newcomers who are just getting started in their practices
- 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
- Increase visibility for your organization through inclusion in the exhibitor listing on the meeting mobile app, which is optimized for laptops, tablets and phones and across mobile platforms like iOS, Android, and Windows; attendees can search exhibitors by name or booth location
- 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
- Nonprofits serving dermatology patients or engaging in public education

## Exhibitor Overview

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

### Booth Rental Fees *(All pricing includes lead retrieval App License)*

- 10' x 10' Standard booth: \$3,500
- 10' x 10' Corner booth: \$3,800
- 20' x 20' 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 App License
- Two (2) exhibitor-attendee badges, which permit entry into the Exhibit Hall as well as to all meeting education sessions except the Morning Mini Sessions
- Additional exhibitor-attendee badges are \$250 each (Maximum limit of 8 badges per exhibiting company)
- Rental of Island booth includes four (4) exhibitor-attendee badges
- Pre-Registration attendee list (for one-time use; materials sent must be pre-approved by ACMS/ASMH)

Exhibit space reserved after February 23, 2018 will incur a \$300 late registration fee. Exhibit space reservations will not be accepted after March 23, 2018.

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 Hall Location

Hilton Chicago, Stevens Salon D

### Exhibit Hall Hours *(subject to change)*

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.

#### Wednesday, May 2, 1:00 pm – 6:00 pm

- Early set-up must be pre-approved by contacting Mario Ortiz at [mortiz@mohscollege.org](mailto:mortiz@mohscollege.org)

#### Thursday, May 3, 9:30 am – 7:30 pm

- Exhibitor move-in from 6:00-9:30 am. Must be ready for the first morning Break
- ACMS morning and afternoon Refreshments Breaks and ACMS Networking Lunch in Exhibit Hall
- ACMS Welcome Reception and Exhibit Hall Grand Opening

#### Friday, May 4, 9:30 am – 6:30 pm

- ACMS/ASMH morning and afternoon Refreshments Breaks and Networking Lunch in Exhibit Hall
- ASMH Welcome Reception and Exhibit Hall Grand Opening

#### Saturday, May 5, 9:00 am – 4:00 pm

- ACMS/ASMH morning and afternoon Refreshments Breaks and Networking Lunch in Exhibit Hall
- Exhibitor breakdown

A security guard is assigned to the Exhibit Hall at night. The ACMS/ASMH 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.

## Exhibitor Overview

### To Reserve a Booth

Booths can be reserved by completing the Exhibit Space Application on pages 11-12. Payments can be made via credit card (Visa, MasterCard, or American Express) or by check payable to the American College of Mohs Surgery (ACMS) (*US funds drawn on a US bank only*). A late fee of 5% will apply if final payment is received later than February 23, 2018. Also note that all booth selections will be on a first-come, first-served basis.

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 at:  
[www.mohscollege.org/annualmeeting](http://www.mohscollege.org/annualmeeting)  
[www.mohstech.org/annual-meeting](http://www.mohstech.org/annual-meeting)

### 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, 2017
- 50% refund will be granted if notification is received December 2, 2017 to February 23, 2018
- No refunds will be granted if notification is received after February 23, 2018

### Exhibitor Service Kit

All exhibitors will receive the official service kit from our contracted decorator Heritage Trade Show Services, after their booth assignment has been confirmed. Service kits will be sent out in March 2018 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

Please direct all calls regarding exhibit requirements, freight, labor, or other exhibit services to:

Heritage Trade Show Services  
Phone: (314) 534-8500  
Email: [exhibitor.service@heritagesvc.com](mailto:exhibitor.service@heritagesvc.com)

Exhibitors are responsible for forwarding the above information to personnel that will be onsite and vendors who may be ordering services on their behalf.

Exhibitors that do not want to use Heritage for shipping may do so but are responsible for their own arrangements and payment.

### Hotel/Union Requirements

Teamsters handle all freight inside the Exhibit Hall. They unload all trucks or vehicles, deliver the material to your booth and remove and reload material at the close of the show. The only exceptions to this are machinery, which is handled by the Riggers and Machinery Movers Union, and small items which can be easily carried by one man, in one trip, without the aid of flat trucks, dollies, etc. Exhibitors may carry in small packages including pop-up booths provided they can be carried by hand.

#### *Riggers*

Riggers unload machines from trucks, moving materials to your booth and uncrating them if necessary. Riggers also remove skids, re-skid machines, and spot machines in your booth. Machine weight and size dictate the number of Riggers needed. Exhibitors may carry computers or appliances provided they can be carried by hand. Exhibitors may remove small computers and appliances from a crate or box provided that it can be done without the use of a forklift or any power equipment.

#### *Carpenter's Union*

Carpenters handle the erection and dismantling of all display and exhibit booths. This includes all display work with the exception of machinery, signs or lighted headers, unless the sign or header is a permanent attached part of the display. Carpenters also re-crate machines for outbound loading. Exhibitors may set up and dismantle pop-up displays in booths of 10' x 10' or smaller. A pop-up display is defined as a display system of ten feet or less that can be set up by one person in a ½ hour or less, without the use of tools. Pop-up displays larger than 10 feet will require union labor.

#### *Local 314 Electrical Union*

Electricians handle all electrical work, which includes supplying power lines to booths, connecting equipment to the proper outlets, and installing any signs or headers that are lighted, unless they are permanently attached to the exhibit backwall.

#### *General Provisions*

In each case where these rules indicate that an "exhibitor may" do some type of labor themselves, this is interpreted to mean a full-time employee of the exhibiting company (full time throughout the year; verifiable documentation must be provided upon request). Reasonable judgement must be used in determining when a task is so large or so time consuming as to require professional union labor.

#### *What You Can Do*

Exhibitors are allowed to unpack and repack their own product. This does not include large displays shipped in pieces. However, if you are displaying merchandise that comes in boxes, you can unpack and set it out for display providing no tools are required to open boxes. Exhibitors are allowed to do technical work on their machines, such as balancing, programming, and cleaning.

## Support Benefits Overview

Benefits	Platinum Supporter \$25,000 (Max. 1 Sponsor)	Gold Supporter \$15,000 (Max. 2 Sponsors) Booth 213 or 312	Standard Exhibitor (See p.3 for pricing)
<b>Pre-Meeting</b>			
Inclusion of company/organization profile on meeting website(s)	•	•	•
Recognition in ACMS & ASMH member email blasts	•	•	
Inclusion in news release	•	•	
Social media mention	•		
<b>On-Site</b>			
Exhibit booth (includes 10' backdrop, 3' side draperies, one skirted 6' table, two chairs, wastebasket, I.D. sign, one lead retrieval App License)	16' x 20' Booth	10' x 10' Booth	10' x 10' Booth
Invitation to Welcome Reception	•	•	•
Listing of your support in ACMS & ASMH Final Programs*	•	•	•
Hyperlinked placement in online ACMS & ASMH meeting exhibitor listing	•	•	•
Inclusion on acknowledgement signage	Sponsor & Exhibitor	Sponsor & Exhibitor	Exhibitor Only
Exhibitor-Attendee badges (permit entry into the Exhibit Hall & all education sessions <b>except</b> ACMS Morning Mini Sessions) <i>Additional badges: \$250 each (Island booths get 4 badges; maximum limit of 8 badges per exhibiting company)</i>	4	3	2
Complimentary mailing labels/list	Pre-meeting attendee list <b>and</b> member list for one-time use during 2018	Pre-meeting attendee list	Pre-meeting attendee list
Four-color ad in ACMS & ASMH Final Programs*	Full page	Half page	
Approved literature included with attendee registration materials	•	•	
<b>Post-Meeting</b>			
Inclusion of company/organization profile on meeting website(s)	•	•	•
Inclusion in 2019 Exhibitor Prospectus	•	•	•
Recognition in ACMS & ASMH member email blasts	•	•	
Inclusion in news release	•	•	
Social media mention	•		

*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 February 23, 2018. All print advertisements must be approved by the ACMS/ASMH.

**See page 13 for a pledge form.**

## Support Opportunities

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

Product demonstrations, pre-approved by ACMS and/or ASMH, will be held at a time to be determined. 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 – \$45,000**

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 for an evening to be determined. 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 Packets – Exclusive Sponsorship Opportunity – \$7,500 (max. 1 sponsor)**

All ACMS meeting attendees will receive a registration packet featuring your company's logo alongside the ACMS logo.

### **ASMH Registration Bags – Exclusive Sponsorship Opportunity – \$2,500 (max. 1 sponsor)**

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

### **Both ACMS Registration packets and ASMH bags – \$8,500 (max. 1 sponsor)**

### **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. A quarter-page ad in the Final Programs is included with Charging Station sponsorship.

### **Hotel Key Cards – \$5,000 (max. 1 sponsor)**

All meeting attendees staying at the Hilton Chicago 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 and printed to specification. Hilton Chicago does not have the capability to produce custom key cards.)**

### **ACMS Notepads – \$3,000 (max. 1 sponsor)**

This essential item will be distributed at registration, and will be specially printed with both supporter logo, ACMS logo and outline of the human face for use in visual demonstrations by meeting attendees.

### **ACMS Lanyards – \$2,500 (max. 1 sponsor)**

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 – \$800 (max. 1 sponsor)**

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 – \$3,000**

ACMS and ASMH attendees will be able to conveniently wear their badge with a neck lanyard which will include your company's logo as well as the ACMS logo and ASMH logo.

### **ACMS and ASMH Registration Packet and 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 3, 2018. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Monday, March 19, 2018.



## Support Opportunities

### Mobile App – \$5,000 (max. 1 sponsor)



Gain prime visibility as the exclusive sponsor of the meeting mobile app, which is optimized for laptops, tablets and phones and across mobile platforms like iOS, Android, and Windows. During and after the 2016 meeting, the app received a total of 63,000 page views by more than 2,300 unique visitors. Your logo can appear in multiple places within the app.

### Hotel Door Drops – \$5,000

This is a prime means of exposure to reach the broadest audience possible. Reach all meeting attendees who are staying and booked under the meeting hotel room block to promote your Product Theater, exhibit booth, products or services. Literature can be slipped under the door or delivered inside the guest room. For more information on pricing and deadline dates please contact Mario Ortiz at [mortiz@mohscollege.org](mailto:mortiz@mohscollege.org).

### ASMH Cryostats

ASMH meeting attendees can participate in the Cryostat Workshops held during the ASMH Annual Meeting. Company(ies) can supply cryostats for use during 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 Mary Randall at [mrandall@mohstech.org](mailto:mrandall@mohstech.org) or (414) 918-9813.*

### ASMH Workshop Supplies

Companies 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](mailto:mrandall@mohstech.org) or (414) 918-9813.*

### 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

#### Specifications

- All ads are four-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 to [info@mohscollege.org](mailto:info@mohscollege.org) by March 19, 2018.

#### Submission Deadline: March 19, 2018

Distribution: All ACMS attendees

Distribution date: May 3–6, 2018 (at the Annual Meeting)

If you're interested in contributing in any other way, contact Mario Ortiz at (414) 347-1103 or [mortiz@mohscollege.org](mailto:mortiz@mohscollege.org).

## Exhibit Information and Policies

### Attendee Mailing List

Upon request, exhibitors will receive an Annual Meeting 'Pre-Registration' list (all registered attendees up to the date of the request) in Excel spreadsheet format for one-time use until March 30, 2018. 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. Additional lists may be purchased by contacting Mario Ortiz at [mortiz@mohscollege.org](mailto:mortiz@mohscollege.org) or (414) 347-1103.

### Booth Personnel

Each exhibitor must name one person to be their representative in connection with exhibit booth set-up and dismantling. 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 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 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 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.

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.

**Please note: Ceiling height in the Exhibit Hall (Stevens Salon D) is 10'.**

#### 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 Hilton Chicago and ACMS/ASMH 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 (Maximum limit of 8 badges per exhibiting company).**

Booth construction plans and layout arrangements for island exhibits are required for review by the ACMS/ASMH by March 19, 2018. The ACMS, ASMH, Hilton Chicago, 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.

### 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.

### 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. Failure to comply with this rule may result in prohibition from participating in future meetings and/or company removal from show floor.

## Exhibit Information and Policies

### 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.

If, at any point, ACMS determines that a company has violated any provision of these rules and regulations there will be punitive actions. The action taken will be determined on the basis of the particular circumstance of each case, but in cases involving major violations the action may lead to immediate closing of the violating exhibitor's booth without refund to the exhibitor or exclusion from future ACMS/ASMH Meetings.

### 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 19, 2018. 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, Hilton Chicago, 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, Hilton Chicago, 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 2018 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 19, 2018 to [info@mohscollege.org](mailto: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.

### Security

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

Exhibitors are not required to use Heritage for shipping, but are responsible for their own arrangements, payment, and adherence to union rules.

## Exhibit Hall Floor Plan



## 2017 ACMS/ASMH Annual Meeting Exhibitors & Supporters

Acuderm Inc  
 Avantik Biogroup (Sponsor)  
 Beck Consulting & Associates, Inc (Sponsor)  
 Bradley Products Inc  
 Cancer Diagnostic, Inc.  
 CARE CREDIT  
 Castle Biosciences, Inc.  
 Cobalt Medical Supply, Inc.  
 Designs For Vision, Inc  
 Elekta  
 EltaMD Skincare

ETHICON (Platinum Sponsor)  
 Genentech (Product Theater)  
 Larson Financial  
 Legally Mine (Product Theater)  
 MIDMARK Corporation  
 Modernizing Medicine (Gold Sponsor)  
 Mohs Histology Consulting Services  
 Mohs Precision Tools  
 MOHS -TEK, Inc. (Sponsor)  
 MTI  
 Neutrogena

NovodiAx  
 Rushabh Instruments, LLC  
 Sakura Finetek USA Inc  
 Sensus Healthcare  
 Surgical Specialties Corporation  
 Surgitel/General Scientific Corporation  
 The Skin Cancer Foundation (Sponsor)  
 Tiemann Surgical (Sponsor)  
 Travel Tech Mohs Services

# Exhibit Space Application Form

**Thursday, May 3 - Sunday, May 6, 2018 – Hilton Chicago – Chicago, IL**

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

Each exhibitor must assign one point of contact in connection to exhibit booth setup and dismantling.

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Booth Selection

Please check one:

10'x10' Standard Booth(s) \$3,500  10'x10' Corner Booth \$3,800  20'x20' Island Booth \$15,000  10'x10' Nonprofit Association Booth(s) \$1,500

**Exhibit space reserved after February 23, 2018 will be charged an additional \$300 late registration fee. Exhibit space reservations will not be accepted after March 23, 2018.**

Please list your top four booth location choices. See Exhibit Hall Floor Plan on page 10 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 4 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

Pharmaceuticals  Instruments  Equipment  Scientific/medical Publications  Cosmetic/Skin care  Physician Recruitment

Non-profit  Products/Services non-medical  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 19, 2018 and can also be submitted via email to [info@mohscollege.org](mailto: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. If you were an exhibitor in 2017 and provided a description, we can use what we have on file. Please indicate below 'Same as 2017.'

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*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, 2017; 50% refund will be granted if notification is received December 2, 2017 to February 23, 2018; Any exhibitor who cancels space after February 23, 2018, 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 2018 ACMS/ASMH Annual Meeting to be held May 3–6, 2018 at the Hilton Chicago. 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 February 23, 2018. 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 February 23, 2018, the exhibiting company will be prohibited from registering its staff for the Annual Meetings and booking accommodations. The last day to receive a partial refund for cancelled exhibit space is February 23, 2018. 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 Hilton Chicago, Heritage 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 Hilton Chicago, its employees and agents.

In addition, the exhibitor acknowledges that the American College of Mohs Surgery, American Society for Mohs Histotechnology, the Hilton Chicago and Heritage 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 2018 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.*

## Sponsorship Pledge Form

If you would like to support the ACMS and/or ASMH Annual Meetings in Chicago, please complete and return this form to the 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: \_\_\_\_\_

### Item(s) to be supported:

- Product Theater: \$35,000 (max. 2 sponsors)
- NON-CME Corporate Forum: \$45,000
- ACMS Registration Packets: \$7,500 (max. 1 sponsor)
- ASMH Registration Bags: \$2,500 (max. 1 sponsor)
- Both ACMS and ASMH bags: \$8,500 (max. 1 sponsor)
- Mobile Charging Station: \$5,000 (max. 2 sponsors)
- Hotel Key Cards: \$5,000 (max. 1 sponsor)
- ACMS Notepads: \$3,000 (max. 1 sponsor)
- ACMS Lanyards: \$2,500 (max. 1 sponsor)
- ASMH Lanyards: \$800 (max. 1 sponsor)
- Both ACMS & ASMH Lanyards: \$3,000
- ACMS and ASMH Registration Packet and Bag Insert: \$1,500
- Mobile App: \$5,000 (max. 1 sponsor)
- Hotel Door Drops: \$5,000

### Final Program Advertising

Full page: \$1,500    Half page: \$1,000    Quarter page: \$500  
 If you're interested in donating cryostats or workshop supplies, please contact Mary Randall at mrandall@mohstech.org or call (414) 918-9813.

Product Theater

We will participate in the demonstration session to showcase our (product / service):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Sponsorship/Support (also complete pages 11 and 12)

*Please find discount rates for corresponding sponsor rates below.*

Platinum Level (\$25,000) 16' x 20' Booth Included

Gold Level (\$15,000) 10' x 10' Booth Included

Support amount: \$ \_\_\_\_\_

+ Exhibit booth rental \$ \_\_\_\_\_

= Total Amount Due: \$ \_\_\_\_\_

### 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). Checks are to be received no later than February 23, 2018.

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!



# 2018 ACMS & ASMH Annual Meetings

Hilton Chicago • Chicago, IL • May 3-6, 2018

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

### **December 1, 2017**

- Deadline for full refund due to exhibit booth cancellation.

### **January 2018**

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

### **February 23, 2018**

- Exhibit applications and support pledge forms.
- Payment must be received in full; a 5% late fee will be charged to late payments received after this date
- Deadline for 50% refund due to exhibit booth cancellation

### **March 2, 2018**

- Registration bag inserts designs due for pre-approval.

### **March 19, 2018**

#### FINAL DEADLINE FOR:

- Printed registration bag inserts must be received.
- Final Program advertisements must be received.
- Special give away requests and notices of disability (see pg. 9 for details).
- Exhibitor/contributor company descriptions for Final Program

### **March 23, 2018**

- Deadline for exhibit booth reservations