Medscape LIVE!
DERMATOLOGY

2023 DERMATOLOGY CONFERENCES

IN-PERSON EVENTS

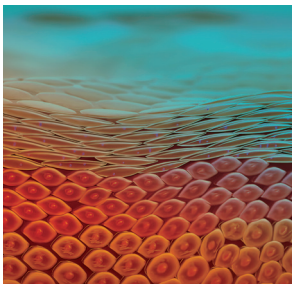
SALES PROSPECTUS

Produced by

Global Academy for Medical Education | Medscape EDUCATION

OUR CONFERENCES

All 2023 MedscapeLIVE! Dermatology meetings will be In-Person



From the producers of Las Vegas Dermatology Seminar and Women's and Pediatric Dermatology Seminar

45th ANNUAL **Hawaii DERMATOLOGY Seminar**

FEBRUARY 19–24, 2023

WAIKIKI BEACH MARRIOTT | HONOLULU, HAWAII

Register at www.HawaiiDermSeminar.com

18th ANNUAL

WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR®

JUNE 16–17, 2023

BALTIMORE, MARYLAND

24th ANNUAL

Las Vegas Dermatology Seminar®

NOVEMBER 2–4, 2023

THE VENETIAN LAS VEGAS | LAS VEGAS, NEVADA

For additional information, contact David Small at dsmall@MedscapeLIVE.com, (201) 280-9050.

CO-CHAIRS

Lawrence F. Eichenfield, MD (H, L, W)
Chief, Pediatric and Adolescent Dermatology
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Vice-Chair, Department of Dermatology
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Director of Translational Research
Director of the Supportive Oncodermatology Clinic
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Yale Medical School
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Linda F. Stein Gold, MD (H, W)
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Head of Dermatology
Henry Ford Health System
Detroit, Michigan

Jacqueline D. Watchmaker, MD (H, L)
Director of Laser Medicine
SouthWest Skin Specialists
Director of Cosmetic Clinical Trials
SouthWest Skin Specialists
Scottsdale, Arizona

KEY:
H: Hawaii Dermatology Seminar
L: Las Vegas Dermatology Seminar
W: Women's and Pediatric Dermatology Seminar)

AGENDA AND FACULTY DETAILS TO FOLLOW FOR ALL MEETINGS WHEN AVAILABLE

For additional information, contact David Small at dsmall@MedscapeLIVE.com, (201) 280-9050.

GENERAL INFORMATION

OVERVIEW

If you are looking to educate dermatologists, as well as NPs and PAs in dermatology in an innovative and interactive environment, we invite you to support our lineup of 2023 Dermatology Conferences.

Each conference attracts 250+ dermatologists, pediatricians, as well as other dermatology providers who are looking to solve clinical challenges and ultimately improve patient care in the field of dermatology.

Attendees, faculty, and industry hail from across the US and participate to network at these one-of-a-kind, flagship meetings in dermatology.

NEW THIS YEAR:

- Innovative support packages
- Surround-sound branding capabilities
- Enhanced interactivity, multimedia production, and gaming technologies
- Exclusive networking opportunities with rising stars in dermatology
- Keynote speaker package

We've reimagined what these conferences can be. Our world-class faculty will host the latest dermatological advancements with presentations that go beyond the podium. With interactive exhibitions, live-patient injection sessions, workshops, talkbacks, and other surprising new formats, you'll have the opportunity to interact with attendees who are ready to network and engage.

From new developments in aesthetic medicine to the latest breakthroughs in the treatment of skin diseases, these conferences cover everything from acne to atopic dermatitis, psoriasis to skin cancers, surgical pearls to nonsurgical facial rejuvenation, and more. All from locations that have their own power to transform.

This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum.

INDUSTRY EXPERT SESSIONS

All 2022 medical sponsors of industry expert sessions will have first right of refusal. Each meeting will have a deadline date by which 2023 sponsors must commit to reserve their industry expert session. If commitment is not made prior to the established deadline date, that time slot will become available to sponsors on the waiting list. Please consult with David Small for deadlines to commit to industry expert session sponsorships.

All promotional items must be provided by the sponsoring company, excluding the email blast. For eblast inclusion, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2 to 3 months prior to the conference. In addition, easels will be provided at each conference for onsite signage and MedscapeLIVE! will determine appropriate sign placement.

All industry expert session sponsorships may include the following promotional items to help create awareness of your session and assist with attendance:

- Advertisement in digital conference brochure
- Listing in the online agenda
- Hard copy insert in conference bag
- On-site signage highlighting the industry expert sessions
- Inclusion in MedscapeLIVE!-provided email blasts

Disclaimer: All promotional items for your industry expert session must contain the following disclaimer: This session is independently organized and is not an official part of (Insert Conference Name). CME/CE credit is not provided for this session.

Please Note: Promotional items for your industry expert session should not contain any mention of food/beverages. All food functions are provided by MedscapeLIVE! as part of the conference and included in registration fees. Food and beverage are generally provided outside the general session room or in the exhibit hall area.

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GENERAL INFORMATION

Audio/Visual Equipment: MedscapeLIVE! provides standard AV for industry expert sessions. AV includes: Microphone, laptop, projector, podium, and screen.

Cancellation policy of industry expert sessions and other sponsorships: Due to high demand and limited time slots for industry expert sessions, sponsorships are considered non-cancellable after the established deadline date. This policy also applies to all other sponsorships that can include but not limited to Wi-Fi, app, conference coverage, etc.

ADVISORY BOARDS AND ROUNDTABLES

Enhance your sponsorships with expert roundtables and KOL advisory boards. For all advisory activities, MedscapeLIVE! can secure a room to accommodate a 3-hour long meeting for approximately 10 experts. If sponsor is interested in inviting meeting attendees, sponsor may provide MedscapeLIVE! with an invitation that it will deploy to the selected attendees when possible.

Advisory boards cannot conflict with MedscapeLIVE! events or industry expert sessions unless approved by MedscapeLIVE! in writing. Reach out to David Small for approval.

For a fee, MedscapeLIVE! can arrange AV and food/ beverages for the advisory board or the sponsor can work directly with the hotel. MedscapeLIVE! can provide sponsor with hotel conference manager contact information. In addition, sponsor is responsible for all management of advisory board, talking points, expert honorarium, etc.

Advisory activities can be recorded and developed into a white paper or peer-reviewed supplement. Transcription, writing services, and outflow content development services are available for a fee.

INNOVATIONS IN DERMATOLOGY E-NEWSLETTERS

Reach meeting attendees and 15,000+ dermatologists/ allied health professionals through our monthly Innovations in Dermatology E-newsletter and onsite e-daily.

Leverage this e-daily newsletter sent out to all meeting attendees and/or our monthly engaged list of 15,000+ dermatologists and allied healthcare professionals to support your sessions or advertise your services.

Special issues are also published for each of MedscapeLIVE!'s dermatology meetings. If your sponsorship includes a banner ad, you will need to submit a static banner ad (ad can be a corporate ad or brand-specific) in the sizes of 300px x 250px and 728px x 90px. E-newsletters do not offer competitive separation amongst brands. Detailed specification information will be provided if e-newsletters are part of your sponsorship.

For more extensive conference coverage sponsorship opportunities, please consult with David Small.

PUBLICATION PARTNERS INCLUDE:

cutis
Dermatology News
Family Practice News
Internal Medicine News
JDD
The Journal of Family Practice
Pediatric News

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GENERAL INFORMATION

ENDURING SUPPLEMENTS, WHITE PAPERS, AND VIDEOS

Your sponsorship doesn't end with the conference. Extend your reach and leverage your conference support through our network of well-respected post-conference publication partners.

Bring your industry expert sessions, advisory boards, roundtables, and educational posters from the conference to the dermatology universe with print and digital supplements from Dermatology News, Cutis and/or digital opportunities available with MDedge Dermatology (www.mdedge.com/dermatology).

Enduring materials can include print supplements that are either inserted or polybagged with a select issue of Dermatology News, Cutis or KOL video interviews that will be posted online. Enduring materials can include e-supplements or white papers posted online.

BADGES

Each sponsorship package offers a select number of badges. Badges will permit you access to the exhibit hall, general sessions, and most networking meeting receptions. All sponsors may purchase additional badges at a reduced rate.

EXHIBITS

8 x 10 exhibit space is included in most sponsorship packages. If a company does not want to be a sponsor of a conference but would like to purchase an exhibit, for costs and availability, please contact David Small at 201-280-9050.

DISCOUNTS

In 2023, MedscapeLIVE! will be offering multiple conference discounts for sponsors at Silver level and higher. For two meetings, discount will be 3%; three meetings discount will be 5%.

For additional information, contact David Small at dsmall@MedscapeLIVE.com, (201) 280-9050.

SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

DIAMOND SPONSOR | $100,000

- 45-minute industry expert session slot of your choice. Breakfast, lunch, break, and dinner slots available, first-come, first-serve
- Two premium exhibit spaces: (2) 8 x 10 spaces
- Two-page, four-color ad in digital program booklet
- Inclusion in event eblast
- One door drop
- One insert in conference bag
- Onsite signage promoting the independent symposium
- A promotional banner ad in each issue of the Innovations in Dermatology e-daily: 15,000+ Circ
- Recognition with onsite signage throughout conference
- Badges for up to 10 exhibitor reps
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)

PLATINUM SPONSOR | $80,000

- 45-minute industry expert session slot of your choice. Breakfast, lunch, break, and dinner slots available, first-come, first-serve
- Exhibit Space: 8x10 space
- Two-page, four-color ad in digital program booklet
- Inclusion in event eblast
- One door drop
- One insert in conference bag
- Onsite signage promoting the independent symposium
- One promotional banner ad in one issue of the Innovations in Dermatology e-daily: 15,000+ Circ
- Recognition with onsite signage throughout conference
- Badges for up to 7 exhibitor reps
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)

GOLD SPONSOR | $65,000

"Your Choice" Package of Either:

- 45-minute independent symposium, morning slot

  or

- Enhanced Branding Package including Wi-fi, Hotel Key Card Packet or Wristbands (based on availability) and Quench Bar

In Addition To:

- Exhibit space: 8 x 10 space
- One-page, four-color ad in digital program booklet
- One insert in conference bag
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas
- Badges for up to four exhibitors

SILVER SPONSOR | $45,000

"Your Choice" Package of Either:

- 45-minute independent symposium, morning slot

  or

- Virtual pre-conference sneak peek webinar

  or

- One a la carte item (value to be determined)

In Addition To:

- Exhibit space: 8 x 10 space
- One-page, four-color ad in digital program booklet
- One insert in conference bag
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas
- Badges for up to four exhibitors

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SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

BRONZE LEVEL | $25,000

Branding Package:

- Digital wall ad
- One-page, four-color ad in digital program booklet
- One insert in conference bag
- Recognition with onsite signage throughout exhibit/ registration areas

EXHIBIT ONLY | $6,000

- Exhibit space: 8 x 10 space
- Badges for up to two exhibitors
- Exhibit description will be included in the on-site program book

A LA CARTE ITEMS

- Keynote Presenter - $75,000
- Pre- or Post-Conference Webinar - $35,000
  - Virtual-Only
- Faculty Dinner Sponsor - $35,000
- KOL, Resident, or NP/PA Reception - $25,000+
- Poster Session Sponsor - $20,000
- Registration Desk Sponsor - $20,000
- Wi-Fi - $15,000
  - Includes choice of login password
- Social Media Ambassador Luncheon - $15,000
- Charging Stations - $15,000 (Exclusive)
  - MedscapeLIVE! to place two charging stations outside of general session hall. Each station will be branded with sponsor logo and/or custom graphics **
- Flash Drive - $10,000
  - Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag
- Advisory Board - $10,000
- Branded Disposable Water Bottles - $10,000
- Hotel Key Card Packet or Wristbands Based on Availability - $10,000 (Exclusive)
- Conference Bags Company logo on bag given to all attendees - $10,000 (Exclusive)
- Video in Immersive Room - Price upon request
- Ad inclusion in Digital Wall Static Image or Approved Video - Price upon request
- Custom TV Channel Video airs on private channel in the hotel - $8,000
- Branded Bar Coasters or Beverage Napkins for use at all evening receptions - $8,000
- Branded Elevator, Column, and Floor Clings Depending on Venue Availability - Price upon request
- Branded Mirror clings in ballrooms bathroom - $7,500
- Door Drop - $8,000

** Sponsor to provide creative according to specs

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TERMS AND CONDITIONS

1. Company will provide certain content and materials ("Materials") for the live event ("Event"), and pay the AMounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
3. Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company's trademarks, service marks, trade nAMes and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
4. Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, dAMages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any AMount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
7. EXCEPT FOR COMPANY'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY'S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. AMendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

Medscape Medical Affairs

WHY PARTNER WITH MEDSCAPE MEDICAL AFFAIRS?

- **Reach:**
  Medscape's over 5 million active members worldwide

- **Trust:**
  Over 25 years of meeting clinician's point-of-care needs

- **Pedagogy:**
  Proven learning design methods that drive behavior change

- **Data, Data, Data:**
  Impact and insights to fuel your mission

- **Flexibility:**
  Ability to pivot to live, virtual, hybrid events

Let's work together to drive meaningful engagement with all key stakeholders.
Contact your Medscape representative or visit us @ www.medscapemedaffairs.com

STAY RELEVANT IN TODAY'S EVER-CHANGING HEALTHCARE LANDSCAPE

Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

Visit us at www.medscapelive.com
or email us at info@medscapelive.com

Medscape LIVE!