CME/CE

A Medscape LIVE! CONFERENCE

Brought To You By The Producers of **Las Vegas Dermatology Seminar**

46th ANNUAL Hawaii DERMATOLOGY Seminar

Sponsor and Exhibitor Prospectus

IN-PERSON EVENT

HILTON WAIKOLOA VILLAGE • WAIKOLOA, HAWAII

FEBRUARY 18-22, 2024

www.HawaiiDermSeminar.com

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Medscape EDUCATION

Hawaii DERMATOLOGY Seminar

Program Information

Conference Dates

FEBRUARY 18-22, 2024

Location

Hilton Waikoloa Village
69-425 Waikoloa Beach Drive
Waikoloa, HI 96738

Co-Chairs

Lawrence F. Eichenfield, MD
Chief, Pediatric and Adolescent Dermatology
Professor of Dermatology and Pediatrics
Vice-Chair, Department of Dermatology
University of California
San Diego School of Medicine
Rady Children's Hospital
San Diego, California

Melinda Gooderham, MD, MSc, FRCPC
Assistant Professor, Department of Medicine
Queen's University
Consultant Physician
Peterborough Regional Health Centre
Medical Director, SKiN Centre for Dermatology
Peterborough, Ontario, Canada

Michael S. Kaminer, MD
Associate Clinical Professor of Dermatology
Yale Medical School
Founder, Skincare Physicians
Chestnut Hill, Massachusetts

Advisory Chairs

Shawn G. Kwatra, MD
Director, Johns Hopkins Itch Center
Associate Professor
Department of Dermatology
Johns Hopkins University School of Medicine
Baltimore, Maryland

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

General Information

Overview

If you are looking to educate dermatologists, NPs, and PAs in an innovative and interactive environment, then you will want to make sure your company is represented at our 46th Annual Hawaii Dermatology Seminar (HDS)! HDS attracts 300+ dermatologists, NPs and PAs, as well as other dermatology providers who are dedicated to solving clinical challenges and to ultimately improve patient care in the field of dermatology. Attendees, faculty, and industry hailing from across the U.S. gather to learn and network at this one-of-a-kind flagship meeting in dermatology.

Our world-renowned faculty will host the exploration of the latest dermatological advancements with presentations that go beyond the podium. With interactive exhibitions, live-patient injection sessions, workshops, talkbacks, and other creative 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 patients with skin diseases, these conferences cover everything from acne to atopic dermatitis, psoriasis to skin cancers, surgical pearls to nonsurgical facial rejuvenation, and more.

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

Target Audience

This conference is intended for dermatologists, plastic surgeons, and aesthetic medicine specialists, primary care physicians (PCPs), dermatology nurse practitioners (NPs), and dermatology physician assistants (PAs) involved in the care of patients with dermatologic conditions.

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

General Information (continued)

Industry Expert Sessions

All previous 2023 sponsors of industry expert sessions will have first right of refusal. Each meeting will have a deadline by which 2024 sponsors must commit by to reserve their industry expert session. If commitment is not made prior to the established deadline, the 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 starred items must be provided by the sponsoring company. For eblast inclusion, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2 – 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 program booklet
- Listing in the online agenda
- Listing in the hard-copy agenda-at-a-glance
- Hard-copy insert* in conference bag
- Onsite signage highlighting the industry expert sessions
- Inclusion in MedscapeLIVE! provided e-blasts

***Disclaimer:** *All promotional items for your industry expert session must contain the following disclaimer: This session is independently organized and not an official part of Hawaii Dermatology Seminar. CME/CE credit is not provided for this session.*

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 is generally provided just outside or inside the industry expert sessions meeting room.

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.

Advisory Boards and Roundtables

Enhance your sponsorships with expert roundtables and KOL advisory boards. For all advisory boards, MedscapeLIVE! will secure a room to accommodate up to a 3-hour long meeting for as many as 20 experts. Advisory boards cannot conflict with MedscapeLIVE! events or industry expert sessions. 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.

General Information (continued)

Innovations in Dermatology E-Newsletters

Reach meeting attendees and 8,000+ dermatologists/ allied health professionals through the MedscapeLive! monthly dermatology e-newsletter and throughout the duration of the conference via the Innovations in Dermatology e-newsletter.

Leverage this daily e-newsletter, which is sent out to all meeting attendees and/or our monthly engaged list of 8,000+ dermatologists and allied healthcare professionals to support your sessions or advertise your services.

If your sponsorship includes a banner ad, you will need to submit a static banner ad in the sizes of 300 pixels wide x 250 pixels high and 728 pixels wide x 90 pixels high. 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

cutis | JDD | NEXTSTEPS IN DERM | Derm In-Review | Dermatology News

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 media 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*, *JDD*, or KOL video interviews that will be posted online. Enduring materials can include e-supplements or whitepapers 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

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

Agenda Overview

Subject to change

SUNDAY, FEBRUARY 18, 2024

SESSION I
Practical Tips for Managing Acne and Rosacea

SESSION II
The Medical Dermatology Medley

SESSION III
All You Need to Know About Atopic Dermatitis and Then Some

MONDAY, FEBRUARY 19, 2024

SESSION IV
Itch Masters

SESSION V
Medical Dermatology Medley - Too

SESSION VI
Practical Psoriasis Updates

TUESDAY, FEBRUARY 20, 2024

SESSION VII
Skin Care Pearls

SESSION VIII
Facial Aesthetics 101

SESSION IX
Advanced Injectable Skills

SESSION X
Live Injection Demonstration Workshop

WEDNESDAY, FEBRUARY 21, 2024

SESSION XI
Practice Points for Common Pediatric Skin Conditions

SESSION XII
Less Common and Rare Pediatric Dermatologic Conditions

SESSION XIII
Pediatric Dermatology Cases - Diagnosis and Management Challenges

THURSDAY, FEBRUARY 22, 2024

SESSION XIV
Cutaneous Malignancies: Practice Pearls

SESSION XIV
Cutaneous Malignancies: Practice Pearls - Part 2

SESSION XV
Body of Evidence: Trends in Body Contouring and Cellulite

Sponsorship Packages

Corporate Branding Opportunities

Executive Sponsor $135,000

- Two 45-minute industry expert session slots of your choice. Breakfast, lunch, break and dinner slots available, on a first-come, first-serve basis.
- Two Premium exhibit spaces: (2) 8 ft. x 10 ft. spaces
- Two-page ad in digital program booklet
- Inclusion in event eblast
- One guest hotel room door drop
- Two hard-copy inserts in conference bag
- Onsite signage promoting the industry expert sessions
- Five promotional banner ads (1 per daily ENL) in Hawaii Derm Seminar/ Innovations in Dermatology E-Daily
- Recognition with onsite signage throughout exhibit/registration areas
- Four full conference badges
- Six exhibitor rep badges
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)

Diamond Sponsor $100,000

- One 45-minute industry expert session slot of your choice. Breakfast, lunch, break and dinner slots available, on a first-come, first-serve basis.
- Two Premium exhibit spaces: (2) 8 ft. x 10 ft. spaces
- Two-page ad in digital program booklet
- Inclusion in event eblast
- One guest hotel room door drop
- One hard-copy insert in conference bag
- Onsite signage promoting the industry expert session
- Five promotional banner ads (1 per daily ENL) in Hawaii Derm Seminar E-Daily
- Recognition with onsite signage throughout exhibit/registration areas
- Four full conference badges
- Six exhibitor rep badges
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)

Sponsorship Packages (continued)

Corporate Branding Opportunities

Gold Sponsor $75,000

"Your Choice" Package of Either:

- One 45-minute industry expert session, breakfast, break and evening slots available on a first-come, first serve basis

or

- Enhanced branding package including Sponsorship of tote bag, key card & Quench Bar

In Addition To:

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

Silver Sponsor $55,000

"Your Choice" Package of Either:

- One 45-minute industry expert session, breakfast, break and evening slots available on a first-come, first serve basis

or

- Virtual pre-conference sneak peek webinar

or

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

In Addition To:

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

Bronze Sponsor $30,000

Branding Package:

- Digital wall ad
- One-page ad in digital program booklet
- One hard-copy insert in conference bag
- Exhibit space: 8 ft. x 10 ft. space
- Recognition with onsite signage throughout exhibit/registration areas
- Badges for up to three exhibitors

Exhibit Only $7,500

- Exhibit space: 8 ft. x 10 ft. space
- Badges for up to two exhibitors
- Exhibitor listing in on-site program book

Sponsorship Packages

À La Carte Opportunities

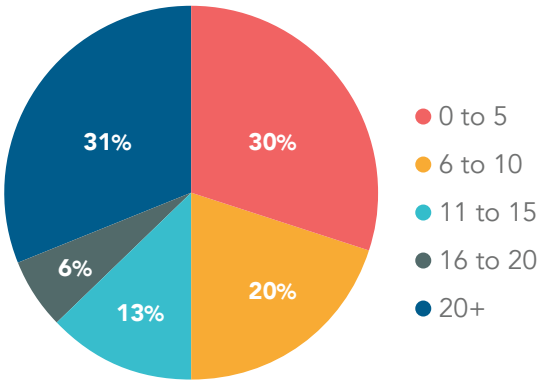
Faculty & Industry Networking Event	$35,000
Pre or Post-Conference Webinar Virtual-Only	$35,000
Luau	$35,000
KOL, Resident, or NP/PA Reception	$30,000
Wi-Fi	$30,000 (Exclusive)
Poster Session Sponsor	$20,000
Registration Area Branding	$20,000
Charging Stations MedscapeLIVE! to place two charging stations outside of general session hall. Each station will be branded with sponsor logo and/or custom graphics ** Sponsor to provide creative according to specs	$15,000 (Exclusive)
Conference Bags Company logo on bag given to all attendees	$15,000 (Exclusive)
Package of up to 3 branded floor, column, or mirror clings. Organizer to determine placement	$18,000
Hotel Key Cards	$15,000 (Exclusive)
Advisory Board	$15,000
Branded Coasters, Napkins, or Sleeves Organizer to determine placement	$10,000
Branded Disposable Water Bottles	$10,000
Door Drop	$5,000
Ad inclusion in Digital Wall 2-minute video 1- minute video 30-second video or static	 $4,000 $2,000 $1,000
Video in Immersive Room	Price upon request

45th ANNUAL Hawaii DERMATOLOGY Seminar

2023 Demographics

Based on 289 Health-Care Providers

NUMBER OF YEARS IN PRACTICE



PROFESSION/DEGREE	% OF TOTAL
MD/DO	68%
NP/PA	23%
RN	4%
Pharmacist	2%
Other	3%

PRACTICE TYPE	% OF TOTAL
Clinic	45%
Office	36%
Hospital	12%
Research/ Academic	4%
Government Facility	1%
Retail/Urgent Care/ Emergency	1%
Other	1%

2024 Demographics

Expected Onsite Attendance for the 46th Annual Hawaii Dermatology Seminar

Terms and Conditions

- 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.

- 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.

- 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.

- 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.

- 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.

- 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.

- 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.

- 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.

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