2018 ADAM Annual Meeting

Exhibitor & Partner Prospectus

February 12-14, 2018
Exhibit Show February 13
San Diego, CA

Exhibit Application Deadline: November 22, 2017

APPLY EARLY TO ENSURE A SPOT!
ADAM is pleased to invite you to the 26th Annual Meeting in San Diego. Historically sold out, the meeting draws more than 350 administrators and managers eager to find new products and services for their dermatology practices. Let us help you shine in front of these influential professionals and their valuable purchasing power through creative sponsorship and exhibit opportunities that provide valuable face-time with attendees.

Why Exhibit?

Exposure to Potential Clients
Market your organization and raise brand exposure among dermatology practice management decision makers.

Networking Opportunities
Enhance relationships with dermatology practice managers and other industry professionals.

Practical Demonstrations
Give attendees hands-on access to your product and/or service.

Industry Particiation
Ensure that you stand out among your competition and support instrumental practice staff.

Introduce a New Product
ADAM’s Annual Meeting will be one of your best platforms for product introduction.

Upsell a Current Product
Many of your current clients will be in attendance. This is a chance for you to share product upgrades, enhancements and add-ons.

Competitive Research
Interested in seeing the advances of similar products and/or services in the industry? It’s likely that these companies will be exhibiting at ADAM’s Annual Meeting!

▲ 87.5% of exhibitors rated the event as “Excellent/Good” in meeting business objectives
▲ 75% exhibitors plan to return in 2018
▲ 95.6% of attendees “Very Satisfied/Satisfied” with the meeting

Questions? Email ADAM Headquarters at adaminfo@samiworks.net.
Attendee Profile

More than 350 dermatology administrators and managers eager to find new products and services for their dermatology practices will be in attendance at the 2018 ADAM Annual Meeting. Attendees will include:

- Administrators
- Managers
- Coders
- Attorneys
- Accountants
- Physicians
- Billing Specialists

This meeting provides valuable attendee-to-vendor interaction - partnership levels offer additional face-time and exposure.

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Corporate Membership

ADAM corporate members get the inside track on ADAM information and receive valuable opportunities to connect with members. For just $750, your 2018 Corporate Membership includes:

• One membership list per year. Includes name, practice, phone, address and email.
• Inclusion in ADAM’s online corporate member directory with a direct link to your company page.
• One hyperlinked quarter-page ad in the bi-monthly newsletter, Executive Decisions in Dermatology. (Size 5”x4”, 300 dpi in an .eps or .jpeg).
• One banner ad to be included in ADAM member email.
• ADAM Annual Meeting: Receive the discounted rate of $1,100 for an exhibitor table with premier placement and thank you in daily slideshow.

Product Demonstrations

Exclusive Product Demonstration - $15,000

Are you launching a new product or product upgrade soon? Want time to demonstrate the product to practice administrators and managers? One company can receive an exclusive opportunity to host a private product demonstration session during Tuesday’s lunch for ADAM Annual Meeting attendees. This exciting opportunity is on a first come, first served basis. Benefits included in this package are listed below. Please email adaminfo@samiworks.net for additional details.

• Priority placement for your exhibitor table
• Pre/Post Attendee List (name, practice name, email addresses only)
• Corporate Membership
• Full page color advertisement in the event program
• Table signage and badge ribbon
• Bag insert
Premier Partnership Opportunities

Diamond Level Partnership - $25,000
- First choice of exhibit location
- Host Welcome Reception on Monday evening and 5 minutes of opening remarks to welcome Annual Meeting attendees
- Exhibit Table (showcase placement)
- Full-page color advertisement in event program
- Premium space for banner placement
- Pre/Post attendee list (name, practice name, email addresses only)
- Corporate Membership
- Table signage and badge ribbon as Diamond Sponsor
- Bag insert

Platinum Level Partnership - $10,000
- Corporate Membership
- Exhibit Table (showcase placement)
- Sponsor one keynote speaker
- Table signage and badge ribbon as Platinum Sponsor
- Pre/Post attendee list (name, practice name, email addresses only)
- Full-page color advertisement in event program
- Bag insert

Gold Level Partnership - $7,500
- Corporate Membership
- Exhibit Table (priority placement)
- Sponsor luncheon (non-exclusive)
- Table signage and badge ribbon as Gold Sponsor
- Pre/Post attendee list (name, practice name, email addresses only)
- 1/2 page color advertisement in event program
- Bag insert

Silver Level Partnership - $5,000
- Corporate Membership
- Exhibit Table (priority placement)
- Sponsor two breaks (non-exclusive)
- Table signage and badge ribbon as Silver Sponsor
- Pre/Post attendee list (name, practice name, email addresses only)
- 1/4 page color advertisement in event program
- Bag insert

Bronze Level Sponsorship - $3,500
- Corporate Membership
- Exhibit Table (priority placement)
- Sponsor one break (non-exclusive)
- Table signage and badge ribbon as Bronze Sponsor
- Pre/Post attendee list (name, practice name, email addresses only)

Basic Exhibit Space
- $1,100 (Corporate Members)
- $2,000 (Non-members) by November

Optimize Your Exhibit and Partner Experience
- 1/2 page color ad in event program: $500
- Exhibitor Networking Reception: $15,000
- Hallway Banners $1,000 per banner
- Floor Logos: $500 for four
- Window Logo: $500 for two
- Pen Sponsor: $1,000
- Lanyard Sponsor: $2,500
- Notepad Sponsor: $2,500
- Hotel Keycard Sponsor: $3,000
- Tote Bag Sponsor: $3,500

Available only for partnership level supporters.

Questions? Email ADAM Headquarters at adaminfo@samiworks.net.
Become an Exhibitor

Exhibit Fee includes:
• 6’ skirted table and two chairs.
• Two Exhibit badges.
• Registration for two exhibitor representatives per table (Additional representatives are $250 each).
• FULL access to all food and beverage functions (breakfast, lunch, breaks, receptions).
• Pre-registration attendee list two weeks prior to the meeting, allowing you the opportunity to send out information to attract attendees to your booth.
• Full registration list after the Annual Meeting for you to follow up with prospects.
• Free listing in the Annual Meeting section of ADAM’s website.
• Free listing and company description in Annual Meeting materials.

Payment Policy
Confirmation will be provided only after receipt of payment. No exhibit space will be ‘held’ without payment in full.

Exhibitor Assignment
All applications received with payment will be confirmed on a space available basis. Table assignments will be delivered via email after Monday, January 2, 2018. ADAM reserves the right to make assignments or reassignments as necessary. Sponsors and then corporate members will have priority placement.

Schedule (schedule is subject to change)
Exhibitor Set-Up: Monday, February 12, 2018 - 1:30 p.m. - 5:00 p.m.
Exhibitor Show: Tuesday, February 13, 2018 - 7:30 a.m. - 6:30 p.m.
Exhibitor Networking Reception and Raffle: Tuesday, February 13, 2018 - 3:00 p.m. - 6:30 p.m.
Exhibitor Breakdown: Tuesday, February 13, 2018 - 6:30 p.m. - 11:00 p.m.

Exhibit Dimensions and Limitations
The space provided is for a 6’ tabletop display. Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Floor displays may be used behind the 6’ tables provided they fit within those dimensions.

Exhibit Installation and Removal
Installation of exhibits will be Monday, February 12, 2018 from 1:30 p.m. - 5:00 p.m. No exhibits may be dismantled before 6:30 p.m. on Tuesday, February 13, 2018. All materials and displays not dismantled by 7:00 a.m. on Wednesday, February 14, 2018 will be discarded.

Questions? Email ADAM Headquarters at adaminfo@samiworks.net.
Prizes
Exhibitors are encouraged to bring prizes for the raffle drawing during the Exhibitor Reception on Tuesday, February 13, 2018. Please ship all prizes directly to your representative at the hotel.

Cancellation Policy
Cancellations must be made in writing (email or fax is acceptable) and cannot be taken over the phone. Cancellations are effective as of the date of the receipt. Any exhibitor cancelling on or before November 22, 2017 will receive a full refund. Cancellations received between November 22, 2017 and December 1, 2017 will receive a 50% refund. Any cancellation received after December 1, 2017 forfeits the entire exhibit fee (NO EXCEPTIONS).

No Show Policy
Exhibitors are considered “no show” if a company does not occupy or exhibit in the designated space one hour before the scheduled opening of the exhibit hall and has not given ADAM the required written notice of cancellation. ADAM has the right to use “no show” exhibit space in such a manner as it may deem in the exhibit hall’s best interest. Failure to occupy exhibit space does not relieve the exhibitor from their obligation to pay the full table rental fee.

Exhibits, Eligibility, Assignment and Relocation
ADAM reserves the right to determine eligibility of any company or product for inclusion as an exhibitor and to assign or relocate exhibits as it deems necessary. Every effort will be made to accommodate exhibitor’s preferences.

Audiovisual Equipment
Sound volume must be kept at a level not to exceed conversations. It must not interfere with neighboring exhibitors and must be devoted exclusively to the business of the exhibitor. The operator must be in the exhibit space and not in the aisle. Audiovisual needs (i.e. WiFi, LCD, etc.) will be at the exhibitor’s own expense through direct contact with the hotel. The POC (point of contact) for audiovisual needs will be provided to those who submit a completed application form to exhibit and/or sponsor.
2018 ADAM Annual Meeting
Exhibitor Form

Company Name as it will appear in advertising: ____________________________________________________

Primary Contact: ______________________________________________________________________________

Address: _____________________________________________________________________________________

City, State, Zip Code: __________________________________________________________________________

Phone: ______________________________________________________________________________________

Email Address: _______________________________________________________________________________

Table Location Preferences: Assignments are at the discretion of ADAM. Exhibitors will receive confirmation via email in January 2018 indicating final table assignment.

Please do not assign me near: __________________________________________________________________

Sponsorship Level and Exhibiting (check one):

□ Diamond - $25,000
□ Platinum - $10,000
□ Gold - $7,500
□ Silver - $5,000
□ Bronze - $3,500
□ Basic Exhibit - $1,100 (corporate member only) *
□ Basic Exhibit - $2,000 (non-members) *
□ Additional Representative - $250
□ Corporate Membership - $750

Promotional Opportunities: ___________________________________________ Amount: $ ______________

Please email your 100 word company description to adaminfo@samiworks.net.

Preferred Payment Method Balance in Full $ ______________

□ Make checks payable (in U.S. Funds) to ADAM and mail with your application to:
Solutions for Association Management, Inc • 5550 Meadowbrook Drive, Suite 210 • Rolling Meadows, IL 60008

□ Visa □ MasterCard □ AmEx □ Discover Card #: __________________________________________________

Exp. Date: _______ Billing Zip Code: _______ Signature: _____________________________________________

Cardholder Name: _____________________________________________________________________________

If paying by credit card, you may fax this application to the ADAM office at 800-671-3763.

For use by exhibit management only
Payment in full in the amount of $___________________ is hereby acknowledged.
Date Accepted: ______________ By: _______________________________________________________________