



Keystone Dermatology Conference



2020



hosted by

Pennsylvania Dermatology PAs

INAUGURAL CME CONFERENCE

October 8th - 10th 2020

EXHIBITOR PROSPECTUS



Keystone Dermatology Conference / Philadelphia, PA

OUR CONFERENCE IS YOUR OPPORTUNITY

- ▶ Participate in the only Northeast dermatology conference for advanced practice providers.
- ▶ Interact with PAs, NPs, Physicians, & students in an intimate setting catered toward a regional market.
- ▶ Showcase your product while making connections and building long-lasting networks.



Pennsylvania Dermatology
Physician Assistants

- ▶ Sponsored events will be served with traffic-driving programs and giveaways promoting attendee engagement.



**MEET THE PROVIDERS
OF TODAY...**

...AND THE FUTURE



Keystone Dermatology Conference / Philadelphia, PA

EXHIBITOR OPPORTUNITIES

- ▶ Dedicated hall hours are set aside with no outside classes or meetings scheduled.
- ▶ All exhibits are a 6-foot traditional tabletop with skirt.
- ▶ One complimentary exhibit hall badge.
- ▶ Recognition as an exhibitor on PDPA website.
- ▶ Refreshment breaks will take place in exhibitor space.



Incentivized attendee participation through interactive exhibitor games!



Exhibitor Price

\$1250

★ EXHIBITOR BONUS ★

- ▶ Attendee list
- ▶ Pre-conference attendee email blast

EXHIBITOR ADD-ONS

- ▶ Hotel Door-Drop: \$750
- ▶ One time Email Blast: \$500
- ▶ Insert in attendee bag: \$250
- ▶ Extra badge: \$250

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR- \$25,000

- ▶ Wi-fi Sponsor for all attendees with logo on business size card at registration with wifi code.
- ▶ Conference Hotel Key Card Sponsor. All hotel key cards will have sponsor logo on them.
- ▶ Welcome Reception:
 - ▶ Reception will be held from 5:00pm-7:00pm
 - ▶ logo on screen
 - ▶ open bar for participants for one hour (food not included)
- ▶ Premium placement signage recognition as Platinum Sponsor
- ▶ Flyer insert in attendee bags
- ▶ Premier recognition on PDPA website & mobile app
- ▶ Premium exhibit space
- ▶ Attendee contact list
- ▶ Food is NOT included in price.

GOLD SPONSOR- \$15,000

- ▶ Napkins and coasters at breaks with company logo
- ▶ Phone & laptop recharging table sponsor with company logo on signage
- ▶ Signage recognition as Gold Sponsor
- ▶ Flyer insert in attendee bags
- ▶ Recognition on PDPA website & mobile app
- ▶ Premium exhibit space
- ▶ Attendee contact list

SILVER SPONSOR- \$10,000

- ▶ Logo Note Pads & Pens in registration bags
- ▶ Flyer insert in attendee bags
- ▶ Recognition on PDPA website
- ▶ Premium exhibit space
- ▶ Attendee contact list

SPONSORSHIP OPPORTUNITIES



FRIDAY NIGHT SOCIAL - \$15,000 *

- ▶ Signage recognition as event sponsor at entrance
- ▶ Brief mic time (10 min) for sponsor during event
- ▶ 2 screens in the event room with sponsors logo
- ▶ Recognition on PDPA website & mobile app
- ▶ *Food, beverage & entertainment NOT included

PODCAST BOOTH SPONSOR - \$25,000

- ▶ 10 x 10 booth with exhibit table
- ▶ Name on Podcast Booth
- ▶ Rights to place podcast on Sponsor's website
- ▶ Sponsor recognition on release of podcast at the beginning of each podcast
- ▶ Anticipate 12 podcasts from the recordings

AUDIO VISUAL SPONSOR - \$15,000

This sponsorship helps provide the technology needed to deliver a dynamic conference.

- ▶ Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- ▶ Signage recognition at registration and in the conference space.
- ▶ Logo and company name highlighted on the mobile app & website
- ▶ Attendee contact list

CONFERENCE REGISTRATION BAG SPONSOR \$6,000

All attendees receive a tote bag at registration.

- ▶ Company logo and name on the conference bag distributed to all attendees.
- ▶ Cost includes tote bag production
- ▶ Company brochures and promotional material in the tote bag.
- ▶ Complimentary table-top exhibitor booth and sponsorship signage at the booth.

MOBILE SPONSOR - \$2,000

- ▶ Signage recognition w/instructions at registration
- ▶ Recognition as Mobile App Sponsor on the website/app
- ▶ All instructions will be emailed to attendees with logo included in email.

SPONSORSHIP OPPORTUNITIES



CONFERENCE LANYARD SPONSOR

\$3,000

All participants receive a lanyard to securely keep their name-tags & other important information for easy access at registration.

- ▶ Choice of lanyard design and color
- ▶ The cost of lanyards are in addition to the sponsorship cost.
- ▶ Company name and logo prominently displayed on all lanyards
- ▶ Complimentary table-top exhibitor booth and sponsorship signage at the booth.

COFFEE BREAK SPONSOR

\$10,000 EACH OPPORTUNITY *

Attendees have the opportunity to network with the exhibitors in between sessions on Friday, October 9th and Saturday 10th.

- ▶ Choice of coffee tumbler design and color
- ▶ Cost includes the tumbler production (additional tumblers can be purchased for future use.)
- ▶ Company name and logo prominently displayed on all tumblers.
- ▶ Complimentary table-top exhibitor booth and sponsorship signage at the booth.
- ▶ Food included.

MOBILE APP SPONSORSHIP ADD-ONS

Rotating Home Page Images-\$1,000

One slot on a 4-5 sponsor rotating images on home page of mobile app.

Social Wall -\$1,000

Place your logo on the social wall of the mobile app

Session Banner Ad - \$750

Place your logo under a specific session on the mobile app.

Lead Retrieval for Scannable Badges \$150

SPONSORSHIP ADD-ONS

Hotel Room Door Drop-\$750

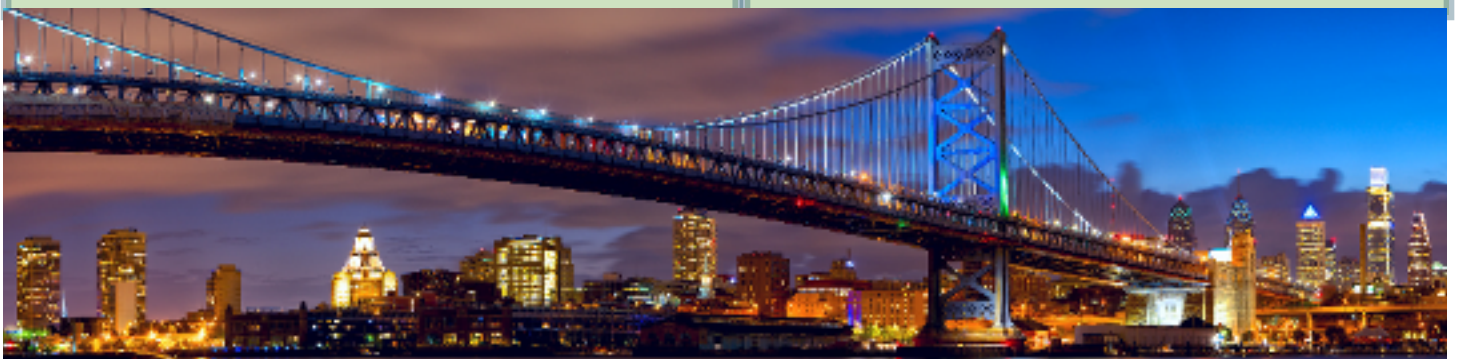
One time flyer placed under attendees hotel room door

Email Blast- \$500

One time email blast to attendees during or before conference.

Insert in Attendee Bag- \$250

Flyer insert into attendee bags



PRODUCT THEATERS



Product theaters are 50 minute sessions that provide the sponsor with a live marketing opportunity. Product theaters may be scheduled at any of our breakfast or lunch times. These product theaters are promotional and usually concentrate on a specific product or medication. No CME credit is provided for these sessions. Food is NOT included in prices.

BREAKFAST PRODUCT THEATER

\$5,000*

- ▶ logo displayed onscreen pre & post presentation, & signage at door
- ▶ post-conference attendee mailing list
- ▶ recognition on PDPA website, mobile app & listed on agenda
- ▶ standard AV included
- ▶ Note: food is NOT included*

LUNCH PRODUCT THEATER

\$7,500*

- ▶ logo displayed onscreen pre & post presentation, signage at door
- ▶ post-conference attendee mailing list
- ▶ recognition on PDPA website, mobile app, and listed on agenda
- ▶ standard AV included
- ▶ Note: food is NOT included*

SCHEDULE & LODGING



EXHIBIT HALL TIMES

Exhibitor Registration & Move-In:

Thursday, October 8th: 6:00pm-9:00pm

Exhibit Area Open:

Friday, October 9th: 9:00am-5:00pm

Saturday, October 10th: 9:00am-12:00pm

Tear Down:

Saturday, October 10th: 12:00pm-2:00pm

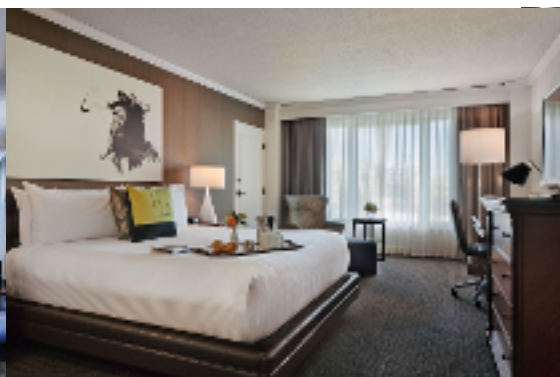


As a part of Curio Collection by Hilton, guests will have the option to enjoy their Hilton Honors benefits, whether relaxing at the Underground Spa & Wellness, or enjoying the spectacular views from the hotel's rooftop bar & lounge, Assembly. To make a reservation, please click [HERE](#).

To make your experience enjoyable please see what The Logan has to offer:

- ▶ A locally curated, 1800 piece art collection exclusive to the hotel (tours available upon request)
- ▶ A commitment to culinary excellence and local sourcing, offering the only scratch culinary operation in Philadelphia's hotel community
- ▶ Unique and exciting program offerings from our Living The Logan series, where guests can enjoy everything from Yoga with Puppies to Holiday candle making
- ▶ A brand new luxurious spa, The Underground Spa & Wellness, where your guests can truly take advantage of our urban retreat (ranked #1 in Philadelphia on TripAdvisor)

One Logan Square | Philadelphia, PA | 19103 | tel.215-963-1500





Keystone Dermatology Conference hosted by Pennsylvania Dermatology PAs

October 8th-10th, 2020

Set Up: October 8th (6pm-9pm)

Exhibit Dates: Oct. 9 (9am-5:00pm) Oct. 10 (9am-12pm)

The Logan |One Logan Square | Philadelphia, PA |19103 | tel.215-963-1500

Exhibitor/Sponsorship Application & Contract

Contact Information

Company

Contact Name/Title

Email

Phone

Address

Exhibit & Sponsorship Opportunities

Exhibit Opportunities:

- ☐ one six-foot table \$1,250
- ☐ Additional Exhibit Badge \$250

Premium Sponsorship:

- ☐ Platinum \$25,000
- ☐ Gold \$15,000
- ☐ Silver \$10,000
- ☐ Podcast Booth \$25,000
- ☐ Friday Night Social \$15,000*
- ☐ Audio Visual \$15,000
- ☐ Coffee Break \$10,000 each
- ☐ Conference Registration Bag \$6,000
- ☐ Conference Lanyard \$3,000
- ☐ Mobile App \$2,000

***food costs are NOT included in fee**

Product Theaters:

- ☐ Friday Breakfast \$5,000*
- ☐ Saturday Breakfast \$5,000*
- ☐ Friday Lunch \$7,500*
- ☐ Saturday Lunch \$7,500*

***food costs are NOT included in fee**

Add Ons:

- ☐ Rotating Home Page Image \$1,000
- ☐ Social Wall \$1,000
- ☐ Lead Retrieval for Scannable Badges \$1,000
- ☐ Hotel Room Door Drop \$750
- ☐ Session Banner Ad \$750
- ☐ Email Blast \$500
- ☐ One Page Flyer in Bags \$250
- ☐ Lead Retrieval w Mobile App Access \$150

Total:

____VISA ____MasterCard ____American Express
____Discover ____Check (payable to PDPA)

Card #

Name as it appears on card

Expiration Date

Security Code

Authorized Signature

By signing this contract we (the sponsor) agree to support the opportunity or opportunities listed above. Furthermore, a signature on this application indicates an understanding and agreement to comply with all policies, rules, regulations, terms and conditions of PDPA This contract is binding once signed.

____ I have read and understood this agreement, and serve as an authorized agent for the applicant.

Signature

Date

PDPATax ID: 47-0946696

Disclaimer:

Exhibitor assumes responsibility and agrees to indemnify and defends PDPA and The Logan Hotel their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither PDPA nor The Logan Hotel insurance covers the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

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Exhibitor Terms & Conditions

If, after the contract is entered into, the Pennsylvania Dermatology Physician Assistants Society (PDPA) fails or is unable to provide an Exhibitor with the opportunity to exhibit at the PDPA Show, due to fire, strikes, authority of the law, act of God or any other cause or reason, and the Exhibitor is not responsible for such failure, the Exhibitor's sole and exclusive remedy shall be the return of all monies that it has paid in the connection with the Application/Contract. In such case, PDPA shall bear no further liability or responsibility under such agreement.

EXHIBITOR AGREES TO BE RESPONSIBLE FOR HIS/HER OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY PDPA FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES, AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR PDPA OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.

Acceptance of Application: Acceptance of this application as an agreement between the Exhibitor and PDPA will occur only when an official confirmation packet has been sent by PDPA via email. It is understood that disapproval of an Exhibitor, per the terms outlined in the Exhibitor Regulations, will result in termination of the agreement without penalty to either party.

Exhibitor Regulations Agreement: The undersigned acknowledges and agrees to the Exhibitor Regulations as published by PDPA (available upon request) which are considered to be part of this agreement between the Exhibitor and the PDPA.

Cancellation Policy: The undersigned acknowledges understanding of PDPA Exhibitor Cancellation Schedule: 60 or more days prior to the conference - full refund. 30-60 days prior to the conference - 50% refund. 30 days or less prior to the conference - no refund.

Warranty of Authority: The Exhibitor and person signing this application on its behalf represent and warrant that the undersigned person is a duly authorized and appointed agent of the Exhibitor and is fully empowered to bind the Exhibitor to all provisions contained in this agreement.

Title

Date

Signature

Company

Please return these forms with payment to:
Monique Ochoa
P. O. Box 90434
San Antonio, Texas 78209
monique@planitsat.com
P: 210-722-7266 F: 210-568-6375