



Masters of Aesthetics

2017 4th Annual Symposium

August 25-26, 2017

Hilton Bayfront Hotel, San Diego, CA

Sponsorship & Exhibit Opportunities

www.moasandiego.org



The 2017 Annual Symposium Faculty to include: Symposium Chairs

Mathew Avram, MD, JD

Arisa Ortiz, MD

Faculty

Marc Avram, MD

Suzanne Kilmer, MD

Mathew Avram, MD, JD

Stuart Nelson, MD

Kimberly Butterwick, MD

Arisa Ortiz, MD

Joel Cohen, MD

Melanie Palm, MD

Rebecca Fitzgerald, MD

Victor Ross, MD

Kristen Kelly, MD

Jill Waibel, MD

Jeffrey Klein, MD

Christopher Zachary, MBBS, FRCP

More to be announced soon!

RESERVE YOUR SPACE NOW

We are excited to invite you to participate as a sponsor and/or exhibitor at the 4th Annual Masters of Aesthetics Symposium taking place on August 25-26, 2017 at the Hilton Bayfront Hotel in San Diego. Based on the excellent feedback from attendees and sponsors alike, we will provide an expanded program for 2016. The Masters of Aesthetics Symposium will feature the world leaders, inventors and innovators in the fields of lasers, energy-based treatments, toxins, soft tissue fillers and all areas of aesthetic-based treatments; truly the “Masters” of aesthetics.

This is the only meeting to focus on practical tips for physicians to learn cutting-edge aesthetic techniques and treatment pearls that they can immediately translate into clinical practice. Clearly, there is a need for such a meeting in this ever-expanding field, where best practices are often mysterious to new and experienced physicians alike. The scientific program is ever-evolving and will feature more time for live demonstrations and video presentations of cutting-edge technologies in energy-based devices and aesthetic procedures.

We anticipate 200 national and international attendees this year, in addition to our stellar faculty. The Masters of Aesthetics Symposium will provide a unique opportunity to foster a symbiotic relationship between the vendor and the physician with all breaks and meals hosted in the exhibit hall, including our welcome reception. We also encourage industry to attend all of our lectures. By teaching new and innovative procedures to the attendees, it will contribute to a higher utilization of existing devices as well as showcasing the advantages of new combination/multi-modal treatments. It will also offer a wonderful opportunity to meet with and interact with world leaders in our field all in the same venue.

Our Symposium is again generating a great deal of excitement, energy and attendance. The meeting is quickly emerging as a must-attend conference within this field, so please reserve your space early. Booths will be assigned based on level of sponsorship and on a first-come, first served basis; so act now to ensure your slot and the best possible location. We look forward to seeing you in San Diego!



Mathew M. Avram, MD, JD
Symposium Co-Chair



Arisa E. Ortiz, MD
Symposium Co-Chair



BECOME A SPONSOR

Your financial support will for the continued growth and success of the Masters of Aesthetics Symposium. Listed below are the benefits offered to our Diamond, Gold, Silver and Bronze Sponsors. The location of your booth depends on the level of sponsorship.

Benefit	Standard \$3,500	Bronze \$7,500	Silver \$10,000	Gold \$15,000	Diamond \$25,000	Platinum \$75,000
One 6' tabletop	✓					
One 8' x 8' space		✓	✓	✓		
One 10' x 10' space					✓	✓
Number of Exhibitor Badges	2	2	3	4	5	6
Company listing in Symposium Program	✓	✓	✓	✓	✓	✓
Pre-registration and final registration lists	✓	✓	✓	✓	✓	✓
Name on meeting materials		✓	✓	✓	✓	✓
Acknowledgement on all correspondence			✓	✓	✓	✓
Acknowledgement of sponsorship		✓	✓	✓	✓	✓
Company logo on MOA website with link to company's website			✓	✓	✓	✓
Ad in Symposium Program			1/4 page	1/2 page	1 page	2 pages
Company logo or image on attendee hotel key cards						✓
Opportunity to sponsor one approved speaker						✓



ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	AMOUNT	RECOGNITION
Continental Breakfast Host a continental buffet breakfast for all attendees.	\$3,500 Two Available	Sponsors are acknowledged in the Symposium Program and on signage at each breakfast station.
Refreshment Breaks Beverages and snacks are provided in the morning and afternoon for all attendees to relax and mingle with their colleagues.	\$2,500 Four Available	Sponsors are acknowledged in the Symposium Program and on signage at each refreshment station.
Lunch Host a lunch for all attendees.	\$6,000 Two Available	Sponsors are acknowledged in the Symposium Program and on signage at each lunch station.
Friday Night Reception Host the Friday Night Reception for all attendees.	\$8,000	Sponsors are acknowledged in the Symposium Program. Recognition and signage at the reception.
Friday Night Faculty Dinner Host and attend the Friday Night Faculty Dinner for the distinguished Masters of Aesthetics faculty.	\$8,000	Sponsors are acknowledged in the Symposium Program. Invitation for up to six (6) persons to attend.
Symposium Carry Bags These meeting bags will be given to each symposium attendee. The bags will prominently feature the logo of the sponsor.	\$2,500	Acknowledgement in the Symposium Program distributed to all attendees.
Badge Lanyards Your company name will appear on the woven lanyard. The lanyards permit the wearing of a name badge without the use of pins or clothing clips.	\$2,500	Company name and logo printed on each lanyard. Company listing in Symposium Program.
Sponsorships of Residents	\$25,000 each Two Available	Includes tuition for 25 residents and resident break room with acknowledgment of sponsorship.
Symposium Program Ads Half page, black & white ads to be included in the symposium program.	\$500 each Multiple Available	Ads will be placed in Symposium Program.



EXHIBIT & SPONSORSHIP SUPPORT AGREEMENT

Masters of Aesthetics Annual Symposium 2017

August 25-26, 2017 • Hilton Bayfront • San Diego, California

EXHIBITOR OPPORTUNITIES

<input type="checkbox"/> Platinum Exhibitor	\$75,000
<input type="checkbox"/> Diamond Exhibitor	\$25,000
<input type="checkbox"/> Gold Exhibitor	\$15,000
<input type="checkbox"/> Silver Exhibitor	\$10,000
<input type="checkbox"/> Bronze Exhibitor	\$ 7,500
<input type="checkbox"/> Standard Exhibitor (until 7/1)	\$ 3,500
<input type="checkbox"/> Standard Exhibitor (after 7/1)	\$ 4,000

SPONSORSHIP SUPPORT

<input type="checkbox"/> Continental Breakfast	\$ 3,500
<input type="checkbox"/> Refreshment Break	\$ 2,500
<input type="checkbox"/> Lunch	\$ 6,000
<input type="checkbox"/> Friday Night Reception	\$ 8,000
<input type="checkbox"/> Faculty Dinner	\$ 8,000
<input type="checkbox"/> Symposium Carry Bags	\$ 2,500
<input type="checkbox"/> Badge Lanyards	\$ 2,500
<input type="checkbox"/> Sponsorship of Residents	\$25,000
<input type="checkbox"/> Symposium Program Ads	\$ 500 each

If paying by check, please complete this form and mail with payment to:

Masters of Aesthetics—674 Via de la Valle, Ste 214, Solana Beach CA 92075 PH: (858) 926-0697

If paying by credit card, please visit <http://www.moasandiego.org>

Click on the Exhibitor tab and click the REGISTER button

CONTACT INFORMATION (this person will receive all Masters of Aesthetics show correspondence)

Name _____

Phone _____ Email _____

FINAL PROGRAM INFORMATION (Please fill out EXACTLY as you would like it to appear in the program)

Company Name _____

Address _____

City/State/Zip _____

Contact Name _____

Phone _____ Fax _____

Email _____ Website _____

Total Commitment: \$ _____ **Authorized Signature** _____

This Exhibitor Agreement is entered into between _____ (Exhibitor) and the Masters of Aesthetics (MOA). This agreement takes effect upon signing by Exhibitor. The exhibitor requests MOA to provide Exhibitor with exhibit space at the 2016 Annual Symposium. Exhibitor further agrees to abide by all Exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth set up by 10:00 am on Friday, August 19 and to not tear down before August 20 at 1pm. Exhibit space is assigned on a first-come, first served basis after the Gold-Bronze Sponsor has chosen their space. Submission of this form does not guarantee exhibit space. MOA will notify Exhibitor applicant if exhibit space cannot be honored. A confirmation packet will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specification in the Terms and Conditions.

Signature _____ Date _____

Print Name _____

TERMS & CONDITIONS

MOA used herein or in subsequent regulations shall mean the Masters of Aesthetics, its officers or, agents acting for the management of the meeting and exhibition. All matters and questions not covered by the regulations are subject to the decision of MOA. In the event of any such decision being of general interest, written notice will be given by MOA to exhibitors as may be affected.

Nature of Exhibition

The meeting includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in, the practice of laser and aesthetic surgery. MOA reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of MOA, likely to be compatible with the general character and objectives of the exhibition. MOA does not guarantee that space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid-in-full Application/Contract. MOA will refund all payments received with the Application/Contract for Exhibit Space to any applicant for whom space is not available two weeks after the show.

Booth Sizes, Prices, Badges & Registration

Standard exhibitor space is a 6' tabletop. Other booth sizes are 8' x 8' and 10' x 10' areas. The fee paid also includes two exhibitor badges except for those at the higher exhibitor level. Additional badges are available for purchase at \$300 each.

Assignment of Booth Space

To apply for exhibit space, complete the Application for Exhibit Space form and return it with payment. Space will not be assigned without a completed and signed Application for Exhibit Space form and deposit payment.

Payment and Provision in Case of Default

If any exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space or fails to observe and abide by Application/Contract for exhibit space, MOA reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds will be made after July 22, 2017.

Installation of Exhibits

Exhibits may be set up on Friday, August 25, 2017 from 7:00 a.m.—10:00 a.m. No installation work will be permitted after 10:00 a.m. without special permission from MOA.

Removal of Exhibits

All exhibits must remain intact until 1:00 p.m. on Saturday, August 26, 2017 and may not be dismantled or removed until that hour. Exhibits must be removed from the hall by 3:30 p.m. on Saturday, August 26, 2017.

Reservation and Occupation of Exhibit Space

Space not fully paid by July 22, 2017 is subject to cancellation or reassignment at the option of MOA without obligation for refund or any earnest money deposit. Any space not claimed and occupied prior to 10:00 a.m. on Friday, August 25, 2017, will be resold or reassigned by MOA with no obligation on the part of MOA to refund any part of the booth rental. Exhibitors shall not assign, share or sublet, or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in its space, any merchandise or advertising materials which are not part of its company's regular products or service.

Cancellation and Deposits

Cancellation of exhibit space must be made in writing via email addressed to Maya Botvinick at: moasandiego@gmail.com Phone cancellations will not be accepted. If cancellation of space is made before July 22 2017, a full refund will be made minus a non-refundable processing fee of \$250.00 per booth. Refunds will not be granted for cancellations made after July 22, 2017. Exhibitor badges are non-refundable. If the meeting or exhibit is canceled due to circumstances beyond our

control, MOA will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

Admittance

Admittance to exhibits is limited to those defined in the contract under "exhibitor personnel." Models or similar personnel not commercially connected with the industry may be employed to help in exhibitor's booth. Representatives are defined as individuals who receive commission or salary from the exhibiting firm and must be registered with MOA.

Liability

Neither MOA, its officers or representatives, nor Hilton Bayfront San Diego, or employees, will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit contract. Each Exhibitor must make provision for the safeguarding of its goods, materials, equipment and display at all times. General overall watchmen, however, will be employed by MOA for the exhibition period. The furnishing of such watchmen shall not be deemed to affect the non-liability of MOA, Hilton Bayfront San Diego or its officers and representatives. Exhibitor agrees, by signing the "Application for Exhibit Space," to insure itself, at its own expense, against property loss or damage, and against liability for personal injury. In case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, or any other circumstances that make it impossible or inadvisable for MOA to hold the show at the time and place provided in the Application and Contract for exhibit space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

In case any part of the exhibition hall is damaged, or if circumstances make it impossible for MOA to permit an exhibitor to occupy the space assigned during any part or the whole of the period covered, then the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and MOA is released from any and all claims for damages which may arise in consequences thereof.

Character of Exhibit

MOA reserves the right to decline to permit an exhibitor to conduct, maintain and exhibit if, in the judgment of the MOA Show Management, said exhibitor shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, which affect the character of the exhibition or association. The use of loudspeakers, recording equipment, television sets, and radios or the use of operating machinery that is of sufficient volume to annoy neighboring exhibitors will not be permitted. Speakers will not be permitted within the confines of the contracted exhibit space. The distribution of literature and souvenirs from booth to booth or in the aisles is forbidden. Exhibitors must confine exhibit activities to the space for which they have contracted. Any advertising or promotion activity, by or under the control of any exhibitor, and which occurs outside of the exhibitor's contracted-for display area, including outside the hotel on any grounds reasonably near the hotel, is not permitted. Any such advertising or promotion activity unacceptably interferes with the public appearance, character and conduct of the exhibition and association as a whole. Only literature published or approved by the MOA may be distributed in the registration area, in meeting rooms or in other areas used by convention attendees.

TERMS & CONDITIONS

All efforts to advertise, demonstrate, and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors and visitors. No spotlight, drop light or other special lighting device may be directed toward the aisles or so that it proves to be irritating or distracting to neighboring exhibitors or visitors. Projectors or TV screens must not cause people to block aisles or take up unreasonable space. Films of purely entertainment character, without educational or informative value, will not be permitted.

Entertainment and Private Meetings

MOA reserves the right to control all function space at the Hilton Bayfront San Diego for the Annual Symposium. Space release forms will be provided for exhibitors upon request. Hospitality rooms may not be open during the hours of any official MOA function. Exhibitor assumes full responsibility for property damage, personal injury or death to any party, by reason of occurrences at or related to any such functions, conducted by it. Signage will be allowed only in MOA designated areas and must be approved by MOA prior to display.

Exhibitors are prohibited from holding private exhibitions or functions, cocktail parties, hospitality suites, special events, etc. at any time during the scheduled meeting. Exhibitors wishing to sponsor special events must receive approval from MOA prior to the conference.

Conduct of Exhibitors

Exhibitors shall conduct themselves in an ethical manner at all times and in conformance with these regulations. The MOA reserves the right to deny the privileges of the floor to any and all exhibitors who do not do so. Exhibitors' badges are personal, not transferable and must be worn at all times.

Fire Regulations

Fire regulations prohibit the use of paper (crepe or corrugated) cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

Care of Exhibit Space

Exhibitors shall be responsible for properly maintaining its space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have signage exceeding eight (8) feet in height may extend no more than half the distance from the back wall.

Amendments

MOA reserves the right to interpret, amend and enforce these Contract Rules and Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself/herself, his/her agents and employees agrees to abide by all Contract Rules and Regulations set forth herein, or by any subsequent amendments, or interpretations.

Enforcement

Any exhibitor not abiding by the Rules and Regulations set forth herein or in subsequent amendments and may lose the privilege of exhibiting a future MOA events. These Rules and Regulations will be enforced.

Security

MOA will provide round-the-clock security service from the start of set-up to close of dismantling, however, the exhibitor is solely responsible for its own material and should insure its exhibit against loss or theft.

Americans With Disabilities

Exhibiting companies shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold MOA harmless from any consequences of exhibiting company's failure in this regard.

Selling of Products

Exhibitors will be allowed to sell merchandise on the exhibit floor.

Attendee Age Limit

No children under the age of 16 shall be allowed in the exhibition hall at any time.

Cameras/Video Equipment

No cameras or video equipment will be permitted in the Exhibit Hall unless authorized in writing by MOA. Exhibitors wishing to photograph or tape its own exhibition booth must obtain permission from MOA. Anyone found photographing or taping without written authorization will be required to immediately surrender the film or tape, with no reimbursement or further recourse. There will be no exceptions to this rule.

Laser Use

Following are the policies for laser exhibitors in the exhibit area"

1. Lasers must be operated in a manner that is consistent with the accepted industry safety standards (e.g. ANSI standards and/or American Laser Institute standards). Under no circumstances may laser be operated in a manner that poses a safety risk to persons standing or walking in the vicinity of the exhibitor's booth.
2. Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the lasers.
3. All demonstrations of CO2 lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
4. Appropriate plastic colored cubicles must also be available for any other type of laser being used, particularly dye, KTP and ruby lasers.
5. No laser equipment may be left unattended in operable condition.

Trademarks/Copyrights

The exhibitor represents and warrants to MOA that no materials used in or in connection with its exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The exhibitor agrees to immediately notify MOA of any information of which exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The exhibitor agrees to indemnify, defend and hold MOA, its agents, successors and assigns harmless from and against all losses, damages and costs (including attorneys' fees) arising out of or related to claims of infringement by exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, MOA shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any exhibitor.

Noisy and Disturbing Equipment

The operation of whistles or any objectionable device will not be allowed. After the meeting opens, noisy and unsightly work will not be permitted.

Specific actions may be taken by meeting management for violation of any provision of these guidelines. Violations of any policies, guidelines, rules or regulations may result in the loss of future space assignments and/or immediate removal from the exhibit hall. The action taken will be determined on the basis of the particular circumstances of the violations.