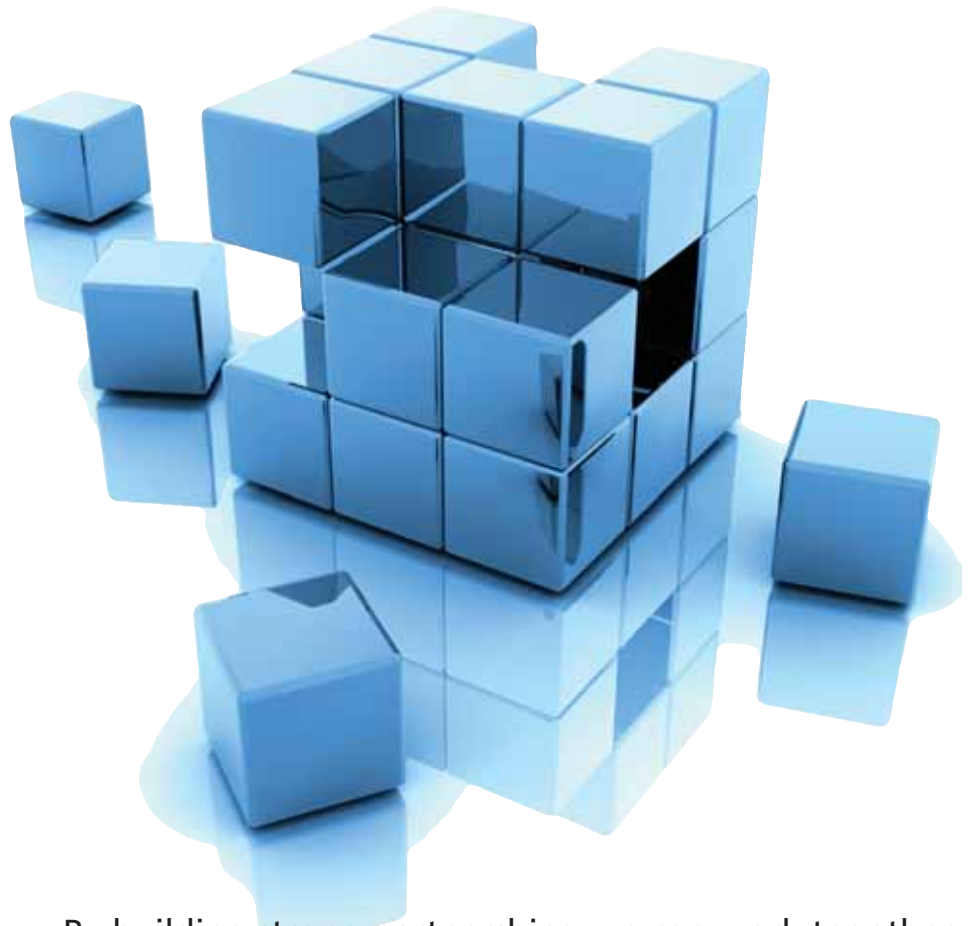


2012

Partnership Opportunities



By building strong partnerships, we can work together to advance dermatologic surgery, to support the betterment of patient care and to increase the overall growth of dermatologic surgery practices.

FOR MORE INFORMATION CONTACT...

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UNIQUE SUPPORT OPPORTUNITIES

to partner with the ASDS and dermatologic surgeons — the specialists consumers choose to treat their skin’s health and beauty through every stage of life.

ASDS members are recognized within the medical community as leaders in the field of dermatologic surgery and as advocates for patient safety. ASDS members not only lead the field as specialists in the treatment of skin cancer, but also are the premier specialty group trained to treat skin and soft tissue in both medically necessary and cosmetic cases, using surgical and non-surgical methods. That’s why dermatologic surgeons are the public’s choice for protecting skin health or restoring a more vibrant, youthful appearance.

MAXIMIZE YOUR MARKET POTENTIAL

through ASDS programs that provide exceptional

- Visibility
- Outreach
- Value

Please take this opportunity to review the enclosed support information and find the one(s) that fit your organization’s strategic plan.

note: Some opportunities and projects listed already have support commitments.

**ASDS welcomes
 partners in
 supporting programs
 important to ASDS
 members. The ASDS
 will work with you
 to identify and create
 alternative programs
 tailored to meet
 your specific goals.**

Table of Contents

Support Benefits	3
Education and Research Support	4-6
Publications/Communications Support	7
Annual Meeting Support	8-12
Gala Support	13
Hot Topics Educational/Social Networking Sessions	14

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Support Benefits

In addition to specific benefits associated with each program, the following benefits will be awarded to supporting companies, based on the total cumulative amount of 2012 corporate support provided.

LEVEL VII PLATINUM PARTNER

Support total of \$250,000 and over

- Four invitations to the exclusive President's Dinner
- Three invitations to the President's Reception held on Thursday evening of the ASDS Annual Meeting
- Five complimentary day passes to attend the non-ticketed educational sessions during the Annual Meeting
- Company name and/or logo listed prominently outside the exhibit hall
- ASDS mailing list provided three times for one-time use
- One half-page advertisement in *Currents* ASDS membership publication
- Level I Support Benefits

LEVEL VI GOLD PARTNER

Support total of \$175,000 - \$249,999

- Three invitations to the exclusive President's Dinner
- Two invitations to the President's Reception held on Thursday evening of the ASDS Annual Meeting
- Four complimentary day passes to attend the non-ticketed educational sessions during the Annual Meeting
- ASDS mailing list provided twice for one-time use
- Level I Support Benefits

LEVEL V SILVER PARTNER

Support total of \$100,000 - \$174,999

- Two invitations to the exclusive President's Dinner
- Three complimentary day passes to attend the non-ticketed educational sessions during the Annual Meeting
- ASDS mailing list provided twice for one-time use
- Level I Support Benefits

LEVEL IV BRONZE PARTNER

Support total of \$50,000 - \$99,999

- One invitation to the exclusive President's Dinner
- Two complimentary day passes to attend the non-ticketed educational sessions at the Annual Meeting
- ASDS mailing list provided twice for one-time use
- Level I Support Benefits

LEVEL III COPPER PARTNER

Support total of \$25,000 - \$49,999

- One invitation to the exclusive President's Dinner
- One complimentary day pass to attend the non-ticketed educational sessions at the Annual Meeting
- ASDS mailing list provided twice for one-time use
- Level I Support Benefits

LEVEL II BRASS PARTNER

Support total of \$15,000 - \$24,999

- One complimentary day pass to attend the non-ticketed education sessions at the Annual Meeting
- ASDS mailing list provided once for one-time use
- Level I Support Benefits

LEVEL I PEWTER PARTNER

Support total of up to \$14,999

- Recognition among the list of supporters in the journal *Dermatologic Surgery*
- Recognition among the list of supporters in Annual Report
- Recognition among the list of supporters in *Currents*
- Recognition and link among the list of supporters on the ASDS website
- Recognition among the list of supporters in the ASDS Membership Directory
- Recognition on the Recognition Wall at the Annual Meeting
- Certificate of recognition to display at the booth during the Annual Meeting
- Verbal acknowledgement at the Society's Annual Business Meeting during the Annual Meeting
- Ribbons for booth personnel at the Annual Meeting

ANNUAL MEETING SUPPORT BENEFITS

- Recognition in the Annual Meeting Preliminary Program/Registration Brochure sent to over 6,000 dermatologists
- Prestigious recognition at the Annual Meeting as an ASDS corporate partner
- Pre/post mailing list of attendees for one-time use

PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER	BRONZE PARTNER	COPPER PARTNER	BRASS PARTNER	PEWTER PARTNER
\$250,000+	\$175,000 - \$249,999	\$100,000 - \$174,999	\$50,000 - \$99,999	\$25,000 - \$49,999	\$15,000 - \$24,999	Up to \$14,999

VISITING PROFESSOR PROGRAM (NEW)

Support Required: \$3,000 (shared)

The Visiting Professor Program is a new ASDS initiative, allowing approved experts to visit institutions by invitation to lecture and share their expertise. Six ASDS members will be selected on an annual basis. Each Visiting Professor will be required to make a minimum of 3 visits each within the US and Canada and may make more based on their schedule and efficient use of their awarded stipend.

Visiting Professors will share their clinical expertise as well as personal insights and perspectives in dermatologic surgery, practice, and patient care in general.

This program will enable dermatology residents and practitioners across the US and Canada to learn from renowned experts in their own environment on an extremely intimate level. Your support will foster improved competence, increased performance in practice and improved patient outcomes as well as further the specialty of dermatologic surgery.

PRECEPTORSHIP PROGRAM

**Support required: \$90,000 (exclusive)
\$45,000 (shared)**

The ASDS Preceptorship Program provides young dermatologists the opportunity to visit the institution or practice of an established dermatologic surgeon. This exclusive ASDS program has proven successful in providing an unconventional learning environment to perfect skills in core areas of practice, as well as advancing skills in those areas of the specialty programs and procedures not previously learned in residency. The program pays for award recipients' travel costs and other expenses associated with the program.

The goals of the Preceptorship Program are to:

- Provide a venue for ASDS members to expand their skills and knowledge in a particular technique or surgical procedure
- Enhance and complement the surgical skills of young dermatologists in various surgical procedures, especially those not predominantly emphasized in residency or fellowship programs
- Provide ASDS members, who serve as preceptors, the opportunity to raise the level of dermatologic surgery practice through mentoring

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FUTURE LEADERS NETWORK

Support Required: \$30,000 (shared)

The Future Leaders Network furthers the advancement of young dermatologists, the specialty, and the goals of the ASDS. The program provides participants with three key mechanisms for learning, through:

- Mentorship of current leaders
- Project work that demonstrates leadership
- Teachers who impart leadership lessons

The Future Leaders Network is a yearlong curriculum designed to develop leadership competencies of our young dermatologic surgeons (mentees), typically within five to seven years from residency graduation, so they will be better prepared to assume leadership positions with the ASDS, local or national dermatology organizations, or in their community. The program matches up to 12 mentees with 12 mentors in a one-on-one situation. They learn together as they attend sessions with expert teachers in organizational leadership.

Although only a small group of dermatologic surgeons will directly participate in the program initially, companies will benefit from the wide-spread promotion of the FLN and the projects developed.

Recognition for corporate support will be extensive. At every opportunity, we will provide the supporting company recognition in all collateral promotional material, announced during the sessions, and associated with the projects themselves. It's a great way for companies to align themselves with what will be the ASDS's signature leadership program!

CUTTING EDGE RESEARCH GRANT PROGRAM

Support required: \$2,500 - \$50,000 (shared)

The ASDS provides annual grants to encourage clinical research projects to transfer new technologies from the clinical setting or laboratory to dermatologic surgery practice. The program is an ideal mechanism for the dermatologic surgery professional to investigate needed areas of clinical interest from cosmetic to cutaneous oncologic surgery. ASDS grants are made to individuals in the practice environment and institutions whose research proposals are of the highest caliber. Up to a total of \$100,000 in funding is awarded annually by the ASDS Research Work Group ranging in amounts from \$2,500 - \$20,000 per institution. Corporate supporters will be recognized at the ASDS annual gala dinner and in all promotional material. (A three-year commitment at \$35,000 or more per year is required to support this program exclusively.)



Education and Research

CONTINUED

MASTERY OF LASERS REGIONAL COURSE

Support required: \$1,500 (shared)

Exhibit: \$500 (exhibit fee)

Don't miss an exciting opportunity to support the American Society for Dermatologic Surgery's 2012 Mastery of Lasers: Use of Energy Based Technology for Optimal Patient Results. This unique, educational course will be held in

Washington, D.C. – April 14-15, 2012

This course offers attendees a unique opportunity to expand their knowledge of lasers, light sources and other technologies with the most experienced ASDS teachers and experts. The format has been developed to offer an unbiased balance between relevant clinical usage through lectures, panel discussion, question and answer sessions and live patient demonstrations. The full span of existing, new and emerging devices and techniques will be covered. The pearls and cutting edge information gained through this course will assist both beginning and experienced dermatologic surgeons.

Corporate supporters of the laser course may also choose to exhibit at the venue where the course is held. The \$500 exhibit fee includes a tabletop exhibit which provides ample opportunity for exhibitors to interact with participants of the courses.

STATE OF THE ART COSMETIC AND RECONSTRUCTIVE ANATOMY COURSE AND CADAVER LAB

Support required: \$10,000 (exclusive)

\$500 (exhibit fee)

Miami - December 1-2, 2012

This educational symposium is designed to provide a comprehensive review of advanced techniques for combined treatments in cosmetic and reconstructive dermatologic surgery. Thought leaders in the fields of anatomy and dermatologic surgery will share their expertise on procedures and treatments for optimal primary and post-reconstructive cosmetic outcomes. This course provides essential knowledge for dermatologic surgeons who treat cancer patients and perform reconstructive and cosmetic surgery. This interactive live CME activity combines lecture, discussion, and a five hour hands-on cadaver lab.

Corporate supporters of the anatomy course may also choose to exhibit at the venue where the educational course is held. The \$500 exhibit fee includes a tabletop exhibit which provides ample opportunity for exhibitors to interact with participants of the course.

THE ART AND SCIENCE OF FILLERS AND NEUROTOXINS REGIONAL COURSES

**Support required: \$23,500 (shared support for all three courses)
\$500 (exhibit fee for each courses)**

The 2012 ASDS Art & Science of Fillers and Injectables Courses will be held in three locations:

Houston - June 9-10

Boston - September 8-9

San Diego - November 10-11

The Art & Science of Fillers and Neurotoxins course is a unique and innovative training course on dermal fillers and neurotoxins providing an unequalled opportunity to receive instruction in an intimate setting through demonstrations on live patients, lecture and video presentations. The full span of new and emerging dermal products and techniques will be covered.

Faculty members are experienced teachers and leaders in dermatologic surgery. Attendees will also be able to participate in hands-on learning of techniques using high-fidelity cutaneous surgical training models. This will provide a new dynamic in learning and increased competence and performance in practice for physicians.

Corporate supporters of the Regional Fillers courses may also choose to exhibit at the venues where the courses are held. The \$500 exhibit fee includes a tabletop exhibit which provides ample opportunity for exhibitors to interact with participants of the courses. In addition, one exhibiting representative may observe the course itself including patient demonstrations. (limited to space availability)

STATE OF THE ART COSMETIC AND RECONSTRUCTIVE ANATOMY COURSE DVD PROGRAM

Support required: \$25,000 (exclusive)

This educational DVD program utilizes content from the popular State of the Art Cosmetic and Reconstructive Anatomy Course and Cadaver Laboratory. It provides a comprehensive review of the anatomy of the head and neck, as well as teaching advanced techniques in cosmetic and reconstructive dermatologic surgery. Thought leaders in anatomy and dermatologic surgery share their expertise in procedures for maximizing outcomes in both cosmetic and reconstructive arenas. This program combines a didactic cadaver session, lecture, video and slide presentations.

Education and Research

CONTINUED

ASDS HALO (HIGH-QUALITY ANYTIME LEARNING OPPORTUNITY)™ MODULES (NEW)

Support required: \$5,000 per module
\$15,000 exclusive for 3 modules

These new on-line educational modules are designed to provide desired learning to dermatologic surgeons in an easy to access and efficient to use format. Modules will include 10-20 minutes of instruction on a key topic, a pre and post test, reading references, and more. Recognition will include recognition statement and corporate logo on the opening and closing screen of all modules, incorporated with the title on the ASDS web site, and all promotional collateral.

ASDS E2 DIGEST (NEW)

Support required: \$1,500 per each of 4 quarterly issues
\$5,000 exclusive
\$1,000 per banner advertisement

This new one-page electronic educational publication will include small case studies, educational pearls, template samples, answers to hot topic questions, and other snippets of learning to would serve as quick references and convenient learning. Each issue will be titled in the subject line so ASDS members can file them and refer back to them as needed, thus creating their own e-collection of learning. Recognition will include the support recognition statement and logo on each issue and wherever the ASDS E2 Digest is promoted. Opportunity for a banner ad is also available.

COSMETIC DERMATOLOGY SCHOLARSHIP PROGRAM FOR RESIDENTS

Support required: \$45,000 - Fillers courses (exclusive)
\$22,000 - Anatomy course (exclusive)

The purpose of this program is to provide up to five scholarships per course for trainees to attend one of the five two-day regional courses. Scholarships would include course registration lodging at the conference hotel, as well as a stipend to be used to defray travel expenses. Scholarship recipients would also receive a "best-of" regional course DVD which will contain highlights from all the regional course patient demonstrations. Corporate supporters are recognized in the letters and all printed materials pertaining to the courses.

ASDS LIVE LEARNING CENTER

Support required: \$30,000 (exclusive)

Over 90 hours of 2012 ASDS Annual Meeting programming will be recorded and made accessible 24/7 via the ASDS online learning center. All sessions with presenter permission will be captured via fully synchronized PowerPoint™ slide and audio, including question and answer sessions, to provide dermatologic surgeons with a truly multimedia recreation of the event. Sessions will be available in Streaming Media Format, with user notes, online handouts (if provided) and the MP3 file for downloads. Content will include the breadth of cosmetic, Mohs and general dermatologic surgery. Company support will allow the Live Learning Center to be offered to all first, second and third year Residents with 450 complementary accesses on a first-come, first-served basis. The supporting company will have its own promotional screen on the Live Learning Center; logo and credit on the ASDS Annual Meeting Homepage; recognition in all advertisements and promotions including blast emails and faxes to all graduating residents.

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Publications/Communications

CURRENTS

Support required: \$50,000 (exclusive)

The Society's magazine, *Currents*, is mailed six times per year to roughly 3,600 dues-paying members, and offered on-line to another 1,300+ dermatology residents. *Currents* is also posted on the ASDS website where more than 5400 dermatologic surgeons can access the newsletter. The supporter will also receive a full-page advertisement with each issue along with their company name and logo on the front cover. As an added benefit, the sponsor will receive a full-page advertisement in the ASDS Membership Directory.

DERMATOLOGIC SURGERY JOURNAL FOR RESIDENTS

**Support required: \$40,000 (exclusive)
\$20,000 (shared)**

Dermatologic Surgery is the top-ranked peer-reviewed scientific journal, highly regarded in the dermatologic surgery field. This support provides the Journal on a monthly basis to over 1300 MD and DO residents in the US and Canada. The corporate supporter is recognized on the Resident's Corner of the ASDS website, in the Resident's Monthly e-Newsletter, and in the membership welcome letter for new residents. The corporate supporter is recognized with a cover sticker on the September issue of the Journal, the second issue mailed to new residents, and a complimentary full-page ad in *Currents*, the Society's bi-monthly newsletter, each quarter.

RESIDENT'S BI-MONTHLY E-NEWSLETTER

Support required: \$3,500 (exclusive)

The ASDS Resident's e-Newsletter is available to all 1,300+ resident members and contains the latest and most important issues related to the residents, including letters from the Resident Representative Board member, and advice and tips. The corporate supporter will be recognized and its logo will be displayed on all e-newsletters.

REVIEW ARTICLE INCENTIVE PROGRAM

Support required: \$5,000 (exclusive)

The ASDS seeks to increase the number of review articles published in *Dermatologic Surgery* on topics of broad scientific interest or highly-focused clinical topics related to therapy, diagnosis or other aspects of dermatologic surgery practice. The top submissions receive complimentary registration and two nights' accommodations at the headquarters hotel to attend the ASDS Annual Meeting. The corporate supporter will be recognized in the Resident's Monthly e-Newsletter from January – June. The supporter's name and logo will appear in program correspondence.

YOUNG INVESTIGATOR'S WRITING COMPETITION (YIWC)

Support required: \$10,000 (exclusive)

The YIWC is presented each year in cooperation with the journal *Dermatologic Surgery*. This award program is offered to stimulate interest by young investigators in submitting original ideas, research and articles for publication in academic, peer-reviewed journals, such as *Dermatologic Surgery*. The corporate supporter will be recognized in the Resident's Monthly e-Newsletter from January through June. The supporter's name and logo will appear on all material for the program and on posters located at residency programs in dermatology. The supporter will also be recognized in correspondence regarding the competition.

WEBSITE

MEMBERSHIP DIRECTORY

Support required: \$10,000 (exclusive)

The ASDS Membership Directory provides a complete listing of the ASDS membership. The supporting company's name and/or logo will appear on the cover of the hard copy mailed to all ASDS members. It will also be featured on the the directory section of the website.

FIND A DERMATOLOGIC SURGEON

Support required: \$7,500 (exclusive)

Featured on the ASDS website, the "Find a Dermatologic Surgeon" section lists ASDS members and the procedures they perform. The supporter of this program will help consumers and colleagues find ASDS dermatologic surgeons by location, name and/or procedure. The supporting company will be acknowledged on the "Find a Dermatologic Surgeon" section of the website.

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ASDS Annual Meeting

By supporting an activity held in conjunction with the Annual Meeting, you can achieve a higher return on your exhibition investment while supporting the Society's most important educational event of the year, which attracts about 800 dermatologic surgeons. All Annual Meeting supporters will receive Annual Meeting support benefits in addition to the support level benefits that coordinate with the cumulative amount of your 2012 support. (Please reference the Support Benefits outlined on page 3).



GENERAL SUPPORT

Minimum Support required: \$3,000

Can't decide on an opportunity? Become an Annual Meeting partner by providing general support to our most important educational event. Help ASDS deliver the best Annual Meeting of its kind. General corporate supporters receive all the benefits outlined on page 3.

SOCIAL FUNCTIONS

WINE AND CHEESE NETWORKING RECEPTION — EXHIBIT HALL

Support required: \$20,000 (exclusive)

Gain recognition for your company by supporting a Wine and Cheese Networking reception on Friday evening in the exhibit hall. Your company's name and booth number will be prominently displayed. You'll have the opportunity to utilize a small area next to the food and beverage area to provide literature. Announcements will be made during the reception for attendees to visit your company's booth. Recognition as supporting the Networking Reception will be listed in the program materials. The supporting company will also be allowed one promotional insert for the physician tote bag.

EXHIBIT HALL LUNCH

Support required: \$10,000 (two available)

Gain recognition for your company by supporting a luncheon in the exhibit hall. Your company's name and booth number will be prominently displayed to lead attendees directly to your booth. You will have the opportunity to utilize a small area next to the lunch to provide literature. Your company's name will also be advertised in the Annual Meeting Final Program. Thursday and Saturday lunches are available during the annual meeting. The choice of day is on a first-come, first-served basis.

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WELCOME RECEPTION AND SILENT AUCTION

**Support required: \$20,000 (exclusive)
\$7,500 (shared)**

The 2012 Welcome Reception held on Thursday during the ASDS Annual Meeting in the exhibit hall. The reception offers a great venue for exposure. This well-attended event makes networking with key customers and prospects easy. The reception will feature hors d'oeuvres and cocktails. The supporting company will have recognition in the Annual Meeting Final Program in Meeting tote bags. The sponsor will be provided signage and a display table in the reception area. Two company representatives will be invited to welcome attendees to the reception.

PRESIDENT'S DINNER

Support required: \$50,000 (exclusive)

The President's Dinner is held each year in conjunction with the Annual Meeting. This private dinner, held on Friday, includes 150 invited guests representing the elite in dermatologic surgery. The supporting company will receive three invitations to the event, recognition on the event invitations and recognition on signage at the event.

THE PRESIDENT'S RECEPTION

Support required: \$15,000 (exclusive)

On Thursday evening during the ASDS Annual Meeting, there will be a President's Reception in the Presidential Suite. The President and President-Elect host this well-attended hors d'oeuvres and cocktail reception. Approximately 250 high-profile invitees are on the list, which includes the Society's Board of Directors, work group and committee chairs, past presidents, award winners, and other influential members of the Society. It is the first opportunity for this intimate group to gather and socialize. Your company name and/or logo will appear on the invitation and signage outside the suite. In addition, your company can bring up to four representatives to attend the evening reception.

ASDS Annual Meeting

CONTINUED

BUSINESS MEETING LUNCH

Support required: \$12,000 (exclusive)

Approximately 300 – 400 members attend the ASDS Annual Business Meeting Lunch held on Friday, during the Annual Meeting. Members hear leadership presentations and learn about the latest ASDS initiatives in the areas of education, patient outreach, research, advocacy and media relations. The supporter of this event will receive its name and/or logo on the walk-in slide and signage at the event. They also may have a table at the back of the room to pass out information.

RESIDENTS HOSPITALITY ROOM

Support required: \$12,000 (exclusive)

Supporting the Residents Suite is a great way to spend time with residents attending the Annual Meeting. The suite will be open Thursday through Saturday morning for residents to network and enjoy breakfast. The corporate supporter will be acknowledged in the Annual Meeting program materials and signage outside the room.

RESIDENTS LUNCHEON

Support required: \$25,000 (exclusive)

The Luncheon for residents is always a well-attended event. ASDS Board members available attend the luncheon and welcome attendees. The corporate supporter is recognized during welcoming remarks and is invited to attend.

YOUNG DERMATOLOGIC SURGEONS (YDS) HOSPITALITY ROOM

Support Required: \$10,000 (exclusive)

Supporting the new Young Dermatologic Surgeons hospitality suite is a great way to spend time with the future leaders of dermatologic surgery attending the Annual Meeting. The suite will be open Thursday through Saturday morning for Young Dermatologic Surgeons to network and enjoy breakfast. The corporate supporter will be acknowledged in the Annual Meeting program materials and signage outside the room.

COFFEE TALKS — 7 PER DAY

**Support required: \$10,000 (exclusive)
\$5,000 (shared)**

Attendees will be most appreciative to the company that provides the morning caffeine and treats at the very popular "Coffee Talks".

BOARD OF DIRECTORS' DINNER — ANNUAL MEETING

Support required: \$8,000 (exclusive)

The Board of Directors' Dinner will take place on the Wednesday evening following the Board of Director's meeting. Attendees will consist of the ASDS Executive Committee and Board of Directors. The corporate supporter's logo will be printed on the menu cards and signage at the dinner.

NETWORKING REFRESHMENT BREAKS — EXHIBIT HALL

Support required: \$5,000 (each break)

Attendees are looking for energy boosts throughout the long days of the meeting. Refreshment breaks are great for networking, too. Your company's name and booth number will be prominently displayed to lead attendees to your booth. You will have the opportunity to utilize a small area next to the display to provide literature. Your company will be recognized in the Annual Meeting Final Program. The choice of day is on a first-come, first-served basis.

RESIDENT MEETING ATTENDANCE SCHOLARSHIPS

**Support Required: \$150,000 (exclusive)
\$60,000 Travel Scholarship (shared)**

Dermatology residents (selected by the ASDS through an application process) will receive financial support to attend the Annual Meeting. The program exposes residents to dermatologic surgery and augments their residency training. The supporting company will be identified in all scholarship literature and correspondence and listed on the ASDS website. The corporate supporter will also be provided with the list of scholarship recipients for marketing purposes.

ASDS Annual Meeting

CONTINUED

EDUCATION

AUDIENCE RESPONSE SYSTEM

Support required: \$15,000 (exclusive)
\$7,500 (shared)

Your company can help make the Annual Meeting's educational sessions even more dynamic and interactive! The response system allows the audience to participate by providing feedback on issues presented during the session. This interactive teaching aid also helps them to retain the information. The faculty will benefit from the ability to respond to the audiences' opinions. It provides a unique way to open the floor to a variety of lively discussions! The corporate supporter will receive appropriate signage outside the session rooms, in the Annual Meeting and Registration Program Book. In addition, your company will be acknowledged on the ASDS website near the published session results.

PROFESSIONAL KEYNOTE SPEAKER

Support required: \$25,000 (exclusive)

The ASDS will have a prominent public speaker present during the Annual Meeting. This is considered one of the highlights of the meeting. Approximately 1,000 members will attend this very popular event. As the corporate supporter, a representative from your company will have the opportunity to introduce the speaker. In addition, your company name will have great visibility on the walk-in slide, signage outside the hall and your company logo will be on all circulated literature pertaining to the event.

YOUNG DERMATOLOGIC SURGEON NETWORKING DINNER AND SYMPOSIUM

Support required: \$25,000 (exclusive)
\$12,500 (shared)

This three-hour event will provide a valuable networking and learning opportunity for young dermatologic surgeons. The intended audience includes the hundreds of attendees typically not engaged on Friday evening opposite the exclusive invitation-only President's Dinner. Dinner will be served. Topics to be covered may include practice start-up, social media, invaluable checklists, and more.

The supporting company will be recognized in all promotional messages, the annual meeting registration brochure and final program, event agenda/handouts, event signage, podium announcements from the event chair, event title slide, event evaluation form and event thank-you correspondence.

RESIDENTS SYMPOSIUM

Support required: \$10,000 (exclusive)

A half-day symposium for dermatology residents will be held on Wednesday prior to the Annual Meeting. The program is designed to prepare residents for entering practice, and draws about 50 attendees. The supporting company will be identified in all Residents Symposium literature, including the Resident Monthly e-Newsletter. The supporter will be provided signage in the meeting room and/or have a display outside of the event.

HANDS-ON WORKSHOP: BASIC TUMOR EXCISION, WOUND REPAIR AND INJECTIBLES FOR RESIDENTS

Support required: \$30,000 (exclusive)
\$15,000 (shared)

Two half-day courses, one on Wednesday and one on Sunday during the Annual Meeting, will provide residents with the opportunity for hands-on, experiential learning with new-age high-fidelity cutaneous surgical training model heads. These state-of-the-art heads simulate all anatomical structures including skin layers, mucosa, veins and more, and allow completely realistic hands-on experience without the issues surrounding cadaveric specimen use. Procedures will include tumor excision, wound repair as well as filler and injectable techniques. The supporting company will be recognized in promotional meeting materials, the Final Program and signage. One company representative may participate in the course as a silent observer (based on space availability).

HANDS-ON WORKSHOP: FILLERS AND INJECTABLES

Support required: \$30,000 (exclusive)
\$15,000 (shared)

This workshop at the ASDS Annual Meeting offers attendees hands-on experience practicing basic and complex suturing and tumor excision and repair including flaps and basic and complex suturing. This course features high-fidelity cutaneous surgical models which accurately simulate anatomy, including sub-mucosal structure, allowing for realistic hands-on practice not standard in training programs. The supporting company will be recognized in promotional materials, final program and signage at the meeting.



ASDS Annual Meeting

CONTINUED

ADVERTISING AND PROMOTIONAL OPPORTUNITIES

ANNUAL MEETING PRELIMINARY PROGRAM/REGISTRATION BROCHURE (PRINT AND ONLINE VERSION)

Support required: \$20,000 (exclusive)

The Annual Meeting Preliminary Program/Registration Brochure is one of the most eagerly awaited print pieces the Society produces. It is distributed to 6,000+ dermatologists. This program/registration book includes agenda information and the supporting company will receive acknowledgement on the front cover of the book, in addition to a special position full-page ad.

FINAL PROGRAM

Support required: \$10,000 (exclusive)

Display your company logo on the outside cover of the Final Program containing information on the entire meeting, including descriptions of general, breakout and abstract sessions, posters, as well as complete meeting details, faculty, registrant listing, and more. Attendees keep and reference this resource long after the Annual Meeting. Materials will also be posted on the ASDS website.

LANYARDS

Support required: \$5,000 (exclusive)

Each time you meet an attendee, you look at the name around his or her neck and the lanyard. Think of the visibility your company will realize if the lanyards have your company's name on them! The lanyards are provided to registrants and all other attendees as well and are printed in bright contrasting colors for the highest visibility.

HOTEL KEY CARDS

Support required: \$8,500 (exclusive)

Have your company's logo appear on one of the most important items attendees will be carrying: their hotel room key cards. The key cards are distributed during check-in and will be carried by attendees for the duration of the ASDS Annual Meeting. This is a great way to be at everyone's fingertips!

DOOR DROP INSERTS

Support required: \$3,000 per item

The Door Drop is a great way to get the attendees' attention early – before the meeting even starts! It will be the first item attendees receive upon arrival at their hotel room, putting your company's information at the forefront as they plan their meeting schedule.

TOTE BAG INSERTS

Support required: \$2,000 per item

Drive traffic to your booth and promote your company by providing an approved brochure or informational piece for each attendee tote bag, given to every physician at registration.

TOTE BAGS

Support required: \$7,000 (exclusive)

Put your company name in front of every attendee during the Annual Meeting. At registration, each participant receives Annual Meeting material in an attractive tote bag imprinted with your company name and logo. As an exclusive sponsor, you can enclose one marketing piece inside the tote bag as well.

POCKET GUIDE

Support required: \$8,500 (exclusive)

The Pocket Guide is a very convenient and popular tool for attendees because it provides a quick reference to the Annual Meeting Agenda. It includes an overview of educational sessions, technical exhibits, and a floor plan of the meeting. All attendees will receive a copy. The supporting company's name and logo will appear on the front and back of the guide.

LEAD RETRIEVAL SHOW CARD (NEW)

Support required: \$7,500 (exclusive)

Have your company's logo in front of all of the attendees as this card is used throughout the meeting to provide exhibitors with attendee identification information. The corporate supporter's name and logo will be printed on the card.

FOR MORE INFORMATION CONTACT...

Tara Azzano
Director of Development and Industry Relations
American Society for Dermatologic Surgery
5550 Meadowbrook Drive, Suite 120
Rolling Meadows, Illinois 60008
(847) 956-9128 • tazzano@asds.net

ASDS Annual Meeting

CONTINUED

ADVERTISING AND PROMOTIONAL OPPORTUNITIES *CONTINUED*

MEETING NOTEPADS

Support required: \$4,000 (exclusive)

Promote your company on the Annual Meeting Notepads. They will be distributed in the Annual Meeting tote bags and with registration materials for all ASDS courses throughout the coming year, and will feature the name and logo of the corporate supporter on every page.

RESIDENT KNOWLEDGE BOWL

Support Required: \$10,000 (exclusive)

In an effort to augment residency training and offer a creative outlet for learning, the ASDS has created the Resident Knowledge Bowl which will place residents from different programs to compete against one another to answer dermatologic surgery related questions written by board certified dermatologists and published in the ASDS Primer. The questions will be designed to test the resident's practical knowledge in procedural and surgical dermatology and also support resident's preparation for board certification. Your company name and logo will be included on all promotions for the game, including email blasts to residents.

INDUSTRY-ORGANIZED HOT TOPIC SOCIAL /NETWORKING SESSIONS

**Support required: \$12,000 per session
(Four sessions available)**

We are pleased to offer companies who are confirmed to exhibit at the 2012 Annual Meeting the opportunity to present an industry-supported Hot Topic Social/Networking Session. The sessions may be social and/or educational, however the ASDS may not provide CME for this event or be involved in any of the planning. The number of sessions is limited. They will be listed in the Annual Meeting marketing materials. Supporters will have the opportunity to add a pre-approved insert to the tote bag. Any audio/visual equipment or refreshment requirements are the responsibility of the hosting company.

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ESCALATOR RUNNER

**Support required: \$3,000
(per set of escalators)**

Your company message appears alongside the handrails of the escalators leading to the exhibit hall or up to the mezzanine level of the hotel, where meeting rooms are located. Attendees will view your message numerous times as they go up and down these heavily traveled areas. Only three opportunities are available! The supporting company is responsible for the production and printing of the runner. Measurements will be provided upon confirmation.

EXHIBIT BOOTH LOCATORS

Support Amount: \$2,000 per sign (up to five)

Up to five "You Are Here" signs will be strategically placed at the exhibit hall entrances and in prominent locations in the hall to help attendees navigate their way through the show floor. Your exact booth location will be identified by your logo on the sign, allowing your company or brand to stand out among the 100+ exhibitors. The ASDS will produce the signs.

HANGING AISLE SIGNS IN THE EXHIBIT HALL

Support required: \$5,000 (exclusive)

Your company name will be in every aisle as attendees make their way through the hall to view the exhibits. You may also provide your company logo for display on the signs.

AD COLUMN WRAPS

Support required: \$2,000 per side

Act fast on this opportunity to display your message on prominent columns throughout the meeting registration area. Your message will have high visibility and your company will be in the forefront as doctors pass through the area on their way to meeting rooms and the exhibit hall. Only a limited number of columns are available. Sizes will be provided upon confirmation of advertisement. The supporting company is responsible for the production and printing of the advertisement.

CELL PHONE CHARGING STATIONS

Support Amount: \$2,000 per station

Attending physicians are sure to stay in the exhibit hall to charge their phones! This opportunity allows your company to provide a convenient service to attendees while gaining exposure for your product or brand. You can choose to locate the charging station in your booth, or support other charging stations around the exhibit floor. Your company's name and logo will be prominently displayed at the station.



ASDS Annual Gala

The Annual Gala is an evening of camaraderie and an all-around fun time! It consists of a reception, dinner and celebration, and will be held on Saturday evening during the Annual Meeting. ASDS stars will be recognized, including the Stegman Circle contributors, 2012 Samuel J. Stegman, MD Award for Distinguished Service, and Cutting Edge Research Grant winners. The event also supports the Derasurgery Advancement Fund (DSAF). The DSAF supports new research and satisfies a longstanding need to increase public awareness about the scope of practice of dermatologic surgeons, and to educate patients about safety and choosing qualified healthcare providers.

By supporting an activity of the Annual Gala, your company will receive Annual Meeting partner benefits along with the support level benefits that coordinate with the cumulative amount of corporate support. (Please reference the Support Benefits, page 3)



MATCHING SUPPORT

Support required: minimum \$25,000

The matching corporate supporter has inspired members to donate to the Derasurgery Advancement Fund during the Annual Gala. This is a great way to get your company's name associated with a great cause. Your company's name will be announced numerous times during the evening, as the Matching Supporter of the Gala. Your company name and/or logo will appear on the invitation, signage for the event and the Annual Meeting Final Program Book. In addition, the company will receive six complimentary tickets to attend the Gala. The participating supporter must be a Stegman Circle donor.

COCKTAIL RECEPTION

Support required: \$10,000 (exclusive)

A cocktail reception including hors d'oeuvres and drinks will take place at the beginning of the Gala while attendees register, socialize and arrive for an entertaining and agenda-packed evening. Your company name and/or logo will appear on the invitation, signage for the event and the Annual Meeting Final Book. In addition, the company will receive four complimentary tickets to attend the Gala. The participating company must be a Stegman Circle donor.

ENTERTAINMENT

Support required: \$10,000 (exclusive)

Gala attendees will never forget the company that supports the entertainment because dancing is the unforgettable highlight of the evening. Your company name and/or logo will appear on the invitation, signage for the event and Annual Meeting Final Program Book. In addition, the company will receive four complimentary tickets to attend the Gala. The participating company must be a Stegman Circle donor.

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WE INVITE YOU TO SUPPORT A

Hot Topic Educational and/or Social Networking Session



OVERVIEW

We are pleased to offer companies, who are confirmed to exhibit at the 2012 ASDS Annual Meeting, the opportunity to present an industry-supported Hot Topic Educational and/or Social Networking Session. These industry supported sessions may be educational, social or both. The number of sessions is limited to four and will be scheduled on Thursday evening, October 11, from 7:00 pm to 9:00 pm. The industry-supported Hot Topic Educational and/or Social Networking Sessions will be listed in all of the Annual Meeting marketing material.

PROCEDURES TO APPLY

- Companies interested in supporting a session must complete and return the enclosed application. In order for the company to be included in the Annual Meeting Final Program, forms are due to the ASDS no later than May 16, 2012. Consideration will be given to the offering of CME, timeliness of topics, relevance to dermatologic surgery and value to registrants.
- The fee to support a session is \$12,000. Payment will be due upon official acceptance of your application. Applications will be accepted only from those companies confirmed to exhibit at the meeting. *All costs associated with speakers, AV, food and beverage and additional marketing efforts will be the responsibility of the hosting company.*
- The application form will require completion of the following information:

Company Information:

Company name and address
Primary contact

Educational Course Information:

Proposed course title
Educational objectives
Course description
Schedule of instruction

Social/Networking Events:

Proposed event title

Scheduling Information:

Anticipated number of attendees
Room set-up

APPROVAL/CONFIRMATION PROCESS

All applications will be considered on a first-come basis. Upon acceptance, you will be required to complete a commercial support agreement. An industry-supported Hot Topic Educational Session and/or Social Networking Event will not be considered confirmed until a signed letter of agreement and payment is received at the ASDS office.

LOGISTICS

- The ASDS staff will arrange for appropriate meeting space at the hotel where the Annual Meeting is being held. *The ASDS encourages live patient demonstrations, however, the associated expense and liability for these demonstrations are the sole responsibility of the supporting company.*
- Upon approval/confirmation, the supporting company will work directly with the ASDS office to finalize all room set-up.

INDUSTRY-ORGANIZED GUIDELINES

- The ASDS will not offer CME credit for educational sessions. Companies offering industry educational symposia must provide CME from another source with the understanding that all ACCME standards and essentials will be upheld and practiced. CME credit for industry-supported symposia is the responsibility of the hosting company.
- All session participants must be registered for the Annual Meeting.
- Companies selected to offer a Hot Topic and/or Social Networking Session will be given a list of registrants for direct promotion. All promotional materials, distributed by the supporting company, must be approved by the ASDS prior to printing and distribution. The supporting company may not use the ASDS logo in any promotional material. Any material distributed must say "All attendees must be paid registrants of the Annual Meeting." Permission to support a session should not be construed as an endorsement of any kind by the Society.
- On-site promotions must be coordinated with the ASDS unless the promotional piece is being distributed from the supporting company's booth in the exhibit hall which is permissible. The ASDS will list the Hot Topic Educational and/or Social and Networking Sessions in the Program at a Glance. No additional signage is allowed in the meeting area.
- The supporting company may distribute educational materials during its scheduled session, provided that the material has been pre-approved by the ASDS.
- In the event a confirmed supporting company cancels, the company is responsible for full payment. If the ASDS is able to find a suitable alternative, then only a fee of 25 percent will be assessed.

FOR MORE INFORMATION CONTACT...

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APPLICATION TO SUPPORT A HOT TOPIC EDUCATIONAL SESSION/SOCIAL NETWORKING SESSION

ASDS Annual Meeting • October 11-14, 2012
Hyatt Regency Atlanta • Atlanta, GA



Deadline to be included in Annual Meeting marketing material: May 16, 2012

We are pleased to offer companies who are confirmed to exhibit at the 2012 Annual Meeting the opportunity to host an industry supported social/networking and/or educational session of their choice on October 11, from 7:00 pm to 9:00 pm. The cost is \$12,000 per session and the exhibitor is responsible for all planning and costs incurred, including but not limited to food & beverages, A/V, speakers, etc. Any CME for educational sessions must be facilitated through the session host and not the ASDS. The Hot Topic Sessions will be listed in all Annual Meeting marketing material if confirmed by May 16, 2012. Additionally, companies hosting a Hot Topic Session will receive a complimentary insert in all physician tote bags distributed at registration.

Print or Type

I. Company/Contact Information:

A. Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

B. Primary Contact for Event

Name: _____ Title: _____

Company (if different from above): _____

Phone: (_____) _____ Fax: (_____) _____

Email: _____

II. Event Details:

☐ Reception/Social Event ☐ Educational Course — indicate if ☐ CME ☐ Non CME

For educational course, please complete the following

A. Title: _____

B. Educational Objectives: _____

C. Please provide a course description, timeline and faculty list.

D. Describe any special room set up requirements, equipment to be utilized or other factors that may affect the size/configuration of meeting room to be assigned.

Please send your completed application to:

American Society for Dermatologic Surgery • Attn: Tara Azzano, Director of Development and Industry Relations
5550 Meadowbrook Drive, Suite 120 • Rolling Meadows, IL 60008. Or you may fax to (847) 956-0999.

Email tazzano@asds.net or call Tara Azzano at 847-956-0900 with any questions.



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