



60TH ANNUAL MEETING OF THE PACIFIC DERMATOLOGIC ASSOCIATION

August 6-10, 2008
The Palace Hotel
San Francisco, California



EXHIBITOR
PROSPECTUS
san francisco, california

THE PACIFIC DERMATOLOGIC ASSOCIATION (PDA) invites you to exhibit at our 60th Annual Meeting!

The PDA's Annual Meeting offers exhibiting companies the opportunity to display their products and services to approximately 250 practicing dermatologists throughout the Western US, Pacific Rim, Canada and Mexico. The exhibit space at the 2008 Annual Meeting consists of The Grand Ballroom, directly adjacent to where all educational sessions will be held. Exhibit space will be filled on a first-come, first-served basis.

All coffee breaks and continental breakfasts provided by the PDA will be served in the Exhibit Hall. We also offer an exhibitor draw card to promote maximum flow throughout the exhibit halls. A \$500 cash prize is raffled off to doctors who have a signature from each exhibitor.



EXHIBIT DATES AND HOURS

Set Up

Wednesday, August 6 1:00 pm - 5:00 pm

Show Hours

Thursday, August 7th 7:00 am - 1:00 pm

Friday, August 8th 7:00 am - 1:00 pm

Saturday, August 9th 7:00 am - 1:00 pm

Dismantle

Saturday, August 9 1:00 pm - 5:00 pm

Exhibits must NOT be disturbed, dismantled or removed before 1:00 pm on Saturday, August 9, 2008 and must be completely removed from the exhibit area by 5:00 pm that day.

Exhibits

In keeping with the PDA's mission of facilitating the advancement of dermatologic knowledge and education, the exhibit program is designed to serve as a forum for providing first-hand information about products, services and current technological advances specific to dermatology, and as such, it is an integral part of the overall educational program for the Annual Meeting.

Categories

The PDA will consider applications for exhibit space for products and services in the following categories:

- Prescription and non-prescription pharmaceuticals
- Equipment and devices that are designed for diagnosis and treatment of dermatologic conditions
- Office equipment, record-keeping equipment, or services relating to the support of non-medical aspects of the practice of dermatology, including technology
- Scientific educational publications
- Professional and educational organizations

Criteria for Acceptance

Permission to exhibit may be granted to firms if their proposed exhibit meets the following criteria:

1. Relevant to the practice of dermatology
2. Contribute to the educational goal of the Annual Meeting
3. Perform in accordance with the claims made by the applicant
4. Are safe when used in accordance with the instructions or recommendations of the applicant

Application to Exhibit

In order to be considered for first assignment of space, application and payment must be returned by May 15, 2008. No application will be processed or space assigned until payment is received. Notification of acceptance and space assignment will be mailed in June.

The acceptance by the PDA of a payment and application does not constitute acceptance of the application. If an application is subsequently denied, a full refund will be made promptly.

Payment

Each 8'x10' booth registration costs US \$1,200.00, and full payment should accompany the completed application form.



Specifications

Each Exhibit Registration includes:

- Four (4) exhibitor booth staff registrations*
- A 50-word company description in the on-site conference program**
- 8' high drape back wall
- 4' high drape side wings
- 1 – 2' x 6' covered and skirted display table
- 2 upholstered side chairs
- 1 waste paper basket
- 1 – 7" x 44" identification sign

* Additional representatives may be registered for US \$50 each

** If application, payment and description are received prior to June 30, 2008

Cancellation & Refund Policy

Notification of an exhibitor's decision to cancel must be submitted in writing on company letterhead to PDA's Exhibit Manager. Upon the receipt of written notification of cancellation, the following policies:

- **Received by May 31, 2008 Full Refund**
- **June 1 – June 30, 2008 50% Refund of Total Fees**
- **Received after June 30, 2008 No Refund**

Sponsorship

Opportunities beyond exhibition at the Annual Meeting are available. Your generous donations will be used to support the PDA's mission of furthering dermatologic advancement and knowledge throughout the region. Please contact PDA's Executive Director, Kent Lindeman, at (415) 927-5729, or via email at pda@hp-assoc.com, for more information or download sponsorship information at www.pacificderm.org/pdfs/PDA2008sponsorship.pdf.

Booth Information

Under no conditions will combustible oils or gases be permitted in the exhibit area. All electrical work and display materials must be supplied by the appropriate contractor to ensure compliance with the fire regulations of San Francisco, California.

Please note: The exhibit hall is carpeted. Individual electrical outlets can be purchased through the show's official decorator.

Official Decorator

As the official decorator, Curtin Convention & Exposition Services, Inc., will provide you an exhibitor service kit containing the necessary order forms and instructions for drayage, electrical, additional furnishings, and other related services. Arrangements for these services must be made at the Exhibitors expense via Curtin.

Curtin Convention & Exposition Services, Inc.

3130 20th Street, San Francisco, CA 94110
ph: (415) 883-7818 fax: (415) 883-1755
dianna@curtinconvention.com
www.curtinconvention.com



Hotel Accommodations

The Palace Hotel is the host hotel for PDA 2008. A room block has been secured at the discounted room rate of \$209 US single/double per night.

To make reservations, call (415) 512-1111 and indicate that you are with the 2008 Pacific Dermatologic Annual Meeting to ensure that you receive the special rate. Hotel reservations should be made no later than Monday, June 30, 2008.

Exhibitor Rules & Regulations

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this Exhibitor Prospectus. The following rules and regulations have been designed for the benefit of all exhibitors. The PDA requests full cooperation of the exhibitor in their observance. Please be sure that everyone involved in the arrangements for your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all booth staff are aware of and adhere to these rules and conduct themselves in a professional manner throughout this meeting.

Management reserves the right to make changes in the time schedule or in the Annual Meeting's general plan as may be deemed necessary and in the best interest of all exhibitors and the event. Management also reserves the right to prohibit and/or evict exhibitors whose presentation is, in any manner, deemed by management as offensive or in violation of this contract or part thereof. In the event of such prohibition or eviction, management shall not be liable to the exhibitor for refund of exhibit fees.

Advertising

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the PDA Annual Meeting or which could be construed as an endorsement by the PDA or by its members is prohibited. The use of PDA logos, seals of approval, trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the meeting.

Badges

All representatives of exhibiting firms must register and wear the official exhibitor badge for admission to and while in the exhibit hall. Company badges will not be accepted in lieu of the official badge.

Subletting & Sharing of Space

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with any other party.

join us!

Booth Activities & Demonstrations

Exhibitors may not conduct any demonstration or activity that results in the obstruction of aisles or prevents ready access to neighboring exhibitor booths. All demonstrations shall be confined to the space allocated to each exhibitor. Maximum side height is 3 feet. The use of other than closed-sound systems will be permitted only with the prior approval of the Exhibit Manager. Any exhibit deemed by the PDA Meeting Management to have an excessive noise level may be closed. Exhibitors that intend on using attention getting devices in the form of entertainment, amusement or demonstrations of non-product items or services must submit a written request to the Exhibit Manager, and only such activities which, at the discretion of PDA's Executive Director, are in keeping with the professional presentation of the exhibit program will be permitted.

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. Exhibitors are reminded that the FDA prohibits the advertising or promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs and devices for unapproved uses. In addition, under FDA rules, the background of the exhibit must show the generic name of any drug product features. If the FDA or a court of competent jurisdiction determines that a company's exhibit is in violation of any FDA regulations, the company will be subject to sanctions, including but not limited to exclusion from exhibiting at subsequent PDA meetings.

*FDA Division of Drug Marketing, Advertising and Communications HFD-40, Room 17B-205600 Fishers Lane, Rockville, MD 20857
(301) 827-2828, <http://www.fda.gov>*

Social Functions

All exhibitors wishing to hold a social function must obtain approval from the PDA by submitting a written request to the Exhibit Manager by June 1, 2008. The request must specify date, time, location, type of function and anticipated attendance.

Workshops, Educational Programs & Seminars

Companies exhibiting at the PDA Annual Meeting are required, as a condition of their participation as exhibitors, not to exhibit at or sponsor scientific or educational meetings of interest and relevance to dermatologists (including but not limited to lectures, presentations, seminars or workshops) that are scheduled between August 6 -10, 2008.

Security

The PDA will provide security on a 24-hour basis from the beginning of set-up through dismantling. Furnishing of this service is not to be construed as obligation or duty to protect the property of the exhibitors, which is the sole responsibility of each exhibitor. The Palace Hotel, the PDA and their officers, agents and employees shall not be liable for any act of omission by such security.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury to person and damage or loss of property, as the exhibitor deems adequate. The PDA and The Palace Hotel will not provide insurance protection for the exhibitors.

Liability and Indemnification

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with exhibitor's participation in the PDA Annual Meeting. The Palace Hotel, the PDA and their officers, directors, agents and employees will not be held liable for any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss or damage resulting from the negligence or willful misconduct of The Palace Hotel, the PDA or their officers, directors, agents and employees. In the event that any part of the exhibition hall is destroyed or damaged by causes beyond the control of the PDA so as to prevent the PDA from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, the exhibitor will only be charged for the period the space was or could have been occupied by the exhibitor. The exhibitor hereby waives any claim against the PDA, its directors, officers, agents or employees for losses or damages which may arise due to such an inability to occupy the assigned space.

Interpretation and Application of Rules & Regulations

All matters in question not specifically covered by these rules and regulations are subject to the decision of the PDA through the Board of Directors.

Questions?

If you have any questions about exhibiting at PDA's 60th Annual Meeting or any of the information listed in this prospectus, please contact Kent Lindeman, PDA's Executive Director at (415) 927-5729 or via email at pda@hp-assoc.com.



PACIFIC DERMATOLOGIC ASSOCIATION

575 Market Street, Suite 2125, San Francisco, CA 94105

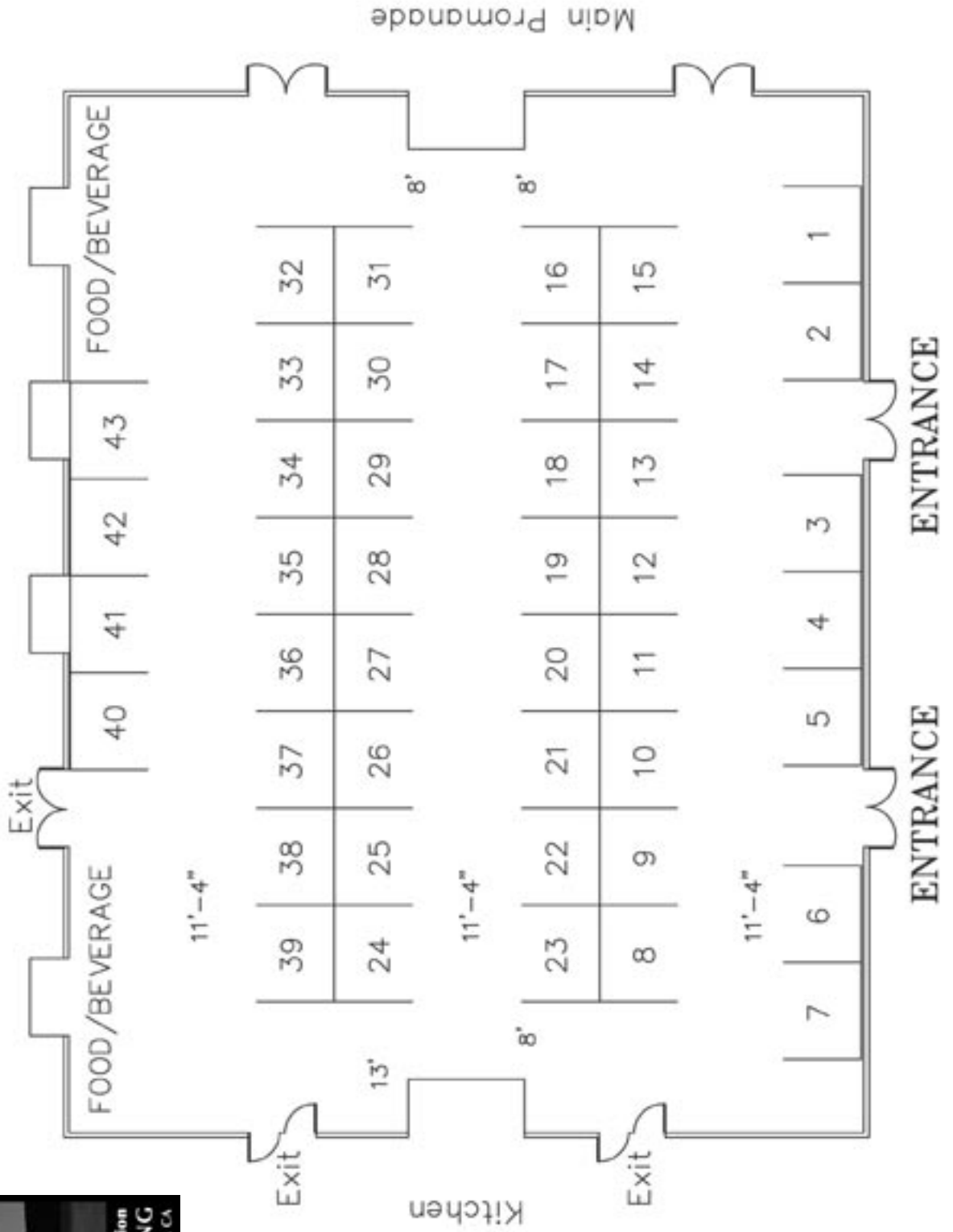
Ph: (415) 927-5729 • Fax: (415) 927-5726 • pda@hp-assoc.com • www.pacificderm.org



PDA'S 60TH ANNUAL MEETING

August 6 - 10, 2008 • The Palace Hotel • San Francisco, CA

43 EXHIBIT BOOTHS
EACH 8' X 10'





2008 EXHIBITOR APPLICATION AND CONTRACT

60th Annual Meeting • August 6 - 10, 2008

Company: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____

CONTACT: *(person to whom contract and meeting information should be sent)*

Name: _____ Title: _____

ON-SITE MAIN CONTACT: *(person who would be listed in the program as a post-event contact for doctors attending the meeting)*

Name: _____ Title: _____

BOOTH REGISTRATION:

Each booth registration includes: one (1) 8' x 10' booth, an ID sign, four (4) exhibitor staff registrations and a listing in the conference program.

Booth Registrations (Qty) _____ x US \$1,200.00 each \$ _____

Additional Exhibit Reps (Qty) _____ x US \$50.00 each \$ _____ Total enclosed: \$ _____

BOOTH SELECTION:

Using the numbers listed on the enclosed Floor Plan, please provide your 1st through 4th choices of booth space. Please note that booths are assigned on a first-come, first-served basis, based upon receipt of registration and payment.

1st choice: _____ 2nd choice: _____ 3rd choice: _____ 4th choice: _____

EXHIBIT STAFF: *(please include names and titles of additional booth staff on a separate sheet of paper)*

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

DESCRIPTION OF PRODUCTS AND SERVICES: *(1 paragraph, 250 character limit)*

*Descriptions received after June 20, 2008 may not be included in the on-site conference program. Please email description to pda@hp-assoc.com or attach a sheet of paper with the description to this registration form.

We/I agree to abide by all regulations set forth in the accompanying brochure that is made part of this contract and to all conditions under which exhibit space in The Palace Hotel is leased to the Pacific Dermatologic Association. No refund of any deposit will be allowed for voluntary cancellation after June 30, 2008. Initial space assignment begins June 1, 2008.

Authorized Signature: _____ Date: _____

PAYMENT INFORMATION: Check #: _____ -or- VISA MasterCard AMEX

Card #: _____ Exp. Date: _____

Signature: _____

Please complete, sign and mail or fax for with payment in USD to:
Pacific Dermatologic Association, 575 Market Street, Suite 2125, San Francisco, CA 94105 • ph: 415-927-5729 fax: 415-927-5726