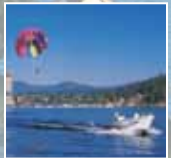




63RD ANNUAL MEETING

Pacific Dermatologic Association



Exhibitor Prospectus

AUGUST 10-14, 2011

Coeur d'Alene Resort | Coeur d'Alene, ID



PACIFIC DERMATOLOGIC ASSOCIATION
August 10-14, 2011 | Coeur d'Alene, ID

www.pacificderm.org

PACIFIC DERMATOLOGIC ASSOCIATION (PDA)

invites you to exhibit at our 63rd Annual Meeting!



PACIFIC DERMATOLOGIC ASSOCIATION
August 10-14, 2011 | Coeur d'Alene, ID

MEETING ATTENDEES & DEMOGRAPHICS

The PDA Annual Meeting attracts dermatologists primarily from its geographic membership area (Western US, Pacific Rim and Canada). Over the past five years, the meeting has drawn an average of 200-250 physician attendees, including clinical dermatologists, general dermatologists and academic dermatology opinion leaders as well as medical extender physician assistants and trainees (fellows, residents and medical students).

HOW DOES THE PDA ANNUAL MEETING "STANDOUT"?

The meeting features a unique three-day Clinicopathologic symposium (one hour per day) where a guest dermatopathologist presents and discusses pathologic correlations of clinical cases submitted by meeting attendees. Always ranked as the most popular and informative session by attendees, the CPC has been held at each PDA Annual Meeting since 1949. The PDA Annual Meeting does not include socioeconomic or political discussions within its program. It instead focuses exclusively on clinical and academic topics, differentiating it from other meetings such as CalDerm.

The PDA Annual Meeting is always held in attractive, easy-to-get-to, "family friendly" destinations. The association encourages attendees to bring their spouses and families and does not charge extra for them to participate. The size of this regional meeting offers the opportunity for more personal interaction with speakers and colleagues than what is found in larger meetings.

EXHIBIT HALL AT PDA'S ANNUAL MEETING

The Exhibit Hall at the 2011 Annual Meeting consists of Bays 3-6 at the Coeur d'Alene Resort, which is directly beside where all educational sessions will be held. Exhibit space will be assigned based on receipt of paid application and is 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 which helps promote maximum flow through the exhibits. A \$500 cash prize is raffled off to doctors who have visited each exhibitor.

PURPOSE OF EXHIBIT HALL

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 firsthand information about products, services and current technological advances specific to dermatology, and as such, 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 related 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 space assignment, application and payment must be returned by May 13, 2011. 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.

EXHIBIT DATES & HOURS

SET UP

Wednesday, August 10 1:00 pm – 5:00 pm

SHOW HOURS

Thursday, August 11 7:00 am – 1:00 pm

Friday, August 12 7:00 am – 1:00 pm

Saturday, August 13 7:00 am – 1:00 pm

DISMANTLE

Saturday, August 13 1:00 pm – 5:00 pm

Exhibits must NOT be disturbed, dismantled or removed before 1:00 pm on Saturday, August 13, 2011 and must be completely removed from the exhibit area by 5:00 pm that day.



PAYMENT

Each 8' x 10' booth registrations costs \$1500 and full payment should accompany the completed application form.

SPECIFICATIONS

Each accepted exhibit includes:

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

**Additional staff may be registered for US \$100 each*

***If completed application, payment and description are received before July 1, 2011.*

CANCELLATION & REFUND POLICY

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

- Received by May 31, 2011 – Full Refund
- Received June 1 - June 30, 2011 – 50% Refund
- Received on or after July 1, 2011 – 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 (888) 388-8815 or via email at pda@hp-assoc.com, for more information or download sponsorship information at: www.pacificderm.org/pdfs/PDA2011Sponsor.pdf

BOOTH INFORMATION

Under no circumstances 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 Coeur d'Alene, Idaho. Please note: The exhibit hall is carpeted. Individual electrical outlets can be purchased through the meeting's official decorator.

OFFICIAL DECORATOR

As the official decorator, Design Events, Inc., will provide you with 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 Design Events, Inc.

Design Events, Inc.

Ph: (800) 840-2280 | www.designevents.com

HOTEL ACCOMMODATIONS

The Coeur d'Alene Resort is the host hotel for PDA 2011. A room block has been secured at the discounted room rate of \$249 US single/double per night. To make reservations, call (800) 688-5253 and indicate that you are with the 2011 PDA Annual Meeting to ensure that you receive this special rate. Hotel reservations should be made no later than July 7, 2011.

The Coeur d'Alene Resort

115 South Second Street, Coeur d'Alene, ID 83814

Hotel Main Number: (800) 365-8338 | www.cdaresort.com



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. 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 as offensive or in violation of this contract or part thereof. In the event of such prohibition or eviction, management shall not be held liable 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 re-assigned, sublet or shared with any other party.



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 should be confined to the space allocated each exhibitor. Maximum side height is 3 feet. The use of anything 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 gaining 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 & Communications
HFD-40, Room 17B – 205600, Fishers Lane
Rockville, MD 20857
Ph: (301) 827-2828 | www.fda.gov

WORKSHOP, EDUCATIONAL PROGRAMS & SEMINARS

Companies exhibiting at the PDA Annual Meeting are required, as a condition of their participation as exhibitors, not to exhibit 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 10-14, 2011.

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, 2011. The request must specify date, time, location, type of function and anticipated attendance.

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 Coeur d'Alene Resort, the PDA and their officers, directors, 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 Coeur d'Alene Resort will not provide insurance protection for the exhibitors.

LIABILITY & INDEMNIFICATION

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or rising 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's Annual Meeting. The Coeur d'Alene Resort, 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 Coeur d'Alene Resort, the PDA or their officers, directors, agents and employees. In the event that any part of the exhibit hall is destroyed or damaged 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 & APPLICATION RULES & REGULATIONS

All matters in question and 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 63rd Annual Meeting or any of the information listed in this prospectus, please contact Christina Fisher, PDA's Meeting Manager at (888) 388-8815.



PACIFIC DERMATOLOGIC ASSOCIATION
August 10-14, 2011 | Coeur d'Alene, ID

PACIFIC DERMATOLOGIC ASSOCIATION

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

Ph: (888) 388-8815 | Fax: (415) 764-4915 | pda@hp-assoc.com | www.pacificderm.org





2011 EXHIBITOR APPLICATION AND CONTRACT

63RD ANNUAL MEETING • AUGUST 10-14, 2011

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 \$1,500 each \$ _____

Additional Exhibit Reps (Qty) _____ x US \$100.00 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)*

Note: Descriptions received after July 1, 2011 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 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 Coeur d'Alene Resort is leased to the PDA. No refund of any deposit will be allowed for voluntary cancellation after July 1, 2011. Initial space assignment begins June 1, 2011.

Authorized Signature: _____ Date: _____

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

Card #: _____ Exp. Date: _____

Signature: _____

PLEASE COMPLETE AND MAIL OR FAX WITH PAYMENT IN USD TO:

Pacific Dermatologic Association, 575 Market Street, Suite 2125, San Francisco, CA 94105 | ph: (888) 388-8815 | fax: (415) 764-4915

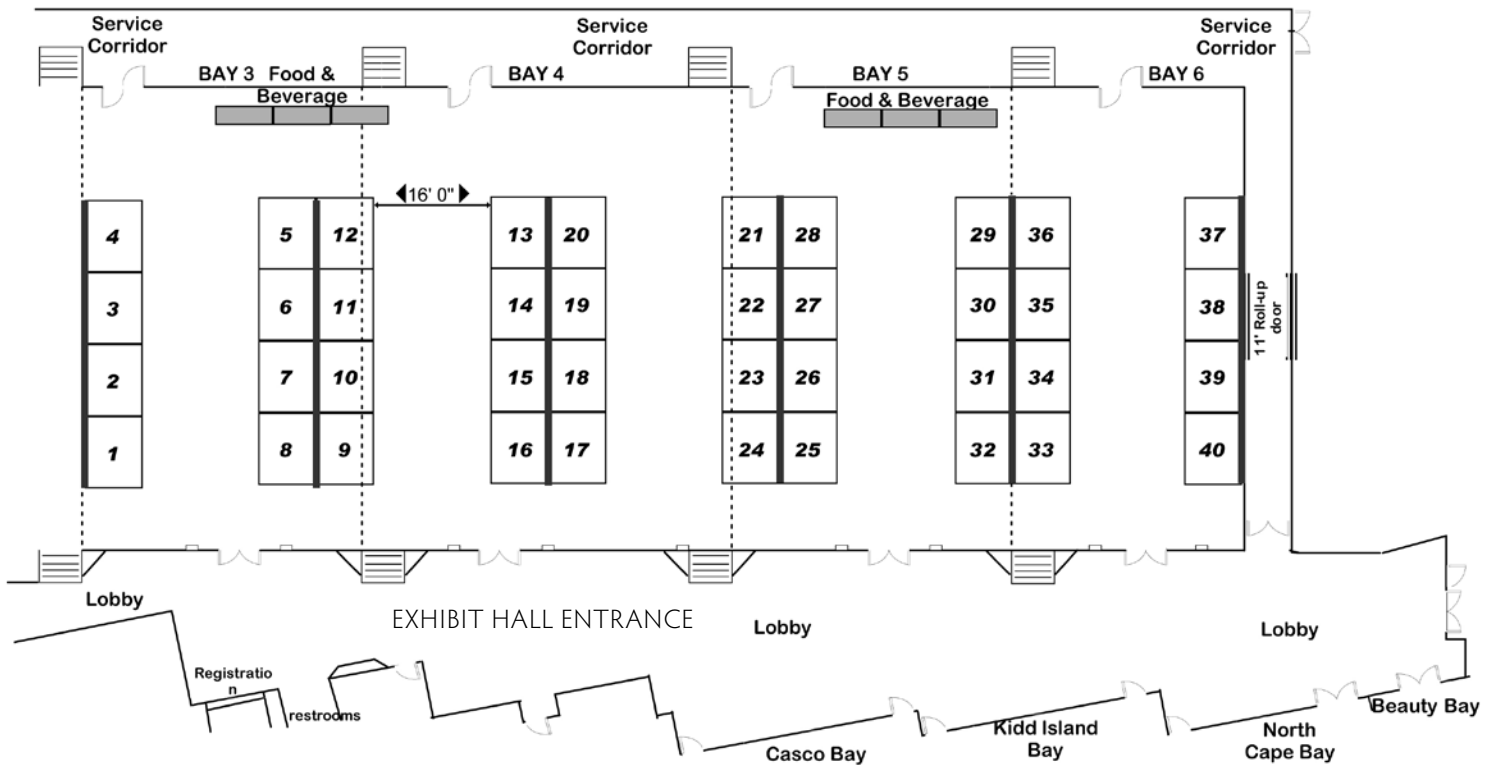


PACIFIC DERMATOLOGIC ASSOCIATION
 August 10-14, 2011 | Coeur d'Alene, ID

PDA'S 63RD ANNUAL MEETING

AUGUST 10-14, 2011

COEUR D'ALENE RESORT - COEUR D'ALENE, ID



**40 EXHIBIT BOOTHS
 EACH 8' X 10'**