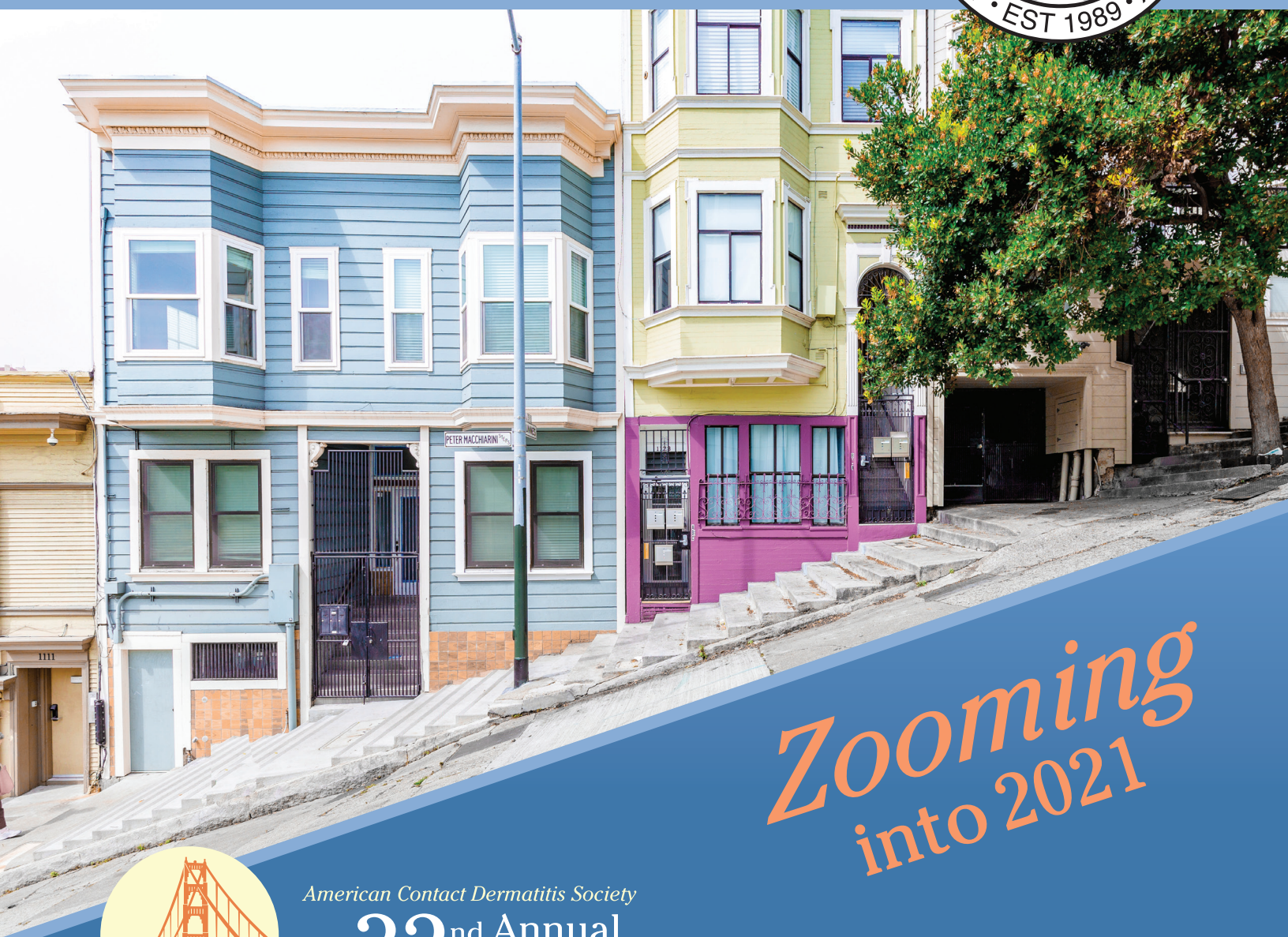


Exhibitor & Sponsorship Prospectus



*Zooming
into 2021*



American Contact Dermatitis Society

**32nd Annual
Meeting**

MARCH 17-18, 2021

ACDS is going *Virtual!*



American Contact Dermatitis Society

32nd Annual Meeting

MARCH 17-18, 2021

ACDS is going *Virtual!*



American Contact Dermatitis Society

555 East Wells Street, Suite 1100

Milwaukee, WI 53202

Phone: (414) 918-9805

Fax: (414) 276-3349

Email: info@contactderm.org



32nd Annual Meeting Highlights

The ACDS Annual Meeting is going virtual. Please join us in **ZOOMING** past 2020, and exploring all the new virtual opportunities that await us.

- Educational content available in both live and on-demand format
- Interactions with sponsors and exhibitors in the virtual exhibit hall
- View the latest research in the E-Poster gallery
- Virtual networking opportunities with leaders in the field
- Access to content for 3 months

American Contact Dermatitis Society 32nd Annual Meeting

Invitation to Exhibit—March 17-18, 2021

The American Contact Dermatitis Society (ACDS) was founded in 1989 and has grown from a small dedicated group of dermatologists focused on contact dermatitis to over 2,000 health care professionals in the field of allergic contact dermatitis and related inflammatory skin diseases. ACDS is known for its Contact Allergen Management Program (CAMP) which provides patients with a safe list of personal and household products that assists patients in managing their allergic contact dermatitis.

The ACDS is pleased to present a virtual exhibit and sponsorship program in conjunction with its 32nd Annual Meeting. The exhibit program will provide the physicians with first-hand information about products and services specific to the area of contact dermatitis and serve as a forum for updating the physician's knowledge of current technological advances in the field.

The ACDS Annual Meeting offers you the opportunity to bring your products to the attention of about 300 physicians and specialists from all over the world in the field of contact and atopic dermatitis and occupational dermatology.

EXHIBIT INFORMATION

With the Annual Meeting's new virtual format, comes new and creative opportunities to reach your target audience. Be sure to explore the many opportunities that are available to you through the Annual Meeting virtual platform.

Please contact us at info@contactderm.org to explore additional sponsorship opportunities that you feel might be more tailored to your specific needs.

EXHIBIT DATES AND HOURS

This year's Virtual Exhibit Hall will be open to the general public, allowing greater access and visibility to a wider audience. The designated times listed below have been set aside to allow you to "staff" your virtual booths during these times, to take full advantage of live interactions through the virtual platform's video chat feature.

General Virtual Exhibit Hall Access

March 17- June 14, 2021

Designated "Staffed" Hours

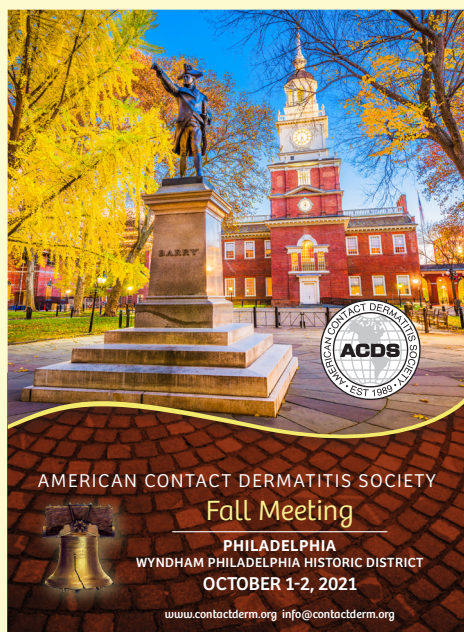
Wednesday, March 17, 2021

2:00pm-4:00pm CT

Thursday, March 18,

11:00am-12:00pm CT

2:30pm- 3:00pm CT





CRITERIA FOR ACCEPTANCE

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

- The products or services relate specifically to the medical and scientific aspects of the practice of contact dermatitis and/or dermatology;
- The products or services to be displayed are safe when used in accordance with the instructions or recommendations of the applicant;
- The products or services to be displayed contribute significantly to the educational purposes of the Annual Meeting.
- Products and/or services that may be considered competitive to those provided by ACDS, are not eligible to exhibit at ACDS sponsored meetings.

REVIEW PROCESS

Applications will be reviewed to determine whether they satisfy the Criteria for Acceptance.

- Each applicant must supply specific information concerning the products or services to be displayed.
- When deemed necessary, additional supporting data may be requested from the applicant.
- Permission to exhibit will in no way constitute an official endorsement of any firm or their products or services.

TERMS OF PAYMENT

Full payment in U.S. funds must be submitted with the application for exhibit space. No application will be processed until the full payment is received.

No refunds will be made in the event of cancellation after January 22, 2021.

The acceptance of payment by the American Contact Dermatitis Society with an application does not in any way constitute acceptance of the application. If an application is subsequently denied, a full refund will be issued promptly.

COMMERCIAL SUPPORT AND PROMOTION

The American Contact Dermatitis Society (ACDS) is committed to presenting CME activities that promote improvements or quality in health care and are independent of the control of commercial interests.

Appropriate Use of Commercial Support and Promotion

Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the space or place of the CME activity.

ACDS EXHIBIT RULES AND REGULATIONS

Advertising

ACDS does not endorse or promote any products or services related to a virtual exhibit booth. The use of the ACDS logo, name, annual conference/exhibition artwork, or any representations thereof shall be only at the express written consent of show management. Canvassing or distribution of advertising material by an exhibitor is not permitted outside of the exhibitor's virtual space. Third parties acting on behalf of or representing the exhibitor must adhere to and abide by ACDS rules and regulations.

Sanctions for Violations

ACDS reserves the right to reject for any reason any exhibit application submitted; to reject, prohibit or otherwise require modification of any exhibit for any reason that in its opinion is objectionable, may detract from the general character of the conference, and is not in keeping with the policies of ACDS. This reservation refers to companies, persons, products, and/or printed matter. ACDS may impose appropriate sanctions regarding current or future participation in ACDS exhibit programs. In the event of such restrictions or eviction, ACDS will not be liable for any refunds, rentals, or exhibit expenses.



2021 Annual Meeting Exhibitor Opportunities

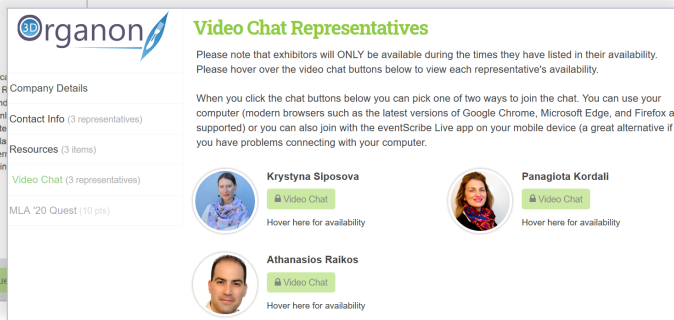
STANDARD VIRTUAL EXHIBIT BOOTH PACKAGE (\$2,000)

PREMIUM VIRTUAL EXHIBIT BOOTH PACKAGE (\$4,000)

Exhibit Benefits	Standard \$2,000	Premium \$4,000
Increased Exposure- Virtual Exhibit Hall includes open access to the public	X	X
Logo recognition during opening session and in attendee marketing emails	X	X
Recognition on the conference website, virtual platform and social media	X	X
Logo Upload	X	X
Logo visible on the virtual platform landing page	X	X
Company description and social media links	X	X
Exhibitor Portal with access to analytics/statistics	X	X
Host live video chats with attendees through your booth	X	X
Content available on virtual platform for up to 3 months after conference	X	X
Ability to upload website links	3	6
Ability to upload documents (PDF) to your virtual booth	3	6
Ability to upload images to your virtual booth	3	6
Complimentary conference registrations with access to all educational sessions	2	4
Custom banner ad linking to website of your choice within your virtual booth		X
Virtual platform banner ad on left navigation viewable from all pages		X
Premium virtual location		X
Ability to upload a custom video up to one (1) minute in length		X
Giveaway button to promote booth traffic		X
Two (2) social media sponsorship posts		X
One email broadcast sent to attendees (to be sent by ACDS on your behalf)		X



Sample virtual booth





General Meeting Support Opportunities

General meeting support allows the American Contact Dermatitis Society to use the funds for the Annual Meeting as it sees fit. All sponsors who give general meeting support will be recognized within the virtual meeting platform, ACDS website and general program materials.

General Meeting Support Levels

• Platinum Level	\$25,000+
• Gold Level	\$15,000 – \$24,999
• Silver Level	\$7,000 – \$14,999
• Bronze Level	\$2,500 – \$6,999

Virtual Platform Sponsorship (\$25,000)

Position yourself as an elite sponsor by supporting the ACDS Annual Meeting virtual platform.

Sponsorship includes the following:

- Premium exhibit booth package
- Platinum recognition on all sponsorship materials
- Logo Represented on ACDS branded conference banner, displayed at the top of each page within the virtual platform.
- Left Navigation ad
- Logo recognition on right side scrolling ad
- Access to host and moderate a non-CME or moderated chat room where attendees can come to discuss a specific topic or socialize (20 minute session), includes promotion within the conference program. Available times include the following:

March 17th

2:00pm – 2:20pm CT

3:00pm – 3:20pm CT

March 18th

11:00am – 11:20am CT

11:20am – 11:40am CT

Lunch Sponsor (\$25,000)

While we might not be able to serve our attendees a full lunch buffet, your company can offer those who attend an extra surprise by ordering meals for delivery. Send Uber Eat Vouchers to all conference attendees so they can enjoy a complementary lunch on you. Sponsorship includes \$10 Uber Eat vouchers to be sent to the first 300 attendees to register. Includes a premium virtual booth.

Virtual Cocktail Reception (\$15,000)

Sponsor a virtual cocktail social in the format of your choosing and release some energy from the day. Use your creativity to host a mixology class, coordinate a trivia game night, or conduct a dance off. The possibilities are endless. Sponsorship includes a premium virtual booth, and promotion of your event to attendees. Sponsor may incur additional shipping costs if any “gifts” are distributed to attendees in conjunction with the evening event. Shipments will be coordinated and sent out directly from the ACDS headquarters.



Required Dimensions

2340w x 280h

Top Banner

Include a sponsor logo in your banner, displayed at the top of each page. This is prime real estate because it shows on all pages of the site.

American Contact Dermatitis Society

555 E Wells St
 Milwaukee, WI 53202
www.contactderm.org
info@contactderm.org
 414-918-9805





Branded Networking Break/Chat Room Sponsorship (\$12,000) – limited availability

Sponsor a non-CME session or moderated chat room where attendees can come and have a discussion on a specific topic (with ACDS approval). As the sponsors of this room, you will be promoting the dialogue. Sponsor can select the topic. Opportunities to be creative – Host a virtual social, or informal meet-up. Includes a premium virtual booth. Available times include the following:

March 17th

2:00pm – 2:20pm CT
3:00pm – 3:20pm CT

March 18th

11:00am – 11:20am CT
11:20am – 11:40am CT

Coffee Break Sponsor (\$5,000)

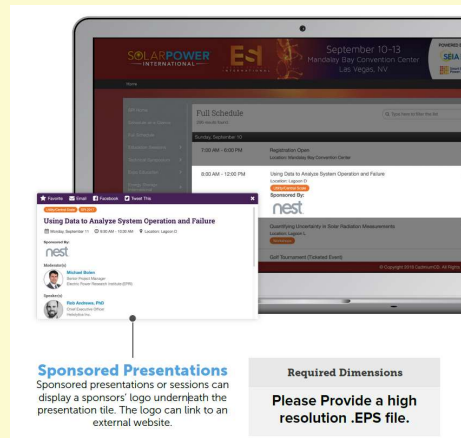
Host a virtual coffee break by offering those who attend an extra surprise and a little pick me up. Provide gift cards for a complimentary cup of coffee to the first 300 attendees to register. Gift cards can be sent electronically or via mail in advance of the meeting. Cost of gift cards is an additional cost to the sponsor and are sent out by ACDS on behalf of the sponsor. Includes a standard virtual booth.

E-Poster Gallery Sponsorship (\$10,000)

Sponsor the E-Poster gallery, which will house approximately 20-30 e-posters on research pertaining to contact dermatitis. Sponsorship includes company and logo recognition within the e-poster gallery and within conference materials. Includes a premium virtual booth.

Session Sponsorship (\$7,000)

Sponsor a specific educational session, includes sponsorship recognition within conference materials and sponsorship logo on the virtual agenda listing. Note: Sponsor does not have input on educational content. Includes a premium virtual booth.



Sponsored Presentations
Sponsored presentations or sessions can display a sponsor's logo underneath the presentation title. The logo can link to an external website.

Required Dimensions
Please Provide a high resolution .EPS file.

Attendee Swag Giveaway (\$5,000)

Send an item of your choosing to conference attendees. Sponsor is responsible for additional cost of item and postage to attendees. Shipments will be coordinated and sent out directly from the ACDS headquarters. Includes a standard virtual booth.

Virtual Platform Advertisements

The ACDS virtual platform offers strategic ad placements to reach your target audience. Visible for up to 3 months.

• Virtual Landing Page Banner Ad with web link – \$5,000 (left)

• Virtual Landing Page Logo Recognition with web link – \$3,000 (right)

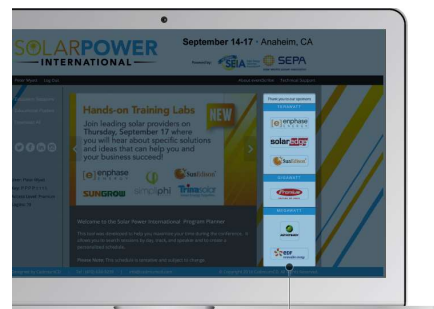


Left Navigation Ad

Appears in the main navigation and can link to an external website. This is prime real estate because the ad shows on all pages of the event website.

Required Dimensions

280w x 280h



Required Dimensions

Please Provide high resolution .EPS logo files.

Right Side Banner

This banner is very flexible! Animate through multiple images or sponsor logos, and link to external websites. Animated GIFs are supported.

*Example of Sponsor Logo List



Privacy Information

The American Contact Dermatitis Society (ACDS) takes your privacy seriously. ACDS will only use your personal information to administer your exhibit booth at the 2021 ACDS Annual Meeting, to provide services that you have requested from ACDS and otherwise as you may expressly consent. A complete copy of ACDS's Privacy and Data Protection Policy, the terms of which are incorporated herein, can be found at <https://www.contactderm.org/privacy-policy>. By providing consent, you are allowing ACDS to process your personal data. ACDS will collect and store information you provide in the Exhibit Application for the purposes of reserving an exhibit booth at the Meeting, to assist with administrative planning and marketing purposes, and to allow the compilation and analysis of statistics relevant to ACDS.

The information you provide in the Exhibit Application and information provided at any other time during the Meeting, including

without limitation any feedback obtained during the Meeting, will be used by ACDS to offer, provide and continue to improve its Annual Meeting and other services. With your permission, ACDS will disclose information that is collected in the Exhibit Application such as your name, organization, address, telephone and fax numbers, and email address for marketing purposes. ACDS will also use your email address to communicate important information regarding this event and for marketing purposes for future events. ACDS will not otherwise, without your consent, use or disclose your personal information for any purpose unless it would reasonably be expected that such a purpose is related to the offer, provision and improvement of the Annual Meeting or where such purpose is permitted or required by law.

NOTE: ACDS is recording portions of the Annual Meeting. These recordings, along with your name and/or likeness, may be used in ACDS publications or on the ACDS website.



Application / Contract for Exhibit Space

Company Name: _____

Address: _____

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

Contact Name: _____ Email: _____

Phone: _____ Fax: _____

PRODUCT DESCRIPTION (50 word limit)

Please submit with application.

VIRTUAL EXHIBIT BOOTH

Standard Virtual Exhibit Booth \$2,000 _____

Premium Virtual Exhibit Booth \$4,000 _____

Booth Personnel Names (complimentary):

1.) _____

2.) _____

3.) _____

4.) _____

SPONSORSHIP OPPORTUNITIES

Virtual Platform \$25,000 _____

Lunch \$25,000 _____

Virtual Cocktail Reception \$15,000 _____

Branded Break/Chat Room \$12,000 _____

Poster Gallery Sponsorship \$10,000 _____

Session Sponsorship \$7,000 _____

Attendee Swag Giveaway \$5,000 _____

Coffee Break Sponsor \$5,000 _____

Virtual Landing Page Banner Ad \$5,000 _____

Virtual Landing Page Logo Recognition \$3,000 _____

I understand that if I reserve exhibit space and do not show to claim such space, the exhibit fee is not waived and is due and payable to the American Contact Dermatitis Society.

I agree to pay the applicable fees by **January 22, 2021**. I agree to abide by all the regulations set forth in the accompanying brochure, which is made part of this contract. No refund of any payment will be allowed for voluntary cancellation after **January 22, 2021**.

In connection with your participation, please sign and return a copy of this agreement to acknowledge that you agree to hold our joint CME provider, and the American Contact Dermatitis Society harmless from any liability, damages, or costs (including reasonable attorneys' fees) that may arise as a result of you exhibiting at this CME activity.

I acknowledge and agree to the hold harmless provisions set forth in this letter.

PLEASE SIGNIFY YOUR ACCEPTANCE OF THESE GUIDELINES

☐ I acknowledge the Exhibitor/Commercial Support Representative Guidelines as presented above and agree that I will abide by those guidelines.

Signature: _____ Date: _____

Print Name: _____ Company Name: _____

CREDIT CARD PAYMENT

Please charge to my ☐ MasterCard ☐ VISA ☐ American Express ☐ Discover

Name as it appears on your card (please print): _____

Card Number: _____ Expiration Date: _____

Signature of Card Holder (REQUIRED): _____

PLEASE RETURN COMPLETED APPLICATION AND PAYMENT TO:

American Contact Dermatitis Society | 555 East Wells Street, Suite 1100 | Milwaukee, WI 53202

Phone: (414) 918-9805 | Fax: (414) 276-3349 | Email: info@contactderm.org