

GDPA 2021 SPONSOR AND EXHIBITOR PROSPECTUS



GDPA'S 13th ANNUAL DERMATOLOGY **PEARLS CME CONFERENCE**

The InterContinental Buckhead
Atlanta, Georgia

SEPTEMBER 9-11
2021



Dermatology PEARLS is a three day medical education program designed as a comprehensive training program for Physician Assistants and Nurse Practitioners working in the dermatology speciality.

For more information visit us at GaDermPA.org



Letter from the *Executive Director*

Dear Industry Partners,

On behalf of the GDPA, it is my pleasure to invite you to participate in the 13th Annual Dermatology PEARLS Conference. Since our inception in 2009, our meeting has focused on expanding educational opportunities for PAs and NPs who work in the specialty of dermatology. Demand for education from these prescribers continues to increase with 240 prescribers in attendance at our 2019 meeting. We have experienced sell-out attendance in recent years and will be expanding our capacity in 2021 to accommodate the growing need for more registration spots from our attendees. We hope that the government and medical researchers will have successfully mitigated the current health crisis to allow for an in-person meeting.

Dermatology PEARLS is a three-day medical education program designed to appeal to PAs and NPs of all experience levels. Conference attendees come from across the United States, with many choosing to return year after year. Each year we recruit engaging dermatology thought leaders to present outstanding educational sessions on a wide range of practice pertinent topics. We differentiate our meeting by hosting our attendees in a location that minimizes daytime distractions while offering plentiful evening options to keep attendees engaged throughout the day and maximizing attendance at our mealtime Product Theaters.

The 13th Annual Dermatology PEARLS will take place on September 9-11, 2021, at the InterContinental Buckhead Hotel in Atlanta, Georgia. This conference hotel is situated within the Buckhead Community of Atlanta, adjacent to Lenox Mall, and offers easy access to the Atlanta Hartsfield-Jackson International Airport. It will provide our industry participants an Exhibit Hall and time format that will maximize interaction between the meeting participants and company representatives through extended coffee breaks as well as a welcome event with exhibitor participation.

We invite you to become a sponsor of Dermatology PEARLS 2021 and increase awareness of your products and services to our attendees. This prospectus will detail the many advantages of sponsorship and the benefits available to our sponsors. There are additional opportunities for partners to become involved in our annual event; please contact Rose Hawker via email at GDPA@events-made-simple.com if you have any questions or wish to make further inquiries. Also, please feel free to reach out directly to me via email at Matthew@Elevate-Derm.com or by calling 888-688-5251, Ext 2.

We look forward to seeing you in Atlanta,

Matthew Brunner MHS, PA-C, DFAAPA

*Executive Director & CME Planner
Georgia Dermatology PAs*



SPONSORSHIP OPPORTUNITIES

For additional information on the below mentioned opportunities please call 888-688-5251, Ext. 1

SPONSORSHIP LEVEL BENEFITS (Includes Cost of Exhibit Table)	DIAMOND (4 AVAILABLE) \$50,000	PLATINUM (2 AVAILABLE) \$40,000	EMERALD \$20,000	GOLD \$15,000	SILVER \$7,500	BRONZE \$5,000	EXHIBITOR \$3,500
Lunch Product Theater or Relaxation Station Host (Inclusive of Food & A/V)	*						
Breakfast Product Theater (Inclusive of Food & A/V)		*					
Branding [Choose One]: Conference App, Syllabus Sponsorship, Hotel Keycards, Coffee Cup Sleeves, Poster Session.	* First Choice		*				
Premiere Placement of Exhibit Space	*	*					
Pre-Function Window Cling	*	*					
List of Emails for Pre-Registration / Post-engagement follow up. [2 Time Use Only]	*	*					
Bag Insert [Limited to One]	*	*	*				
Full Page Ad in Attendee Syllabus	*	*	*	*			
Half (1/2) Page Ad in Attendee Syllabus					*		
Sponsorship [Choose One]: WiFi, Friday Breakfast or Audio Visual				*			
Sponsorship [Choose One]: Electronics Charging Station or Coffee Break					*		
Recognition in Conference Program	*	*					
Recognition in Attendee Syllabus	*	*	*	*	*	*	*
Recognition on GDPA / Conference Website	*	*	*	*	*	*	*
Scientific Poster Submission(s)	*Up to Four (4)	*Up to Two (2)	*One	*One	*One	*One	
Full Access Badges [Allows access to Education Sessions, Welcome Event & Exhibits]	*Up to Four (4)	*Up to Two (2)	*One	*One	*One	*One	
Exhibitor Badges [Allows access to Welcome Event & Exhibits]	*Up to Six (6)	*Up to Five (5)	*Up to Four (4)	*Up to Four (4)	*Up to Three (3)	*Up to Two (2)	*Up to Two (2)
Exhibit Space	*	*	*	*	*	*	*
Recognition on Conference Signage	*	*	*	*	*	*	*
Lead Retrieval Device	*	*	*	*	*	*	*

Additional Marketing Opportunities:

1. Banner Ad in Post Conference Email - \$3,000
2. Floor Cling / Bathroom Mirror Clings - Inquiries Welcomed [Priced by size and number requested.]
3. Welcome Event Sponsorship Branding [Signage & Cocktail Napkins] - \$10,000
4. Evening Satellite Symposium \$15,000 Includes Pre-registration emails for 2 Time use only. [Excludes F&B & AV]

Additional Full Access Badges:

Allows access to Education Sessions, Welcome Event & Exhibits - \$400 per badge.

Additional Exhibitor Badges [Allows access to Welcome Event & Exhibits]: \$300 per badge.

SPONSOR AND EXHIBITOR

RULES AND REGULATIONS

Tabletop exhibit space is available in the exhibit hall for \$3,500.00 per table. Exhibit table fee allows for one (1) 6 foot table top display with two (2) badges for representatives for exhibit hall access only. Each exhibitor (excluding non-profits) will receive one (1) lead retrieval for scanning attendee badges during exhibit hall hours only. Due to limited space exhibitors will confine themselves to tabletop use ONLY, no large exhibit pop-up allowed unless approved by GDPA.

Large floor exhibit display requests MUST be approved three (3) months prior to event. Photo and dimensions of large exhibit displays must be sent to gdpa@events-made-simple.com for review and approval. Additional booth fees for large exhibit displays will apply.

Every effort will be made to provide each company with their booth number thirty-(30) days prior to conference date however; it is not necessary to have a booth number in order to ship materials.

All exhibitor materials must be stored under assigned tables; aisles must be kept clear of boxes and trash. It is the Exhibitor's responsibility to provide signage and materials, and also request electrical and internet connections if needed, at the Exhibitor's expense.

REGISTRATION: GDPA registration booth opens Thursday, September 9, 2021 in the Windsor Ballroom Pre-function area at the InterContinental Buckhead. Each Exhibitor will receive badges and participant list at registration. Lead retrievals will be delivered to each exhibit table at 2:00pm.

InterContinental Buckhead
3315 Peachtree RD, NE
Atlanta, GA 30326

EXHIBITOR SETUP

Thursday, September 9 - 10:00am to 2:30pm

EXHIBIT HOURS

Thursday, September 9 - 3:00pm to 7:00pm

COFFEE BREAK WITH EXHIBITORS

3:00pm to 3:30pm

WELCOME EVENT AND CHARITY FUNDRAISER

5:30pm to 7:30pm

All registered conference attendees, faculty and exhibitors invited to attend.

Friday, September 10 - 9:00am to 3:15pm

COFFEE BREAK WITH EXHIBITORS

10:00am to 10:30am - 2:45pm to 3:15pm

EXHIBIT HALL - CLOSED 3:15pm

Times and table locations are subject to change, check GDPA website for updates at GaDermPA.org.



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SHIPPING AND RECEIVING OF PACKAGES:

In order to better serve your needs, all inbound and outbound freight shipments for the GDPA Dermatology PEARLS Conference are required to be sent through the Official Show Organizer (OSO). Please note that any freight sent directly to the InterContinental Buckhead may get turned away at shipper's expense. Exhibitor kit and other details will be posted on the GDPA website at www.GaDermPA.org.

LIABILITY: Exhibitors are responsible for submitting an executed release of liability for themselves and/or its third party representative in charge of providing installation and dismantling services prior to set-up. If Exhibitor fails to deliver the release, they will be prohibited from utilizing exhibition premises. The release must include the following language: "To the fullest extent legally permissible Exhibitor agrees: (i) it shall be fully responsible to pay for any and all damage to property owned by Hotel, or their affiliates or any of their respective owners or managers that results from any act or omission of Exhibitor, (ii) to defend, indemnify and hold harmless, Hotel and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property; and (iii) its liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees."

EXHIBITOR LOSS AND DAMAGE HOLD HARMLESS:

"[EXHIBITOR] hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Elevate Medical Education LLC, Events Made Simple, LTD, Georgia Dermatology Physician Assistants (GDPA), The InterContinental Buckhead Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of GDPA, the Hotel, its employees and agents.

INSURANCE: [EXHIBITOR] shall obtain and keep in force during the term of the installation

and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

The InterContinental Buckhead Hotel, its owners, its operators shall be included in such policies as additional named insurers. In addition, [EXHIBITOR] acknowledges that neither GDPA, Elevate Medical Education LLC, Events Made Simple, LTD, the Hotel, its owners, its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of [EXHIBITOR] to obtain business interruption and property damage insurance insuring any losses by [EXHIBITOR]."

SECURITY: The InterContinental Buckhead Hotel does not provide security specifically for group Exhibition Hall. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and display at all times. Doors will NOT be locked during scheduled meeting times.

DUE DATE: All exhibitor contracts and payment are due no later than **July 15, 2021**. Exhibit space is limited and on a first come first serve basis, early submission of contracts and payments is highly recommended to secure your space.

PAYMENT: Full payment of the exhibit space fee must be submitted with the signed contract. Deposits will not be accepted to hold exhibit space. Faxed contracts will not be accepted to hold exhibit space. Credit cards plus 3% card fee is accepted.

CANCELLATION: No refunds will be issued for exhibit space cancellations or no shows.

HOTEL RESERVATIONS: GDPA has secured a block of rooms at the InterContinental Buckhead Hotel in Atlanta at special group rate of \$209 plus tax, plus a \$5.00 GA State Hotel-Motel fee per room per night. Please book your room reservation directly with Hotel by calling 1-404-946-9191 or 1-877-422-8254 and ask for GDPA room block. Conference Organizers assume no responsibility beyond securing reduced rates on behalf of the GDPA. **Cut-off date is August 20, 2021** or until entire room block has been filled whichever comes first. This Hotel is in a prime location and therefore we ask that you do not delay in booking your room reservation.



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Elevate Medical Education LLC
Executive Director & CME Planner:
Matthew Brunner, MHS, PA-C,
DFAAPA

GaDermPA.org

Contract for Exhibit Space

PLEASE COPY THIS PAGE, complete and
mail back with payment to:

GDPA, 6547 Preakness Pass, Bulverde, TX 78163

QUESTIONS: Contact Rose Hawker

Phone: 830-980-8489 Fax: 830-438-5425

E-mail: GDPA@events-made-simple.com

GDPA Tax#27-0765626

PLEASE TYPE OR PRINT

Company Name _____

(As it should appear on printed materials)

Primary Contact

First Name _____

Last Name _____

Title _____

Contact E-mail _____

Co. Mailing Address _____

City _____

State _____ Zip _____

Primary Contact Phone _____/_____/_____

Fax _____/_____/_____

PAYMENT FEE SCHEDULE

Exhibit Table Fee: \$3,500 each (No refunds for cancellations or no shows.)

Exhibit Table Non-Profit (each): \$250 ____

Exhibit Table Late Registration Fee - \$3,800 after July 15, 2021 ____

Total Fee \$ _____

Please make check payable to GDPA.

(Credit cards plus 3% card fee is accepted.)

Company name must appear on check.

Check # _____

Date ____/____/____

Signature of Authorized Representative

Print Name: _____

I am an authorized representative of the Company named above with
the full power and authority to sign and deliver this contract.

EXHIBITOR REPRESENTATIVE INFORMATION:

You are required to submit the GDPA Badge Request Form
to gdpa@events-made-simple.com by August 19, 2021.