

# MISSOURI DERMATOLOGICAL SOCIETY ANNUAL MEETING

---



## EXHIBITOR PROSPECTUS

---

September 20 – September 22, 2024  
21C Museum Hotel  
1528 Locust Street  
St. Louis, MO 63013

# Missouri Dermatological Society, Inc.

Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)

P.O. Box 1565 • Jefferson City, MO 65102

## Board of Directors Missouri Dermatological Society, Inc.

Dear Vendor,

We're writing to extend an invitation to your company to exhibit its products and services at the Missouri Dermatological Society's Annual Meeting September 20 -22, 2024. This year's meeting will be held at the 21C Museum Hotel in St. Louis.

Exhibiting at the Missouri Dermatological Society's Annual Meeting is an excellent opportunity to reach the more than 100 Dermatologists and Dermatologic Nurses, Physicians Assistants and Nurse Practitioners from throughout the state of Missouri and adjoining states who attend this meeting each year.

In order to facilitate the planning of this year's event, we would like to receive your commitment to exhibit at this year's meeting. Our members consistently indicate that the companies that exhibit at and sponsor our meeting contribute a great deal to the experience and the overall quality of the event.

Please review the following documents that explain multiple industry support options available for this year's meeting.

We hope you make plans to participate by registering online at [moderm.org](http://moderm.org). Payment MUST be received by September 1. Registrations that have not been paid by September 1 will be canceled. If you have any questions, please contact Jill Hancock at [jill@c2cpro.solutions](mailto:jill@c2cpro.solutions).

### **Additional Information**

Missouri Dermatological Society's Tax ID #26-3934046.

Thank you in advance for helping make this meeting a success.

Sincerely,

Board of Directors  
Missouri Dermatological Society

# 2024 ANNUAL MEETING INDUSTRY SUPPORT OPTIONS

---

## EXHIBITOR BOOTHS

### Standard Booths – \$2,750

- 8' x 10' pipe and drape booth
- Access to electricity, free of charge, if requested by August 26
- All exhibitor representatives invited to attend free of charge
- Listing in the program

### Nonprofit/Advocacy Booth – \$750

- 8' x 10' pipe and drape booth for groups that have a 501c tax determination with the IRS
  - Access to electricity, free of charge, if requested by August 26
  - All exhibitor representatives invited to attend free of charge
  - Listing in the program
- 

### Exhibit Hours & Set-up

#### Set-Up:

Friday, September 20, 1:00 p.m. to 3:00 p.m.

#### Exhibit Hours:

Friday, September 20, 3:00 p.m. to 6:00 p.m.  
Saturday, September 21, 8:00 a.m. to 1:00 p.m.

*Exhibit hours are approximate and subject to change.*

*Set-up times, booth assignments and additional instructions will be sent to the primary contact prior to the event. All exhibitors are invited to attend the Friday evening dinner and reception from 6:00 – 8:00 p.m.*

Please contact Jill Hancock at [jill@c2cpro.solutions](mailto:jill@c2cpro.solutions) for additional sponsorship opportunities. Registrations must be submitted online at [modern.org](http://modern.org). Payment MUST be received by September 1. Registrations that have not been paid by September 1 will be canceled.

# 2024 ANNUAL MEETING

## INDUSTRY SUPPORT OPTIONS

---

### SPONSORSHIPS

#### **Diamond Sponsor (\$15,000) – *One Available***

- Overall event sponsorship with recognition at the Saturday morning networking breakfast
- Sponsor may provide a speaker/presentation (non-CME) for up to 60 minutes; Please note that all labor, speaker fees, etc. are the responsibility of the breakfast sponsor
- Company logo on signage, website, program, etc.
- Standard booth included

#### **Platinum Sponsor (\$15,000) – *Two Available***

- Sponsorship recognition at the Friday dinner
- Opportunity to address the MDS Board for 5–10 minutes prior to the dinner
- Company logo on signage, website, program, etc.
- Standard booth included

#### **Gold Sponsor (\$7,500) – *Two Available***

- Sponsorship recognition at the Friday dinner
- Signage and listing in program
- Standard booth included

#### **Silver Sponsor (\$5,000) – *One Available***

- Refreshment break sponsor
- Signage and listing in program
- Standard booth included

#### **Bronze Registration Folder Sponsor (\$3,000) – *One Available***

- Standard booth included
- Logo on the registration folders and materials

Please contact Jill Hancock at [jill@c2cpro.solutions](mailto:jill@c2cpro.solutions) for additional sponsorship opportunities. Registrations must be submitted online at [modern.org](http://modern.org). Payment MUST be received by September 1. Registrations that have not been paid by September 1 will be canceled.

**Missouri Dermatological Society, Inc.**  
Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)  
P.O. Box 1565 • Jefferson City, MO 65102

---

# GENERAL INFORMATION

---

Exhibiting at the Missouri Dermatological Society (MDS) Annual Meeting is an excellent opportunity to reach the more than 100 Dermatologists and Dermatological Nurses from throughout the state of Missouri and adjoining states who attend this meeting each year. MDS leadership actively promotes industry support by encouraging their colleagues to spend time with exhibitors during the exclusive visiting times and works to ensure productive face-to-face networking opportunities.

Exhibiting companies will receive periodic attendee rosters in electronic form as they become available or by request. A roster will be distributed at the Annual Meeting and a follow-up electronic roster will be sent to all exhibiting companies, as there are often on-site registrations.

## Categories of Exhibits

MDS will consider applications for exhibit space for products or services in the following categories:

- Associations & Foundations
- Clothing
- Computer Software & Hardware
- Cosmetics & Skin Care
- Disposable Medical Supplies
- EMR/EHR Systems
- Laboratory Services
- Laser & Laser Supplies
- Market Research
- Medical Lighting Equipment
- Office Equipment & Supplies
- Pharmaceutical
- Photographic Equipment & Imaging Services
- Photo-therapy Equipment & Supplies
- Practice Manager
- Publishing & Educational Materials
- Surgical Instruments
- Other – Please Inquire

Exhibits are to be displayed in such a manner that the presentation of products and services in the exhibit hall will enhance the overall educational goals of the Annual Meeting.

Please contact Jill Hancock at [jill@c2cpro.solutions](mailto:jill@c2cpro.solutions) for additional sponsorship opportunities. Registrations must be submitted online at [moderm.org](http://moderm.org). Payment MUST be received by September 1. Registrations that have not been paid by September 1 will be canceled.

**Missouri Dermatological Society, Inc.**  
Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)  
P.O. Box 1565 • Jefferson City, MO 65102

---

# **GENERAL INFORMATION**

---

## **Application Procedures**

To apply for exhibit space, please complete the registration form at [moderm.org](http://moderm.org). Please note that only online registrations will be accepted.

## **Exhibit Floor Plan & Space Assignments**

Booth space is assigned on a first-come, first-served basis by the MDS Office following the completion of the application and payment. Consideration will be made to maintain a reasonable distance from any direct competitors – please contact MDS should you have specific requests.

## **Cancellation Policy**

Notification of an exhibitor's decision to cancel must be sent in writing (email acceptable) no later than August 23, 2024 for a full refund. No refunds will be issued after August 23, 2024. Cancelled booths will be offered to companies on the waiting list.

## **AV Equipment**

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Any exhibit may be closed if deemed by MDS, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

Registrations must be submitted online at [moderm.org](http://moderm.org). Payment **MUST** be received by September 1. Registrations that have not been paid by September 1 will be canceled.

**Missouri Dermatological Society, Inc.**  
Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)  
P.O. Box 1565 • Jefferson City, MO 65102

---

# **GENERAL INFORMATION**

---

## **Booth Activities**

The exhibitor is permitted to demonstrate the firm's equipment, make informational presentations regarding the product line or service, and distribute product information and related product marketing activities from the exhibit booth.

Under no circumstances may exhibitor marketing activities take place outside the exhibit booth, whether in or around the host hotel or during MDS Annual Meeting program hours. Activities that interfere with normal traffic flow, infringe on other exhibits, or interfere with any meeting activities as determined by MDS, are prohibited.

Aisles may not be obstructed due to any activities within the booth. Exhibitors are responsible for monitoring attendance to prevent aisle congestion. Presentations will be limited or eliminated in situations where overflow becomes a problem. Exhibit personnel or devices may not operate outside the booth space assigned, and/or exhibit hours. Product and service demonstrations may be conducted by professional presenters or models; however, demonstrations are to be straightforward, professional and non-combative in nature. The display of offensive materials, as determined by MDS, will be prohibited. The use of live animals and live subject demonstrations for the purpose of demonstrating techniques that involve equipment or prescription pharmaceuticals is prohibited. Cosmetics and nonprescription skin care products may be demonstrated.

Because the exhibition of experimental products or services, the efficacy of which may not yet have been fully determined or which may not yet be commercially available, may in some cases be of significant scientific educational value, the exhibition of such products or services may be permitted if the basic criteria for technical exhibits are satisfied. The exhibition of such experimental products and services must also be in accordance with all applicable FDA regulations.

Registrations must be submitted online at [moderm.org](http://moderm.org). Payment **MUST** be received by September 1. Registrations that have not been paid by September 1 will be canceled.

**Missouri Dermatological Society, Inc.**  
Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)  
P.O. Box 1565 • Jefferson City, MO 65102

---

# GENERAL INFORMATION

---

## **Advertising, Promotions & Display Materials**

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising, in any media, that particular products or services have been exhibited at the MDS Annual Meeting or in a manner that could be construed as an endorsement by MDS or by its members is prohibited.

Missouri Dermatological Society, Inc. and Missouri Dermatological Society Association logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials displayed or distributed. Exhibitors shall not transmit or permit anyone to transmit any part of the Annual Meeting by means of radio, television, cable, videotape, online stream or other method of transmission of audio or visual reports. Exhibitors may not reference any part of the MDS Annual Meeting program in any of their exhibit marketing materials or within their exhibit booth.

Advertising materials, other than official MDS advertising programs, may not be distributed outside the exhibitor's booth. This applies to distributing flyers, handbills, invitations, magazines or other advertising materials to hotel rooms of Annual Meeting attendees. Canvassing or distributing materials in any part of the convention center or hotels used by MDS during the Annual Meeting is prohibited.

## **Registration & Badges**

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to the exhibit hall and for the duration the exhibitor is in the exhibit hall. The company name that appears on the badge will be the name provided on the online Exhibitor Application only. Company name changes will not be accepted on-site. Company badges will not be accepted in lieu of the official badge. Individuals who do not have badges will not be admitted into the exhibit area. Badges may not be altered or covered in any manner. Individuals found in violation may be asked to relinquish their badge and escorted from the exhibit hall.

Registrations must be submitted online at [moderm.org](http://moderm.org). Payment **MUST** be received by September 1. Registrations that have not been paid by September 1 will be canceled.



**Missouri Dermatological Society, Inc.**  
Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)  
P.O. Box 1565 • Jefferson City, MO 65102

---

# **GENERAL INFORMATION**

---

## **FDA Regulations**

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approval requirements. Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the commercial promotion of approved drugs or devices for unapproved uses. Unapproved devices may be displayed only if they are the subject of an effective investigational device exemption (IDE) or if they are the subject of a pending 510(k) premarket notification application.

Any investigational product that is displayed or graphically depicted within the exhibit must (a) contain no claims of safety or effectiveness, (b) contain no comparative claims to other marketed products, and (c) be accompanied by a sign clearly and prominently stating that the device is limited by federal law to investigational use and is not approved by the FDA for commercial distribution in the United States. Exhibitors may not sell, commercialize, or take orders or names with respect to an investigational drug or device, or a device that is the subject.

## **Exhibit Booth Access**

Exhibit personnel may not enter another exhibitor's booth without obtaining permission, nor may they conduct activities, which in the opinion of MDS, may impede another exhibitor's ability to conduct business. This is in respect of the rights of other exhibitors to conduct business during exhibit hours without interference or improper intervention. MDS, its representatives and employees, shall have free access to any exhibit at all times.

## **Insurance**

Insurance protection will not be afforded to the exhibitor either by MDS or by the Annual Meeting host property. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others.

Registrations must be submitted online at [modern.org](http://modern.org). Payment **MUST** be received by September 1. Registrations that have not been paid by September 1 will be canceled.

# Missouri Dermatological Society, Inc.

Tel: 573-635-2173 • Fax: 573-635-2858 • [www.moderm.org](http://www.moderm.org)

P.O. Box 1565 • Jefferson City, MO 65102

---

## GENERAL INFORMATION

---

### **Liability and Indemnification**

The exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any personnel of an exhibitor or to any other person or any loss of or damage to any property of an exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the MDS Annual Meeting, and the exhibitor shall protect, indemnify, hold harmless and defend MDS, its officers, directors, agents, members and employees from and against any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence or willful misconduct of MDS, its officers, directors, agents, members, or employees or the Annual Meeting host property or its agents, servants or employees.

Exhibitor further waives any claim against MDS, its officers, directors, agents, members and employees, arising out of the oral or written publication or republication of any statement made in connection with the Annual Meeting by anyone not an employee of the MDS concerning the exhibitor or his/her exhibits, products or services.

In case any part of the exhibition hall is destroyed or damaged so as to prevent MDS from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case the occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, acts of God, war, terrorism, national emergency or other cause beyond the control of the Academy, then the exhibitor will be charged for space only for the period the space was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against MDS, its directors, officers, agents, members or employees for losses or damages which may arise in consequence of such inability to occupy assigned space.

### **Security**

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times during the designated MDS Annual Meeting program.

Registrations must be submitted online at [moderm.org](http://moderm.org). Payment MUST be received by September 1. Registrations that have not been paid by September 1 will be canceled.