



# SDPA

home of the Diplomate Fellowship™

# 2020

10.29-11.1 • [dermpa.org](http://dermpa.org)

# DIGITAL



## VIRTUAL EXHIBITOR PROSPECTUS

*Access to 600+ Dermatology PAs*

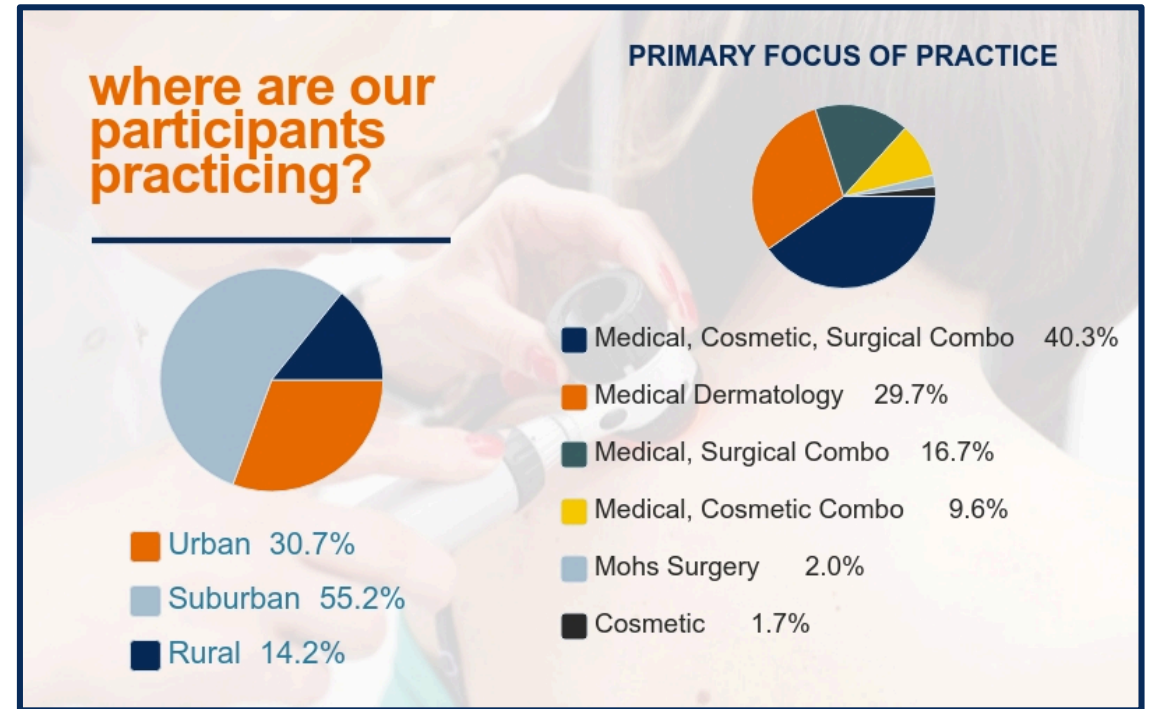
Traditionally, the in-person SDPA Fall Dermatology Conference attracts a captive audience of 600+ Dermatology PAs. Market research suggests that the transition to a virtual meeting will attract even more attendees due to its accessibility and convenience. The educational programming will take place beginning October 29, 2020, and the virtual event will be accessible until December 1, 2020.

“LIVE” exhibit hours are scheduled as follows:

- Thursday, Oct 29 2:00 – 3:00 pm ET
- Friday, Oct 30 2:00 – 3:00 pm ET
- Saturday, Oct 31 2:00 – 3:00 pm ET

Please plan to have a company representative available during the designated days/times above. Exhibitors will also be able to choose additional time slots for “live” exhibit hours based on their availability.

# SDPA IS GOING VIRTUAL!



***We hope you will join us for SDPA DIGITAL 2020!*** We look forward to a valuable experience for our attendees, as well as an exciting and customer-rich marketplace for you.



## Why participate in the SDPA DIGITAL Exhibit Hall



### Captive audience of Decision-Makers

We anticipate attendance will be greater than ever, as attending the meeting has never been easier and registration rates are very reasonable for all attendees. Our immersive virtual format will offer attendees quality education and an efficient way to learn about your products and services.

### Simple networking opportunities

A virtual meeting can make networking more accessible than an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a hotel or convention center environment, virtual conference attendees will have many opportunities for direct communication, instant messaging, and impromptu conversations at the click of a button.

### Cost savings

Your company will save thousands of dollars in travel costs, booth fees, and shipping charges. Our virtual environment will allow you to connect with medical professionals and decision-makers who are actively seeking information and solutions to better serve their patients.

## WHY EXHIBIT ?

### Effective lead generation

SDPA DIGITAL will provide analytics so you will know exactly who you're speaking with and how best to follow up with them.

### Prolonged visibility

Exposure to your products and services will not end when the live meeting is over. Our Virtual Exhibit Hall will remain active until December 1, 2020, which allows you more time for interactions and connection with potential customers.

### Dedicated exhibit hours

Our attendees will be incentivized to enter the virtual exhibit hall from **2:00 to 3:00 pm ET on Thursday, October 29 –Saturday, October 31, 2020**. You can choose to be available live, or simply stock your booth with materials accessible to attendees. You will also be given the option to add additional "live" time slots if you require more time.



## Virtual Exhibit Levels

Online registration will be available shortly.

	Apollo	Mercury	Gemini	Non-Profit
<b>Exhibit Fee</b>	<b>\$5250</b>	<b>\$3500</b>	<b>\$1750</b>	<b>\$250</b>
Clickable button with company logo in the Virtual Exhibit Hall leading to your booth	X	X	X	X
JDPA Fall Issue Advertising <i>Print ad artwork due 9.21</i> <i>Digital ads accepted until 10.9</i>	Full Page B&W	Half page B&W	¼ page B&W	¼ page B&W
(1) Marketing eBlast to all Conference Attendees	X	---	---	---
SDPA Membership Mailing List	X	X	X	X
Company Contact Info and Website URL	X	X	X	X
Banner Ad at the top of the Virtual Exhibit booth	X	X	X	X
Company or Product Description	X	X	X	X
Social media platform links	X	X	X	X
Video upload quantity	5	3	1	1
PDF upload quantity	5	3	1	1
Live chat with registered attendees	X	X	X	X
Contact us button for attendees to e-mail company contact	X	X	X	X
Exhibitor registrations	6	4	2	2

## Apply to Host a Product Theater

Contact Chrissy Ward at [cward@dermpa.org](mailto:cward@dermpa.org)  
or (703) 848-7588 for availability.



8:15 - 9:15 AM \$20,000  
12:15 - 1:15 PM \$30,000  
5:30 - 6:30 PM \$20,000



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5:00 - 6:00 PM \$20,000

These sessions are offered live or pre-recorded based on your preference. Session will remain on-demand for the duration of the virtual meeting as well as for 30 days following the meeting as your company's compliance directives permit. Session must be educational in nature and may not offer CME credit. All product theaters include one (1) marketing eBlast to all registered participants.

Register to Exhibit



## Virtual Exhibit Booth Set-Up – it's EASY!

### SELECT YOUR BOOTH DESIGN

#### Your virtual booth includes:

- Corporate or product logo with link to exhibitor's website
- Social media links
- Banner Ad at the top of the Virtual Exhibit booth
- Booth rep contact options: vCard, e-mail, OR live chat
- Live chatroom
- Resources with links to product information PDF handouts, websites, and sponsored symposia invitations
- Video(s)

*Virtual exhibit booths should be set up **by the first week in October** to provide time for review and testing.*

We are displaying the following information on your stand

#### Description:

The Society of Dermatology Physician Assistants (SDPA) is a 501c6 non-profit professional organization composed of members who provide dermatologic care or have an interest in the medical specialty of dermatology. Our Fellow members are PAs who provide medical services with the collaboration of a board certified dermatologist.

Founded in 1994, the SDPA currently has just over 4,000 members, and our mission is to advance the care of patients through the education and empowerment of Dermatology PAs.

About Us: <https://www.dermpa.org/>

LinkedIn: <https://www.linkedin.com/company/society-of-dermatology-physician-assistants-sdpa-/?viewAsMember=true>

Twitter: <https://twitter.com/dermpa>

Facebook: <https://www.facebook.com/dermpa/>

Chat:

#### Video:

Following video has been added to the booth:

 Thanks Derm PAs!



# ADDITIONAL VISIBILITY

## Virtual Banner Advertising

Virtual Lobby - 8 banners available....\$8,000 each

Size: 130 x 70 px



Virtual Exhibit Hall banners - 10 banners available..... \$5,000 each Size: 140 x 60



## JDPA Fall Issue Print & Digital Banner Advertising



DIGITAL ISSUE Position	Rate	Dimensions
Landing Page	\$8,000	8 x 11" (bleed); 7.75 x 10.75" (trim); 7.5 x 10.5" (safety)
Top Leaderboard	\$3,000	960 x 90 IMUs or 728 x 90 IMUs
Bottom Banner	\$2,500	320 x 50 IMUs or 300 x 50 IMUs
TOC Rectangle	\$1,500	300 x 250 IMUs or 300 x 100 IMUs
Page Overlay	\$2,500	20 x 50 IMUs or 300 x 50 IMUs
PRINT ISSUE Position		
Belly Band	\$13,000	23.75 x 5" (bleed); 23.5 x 4.75" (trim); 23.25 x 4.5" (safety)
Cover Tip	\$13,000	8 x 11" (bleed); 7.75 x 10.75" (trim); 7.5 x 10.5" (safety)

Download the [JDPA Digital Advertising Rate Card](#) for full details, including the location of each option above.

Contact Chrissy Ward at [cward@dermpa.org](mailto:cward@dermpa.org) or (703) 848-7588 for availability or for more information.



# Exhibitor Rules & Regulations

The rules and regulations have been established to govern exhibitors and ensure a professional atmosphere for our attendees and exhibitors. Exhibitors understand that when applying for virtual space they are bound by the rules and regulations that appear in the exhibitor prospectus as well as all other SDPA materials. It is imperative that all exhibitors, exhibit designers, communication and marketing firms, and other third parties acting on an exhibitor's behalf are aware of and adhere to the SDPA DIGITAL rules and regulations.

## ELIGIBILITY TO EXHIBIT

Products and services must be related to the research or practice of dermatology, and companies must be in good financial standing with the Society of Dermatology Physician Assistants (SDPA). The SDPA reserves the right to refuse space to any company who has failed to fulfill its financial obligations to the SDPA and/or whose products or services, in the judgment of the SDPA, do not meet the educational, scientific, or practice needs of our members and attendees.

## VIRTUAL EXHIBIT DATES

Exhibits will be available for viewing beginning Thursday, October 29 at 7:00 am ET. Exhibitors should be available for live chats from 11:00 am to 4:00 pm ET during the below days with heavier attendee traffic expected from 2:00 – 3:00 pm ET each day.

- Thursday, Oct 29 2:00 – 3:00 pm ET
- Friday, Oct 30 2:00 – 3:00 pm ET
- Saturday, Oct 31 2:00 – 3:00 pm ET

The virtual meeting, including the exhibit hall, will be accessible until December 1, 2020.

## FULL PAYMENT

Exhibitor agrees to pay SDPA in the amounts and by the deadlines set forth. Full payment is due no later than, Wednesday, September 2, 2020. If payment is not received by the deadline(s), the exhibitor may forfeit the opportunity to exhibit. No company can participate unless full payment for a virtual booth has been received. The payments under this Agreement shall constitute payment solely for the virtual exhibit program as described in this exhibitor prospectus. Access to the exhibitor portal will only be given once full payment is received.

## CANCELLATION POLICY

Cancellation must be received by SDPA in writing. A refund, less a cancellation fee of 25 percent of the total virtual exhibit price, is available until Wednesday, September 2, 2020. After this date, no refunds will be granted. Funds cannot be applied to other opportunities.

## ADVERTISING

Advertising opportunities are available through SDPA. The rate card outlines all offerings and has been updated to encompass many virtual opportunities. To secure advertising, please contact Christine Ward at [cward@dermpa.org](mailto:cward@dermpa.org) or 703-848-7588.

All exhibitors must adhere to all applicable regulations, guidelines, and rulings of the FDA. SDPA does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise. Exhibitors will not, either prior to, during, or after exhibiting, use the SDPA taglines, trademarks, or trade names, or service marks without permission from SDPA.

## VIRTUAL BOOTH MATERIALS

All booth materials will be due by Friday, October 9, 2020. Exhibitors will have access to an online portal for easy uploading. The portal will be made available once full payment is received.

## BOOTH ACTIVITIES

No accredited continuing education activity (in other words, for which CME or CEU certification is awarded) may be conducted in the exhibit booth. No promotion of a CME-accredited education session is allowed from the virtual booth. Official virtual Product Theater sessions may be promoted from your virtual booth. An exhibitor giveaway should be educational or modest in value and cannot exceed \$100 in value. A promotional giveaway request must be sent via e-mail to Chrissy Ward at [cward@dermpa.org](mailto:cward@dermpa.org) and approved by the SDPA.

## BOOTH ACTIVITIES cont.

Prizes, contests, and/or drawings are permitted; however, such activities must be approved by the SDPA prior to the virtual conference. Exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize.

## CONFIDENTIALITY

SDPA and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

## REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS

Everyone must register to participate in SDPA DIGITAL 2020. Please reference individual exhibit packages for the number of virtual registrations included. If additional registrations are needed, they can be purchased on an individual basis at prevailing registration rates.

Exhibitors receive full access to the live meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors, however. In order to obtain CME, a person must register as a general attendee.

## FORCE MAJEURE

The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Virtual Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

## INDEMNIFICATION AND INSURANCE

Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

## Exhibitor Rules & Regulations cont.

### LICENSE OF INTELLECTUAL PROPERTY

SDPA and the Virtual Exhibitor are each the sole owner of all right, title, and interest to SDPA's and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Intellectual Property"). SDPA and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Virtual Exhibit Program.

### LIMITS IN LIABILITY

In no event shall SDPA be liable to the Exhibitor for more than the amount paid under the Agreement.

### RELATIONSHIP OF THE PARTIES

SDPA and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Virtual Exhibits does not constitute SDPA's official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

### TERM AND TERMINATION

This Agreement is effective as of the date of last signature, and will terminate (i) upon conclusion of the post promotion of the Virtual Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by SDPA to Exhibitor, with or without cause. In the event of termination for material breach by SDPA, or termination without cause by SDPA, SDPA will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights and privileges for use of the other party's Intellectual Property shall expire, and each party shall discontinue the use of the other party's Intellectual Property.

### MISCELLANEOUS

This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

### INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of the SDPA Board of Directors.



## Advertising & Exhibits Contact



**Chrissy Ward**  
Executive Director, SDPA  
[cward@dermpa.org](mailto:cward@dermpa.org)  
(703) 848 - 7588

Register to Exhibit