



# EXHIBIT AND SPONSORSHIP PROSPECTUS

### **CELEBRATING 30 YEARS** OF ADVANCED PEDIATRIC DERMATOLOGY EDUCATION

#### FEBRUARY 10-11, 2022 Loews Hotel | Miami Beach, Florida

Join us for an expanded 1 1/2 day program at THE BEST pediatric dermatology conference of the year. Sign up today and reserve your spot for added exposure and time with our attendees.

MOPD is the only program that targets dermatologists, pediatricians, pediatric dermatologists and other allied health professionals in the dermatology field.

DON'T MISS OUT!

# MASTERS OF PEDIATRIC DERMATOLOGY

# **CELEBRATING 30 YEARS** of Advanced Pediatric Dermatology Education





The Masters of Pediatric Dermatology has reached its 30th year and expanded in 2021 to a 1 1/2 day symposium with the purpose to promote and advance pediatric dermatology. Our program includes live didactic sessions, case-based discussions and the opportunity to network with both our attendees and national thought leaders in this space.

Led by Dr Lawrence Schachner, who founded the program 30 years ago, MOPD is proud to host some of the best faculty in atopic dermatitis, alopecia areata, molluscum, skin of color, acne and a myriad of other topics that dermatologists, pediatric dermatologists and now are fastest growing demographics- pediatricians, see in their daily practice.

There has been a growing need for education in this space, so much so, that we continue to expand our educational offerings. Ranging from standalone programs at the American Acadmey of Pediatrics and the Florida Chapter of AAP to virtual webinars for targeted therapies, and Q and A sessions for extra guidance- we are on an exciting trajectory.

Finally, in 2021, with our inaugural virtual program we had over 1100 dermatologists, pediatric dermatologists and pediatricians attend and over 35+ industry, media and association partners. Although it was unlike any other MOPD in the past years, it was our largest and most successful to date because of partners like you. We look forward to seeing you in 2022 and are excited to be live back at our home, the Loews Miami Beach. See you then!

#### Previous Masters of Pediatric Partners

#### INDUSTRY PARTNERS

- all® free clear
- Almirall
- Beirsordorf
- Biofrontera
- Brickell Biotech
- Castle Creek Biosciences
- Cassiopea
- Cerave
- CLn Skin Care
- Chemistry Rx Compounding and Specialty Pharmacy
- Dermavant
- Dermira
- Galderma Laboratories, L.P.
- Hoth Therapeutics
- Incyte
- Medimetriks
- Mustela
- NAOS
- Pfizer, Inc
- Pierre Fabre
- Regeneron Sanofi Genzyme
- Tieman Surgical
- Verrica Pharmaceuticals

#### **ASSOCIATION PARTNERS**

- Children's Alopecia Project
- Florida Chapter of the American Academy of Pediatrics (FCAAP)
- International Hyperhidrosis Society
   Pediatric Dermatology Research
- Alliance (PeDRA)
- Skin of Color Society

#### MEDIA PARTNERS

- Dermatology Times
- Healio
- Journal of Aesthetic Dermatology
- Medical Technologies JournalPractical Dermatology
- VuMEdi

## MASTERS OF PEDIATRIC DERMATOLOGY

FEBRUARY 10-11, 2022 Loews Hotel Miami Beach, FL

#### CELEBRATING 30 YEARS of Advanced Pediatric Dermatology Education

www.southbeachsymposium.org/masters-of-pediatric-dermatology-2021.html



Loews Miami Beach Hotel 1601 Collins Avenue Miami Beach, Florida 33139



#### EXHIBIT ASSIGNMENTS

All spaces will be assigned approximately two weeks prior to the meeting to provide maximum separation of competitors, with first consideration given to meeting supporters. For shipping, indicate your company name on all boxes in place of a booth number.



## EXHIBIT BENEFITS

Exhibit booths are table tops. The following will be provided:

- 6' draped table
- (2) chairs
- Wastebasket
- (2) name badges (additional badges can be purchased for \$150/each)
- Company listing on meeting materials



### ELECTRICITY

Exhibit spaces are not equipped with electricity. If your booth requires electrical service, please contact: Aria Aloi a.aloi@tarsusmedicalgroup.com or Gynna Uribe guribe@tarsusmedicalgroup.com



## EXHIBIT FEES

- Booth (before September 17th) \$3,500
- Booth (after September 17th ) \$4,000



### EXHIBIT HOURS

THURSDAY, FEBRUARY 10 7:00am-3:30pm

FRIDAY, FEBRUARY 11 7:00am-Noon

Please note, times are subject to change. Confirming your schedule one week prior to attending is advised.

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# SPONSORSHIP OPPORTUNITIES



Breakfast Presentation Sponsorship/Product Theater \$45,000 plus Food & Beverage Cost



Refreshment Breaks \$15,000 plus Food & Beverage Cost



Lunch Presentation Sponsorship/Product Theater \$45,000 plus Food & Beverage Cost



Dinner Presentation Sponsorship/Product Theater \$45,000 plus Food & Beverage Cost



Advisory Boards (separate Advisory Board Application includes 2-hour, 3-hour & 4-hour) Cost based on time frame 2 hours \$10,000 - 3 hours \$12,500 4 hours \$15,000



Poster Boards \$2,000



Product Samples Insert \$3,500



Bag Inserts \$3,000



Attendee Bags for MOPD \$20,000



Door Hangers for Attendee Rooms \$3,000 plus Cost of Production Branded MOPD Meeting Notebooks \$10,000



Wellness Kit \$15,000

# Looking for something unique to meet your company's promotional goals?

We will work with you to create a customized sponsorship package, specifically designed with your company in mind. Our overarching goal in offering sponsorship packages for your company is to increase visibility and engagement while merging and promoting branding through publications, signage, meeting materials, and other high exposure outlets throughout the meeting. At every support level, customized packages are built to meet your company's needs. Mix and match different opportunities to maximize your footprint!

# **MOPD Sponsorship Levels**

Recognition in order of Sponsorship Level on all meeting Collateral

- Platinum \$100,000
- Gold \$75,000+
- Silver \$50,000+
- Bronze \$25,000+

Select which exhibit and sponsorship opportunities fit your company's needs best and we will design a custom package that will not only deliver ROI immediately, but will also get you the best bang for your buck! The following discounts will apply on a la carte exhibit and sponsorship items when packaged at the above monetary levels:



# MOPD RESIDENT Education Support Opportunities

# RESIDENTS OPPORTUNITIES- SPONSOR WILL BE LISTED AS A VISIONARY SPONSOR

#### GENERAL MEETING SUPPORT

# Faculty + Residents Dinner \$15,000

Sponsorship will include:

- Opportunity to host up to 15 MOPD faculty members on Wednesday, February 9th (the night prior to the live MOPD program)
- Supporter is recognized during welcome remarks
- \* Please note: Organization plus F & B costs are the responsibility of the supporter

### General Meeting Support

#### \$15,000 sponsorship

Help support 10 Residents attend the MOPD program. This sponsorship helps cover the costs associated with the MOPD program and allows us to reach a new generation of physicians and provide an incredible pediatric educational program.

Sponsorship will include:

- Listing on MOPD webpage as Visionary Sponsor
- 3 emails to MOPD attendees acknowledging the supporter's assistance with supporting future dermatologists
- Support listed on all signage and meeting collateral

### **Residents Summit**

\$25,000 (Exclusive - Only 2 slots Available)

Support a custom training session exclusive to residents and young practitioners, also gain insights and perspectives from the new generation. Sponsorship will include:

- Listing on MOPD webpage as Visionary Sponsor
- Ability for sponsor to give welcoming remarks and introduction
- Opportunity to host up to 20-30 Residents/ Young Practitioners
- MOPD to provide meeting room and hotel contact
- 3-hour time slot
- Meeting room for up to 30 attendees
- MOPD to assist with Resident invitations as needed
- 3 social media posts to promote sponsorship
- Listing on housekeeping slide to announce sponsorship
- Listed on all signage and meeting collateral as a Visionary Sponsor of MOPD

# MOPD RESIDENT Education Support Opportunities

# Resident & Young Practitioner Reception \$15,000

Network one-on-one with Residents and young practitioners via an exclusive reception on Wednesday, February 9th after the Faculty dinner. MOPD faculty members will attend the reception and welcome residents.

Sponsorship will include:

- Listing on MOPD webpage as Visionary Sponsor
- Supporter is recognized during welcoming remarks
- 3 emails to MOPD attendees acknowledging the supporter's assistance with supporting future dermatologists
- Support listed on all signage and meeting collateral
- \* Please note F and B costs are the responsibility of the supporter

#### **Residents Focus Groups**

\$25,000 (Exclusive - Only 2 slots Available)

Get invaluable qualitative information in an interactive group setting with a select group of attendees develop new business and gain new perspectives. Focus Group must be held February 11 or February 12th AFTER the MOPD program has concluded and the Exhibits have shut down.

Sponsorship will include:

- Listing on MOPD webpage as Visionary Sponsor
- Opportunity to host up to 15 Residents
- MOPD to provide meeting room and hotel contact
- 3-hour focus group slot
- Meeting room for up to 15 attendees
- MOPD to assist with Resident invitations as needed
- Support listed on all signage and meeting collateral and signage outside of room
- \* Please note: F and B costs are the responsibility of the supporter

PLEASE NOTE: Food and beverage, honorarium and any other out of pocket expenses are the responsibility of the supporter. The MOPD will put you in touch with the hotel and preferred audiovisual vendor if extra AV needs are required.

# TARGETED SPONSORSHIPS

# MOPD Nightly News Sponsorship

Support the MOPD program by sponsoring the MOPD Nightly News email on the night of February 10th and 11th, 2022. Our news last year had a 44% open rate and 87% click through rate; one of our highest participation numbers. Sponsorship includes:

- Sole supporter of the MOPD news segment
- Banner recognition on the MOPD news email that will go out to all MOPD meeting participants with Company logo/artwork
- 3 social media posts to promote sponsorship
- Listing on housekeeping slide to announce sponsorship

# SPONSOR A PME SLOT (NON-CME)

#### \$45,000

MOPD PME programs provide a forum to deliver information about your newest product, device or service to our audience of relevant practitioners. In this format, corporate supporters may provide a learning session, showcase or demonstration of timely and relevant material, including new therapies, devices and clinical tools. Engage attendees and make use of valuable face time with them, without any competition. Professional Medical Education (PME) activities are scheduled during uninterrupted times when educational sessions are not taking place to help maximize your attendance. These programs usually occur during break times or after the general session concludes for the day.

The following is included in the fee:

- 45-minutes of program time
- Meeting room at hotel, set classroom or theater
- Basic audiovisual equipment including screen, projector, laptop, podium, and microphone
- 1 Full Page, 4-color ad in the Conference Guide
- 5 full conference passes + 5 exhibit hall passes
- 1 6' table top in the Exhibit Foyer (includes 6 ft table, 2 chairs, waste basket and sign)
- Acknowledgement on all meeting materials and on LiVDerm/MOPD website
- (1) one special events e-blast to pre-registered attendees distributed by MOPD
- Bag stuffer to include in all attendee bags (Developed and printed by sponsor) \*
- Push notifications announcing the event via the app
- 4 tickets to VIP Faculty Dinner for company representatives
- 2 Lead Retrievals for duration of PME session
- Livestreamed to virtual attendees

#### **EXTENED YOUR REACH**

# **Enduring Activity Package**

\$15,000

The above outlined benefits are included with the Professional Medical Education Activity plus:

Extend the reach of your program through an audio and/or video recording of your program. Your enduring activity will be hosted on the LiVDerm/MOPD website for 1 year and marketed to our internal database. This unique opportunity will ensure that you receive maximum return on your investment and allow you to reach dermatology professionals who might not have had the opportunity to attend the live event!

- Recording of audio and/or video of live activity
- Posting of activity on LiVDerm/MOPD website for 1 year
- Advertisement of activity on the website through one banner ad, social media posts and email blasts to the LiVDerm database

**PLEASE NOTE:** The sponsor is responsible for all pass-through expenses related to the activity such as food and beverage, faculty expenses and honorarium as well as content development and development of program materials. Sponsor is responsible for Sunshine Act reporting as applicable.

#### ADDITIONAL INFORMATION:

- PME Sessions are not accredited for CME/CE credits.
- Timeslots are assigned on a first-come, first-served basis.
- Platinum and Gold level supporters will receive the first opportunity for available slots.
- Food and Beverage is strongly encouraged and if provided, is the responsibility of the sponsor.
- The supporter must be an exhibitor at the Masters of Pediatric Dermatology in order to participate.

#### SATELLITE SYMPOSIA - CME

For more information on hosting a CME Satellite Symposium, please contact: Laura@Southbeachsymposium.org or call 561-893-8625 for an application.

# SOCIAL GATHERING SPONSORSHIPS

### **Refreshment Break**

\$15,000 + Food + Beverage

Be the sole supporter of our refreshment break(s) at MOPD on February 10th+11th, 2022 and feed over 250+ attendees to energize them! Sponsorship includes:

- Sponsor recognition on all signage acknowledging support of the break(s)- signage will remain up all day in the exhibit foyer from 7:00am-3:30pm
- Napkins and To Go Coffee Cups will have sponsor's logo on them
- 1 email to MOPD pre-registered list to promote sponsorship
- 3 social media posts to promote sponsorship
- Listing on housekeeping slide to announce sponsorship

### **Advisory Board**

2 hours \$10,000 3 hours \$12,500 4 hours \$15,000

Meet one-on-one with experts in the pediatric dermatology + dermatology field to host an advisory board, focus group or for market research. Sponsorship includes:

- Meeting room to accommodate up to 8-10 people in conference or U-Shape style.
- 2, 3, or 4-hour time slot for advisory board (prices vary depending on length of time)
- Assistance with reaching target audience/faculty members for advisory board

## MOPD Meeting Room

\$1,000 per day

Set up intimate meetings or host a slide review. These intimate rooms help with creating a private atmosphere for whatever your business needs or meetings require. Sponsorship Includes:

- 1 meeting room from 7am-9pm for one day of the meeting
- Meeting Room to hold up to no more than 6 people maximum
- MOPD will provide a Hotel contact to facilitate room set and F & B needs

**PLEASE NOTE:** Food and beverage, audiovisual equipment, honorarium, extra room nights and any other out of pocket expenses are the responsibility of the supporter. The MOPD will put you in touch with the hotel and preferred audiovisual vendor. Separate application is required.

# MAKE YOUR PRESENCE KNOWN

# MOPD Notebooks

\$10,000

Get your company or logo in front of every attendee with branded notebooks. Sponsorship Includes:

• Branded notebooks with your company logo for all meeting attendees

# Poster Board

\$2,000

Display your research, data or education for all attendees to view. Sponsorship includes:

- Poster board to display 1 4X8 printed poster from Thursday, February 10th, to Sunday, February 13th, 2022.
- Materials for display

# Product Sample Insert \$3,500

Place your materials directly into the hands of attendees by being one of the select companies to place product samples or inserts into the bag that every attendee receives!

# Bag Insert \$3,000

Use a bag insert for a journal article, promotional piece or to drop your business card!

# Door Hangers

\$3,000

Stop the attendees in their tracks with a custom door hanger promoting your product or program.

**PLEASE NOTE:** Food and beverage, honorarium and any other out of pocket expenses are the responsibility of the supporter. The MOPD will put you in touch with the hotel and preferred audiovisual vendor if extra AV needs are required.

# MAKE YOUR PRESENCE KNOWN

# Wellness Kit

\$15,000

Sponsor the wellness kit for attendees to receive when they check in at the meeting. Each attendee will receive a face mask and an individual travel sized bottle of hand sanitizer to keep with them during the meeting. The sponsor's logo will be branded on the face mask and hand sanitizer.

# MOPD "House Call" Series

\$50,000

Sponsorship of 6 podcasts discussing the latest issues in Pediatric Dermatology. MOPD's founder, Lawrence Schachner, will lead the "House Calls" podcast series along with various other thought leaders, which will be hosted monthly and will discuss the latest innovations, therapies and issues that are affecting clinicians today in this space.

- Listing on MOPD webpage as Visionary Sponsor
- Content hosted on MOPD "House Call" Series web page and other social channels
- Listing on housekeeping slide to announce sponsorship
- Listed on all signage and meeting collateral as a Visionary Sponsors of MOPD

**PLEASE NOTE:** Food and beverage, honorarium and any other out of pocket expenses are the responsibility of the supporter. The MOPD will put you in touch with the hotel and preferred audiovisual vendor if extra AV needs are required.





FEBRUARY 10-11, 2022 Loews Hotel Miami Beach, FL

Company Name:

#### **CONTACT INFORMATION**

Address		
City	State	Zip Code
Telephone	Fax	E-mail
Authorized Signature:		

### EXHIBIT AND SPONSORSHIP OPPORTUNITIES:

Exhibit		
Booth (before September 17th)	\$3,500	
<ul> <li>Booth (after September 17th)</li> </ul>	\$4,000	
General Sponsorship		
Platinum		
• Gold		
• Silver		
• Bronze		
Other:		
PME Slot		
• Breakfast	\$45,000	
• Lunch	\$45,000	
• Dinner	\$45,000	
Resident Opportunities		
<ul> <li>General Meeting Support</li> </ul>	\$15,000	
<ul> <li>Resident + Faculty Dinner</li> </ul>	\$15,000	
Resident Reception	\$15,000	
• Resident Focus Group	\$25,000	
• Resident Summit	\$25,000	

Targeted Sponsorship		
MOPD "House Call" Series	\$50,000	
<ul> <li>MOPD Nightly News</li> </ul>	\$15,000	
Advisory Board		
• 2 hours	\$10,000	
• 3 hours	\$12,500	
• 4 hours	\$15,000	
<ul> <li>Notebooks</li> </ul>	\$10,000	
Meeting Bags	\$20,000	
Refreshment Break	\$15,000+F-	+B 🗖
Door Hangers	\$3,000	
<ul> <li>Product Samples Insert</li> </ul>	\$3,500	
Literature Bag Insert	\$3,000	
Poster/Abstract	\$2,000	
• Extra Badge	\$150	
MOPD Meeting Room	\$1,000	
Wellness Kit	\$15,000	

#### ACCEPTANCE

This agreement is entered between \_\_\_\_\_\_\_ and Tarsus Cardio Inc. This agreement will take effect upon signature. Authorized signer further agrees to abide by all terms and conditions as outlined in the Terms and Conditions. A confirmation email will be sent upon arrival of payment. My signature below indicates that I have read the regulations and agreement terms in the Terms and Conditions.

Signature: Date: Date: ATTN: SHANNON O'LEARY   904.673.100 Shannon@tarsusmedicalgroup.com	Print Name:	FAX COMPLETED FORM TO 561.717.0541
	Signature: Date:	•

# **MASTERS OF PEDIATRIC** DERMATOLOGY

# **Payment Authorization Form**

Company N	lame:
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#### **Payment Information**

Card Type:	VISA	MasterCard	DISCOVER	AMERICAN DORRESS
<b>Cardholder Name:</b> (as shown on card)				
Cardholder Number:				
<b>Expiration Date:</b> (mm/yy)		CVV:		
Total Amount:				
		, authorize Tarsus Caro		t card the

**Payment** Method:



If you are paying by check please mail your checks to Tarsus Cardio. 1801 N. Military Trail, Suite 200, Boca Raton, FL 33431



(Please Call 561.771.6688 for details)

#### Available Tradeshow Hours: All

exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Setting-up late or tearing-down early will result in a penalty of \$500.

**Space Assignment:** Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. MOPD reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. Every reasonable effort will be made to separate direct competitors. Exhibitors are confined to the areas designated by MOPD.

**Cancellation:** All cancellations must be made in writing. Exhibitors canceling 90 days or less prior to the start of the event will be charged a cancellation fee equal to 100% of the total contract charge. This amount includes any unpaid balance. Exhibitors canceling more than 90 days prior to the start of the event will be charged a cancellation fee equal to 50% of the total contract charge. This amount also includes any unpaid balance.

Exhibit Rules: The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. MOPD reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of MOPD is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

**Display Requirements and Restrictions:** MOPD retains the right to deny the exhibition of inappropriate items and products. Please contact MOPD with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the MOPD. New, unlisted, and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least two months prior to the event. The same restrictions apply to books, advertisements in medical journals or other publications on display, and to all promotional literature.

# Unauthorized Canvassing and Distribution of Advertising Matter:

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to MOPD any violations of this rule. Canvassing by exhibitors outside of their assigned exhibit spaces is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's assigned space or by specific permission by MOPD.

#### **Exhibits with Electrical Requirements:** Machines and apparatus operated by electricity must not cause a distraction or interrupt other exhibitors. Electrical arrangements must be made through MOPD and/the event venue.

**Modesty and Live Demonstration:** The use of models, biological tissues, or animals is strictly forbidden.

**Subletting of Space:** No subletting of space will be permitted. Only one company may exhibit per assigned exhibit space.

Liability: The event venue will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies but does not guarantee or insure the exhibitor against loss by reason thereof. MOPD will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits.

Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend MOPD, Tarsus Cardio Inc., the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

#### Force Majeure

The Exhibitor or Sponsors shall have no claim against the Organizers for loss, damages or compensation arising from the prevention, postponement or abandonment of the Exhibition for reasons beyond the Organizers' control ("force majeure"). Events of force majeure shall include but shall not be limited to war, terrorist action, national emergency, civil unrest, labour disputes, SARS or Coronavirus (Covid-19) or other epidemic, act of government or other government agency, closure or cessation of airline services, or a building becoming unavailable as a result of fire, storm, tempest, lightning or other Act of God. If, in the opinion of the Organizers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another venue, hall or building, or by any other reasonable means, the Exhibition can be carried through, the contracts for space shall remain binding upon the parties, except as to the size and position, as to which any modification, substitution, or rearrangement shall be determined by the Organizers in their sole discretion.



CELEBRATING 30 YEARS OF ADVANCED PEDIATRIC DERMATOLOGY EDUCATION

# FEBRUARY 10-11, 2022 MIAMI BEACH, FLORIDA

Contact: Shannon@tarsusmedicalgroup.com