

SPOTLIGHT & SPONSORSHIPS

# Dermatologic Care in the **Sexual and Gender** **Minority** Patient



SATURDAY,  
DECEMBER 11, 2021

[www.livderm.org](http://www.livderm.org)



## SPOTLIGHT & SPONSORSHIPS



# Dermatologic Care in the **Sexual and Gender Minority** Patient



SATURDAY, DECEMBER 11



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LiVDerm Deep Dive: Dermatologic Care in the Sexual and Gender Minority Patient is a one-day CME/CE learning event centered on the myriad of unique dermatologic issues that those within the sexual and gender minority population experience. The event is designed to educate clinicians on the unique needs of this population and equip them with the tools and knowledge to effectively deliver personalized care.

The workshop is chaired by Dr. Klint Peebles, MD— a board-certified dermatologist with extensive clinical, leadership, and research expertise in sexual and gender minority health and gender-affirming dermatology—and will additionally feature a number of the foremost leaders and educators serving in the LGBTQ/SGM dermatologic area.

This event is a part of our greater LiVDerm Deep Dive series which has delivered numerous online workshops that allow clinicians to take an in-depth look into some of the most pressing topics in dermatology. This particular workshop, however, marks the first in-person addition to this popular series—allowing attendees, faculty, and exhibitors alike to experience the many benefits of an in-person meeting.

As we prepare to deliver this highly anticipated event live in Las Vegas, we gladly invite you to join us and make use of this valuable opportunity to connect with a broad range of dermatologists and multidisciplinary clinicians interested in advancing their clinical capabilities.





## MEETING LOCATION

### THE VENETIAN AND PALAZZO RESORT

3325 S Las Vegas Blvd,  
Las Vegas, NV 89109

Room Rate: \$234  
Tel (702)414-4100  
Code - RMEDC



## EXHIBIT ASSIGNMENTS

All spaces will be assigned approximately two weeks prior to the meeting to provide maximum separation of competitors (to comply with social distancing guidelines), 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 table tops are extremely limited.

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 Aloï

[a.aloi@tarsusmedicalgroup.com](mailto:a.aloi@tarsusmedicalgroup.com)

or

Gynna Uribe

[guribe@tarsusmedicalgroup.com](mailto:guribe@tarsusmedicalgroup.com)



## EXHIBIT FEES

- Booth (before September 1)  
\$2,000
- Booth (after September 1)  
\$2,500



## EXHIBIT HOURS

**SATURDAY, DECEMBER 11,  
2021**

7:00am- 6:00pm

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



# SPONSORSHIP OPPORTUNITIES



**Breakfast Presentation  
Sponsorship/Product Theater**  
\$50,000  
plus Food & Beverage Cost



**Refreshment Breaks**  
\$5,000  
plus Food & Beverage Cost



**Lunch Presentation  
Sponsorship/Product Theater**  
\$50,000  
plus Food & Beverage Cost



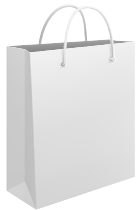
**Dinner Presentation  
Sponsorship/Product Theater**  
\$50,000  
plus Food & Beverage Cost



**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**  
\$4,000



**Bag Inserts**  
\$3,000



**Attendee Bags**  
\$10,000



**Branded Meeting  
Notebooks**  
\$10,000



**Wellness Kit**  
\$15,000  
\*see page 10 for more info

# SPONSORSHIP LEVELS

## 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!

## Deep Dive 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:



# TARGETED SPONSORSHIPS

## Deep Dive Nightly News

\$15,000

Support the Sexual and Gender Minority program by sponsoring the Deep Dive Nightly News email on the night of December 11, 2021. 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 SGM news segment
- Banner recognition on the SGM news email that will go out to all SGM 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)

\$50,000

LiVDerm Deep Dive 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 website
- (1) one special events e-blast to pre-registered attendees
- Bag stuffer to include in all attendee bags (Developed and printed by sponsor) \*
- Push notifications announcing the event via the app
- 2 Lead Retrievals for duration of PME session
- Livestreamed to virtual attendees

# LIVDERM DEEP DIVE SEXUAL & GENDER MINORITY RECEPTION

## EXTEND 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 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 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 supporter.
- The supporter must be an exhibitor at the SGM Deep Dive in order to participate.

#### SATELLITE SYMPOSIA - CME

For more information on hosting a CME Satellite Symposium, please contact: [Laura@Southbeachsymposium.org](mailto:Laura@Southbeachsymposium.org) or call 305-219-5525 for an application.



# SOCIAL GATHERING SPONSORSHIPS

## Refreshment Break

\$5,000 + Food + Beverage

Be the sole supporter of our refreshment break(s) at the SGM Deep Dive on December 11, 2021 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-6:00pm
- Napkins and To Go Coffee Cups will have sponsor's logo on them
- 1 email to SGM 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 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

## LiVDerm 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
- LiVDerm 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 LiVDerm Team will put you in touch with the hotel and preferred audiovisual vendor. Separate application is required.

# MAKE YOUR PRESENCE KNOWN

## LiVDerm Deep Dive 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 Abstract

\$2,000

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

Sponsorship includes:

- Poster board to display one 4x8 printed abstract on December 11, 2021
- Materials for display

## Product Sample Insert

\$4,000

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!

## 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.

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



**SATURDAY, DECEMBER 11**

The Venetian and Palazzo Resort | Las Vegas, NV

**CONTACT INFORMATION**

Company Name:

Address

City

State

Zip Code




Telephone

Fax

E-mail




Authorized Signature:

**EXHIBIT AND SPONSORSHIP OPPORTUNITIES:**

Exhibit		<input type="checkbox"/>
• Table Top (before September 1)	\$2,000	<input type="checkbox"/>
• Table Top (after September 1)	\$2,500	<input type="checkbox"/>
General Sponsorship		<input type="checkbox"/>
• Platinum		<input type="checkbox"/>
• Gold		<input type="checkbox"/>
• Silver		<input type="checkbox"/>
• Bronze		<input type="checkbox"/>
Other:	<input type="text"/>	<input type="checkbox"/>
PME Slot		<input type="checkbox"/>
• Breakfast	\$50,000	<input type="checkbox"/>
• Lunch	\$50,000	<input type="checkbox"/>
• Dinner	\$50,000	<input type="checkbox"/>

Targeted Sponsorship		<input type="checkbox"/>
• Deep Dive Nightly News	\$15,000	<input type="checkbox"/>
Advisory Board		<input type="checkbox"/>
• 2 hours	\$10,000	<input type="checkbox"/>
• 3 hours	\$12,500	<input type="checkbox"/>
• 4 hours	\$15,000	<input type="checkbox"/>
• Notebooks	\$10,000	<input type="checkbox"/>
• Meeting Bags	\$10,000	<input type="checkbox"/>
• Refreshment Break	\$5,000+F+B	<input type="checkbox"/>
• Product Samples Insert	\$4,000	<input type="checkbox"/>
• Literature Bag Insert	\$3,000	<input type="checkbox"/>
• Poster/Abstract	\$2,000	<input type="checkbox"/>
• Extra Badge	\$150	<input type="checkbox"/>
• Deep Dive Meeting Room	\$1,000	<input type="checkbox"/>
• Wellness Kit	\$15,000	<input type="checkbox"/>

**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.

Print Name:

Signature:  Date:

**FAX COMPLETED FORM TO 561.717.0541**  
**ATTN: SHANNON O'LEARY | 904.673.1004**  
**Shannon@tarsusmedicalgroup.com**



**SATURDAY, DECEMBER 11**


The Venetian and Palazzo Resort | Las Vegas, NV

# Payment Authorization Form

**Company Name:** \_\_\_\_\_

## Payment Information

**Card Type:**



**Cardholder Name:** \_\_\_\_\_  
(as shown on card)

**Cardholder Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_  
(mm/yy)

**Total Amount:** \_\_\_\_\_

I, \_\_\_\_\_, authorize Tarsus Cardio to charge my credit card the amount of \$ \_\_\_\_\_ for the agreed upon purchases.

**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)

Customer Signature \_\_\_\_\_

Date \_\_\_\_\_

# EXHIBITOR TERMS AND CONDITIONS

**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. LiVDerm 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 LiVDerm.

**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. LiVDerm 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 LiVDerm 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:** LiVDerm retains the right to deny the exhibition of inappropriate items and products. Please contact LiVDerm 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 LiVDerm. 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 LiVDerm 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 LiVDerm.

### **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 LiVDerm 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. LiVDerm 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 LiVDerm, 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.



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SATURDAY,  
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CONTACT:

[k.winter@tarsusmedicalgroup.com](mailto:k.winter@tarsusmedicalgroup.com)

[www.livderm.org](http://www.livderm.org)