

**South Beach
Symposium**
medical + aesthetic dermatology

PROSPECTUS

OCTOBER 14-16

TERRANEA RESORT,
RANCHO PALOS VERDES, CA

2022



MORE THAN A CONFERENCE



More than a conference, this meeting is an opportunity for you to engage with top dermatologists from the West Coast in an intimate and elite location.

**SBS TAKES
THE WEST COAST** | **OCTOBER 14-16, 2022**
RANCHO PALOS VERDES, CA

THREE GREAT PROGRAMS IN ONE BEAUTIFUL LOCATION

South Beach Symposium - West Coast Derm

FRIDAY OCTOBER 14 - SUNDAY OCTOBER 16, 2022

Hosted in the beautiful Terranea Resort on the Southern California coast, there will be plenty of opportunities to interact and engage in an intimate setting through several networking events, various workshops and creative ways to interact with our attendees on Aesthetic and Medical Dermatology topics. Do not miss the chance to attend this unique retreat and experience SBS Elite.

MOPD Deep Dive: Pediatric Skin of Color Summit

FRIDAY OCTOBER 14 - SATURDAY OCTOBER 15, 2022

Pediatric patients with skin of color (SoC) can be disproportionately affected by numerous dermatologic conditions including atopic dermatitis, acne, hidradenitis suppurativa, pigmentary disorders, vitiligo, hair and scalp disorders, scarring, and laser treatments. In particular, children with darker pigmented skin can be more susceptible or have a greater disease burden associated with those dermatologic conditions or procedures. Through education in various relevant therapeutic areas, as well as expert-led case discussions and roundtable breakout sessions, this Deep Dive Course welcomes dermatologists and allied health professionals who are looking to gain more knowledge in this area. Showcase your education, product or company to make an impact!

Sexual and Gender Diverse Dermatology: Fundamentals and Practical Pearls

SATURDAY OCTOBER 15 - SUNDAY OCTOBER 16, 2022

SGD patients face unique dermatologic issues and have unique needs often unmet by their care providers. Dermatology practitioners will be provided with the necessary education to serve this important community and help with their health concerns such as hormonal acne, hair loss/removal, HPV, skin cancer, gender affirming procedures (hair removal, facial modification) and proper aesthetic injectable use & techniques. Chairperson Klint Peebles will lead this 7 hour, 2-day event which will allow supporters to interact and engage with dermatologists and allied health providers who work with patients in this community.

PLAN YOUR STRATEGY

IMPORTANT DATES

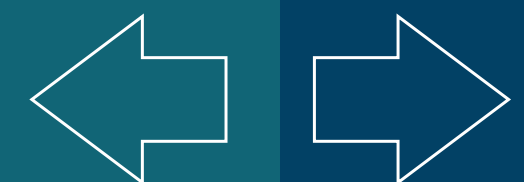
Submit Company Description
MAY 1, 2022

Submit Representative Badge Names
JUNE 15, 2022

Lead Retrieval Deadline
JUNE 15, 2022

Reserve Hotel Rooms
SEPTEMBER 13, 2022

REASONS TO EXHIBIT



GENERAL INFORMATION

ENHANCED HALL ACCESS IN 2022:

All lunches/meals to be hosted inside the Exhibit Space

PREMIER VENUE:

TERRANEA RESORT,
RANCHO PALOS VERDES, CA



EXHIBIT HALL SCHEDULE & HOURS:

LOAD IN

| | |
|----------------------|-------------------|
| Thursday, October 13 | 6:00PM-9:00PM PST |
| Friday, October 14 | 7:00AM-9:00AM PST |

EXHIBIT

| | |
|--------------------|--------------------|
| Friday, October 14 | 10:00AM-6:00PM PST |
|--------------------|--------------------|

EXHIBIT

| | |
|----------------------|--------------------|
| Saturday, October 15 | 10:00AM-3:30PM PST |
|----------------------|--------------------|

LOAD OUT

| | |
|----------------------|------------|
| Saturday, October 15 | 3:30PM PST |
|----------------------|------------|

* Please note that exhibit hall hours are subject to change

TO RESERVE A BOOTH, PLEASE CONTACT:

Jenna Ferber

Email: jenna@livderm.org

SPONSORSHIP LEVELS

2022 FUSION SPONSORSHIP PACKAGES

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!

SBS 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:



SPONSORSHIP OPPORTUNITIES

STAR SUPPORTER AND SHOWCASE SUPPORTER PACKAGE

\$18,000

Join us at one of the HOTTEST sessions during South Beach Symposium. Our **Star Supporter** package allows companies to highlight the newest devices and allows attendees to take a deep demo dive while watching your procedure in real time, on real patients. We provide a patient room, basic medical materials and a physician's assistant to help prep the patient and offer 10-15 minutes on the main program.

Don't have a device but want to give a 10 minute educational (non cme) pitch on your product? Then opt for the **Showcase Supporter** package. For this, you don't need a device- you can either showcase a didactic presentation or simply get podium time. Both are great opportunities to engage attendees on your products.

Both the Star Supporter and Showcase Supporter Package include the following:

- Presentation on SBS main stage
- Program agenda
- 6' table top (includes 6 ft table, 2 chairs, waste basket, and company sign)
- 4 Full Conference Passes; 4 Exhibit Passes
- Official Sponsor Recognition on SBS Website, Mobile
- Conference App, Conference Guide, Meeting Materials and Company description listed on the Virtual Exhibit Hall online
- 2 complimentary passes to hand out to any physicians of your choice
- 2 tickets to VIP Faculty Social

PREVIOUS DEVICE DAY PARTICIPANTS


Sensus+
TECHNOLOGY THAT CARES


aesthetics


sofwave™


ENDYMED™
3DEEP SKIN SCIENCE


aerolase


ROHRER AESTHETICS


CROWN
AESTHETICS
TAKE BEAUTY TO THE NEXT LEVEL


Zimmer
Aesthetic Division


VENUSCONCEPT
delivering the promise


Fotona
choose perfection


LUTRONIC
Intelligent Care


mtfbiologics
Science Driven. Patient Focused.

SPONSORSHIP OPPORTUNITIES



SBS BOOTH

| | |
|--|---------|
| 6' table top | \$5,000 |
| (Wastebasket, two chairs, company tent card) | |

EXPERIENCE

| | |
|------------------------------|----------|
| Champagne Toast | \$15,000 |
| SBS Nightly News Sponsorship | \$25,000 |
| VIP Faculty Social | \$25,000 |
| Refreshment Break | \$10,000 |
| Welcome Reception | \$15,000 |
| Flower Wall Selfie Station | \$20,000 |
| Refreshment Break | \$10,000 |
| Private Poolside Cabana | \$2,500 |

SWAG

| | |
|--------------------|----------|
| Attendee Bags | \$10,000 |
| Lanyards | \$8,000 |
| Wellness Kit | \$15,000 |
| Conference Notepad | \$10,000 |

EDUCATIONAL

| | |
|------------------------------------|----------|
| Star Supporter Device Demo Package | \$18,000 |
| Star Supporter Presenter Package | \$18,000 |
| Non-CME Slot | \$30,000 |
| Residents Summit | \$25,000 |
| Poster | \$2,000 |

ENGAGEMENT

| | |
|------------------------------|----------|
| Archway Branding | \$20,000 |
| WI-FI Passcode Sponsorship | \$15,000 |
| Hotel Key Cards | \$20,000 |
| Mirror Branding | \$10,000 |
| LCD Promo Screens | \$15,000 |
| Door Drop | \$3,000 |
| Door Hanger | \$4,000 |
| Advisory Board (2hr.) | \$10,000 |
| Advisory Board (4hr.) | \$15,000 |
| Peloton Giveaway Sponsorship | \$495 |
| Mobile App | \$10,000 |
| Full Page Ad | \$2,800 |
| Footprint Signage | \$15,000 |
| Inside Cover | \$4,800 |

WANT SOME QUALITY TIME?

SPONSOR A NON CME SLOT

Ask us for available
time slots!

SBS Non-CME 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.

Non-CME 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.

*Dates and times are subject to change

WANT SOME QUALITY TIME?

SATELLITE SYMPOSIA - CME

For more information on hosting a CME Satellite Symposium at SBS, please contact:
Laura@Southbeachsymposium.org or call 305-219-5525 for an application.

PROFESSIONAL MEDICAL EDUCATION ACTIVITY \$30,000

The following is included in the fee:

- 30-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
- 4 conferences passes, 4 exhibit hall passes
- 6" table top
- Acknowledgement on all meeting materials and on SBS website
- (1) one special events e-blast to pre-registered attendees distributed by SBS
- Bag stuffer to include in all attendee bags (Developed and printed by sponsor) *
- Push notifications announcing the event via the app
- 2 tickets to VIP Faculty Social
- 1 lead retrieval

EXTEND YOUR REACH

Enduring Activity Package

\$5,000

The above outlined benefits are included with the 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 SBS website for 1 year and marketed to the SBS 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 SBS website for 1 year
- Advertisement of activity on the SBS website through one banner ad, social media posts and email blasts to SBS 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.

| | | | | | |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Company Name: | | Contact Name: | | Web Address: | |
| <input type="text"/> | | <input type="text"/> | | <input type="text"/> | |
| Address: | | | Phone: | | Email: |
| <input type="text"/> | | | <input type="text"/> | | <input type="text"/> |
| City: | State: | Zip: | Country: | | |
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | | |

EXHIBIT FEE: 6' table top \$5,000

Additional Marketing & Sponsorship Options

| EXPERIENCE | |
|------------------------------|----------|
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| Mobile App | \$10,000 |
| Full Page Ad | \$2,800 |
| Footprint Signage | \$15,000 |
| Inside Cover | \$4,800 |

| Additional Options | |
|---|-------|
| Lead Retrieval Scanner | \$350 |
| (After September 15th 2022, Cost \$450) | |
| Handheld Unit | |
| Mobile App (3 Users) | |

Total Amount Due: _____

BOOTH SELECTIONS
Top two Choices: 1. _____ 2. _____

What do you plan to exhibit?

Companies you prefer not to be placed next to:

By signing this application, Exhibitor attests that they have received, reviewed and consented to the attached Exhibitor Terms and Conditions.
South Beach Symposium reserves the right to inspect or refuse any marketing materials listed above.

Signature: _____ **Date:** _____



Company Name: _____

Payment Information

Card Type:



Cardholder Name:
(as shown on card)

Cardholder Number:

Expiration Date:
(mm/yy)

CVV:

Total Amount To Be Charged:

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

Payment
Method:



Check

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



Wire Transfer

(Please Call 561.997.0112 ext. 7520 for details)

Customer Signature

Date



1. Contract

The following Rules and Regulations become binding upon acceptance of this Contract between the Applicant and its employees, and the show sponsor. In addition, ACCME rules are followed.

2. Space Assignment

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on date of reservation and separation of competitive products.

3. Exhibit Package Description

Exhibit packages include, (1) identification sign, 6 ft table, 2 chairs, waste basket and (3) representative registrations. No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or other exhibits.

4. Show Move-In & Move-Out (Tentative)

Disclaimer: Exhibit Hours and Move in and Move out times are Tentative and Subject to Change

Exhibit Move In: Thursday, October 13 6pm-9pm PST
Friday, October 14 7am-9am PST

Exhibit Move Out: Saturday, October 15 3:30pm-6pm PST

NOTE: No exhibitor will be allowed to break down their booth until after the break on Saturday, October 15. Exhibitor agrees that if they do not follow these set-up and tear down guidelines, the company will be charged \$500 and will be suspended from future shows. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. SBS will notify exhibitor applicant if exhibit space request cannot be honored.

5. Exhibit Hall Hours

Please reach out to **Jenna Ferber** at jenna@livderm.org to receive updates on the schedule and times

6. Unoccupied Space

SBS reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

7. Payments & Refunds

The total amount for sponsorship, grants and exhibit booth space is due upon the reserving of space and signing the contract. In the event an exhibitor or sponsors cancels a contract, SBS must be notified in writing. Exhibitors or Sponsors 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 includes any unpaid balance. Exhibitors or Sponsors 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 also includes any unpaid balance.

8. Food Service

SBS reserves the right to provide food and beverage during certain hours in the exhibit area.

9. Noisy Equipment

The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

10. Security

Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor or sponsor only.

11. Fire and Safety Regulations

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

12. Liability and Insurance

The hotel management and SBS will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel management or SBS be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of the SBS is final.

13. Damage to Property

Exhibitors and Sponsors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment or to other exhibitors' property. Exhibitors and Sponsors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or to standard booth equipment.

14. Public Policy

Exhibitors and Sponsors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

15. Eligible Exhibits & Restrictions

SBS reserves the right to deny or cancel the registration of any exhibitor, sponsor or program attendee(s) whom the Board of Directors, in its sole discretion, feels would not be in the best interest of the SBS. SBS reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed

in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia 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 SBS headquarters. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of the show. The same restrictions apply to medical journal advertisements or other displayed publications and all promotional literature.

16. Exhibit Floor Access

SBS reserves the right to limit access to the exhibit floor to anyone when it is not officially open.

17. Use of Booth Space

Exhibitors and Sponsors shall reflect their company's highest standards of professionalism while maintaining their booths during show hours. No exhibitor or Sponsors shall assign, sublet or share booth space without permission.

18. Exhibition Sales Policy

Exhibitors or Sponsors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.

19. Irregular Canvassing/Advertising Distribution

Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors and Sponsors are urged to report to SBS any violations of this rule.

20. 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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2022

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JENNA FERBER
Email: jenna@livderm.com or call 954-682-4203

www.livderm.org

1801 N. Military Trail, Suite 200. Boca Raton, FL 33431

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OF TARSUS MEDICAL GROUP