

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

**FEBRUARY 9-10, 2023**

Loews Hotel | Miami Beach, Florida

LIVE MEETING



Join us for an expanded TWO 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 practitioners who treat children and adolescents with skin conditions.

**DON'T MISS OUT!**

**M** MASTERS OF  
**PEDIATRIC  
DERMATOLOGY**



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



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

The past two years have not only seen an expansion with our multiple virtual offerings, but also with our stand-alone meeting series. From hosting a standalone program at the **American Academy 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.

In 2021, with our first virtual annual meeting, we hosted over 1100 attendees from both the US and overseas and 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.

In 2023 we are yet again expanding on our two-day symposium with the purpose to promote and advance pediatric dermatology by adding an allied health professional track and an MOPD Hands on Workshop for all types of healthcare professionals across all disciplines in the pediatric space. We understand there are different needs in education for different attendees, and we aim to help bridge the gap to get the necessary education to everyone seeking it.

It will be incredible to be at our home at the Loews Miami Beach and we can't wait to see you!

## Previous Masters of Pediatric Partners

### INDUSTRY PARTNERS

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

### ASSOCIATION PARTNERS

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

### MEDIA PARTNERS

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



## MEETING LOCATION



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 \$250/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

MOPD Table Top

6' Table Top  
(prior to September 1, 2022)  
\$4,000

6' Table Top  
(after September 1, 2022)  
\$4,500



## EXHIBIT HOURS

**FEBRUARY 9TH, 2023**  
9:30 am – 6:30 pm

**FEBRUARY 10TH, 2023**  
10:00 am – 6:30 pm

Please see page 14 for more detailed exhibit schedule, set up and breakdown times

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

# SPONSORSHIP OPPORTUNITIES



**Attendee Bags**  
\$20,000



**Speaker Ready Room**  
\$25,000



**Lanyards**  
\$15,000



**Enduring Package**  
\$15,000



**Advisory Board (2 hours)**  
\$10,000



**Advisory Board (3 hours+)**  
\$15,000



**Hotel Keycards**  
\$20,000



**Refreshment Breaks**  
\$15,000 per day



**Rotunda Glass Window Frames**  
\$10,000 each or  
\$45,000 for all 5



**Mobile App**  
\$10,000



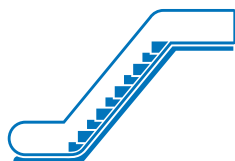
**Door Drop**  
\$6,000



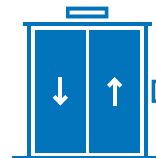
**Door Hangers**  
\$6,000



**Escalator Branding**  
(top, middle, sides)  
\$45,000



**Escalator Landing**  
\$15,000



**Elevator Landing**  
\$20,000



**Wall Frames**  
\$20,000

# SPONSORSHIP OPPORTUNITIES



Beach Towels  
\$15,000



Bag Insert  
\$4,000



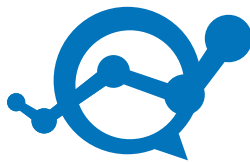
Poster  
\$2,000



Nightly News  
\$30,000



Abstract Session  
\$25,000



CME Symposium  
Sponsorship  
\$55,000\*

## 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.

# PRODUCT THEATERS

Please see page 9 for more details on product theaters

Breakfast Slot  
\$50,000

Lunch Slot  
\$60,000

Dinner Slot  
\$45,000

# MOPD Sponsorship Levels 2023

## 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 Focused Sponsorships

**ALL SPONSORS OF RESIDENCY PROGRAMS WILL BE LISTED ON SIGNAGE AND IN CONFERENCE GUIDE AS A VISIONARY SUPPORTER**

## Resident Reception

\$40,000

Be the first to welcome residents to the MOPD meeting after the Thursday Welcome Reception, for some more welcoming! We tailor an evening of food and refreshments allowing you to network and connect with the best and brightest up and coming physicians from across the country. (up to 25 participants)

## Resident Brunch

\$30,000

This brunch provides the opportunity for industry partners to share their therapy or disease state awareness on a topic of their choice for 1 hour. Company may also hold a "Meet Industry" presentation to discuss the ways they can get involved with the company either from a clinical trial perspective, R&D or future KOL mentorship. MOPD to provide boxed lunches for every attendee (up to 25 participants)

## 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. Sponsoring company receives up to 2 hour time block.

All Sponsorships include:

- Meeting Room
- Sponsor recognition on all signage acknowledging support of this event
- Ability of sponsor to welcome everyone at the beginning of program
- 1 email to MOPD pre-registered list to promote sponsorship
- 3 social media posts to promote sponsorship
- Listing of logo on meeting title/housekeeping slide to announce sponsorship

ADDITIONAL OPTIONS

## General Meeting Support

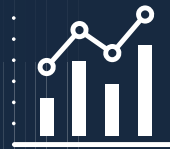
\$15,000 sponsorship

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



# Want Some Quality Time?

## SPONSOR A PRODUCT THEATER



MOPD Industry Supported Programs provide a forum to deliver information about your newest product, device or service to our audience of relevant practitioners. In this format, industry partners 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.

Industry Supported time slots are scheduled during uninterrupted times when educational sessions are not taking place to help maximize your attendance.

**Dates and Times will vary.**

**Reach out to Shannon O'Leary**

Director of Business Development  
LiVDerm, Masters of Pediatric Dermatology, South Beach Symposium  
Tarsus Medical

**C: 904-673-1004**

**[shannon@tarsusmedicalgroup.com](mailto:shannon@tarsusmedicalgroup.com)**

**Breakfast Non-CME Slot \$50,000**

**Lunch Non-CME Slot \$60,000**

**Dinner Non-CME Slot \$45,000**

# RESIDENT & YOUNG PRACTITIONER 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/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.



Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency



MEDICAL



Health Care  
Doctor  
Hospital  
Pharmacist  
Nurse  
Dentist  
First Aid  
Surgeon  
Emergency



MEDICAL



## CONTACT INFORMATION

Company Name:

Address

City

State

Zip Code

Telephone

Fax

E-mail

Authorized Signature:

<input type="checkbox"/> 6' Table Top (prior to September 1, 2022)	\$4,000	<b>What do you plan to exhibit?</b>	<b>Companies you prefer not to be placed next to:</b>
<input type="checkbox"/> 6' Table Top (after September 1, 2022)	\$4,500		
		<b>Total Amount Due:</b>	

### Additional Marketing & Sponsorship Options

<input type="checkbox"/> Attendee Bags \$20,000	<input type="checkbox"/> Escalator Branding (top, middle, sides) \$45,000
<input type="checkbox"/> VIP Faculty Dinner \$50,000	<input type="checkbox"/> Escalator Landing \$15,000
<input type="checkbox"/> Lanyards \$15,000	<input type="checkbox"/> Elevator Landing \$20,000
<input type="checkbox"/> Enduring Package \$15,000	<input type="checkbox"/> Wall Frames \$20,000
<input type="checkbox"/> Advisory Board (2 hours) \$10,000	<input type="checkbox"/> Speaker Ready Room \$25,000
<input type="checkbox"/> Advisory Board (3 hours+) \$15,000	<input type="checkbox"/> Bag Insert \$4,000
<input type="checkbox"/> Hotel Keycards \$20,000	<input type="checkbox"/> Poster \$2,000
<input type="checkbox"/> Refreshment Breaks \$15,000 per day	<input type="checkbox"/> Nightly News \$30,000
<input type="checkbox"/> Rotunda Glass Window Frames	<input type="checkbox"/> Abstract Session \$25,000
<input type="checkbox"/> \$10,000 each <input type="checkbox"/> \$45,000 for all 5	<input type="checkbox"/> Beach Towels \$15,000
<input type="checkbox"/> Mobile App \$10,000	
<input type="checkbox"/> Door Drop \$6,000	
<input type="checkbox"/> Door Hangers \$6,000	

#### RESIDENT SPONSORSHIPS

<input type="checkbox"/> Residents Reception	\$40,000
<input type="checkbox"/> Residents Brunch	\$30,000
<input type="checkbox"/> Residents Summit	\$25,000
<input type="checkbox"/> General Support	\$15,000

#### PRODUCT THEATER

<input type="checkbox"/> Breakfast Slot	\$50,000
<input type="checkbox"/> Lunch Slot	\$60,000
<input type="checkbox"/> Dinner Slot	\$45,000

#### Additional Options

<input type="checkbox"/> Lead Retrieval Scanner \$400 <small>(After January 22, 2023, Cost \$450)</small>	
<input type="checkbox"/> Handheld Unit	<input type="checkbox"/> Mobile App (3 Users)

## 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 561.763.1544**
**ATTN: Shannon O'Leary 904-673-1004**  
**shannon@tarsusmedicalgroup.com**

## Payment Authorization Form

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

### Payment Information

**Card Type:**






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

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

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

**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.

**MAIN SET UP:**

WEDNESDAY, FEBRUARY 8TH, 2023

THURSDAY FEBRUARY 9TH, 2023

LATE MOVE IN – MUST BE SETUP BY 9:00AM

THURSDAY FEBRUARY 9TH, 2023 – EXHIBIT FOYER HOURS 9:30 AM – 6:30 PM

9:30am – 10:00am BREAK

11:30am – 12pm BREAK

12:45pm – 1:15pm BREAK

3:00pm – 3:30pm BREAK

5:30pm – 6:30pm WELCOME RECEPTION

FRIDAY FEBRUARY 10TH, 2023 – 10:00 AM – 6:30 PM

10:30am – 10:45am BREAK

11:30am- 12pm BREAK

12:45pm-1:15pm BREAK

2:45pm – 3:00pm BREAK

5:30pm – 6:30pm NETWORKING RECEPTION

FRIDAY FEBRUARY 10TH, 2023 - EXHIBITOR MOVE OUT 6:30 PM – 9:00 PM

\*EXHIBITORS MAY NOT BEGIN BREAKDOWN UNTIL 6:30 PM\*

\*EXHIBIT HALL HOURS SUBJECT TO CHANGE\*

**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 9-10, 2023  
MIAMI BEACH, FLORIDA

---

Contact: [shannon@tarsusmedicalgroup.com](mailto:shannon@tarsusmedicalgroup.com)