

CONTROVERSIES & CONVERSATIONS

in Laser & Cosmetic Surgery
an Advanced Symposium



INDUSTRY PROSPECTUS

skincarecontroversies.com

August 9–11, 2024 | Carlsbad, California

WELCOME

Thank you for your support and participation in the **2024 Controversies & Conversations in Laser & Cosmetic Surgery, an Advanced Symposium**. The following will provide you with important information about the 2024 meeting and your participation as a supporter. If you have any questions or need further assistance, please do not hesitate to contact Trinity Campbell, Exhibit Manager, **GAFFNEY EVENTS** at **425.354.8937** or at **trinity@gaffneyevents.com**. We look forward to working with you and assisting to ensure a successful event for your organization.

SYMPOSIUM OVERVIEW

The **Controversies & Conversations Symposium** offers participants a unique opportunity to learn, share and discuss controversial topics in laser and cosmetic surgery in a conversational, collegial atmosphere. Our world-class faculty will present their views and engage in focused debates on controversial issues surrounding the claims and disclaims that follow the development of new lasers, light and energy sources, skin tightening devices, relaxers and fillers. Join us for an internationally-respected, no-holds-barred discussion on all the hot topics you need to know about in the world of cutaneous and aesthetic surgery. Join us for an internationally-respected, no-holds-barred discussion on all the hot topics you need to know about in the world of cutaneous and aesthetic surgery.

SYMPOSIUM LOCATION

Park Hyatt Aviara Resort | 7100 Aviara Resort Drive | Carlsbad, CA 92011
Exhibit Hall: Grand Ballroom AB

TARGET AUDIENCE

The meeting is specifically targeted at dermatologists, plastic surgeons, facial plastic surgeons, oculoplastic surgeons, aesthetic medicine specialists, nurses, and physicians assistants with advanced knowledge in skin, skin treatments and Aesthetic Medicine. The meeting is of particular interest to all those in the business of lasers, energy-based devices, and cosmetic procedures.

HOTEL ACCOMMODATIONS

You are responsible for making your hotel room reservations for your company personnel. To reserve a room, please contact the **Park Hyatt Aviara Resort, Golf Club & Spa** directly at **760.448.1234** and mention the **Controversies & Conversations** conference.

Here is a direct link for industry only to book your stay:

<https://www.hyatt.com/en-US/group-booking/SANPA/G-DRNM/INDUSTRY>

Please Note: In order to receive the discounted room rate, reservations must be made by **Tuesday, July 16**. We have negotiated a group rate of \$405 for single or double occupancy, plus taxes and fees.

IMPORTANT: A non-refundable deposit equal to one night's stay is required to hold each individual's reservation. Should a guest cancel a reservation, the non-refundable deposit will be retain by the hotel.

EXHIBIT SPACE AND EQUIPMENT

Exhibits will be located in the Grand Ballroom AB.

The following equipment will be provided for your use at no additional charge:

Platinum Exhibitors

- 2 Skirted exhibit table measuring 6' X 2.5'
- 2 Side Chairs
- 1 Wastebasket

Gold, Silver & Bronze Exhibitors

- 1 Skirted exhibit table measuring 6' X 2.5'
- 2 Side Chairs
- 1 Wastebasket

EXHIBIT AREA STAFFING

Please provide us with the names of the individuals who will be representing your company by completing and returning the **Exhibitor Agreement and Badge Form**, which is located on **page 6**. **Bronze exhibitors will receive 2 badges, Silver 3 badges, gold 4 badges, and platinum 5 badges respectively.** Additional badges will be invoiced at \$1300 each.

EXHIBIT SET-UP & DISMANTLE

Exhibit set-up starts on **Thursday, August 8, between 3:00 pm and 6:00 pm.** After 6:00 pm, the exhibit room doors will be locked, but not guarded and not opened again until **Friday, August 9 at 7:00 am** All exhibit set up needs to be completed before 7:00 am, on **Friday, August 9.** Setup is not allowed once the breakfast has started on Friday morning. Dismantling of exhibits will take place on **Sunday, August 11 at 12:00 pm,** and must be complete by 2:00 pm.

Please Note: Exhibit booth location will be reserved on a first come, first served basis, based on when Exhibit Agreements are received.

The program offers as much time as possible for the attendees to peruse the exhibit area for 1-2 hours per day (during breakfasts and the morning breaks). Exhibitors are required to staff their booths during all the designated exhibit times, but are encouraged to join the general session and discussion.

EXHIBIT HOURS

Thursday, August 8	3:00 pm – 6:00 pm	Exhibit Setup
Friday, August 9	7:00 am – 12:00 pm	Exhibits Open
Saturday, August 10	7:00 am – 2:30 pm	Exhibits Open
Sunday, August 11	7:00 am – 12:00 pm	Exhibits Open
	12:00 pm – 2:00 pm	Exhibit Dismantle

SECURITY

The exhibit room will be locked (but not guarded) at the conclusion of the program each day. For safety purposes, it is strongly recommended that your reps take smaller valuables with them upon exiting the room as Controversies is not responsible for any lost / damaged items.

ELECTRICITY

You are responsible for payment of your booth electrical needs prior to the start of the symposium. Please order using the AVMS page by following this link: <https://form.jotform.com/212804141999158>

If you have any questions, please reach out to **Frank Gravino** by email at fgravino@avms.com or by phone at 301-928-8499.



SHIPPING DIRECT TO HOTEL

All shipments should be sent no sooner than two weeks prior to the conference. A charge, currently \$5.00 per box, or \$125 per pallet, will be assessed to cover the administration of receiving, tracking, and storage of each item. Deliveries will not be accepted if the shipper requires assistance from the hotel staff to load or unload materials. The hotel accepts no responsibility for the return of packages or shipments at the conclusion of your function.

To ensure prompt delivery all materials should be addressed as follows:

Park Hyatt Aviara Resort

7100 Aviara Resort Drive

Carlsbad, CA 92011

Attn.: (Guest's Name)

August 9–11, 2024

Controversies & Conversations

SHIPMENT CONFIRMATION

GAFFNEY EVENTS will not assume responsibility for the confirmation of shipped materials or equipment. The exhibitor is solely responsible for their property including loss, damage, or failure to arrive in a timely manner from the initial shipment, up to and including the final shipment to the final destination.

LIABILITY

GAFFNEY EVENTS is not responsible, and the "Exhibitor" hereby waives all claims against the aforementioned, for loss, damage, destruction of property, or bodily injury occurring at or in connection with the exhibit or conference. Further, the exhibitor agrees to hold harmless GAFFNEY EVENTS and its employees and agents with respect to such claims and indemnify them against such claims brought by third parties arising out of the actions of exhibitor or its employees. Each exhibitor is responsible for obtaining its own insurance for bodily injury or property loss or damage occurring in connection with the exhibit.

ADDITIONAL INFORMATION

For additional information, please contact Trinity Campbell at 425.354.8937 or by email at trinity@gaffneyevents.com

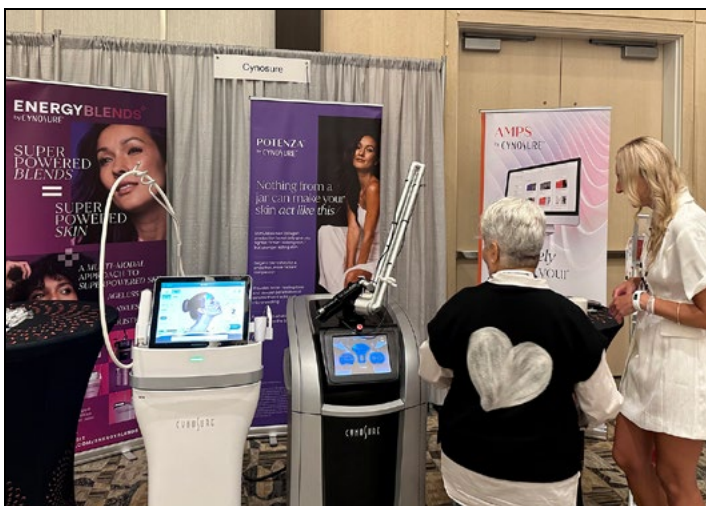


EXHIBIT SUPPORT LEVELS

Platinum Supporter: \$50,000

Platinum level supporters will receive a 10' x 20' premium placement exhibit booth and 5 complimentary full-meeting badges. Platinum supporters will also receive logo recognition on the symposium website, syllabus, and signage as well as three promotional tote bag inserts.

Gold Supporter: \$25,000

Gold level supporters will receive a 10' x 10' preferred placement exhibit booth and 4 complimentary full-meeting badges. Gold supporters will also receive logo recognition on the symposium website, syllabus, and signage as well as two promotional tote bag inserts.

Silver Supporter: \$10,000

Silver level supporters will receive a 6' tabletop exhibit booth and 3 complimentary full-meeting badges. Silver supporters will also receive logo recognition on the symposium website, syllabus, and signage as well as one promotional tote bag insert.

Bronze Supporter: \$7,000

Bronze level supporters will receive a 6' tabletop exhibit booth and 2 complimentary full-meeting badges. Bronze supporters will also receive logo recognition on the symposium syllabus and signage.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opening Cocktail/Welcome Reception: \$50,000 or \$25,000 (co-sponsorship)

Includes Recognition Signage, Cocktail Napkins with company logo, and support slide shown in general session.

Wireless Internet: \$20,000

Exclusive: Keep Controversies & Conversations attendees connected with exclusive sponsorship of the symposium wi-fi. Includes custom network SSID and password of your choice to highlight your company or brand.

Corporate Controversies: A non-CME Symposium Lunch: \$15,000 (6 available)

Available Times: Saturday, August 10: 12:15 pm – 2:00 pm

Each corporate sponsor will be allotted 10 minutes of formal presentation, which will then be followed by an open discussion chaired by Kenneth A. Arndt, MD, and Jeffrey S. Dover, MD. The purpose of the session is to have an academic and scholarly discussion. Sponsoring companies may select any topic their company finds of interest. The one restriction is that the presentation should not be sales or marketing oriented but rather science and technology-focused.

Hotel Key Cards: \$15,000

Prominently display your company logo on hotel key cards given out to every faculty and attendee staying at the Park Hyatt Aviara Resort.

“Meet the Experts” Reception: \$15,000

Available Times: Saturday, August after 5:30 pm

Exclusive Sponsorship of an Evening Reception. Highlight your company through product and device demonstrations.

Sponsorship Includes:

- Company logo recognition of sponsorship on slides, signage and print materials
- All audio visual equipment
- Food & beverage
- Case Presentations / Demonstrations

ADDITIONAL SPONSORSHIP OPPORTUNITIES *continued*

Symposium Breakfast(s): \$10,000 (3 available)

Signage will be posted outside the room and on the main food table(s). Your company logo and weblink would be advertised on the sponsor page of the Symposium website and recognition in the Symposium program.

Coffee Break: \$10,000

Exclusive sponsorship of one of the breaks on either Thursday, Friday, or Saturday. This sponsorship includes recognition signage and support slides.

Lanyards: \$10,000

Exclusive: Incorporate your company logo or brand on the symposium lanyards given to all attendees.

E-blast Advertisement Insertion: \$10,000

Banner ad placed in 1 Controversies & Conversations Promotional eblast (company to provide artwork).

Social Activity: \$5,000

Host a social activity for attendees and their guests on-site or near the hotel. Below are the times available. Once approved, the sponsoring company handles the planning and costs of the event. Your company logo, weblink and event will be promoted on The Symposium website, notification emails and in The Symposium program. The sponsoring companies will have the option to receive attendee information for promoting their event. For ideas on social activities, please contact Trinity@gaffneyevents for a destination guide.

Available Times: Friday, August 9: Anytime between 12:30 pm - 5:00 pm

Saturday, August 10: Anytime after 2:30

Advisory Board and/or Ancillary Meeting: \$5,000

These are valuable opportunities to reach key opinion leaders in Dermatology. Sponsors will receive meeting room space for allotted time and assistance in identifying faculty to participate in the advisory board.

Reserve meeting space for your meeting. The fee for the on-site meeting covers approval. Companies holding an advisory board or focus group that wish to include AV and/or any food and beverage will need to arrange and pay for these items through the hotel.

Available Times: Thursday, August 8: Open all day/evening

Friday, August 9: Any time between 1:00 pm - 5:00 pm

Saturday, August 12: any time after 2:30

Attendee Bag Insert: \$5,000

Your corporate literature or brochure will be placed in the attendee bag which will be distributed to all attendees at registration.

Full Page Ad in the Conference Guide: \$3,500

Fellows Travel Sponsorship: \$2,500

Sponsor one fellow in training to attend this world-class conference by providing travel and registration fees. Sponsor will be highlighted on-site as an important proponent of furthering Fellows education.

Industry Poster Abstracts: \$1,500

Educate our audience with the sponsorship of a digital clinical poster board to highlight cutting-edge research, experiments, and new products or procedures. The digital Abstract Board will be located near the C&C Registration Desk and will run for the duration of the conference.

EXHIBITOR AGREEMENT & BADGE FORM

CONTROVERSIES & CONVERSATIONS INDUSTRY SYMPOSIUM

Company Name (As it should appear on printed material)		
Contact Person (Individual to whom all exhibitor information will be forwarded)		Title
Street Address		
City	State	Zip
Telephone	Fax	Email
Product		

LEVELS OF EXHIBIT

Platinum Sponsor: \$50,000
 Gold Sponsor: \$25,000
 Silver Sponsor: \$10,000
 Bronze Sponsor: \$7,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____
_____ \$ _____	_____ \$ _____

BADGES NEEDED

Representative Name (First, Last)	Email Address	Phone

PAYMENT

Make checks payable to: Gaffney Events Educational Trust

Mail: Gaffney Events, 27322 NE 143rd Place, Duvall, WA 98019

Please note: There will be a 3.5% service fee added to all credit card charges.

EIN #: 47-3109028

Phone: 425.442.1314

Credit Card Number _____ Zip Code _____ CVC Code _____ Expiration Date _____

TOTAL SPONSORSHIP \$ _____ Signature _____

For all sponsorship-related questions, please contact Trinity Campbell at 425.354.8937 or via email at trinity@gaffneyevents.com