

Exhibitor Prospectus

Join us in
NYC

**42nd Mohs College
Annual Meeting**

Marriott Marquis
April 30 – May 3, 2010
New York • NY

<http://www.mohscollege.org/annualmeeting>



Dear Industry Representative,

On behalf of the American College of Mohs Surgery, I invite you and your company to participate in the 2010 Annual Meeting April 30th – May 3rd at the lively and majestic Marriott Marquis in New York City.



The ACMS Annual Meeting is an important continuing medical education event in Mohs and dermatologic surgery designed primarily for the 900+ members of the ACMS. The ACMS is the oldest and largest membership organization for Mohs micrographic surgeons, with 50-65 new surgeons joining the College each year after completing a one- to two-year approved fellowship. We are proud that nearly 100% of these physicians join the College the same year they complete their training and that 99% of our members renew their membership each year. ACMS members are required to attend at least one Annual Meeting every three years to remain a member. At the 2009 Annual Meeting, 717 members, fellows-in-training, surgical assistants, and non-member physicians made time to attend. As always, we are pleased to offer several opportunities and exposure for your company's products and services for this meeting.

In addition to performing Mohs surgery, ACMS members regularly perform the same dermatologic procedures as non-ACMS dermatologic surgeons. These procedures include:

- Skin resurfacing
- Microdermabrasion
- Botulinum toxin injections
- Laser surgery
- Sclerotherapy
- Fillers
- Liposuction
- Skin rejuvenation

We anticipate the 2010 ACMS Annual Meeting attendance to again be over 700, and fully expect these numbers to increase each year as our membership continues to grow and our meeting attracts new attendees.

Please take the time to review this prospectus carefully and make the decision to join us at this important event. For those of you who supported ACMS' Annual Meetings in the past, our heartfelt thanks; we look forward to welcoming you in New York.

Best Regards,

Duane C. Whitaker, MD, FACMS
ACMS President

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“Great opportunity to interact with business representatives and products I would otherwise not get to see in person!”

—2009 Meeting Attendee

Benefits of participation in the ACMS 2010 Annual Meeting

- Increase the visibility of your company or institution in a relaxed and friendly atmosphere.
- Demonstrate and promote your products or services to leaders in the field of Mohs and dermatologic surgery as well as to newcomers who are just getting started in their practices.
- Feature a new product or service.
- Develop sales leads at a meeting of more than 700 ACMS members, residents and fellows-in-training, histotechnicians, non-member physicians, and support staff.
- Build brand loyalty via support of the ACMS and its growing membership through involvement in the College's Annual Meeting.

Corporate supporters receive the following recognition benefits:

- Placement of your support in the on-site program.
- Verbal announcement of your support at the business meeting.
- One complimentary set of post-event registration mailing labels.
- Acknowledgement on the ACMS website.
- Supporter ribbons for booth personnel.

“Good exposure!

**Several surgeons who are existing
clients brought new ones to me!”**

—2009 Exhibitor

Application & Selection Procedures

Categories of Exhibits

The College will consider applications for exhibit space for products or services in the following categories:

- Pharmaceuticals (both prescription and non-prescription)
- Equipment and devices designed for diagnosis or treatment of dermatologic conditions
- Cosmetics and skin care
- Scientific/medical educational publications
- Activities of professional and educational organizations
- Products or services relating to the support of non-medical aspects of the practice of dermatology (office equipment, record keeping equipment or services, etc.)
- Physician recruitment and placement services
- Research survey activities, in conjunction with confirmed exhibiting companies

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Seattle, WA

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2010 ACMS Annual Meeting Fact Sheet

Purpose

The purpose of the ACMS Annual Meeting is to offer a forum where Mohs surgery and other dermatologic procedures are presented and discussed.

Target Audience

The target audience for these programs is members of the ACMS, residents and fellows-in-training, technicians, and surgical assistants who work with ACMS members.

Program

The Annual Meeting consists of masters' panels, interactive sessions, and oral and poster abstract presentations featuring the latest developments in Mohs and dermatologic surgery. Topics will include, among others, cutaneous oncology and pathology, fundamentals of dermatologic surgery, advanced reconstruction, and filler & laser techniques.

Dates and Venue

The 2010 Annual Meeting will be held from Friday, April 30 – Monday, May 3 at the Marriott Marquis in New York, NY.

Hotel

A block of guest rooms has been reserved at the Marriott Marquis to accommodate meeting participants. Room reservation material will be included with the Preliminary Program & Registration Materials, which will be sent to all exhibitors.

Registration

Registration forms for the 2010 Annual Meeting will be included with the Preliminary Program & Registration Materials.

Exhibits

Pharmaceutical companies, medical instrument and equipment companies, medical publishers, software/ data-management companies, and other companies or associations with a product or service that may benefit attendees are invited to exhibit at the meeting. The Exhibit Hall will feature 80-square-foot exhibit booths (10-feet wide by 8-feet deep) and will be located in the same area as some scientific sessions, posters, and food & beverage stations. Designated hours will allow more concentrated and quality time for attendees to visit the exhibits.

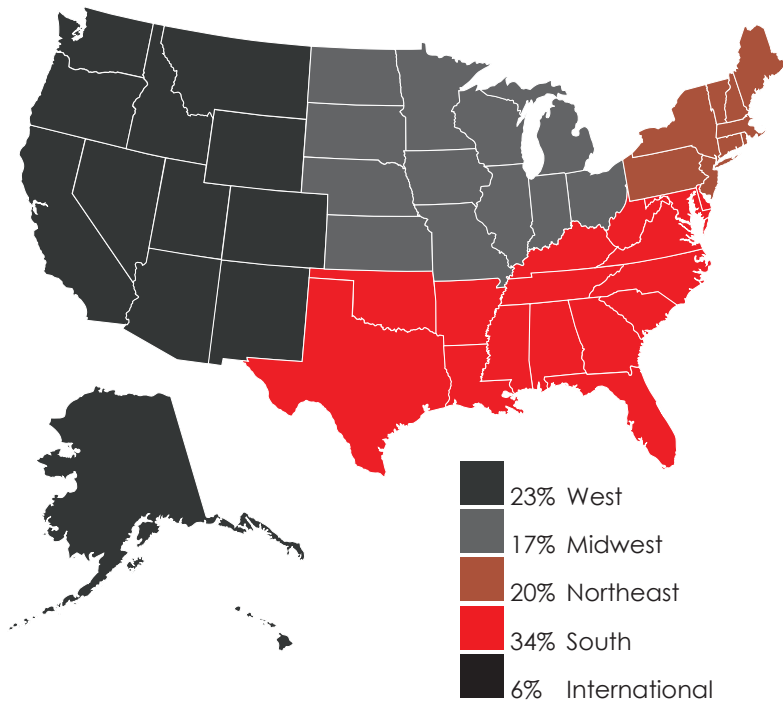
Travel

Located in the heart of Time Square and the Broadway Theater District, the Marriott Marquis is only 9 miles away from La Guardia Airport and 15 miles from JFK and Newark Airports.

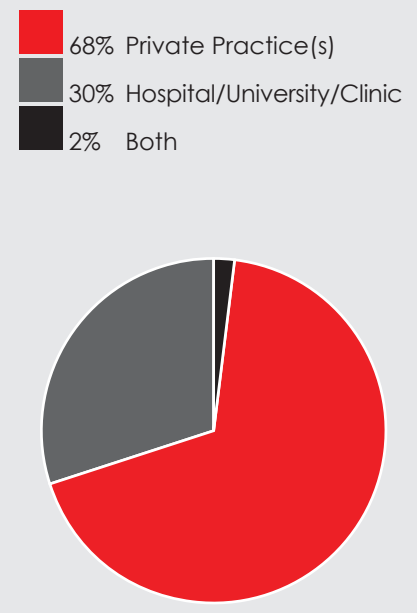
Weather

Spring in New York City varies, and can range from chilly to warm, although it is usually pleasantly mild with low humidity. High temperatures range from 61° - 71°F in late April and early May, while low temperatures range from 44° - 54°F.

ACMS Members by Region



Where ACMS Members Practice



2010 Support Benefits Overview

Benefits of Support	Platinum Support \$25,000+	Gold Support \$15,000 - \$24,999	Silver Support \$5,000 - \$14,999	Bronze Support \$500 - \$4,999
Exhibitor-attendee badge(s), which permits entry to all meeting education sessions except the "breakfast" sessions	4	3	2	1
Exhibit Booth at a reduced rate	20%	15%	10%	
One (1) full-page, black-and-white ad in the Final Program & Abstract Book (See page 17 for ad details)	✓	✓		
Mailing labels for one-time use in accordance with ACMS' policies	✓	✓		
Right of first refusal for 2010 (for the same level of support as the previous year)	✓	✓		
Company name included on ACMS website listing through December 2011	✓	✓	✓	
Supporter ribbons for company/organizational representatives at the Annual Meeting	✓	✓	✓	
Company name on Annual Meeting items approved by the ACMS	✓	✓	✓	
Invitation to Welcome Reception	✓	✓	✓	✓
Listing in Preliminary Program & Registration Materials with logo*	✓	✓	✓	✓
Listing in Final Program & Abstract book with logo**	✓	✓	✓	✓
Acknowledgement at Annual Meeting through special signage	✓	✓	✓	✓
ACMS-approved literature in the registration bags	✓	✓	✓	✓

*For contributor name to appear in the Preliminary Program & Registration Materials, pledge forms and payment (60% minimum) MUST be received at the ACMS Executive Office no later than November 2, 2009.

**For contributor name to appear in the Final Program & Abstract Book, pledge forms and full payment MUST be received at the ACMS Executive Office no later than February 12, 2010.

See page 15 for a pledge form.

ACMS Support Opportunities

Product/Service Demonstration – \$20,000

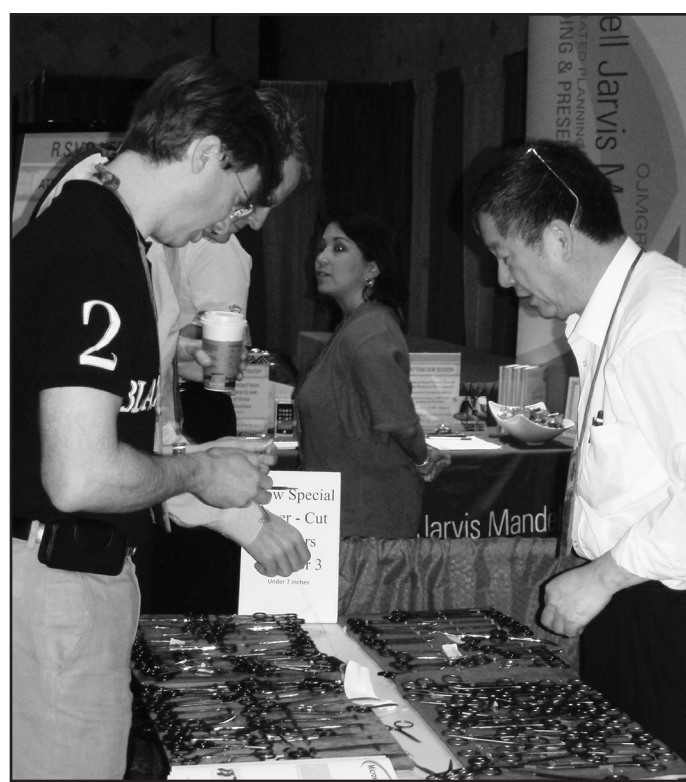
Product demonstrations, pre-approved by ACMS, will be held on Saturday afternoon, May 1, after the scientific sessions break. Pledge forms for this support category must be accompanied by a description of the product and/or service to be demonstrated. ACMS reserves the right to refuse product demonstration proposals. Price includes one (1) booth in the Exhibit Hall. Contributors' non-product-related signs announcing their participation in the product demonstration sessions will be placed at the entrance of the session room. *(Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)*

Welcome Reception – \$15,000

The 90-minute cocktail and hors d'oeuvres reception will be held Friday evening, April 30, to give participants the chance to exchange ideas and discuss new developments in Mohs and dermatologic surgery. Exhibitors and corporate supporters will have the opportunity to mingle with meeting attendees in a relaxed and congenial environment. Contributors' non-product-related signs will be placed within the reception area. *(Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)*

Lunch (in the Exhibit Hall) – \$15,000

Lunch is served in the Exhibit Hall. Exhibitors and corporate supporters will have the opportunity to mingle with meeting attendees in a relaxed and congenial environment. Contributors' non-product-related signs will be placed at food stations. *(Signs provided by supporter, but must be pre-approved by ACMS. Maximum four signs. Maximum sign dimensions: 3 feet x 4 feet.)*



Lunch for Business Meeting – \$15,000

For the convenience of delegates, box lunches will be available during the ACMS' business meeting.

Final Program & Abstract Book – \$12,000

The Final Program & Abstract Book is a comprehensive guide to all the activities offered at the Annual Meeting and includes all abstracts submitted for the meeting. It is distributed to all attendees.

Fellowship Training Reception – \$7,500

Physicians who recently completed their ACMS fellowship training will be introduced to their peers and fellowship training directors by their program director in an informal setting. Hors d'oeuvres and beverages will be served during this 90-minute reception on Sunday evening, May 2. Contributors' non-product-related signs will be placed within the reception area. *(Signs provided by supporter, but must be pre-approved by ACMS. Maximum two signs. Maximum sign dimensions: 3 feet x 4 feet.)*

Registration Bags – \$7,500

All meeting attendees will receive a registration bag imprinted with your company's logo.

Notepads – \$5,000

This essential item will be placed in the registration bags, and will be specially printed with both your logo and an outline of the human face.

Break Host – \$4,000 per break

Meeting attendees will be provided with complimentary coffee/tea each day. Sole support of a coffee break can be arranged on a daily basis or for the entire meeting. Contributors' non-product-related signs will be placed at break stations. *(Signs provided by supporter, but must be pre-approved by ACMS. Two signs per break station. Maximum sign dimensions: 3 feet x 4 feet.)*

Lanyards – \$1,500

Attendees will be able to conveniently wear their badge with a neck lanyard, which will include your company's logo.

Registration Bag Inserts – \$500

This is an opportunity for exhibitors and corporate supporters to double their exposure by having a flier or small promotional item placed in the registration bags of all attendees. All inserts must be submitted for pre-approval by the ACMS by Friday, February 26. Supporters will be responsible for supplying the necessary amount of supplies for each bag. Inserts must be received by Friday, March 12.

See page 15 for a pledge form.

General Meeting Information

About the ACMS

Established in 1967 by Dr. Frederic E. Mohs and a small group of surgeons trained by him, the American College of Mohs Surgery is the oldest and largest society for Mohs micrographic surgeons, with more than 900 active members.

All members have been fellowship trained in a one- to two-year approved Mohs surgery training program, and most perform other dermatologic surgery procedures such as:

- Skin resurfacing
- Microdermabrasion
- Botulinum toxin injections
- Laser surgery
- Sclerotherapy
- Fillers
- Liposuction
- Skin rejuvenation

Membership growth is expected to continue, with an estimated 50-65 new surgeons joining each year for the next five years. In 2009, over 700 members attended the Annual Meeting.

Meeting Location

The 2010 Annual Meeting will be held at the Marriott Marquis. Exhibits will be located in the Westside Ballroom Salon 3 & 4, which is adjacent to the Registration desk. *(Exhibit location may be subject to change)*

Meeting and Exhibit Times/Dates

The Annual Meeting begins on Friday morning, April 30 and ends at noon on Monday, May 3.

Exhibit Hall Hours

(may be subject to change)

Saturday, May 1: 10 am – 2 pm
Sunday, May 2: 10 am – 3 pm

All exhibit booths must be staffed during these hours. Exhibitors will be notified via email if a change in hours is necessary.

Note: Exhibit Hall hours and dedicated times available for participants to visit the hall may vary slightly, depending upon final educational program schedule.

Exhibit Hall Hours Load In/Ship Out

(may be subject to change)

Exhibit load in

Saturday, May 1: 7 – 10 am

Exhibit ship out

Sunday, May 2: 3 – 7 pm

Please note: Packing of equipment, literature or dismantling of exhibits will not be permitted until after the Exhibit Hall officially closes. Exhibitors who do not keep their booths staffed and operating until the official closing time jeopardize their participation at future ACMS meetings.

Admission to Sessions and Functions

Rental of one (1) 8' x 10' booth receives:

- Two (2) exhibitor badges, which permits entry into the Exhibit Hall
- One (1) exhibitor-attendee badge, which permits entry to all meeting education sessions except the "breakfast" sessions
- Additional exhibitor-attendee badges are \$100 each

Rental of two (2) 8' x 10' booths receive:

- Four (4) exhibitor badges, which permits entry into the Exhibit Hall
- Two (2) exhibitor-attendee badges, which permits entry to all meeting education sessions except the "breakfast" sessions
- Additional exhibitor-attendee badges are \$100 each

Refer to page 5 for benefits supporters (Platinum, Gold, Silver, and Bronze) will receive.

Note: All badges may be picked up on-site at the exhibitor registration area. *Exhibitor badges must be worn at all times.*

To Reserve a Booth

The Exhibit Hall is limited to 30 8'x10' exhibit booths. To reserve space, complete the Exhibit Space Application on pages 13 and 14 and submit it with a check payable to the American College of Mohs Surgery (ACMS), or via credit card (Visa, MasterCard, or American Express):

American College of Mohs Surgery (ACMS)
Attn: Susan Sadowski
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA

Phone: (414) 347-1103
Email: ssadowski@mohscollege.org
For more information, visit us online at:
www.mohscollege.org

NOTE: Exhibitors registering on or before December 31, 2009, may submit a check for 60% of the booth space fee, with the remainder due by February 12, 2010. Exhibitors registering after December 31, 2009, must submit the entire fee.

Exhibit Information and Policies

Attendee Mailing Labels

Exhibitors may order Annual Meeting pre-registration attendee mailing labels (until March 31) or immediately following the meeting (between May 4 to June 4) at a reduced cost. Platinum and Gold supporters will receive one set of these labels at no additional charge. The mailing labels are for one-time use only and may not be duplicated in any fashion. Order forms will be sent to all exhibitors prior to the meeting. Materials sent in the mailing must be approved by the ACMS and must not incorporate the ACMS logo.

Please note: The ACMS attendee mailing list is available in one-up or three-up pressure sensitive label format. **The list is not available in electronic format.**

Booth Personnel

All individuals selected to staff an exhibit booth must be registered as an exhibitor of the organization supporting the booth, and must wear their exhibitor name badge at all times when working the booth. This regulation applies to individuals dispensing information about the organization's products or services, as well as individuals contracted by the organization to provide any other kind of service or information within the booth.

Booth Rental Fees

- 8' x 10' standard booth: \$3,000
- 8' x 10' corner booth: \$3,500
- Any booth combination greater than 80 sq ft: \$25.00 per sq foot
- Not-for-profit associations may reserve booth space (standard 8' x 10') for \$1,500
- Discounts for Platinum, Gold, and Silver supporters (see page 5 for benefit details)

Booth Rental Fee Includes:

- 8' x 10' (include 10' backdrop and 3' side draperies)
- One (1) skirted 6' table
- Two (2) chairs
- One (1) wastebasket
- One (1) I.D. sign

Booth Assignment

Booth assignments will be done all at once based on a priority point system. Companies who exhibited at the 2009 meeting will each receive two points per booth rented. Exhibitors who provided financial support in 2009 will receive an additional four points if they were at the Platinum level, three points if they were at the Gold level, two points if they contributed at the Silver level, and one point if they contributed at the Bronze level. Exhibitors who provided support for specific items will receive points equivalent to the support level their contribution matches. Contributors who provided funds below the Bronze level will receive one point in addition to their booth points.

If two companies have the same number of points the booth space will be assigned to the company who submits their exhibit space application first. Exhibitors' requests for space location, booth size, and competitor location will be carefully considered.

Booth Construction Information

Standard Booth

Standard booths are 8' x 10' (80 sq ft) or multiples thereof and are arranged in a straight line. All standard booths consist of 8'3" high backdrapes and 4'0" high side dividers mounted on aluminum tubular frames. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.5m). Display material for standard booths is restricted to a maximum height of 4'0" (1.22m) in the front 5'0" (1.52m) of the booth, and 8'3" (2.5m) in the rear 5'0" (1.52m) of the booth. To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than 8'3" in the back and 4'0" along the dividers and aisles.

Island Booth

An island exhibit consists of four or more standard booths back to back with aisles on all four sides. Multi-level exhibit booths are not permitted. The height limit for island exhibits is 20'0" (6.09m). That is, exhibit fixtures, components, lighting, truss systems, and identification signs will be permitted to a maximum height of 20'0" (6.09m). Reception, sampling, or display counters must be a minimum of 1'0" in from all sides, and space must be left within the exhibit to accommodate the booth visitors.



Exhibit Information and Policies, continued.

Booth Construction Information, continued.

Booth construction plans and layout arrangements for island exhibits are requested for review by the ACMS by March 12, 2010. The ACMS, the Marriott Marquis, nor the general service contractor bears responsibility for the exhibitor's compliance with ACMS booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with ACMS booth construction policy.

During the course of the installation and exhibit days, all booths are subject to on-site review. The ACMS reserves the right to request modifications where necessary at the exhibitor's expense to ensure compliance with construction rules and regulations.

Peninsula Booth

A peninsula booth consists of four or more standard booths back-to-back with aisles on three sides. Two standard booths will not be assigned as the peninsula booth. Exhibit features, components, lighting, truss systems, and identification signs will be permitted to a maximum height of 20'0" (6.09m). All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to the area within 5'0" (1.52m) of the center line to avoid blocking the sightline from the aisle to the adjoining booth. Peninsula exhibits are subject to standard back and side height requirements on the side adjoining other booths. Reception, sampling, or display counters must be a minimum of 1'0" in from all sides, and space must be left within the exhibit to accommodate the booth visitors.

Distribution of Promotional Materials

Canvassing or distribution of promotional material by an exhibitor will not be permitted outside of the exhibitor's booth space. Canvassing or marketing of any products in any part of the Exhibit Hall or meeting rooms by anyone representing a non-exhibiting firm is strictly prohibited. Items will be removed by security.

Deposit

A minimum of 60% deposit is due with the completed application submitted on or before December 31, 2009. The deposit must be in the form of a check (US funds drawn from a US bank only) and made payable to the ACMS, or in the form of a Visa, MasterCard or American Express credit card. Applications received after December 31, 2009 require full payment of booth rental fees.

For exhibitors submitting 60% deposits on or before December 31, 2009, full payment is due by February 12, 2010. In the event that full payment is not received by February 12, 2010, space may be released back into the general inventory. No refunds after March 2, 2010.

Cancellation/Refund Policy

Cancellation must be made in writing and received at the ACMS office based on this schedule:

- Full refund will be granted if notification is received on or before December 7, 2009
- 50% refund will be granted if notification is received December 8, 2009 to February 12, 2010
- 25% refund will be granted if notification is received February 13, 2010 to March 2, 2010
- No refunds will be granted if notification is received after March 2, 2010

Exhibitor Service Kit

All exhibitors will receive the official service kit after their booth assignment has been made. Service kits will be sent out in March 2010. The service kit will contain information on:

- Freight handling and shipping
- Labor regulations and rates
- Furniture, display, and other decorating rentals
- Ordering electrical and telephone service
- Audio/visual and computer rentals
- Lead retrieval service

Products

Only those products which have been noted on the exhibit application, and cleared by the ACMS, may be exhibited or advertised at the exhibition, unless written permission is obtained in advance from the ACMS.

Subletting of Exhibit Space

Subletting of exhibit space is not permitted. Sharing of exhibit space is not permitted unless it is within divisions of the same company and must be approved by the ACMS prior to the meeting.

Giveaways

Distribution of descriptive product literature, notepads, pens, and pencils is permitted in the Exhibit Hall. Other items may be distributed from the booth with prior written approval. Requests for approval must be received by the ACMS Executive Office no later than March 12, 2010. All distributed items must be useful to the participants at the meeting and/or in the professional activities of the booth visitor. All giveaways must be in compliance with the AMA Guidelines on Gifts to Physicians from Industry. Any exhibitor found distributing materials which have not been officially approved will be asked to cease distribution immediately.

Exhibit Information and Policies, continued.

Liability

The exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, and hold harmless the American College of Mohs Surgery, the Marriott Marquis, general service contractor and their employees, and agents against all claims, losses, and damages to persons or property, governmental charges, or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or part thereof.

In addition, the exhibitor acknowledges that the American College of Mohs Surgery, the Marriott Marquis, and general service contractor do not maintain insurance covering the exhibitor. It is the responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses.

Notice of Disability

In compliance with the Americans with Disabilities Act of 1990, the ACMS will make all reasonable efforts to accommodate persons with disabilities at the 2010 Annual Meeting. Please call (414) 347-1103 with your request, or send your request in writing by March 12, 2010 to ssadowski@mohscollege.org or to 555 East Wells Street, Suite 1100, Milwaukee, WI USA 53202.

Requirements for Independent Contractors

Exhibiting companies who plan to use the services of a display house/service firm other than the designated contractors must abide by the following rules (exhibit management company contact information available in January 2010):

- The exhibitor must notify the ACMS' exhibit management company in writing no less than 30 days prior to the meeting of the name of the display house/service firm, address, telephone number, and contact person.
- The display house/service firm must furnish a copy of an insurance certificate to the ACMS exhibit management company in the amount of \$1,000,000 liability to include property damage.
- This certificate must be submitted no less than 30 days prior to the meeting. The certificate must indicate full coverage for installation days, show days, and dismantling days.
- Display house/service firm may not solicit business on the exhibit floor at any time.
- Display house/service firm must cooperate with the official designated contractors, especially by not interfering with the efficient use of the official contractor's workers.



Exhibit Information and Policies, continued.

Reserving an Exhibit Booth

To reserve an exhibit booth, complete the Exhibit Space Application Form on pages 13 & 14 and submit to:

American College of Mohs Surgery (ACMS)

Attn: Susan Sadowski

555 East Wells Street, Suite 1100

Milwaukee, WI 53202

USA

Phone: (414) 347-1103

Fax: (414) 276-2146

Email: ssadowski@mohscollege.org

For more information, visit us online at: www.mohscollege.org

Restriction of Exhibits

Show management reserves the right to: (a) reject for any reason, without explanation, any exhibit application submitted for the ACMS Annual Meeting; (b) reject, prohibit, restrict, or otherwise require modification of any exhibit for any reason; and (c) evict or bar any exhibitor whose exhibit, materials, or conduct is objectionable to show management for any reason. Violation of any regulations on the part of the exhibitor, its employees, or agents shall void the right to occupy space, and such exhibitor will forfeit to the ACMS all monies which may have been paid. Upon evidence of violation, show management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which show management may incur thereby. The ACMS holds the right to limit the number of exhibitors from any one industry.

Security

Professional security guard service will be provided after daily Registration desk hours. The security service, ACMS, the general service contractor, or the Marriott Marquis are not responsible for any loss or damage to exhibitor property.

Shipping, Storage and Handling

The general service contractor will receive and store advance freight as cited in the exhibitor service kit. They will deliver the materials to the booth, remove empty crates, and return them to the booth at the close of the meeting. Details will be sent upon receipt of exhibitor or support application.

2009 ACMS Annual Meeting Exhibitors

American Academy of Dermatology

Celerus Diagnostics

CryoEmbedder, Inc.

derm.md

Designs for Vision, Inc.

DUSA Pharmaceuticals, Inc.

Ellis Instruments, Inc.

Elsevier (Saunders/Mosby)

EltaMD Skincare

Expedito Systems, Inc.

Fallene, Ltd.

Global Pathology Laboratory Services

Leica Microsystems

MedNet Technologies, Inc.

Microsurgery Instruments, Inc.

Midmark Corporation

Mohs Histology Consulting Services

Mohs Technical Consulting

MTI Medical Technology Industries

NextGen Healthcare Information Systems, Inc.

Nikon Instruments, Inc.

O'Dell Jarvis Mandell, LLC (Silver Supporter)

ProPath

Tiemann Surgical

Travel Tech Mohs Services, Inc.

VersaSuite

Wiley-Blackwell

Exhibit Hall Floor Plan

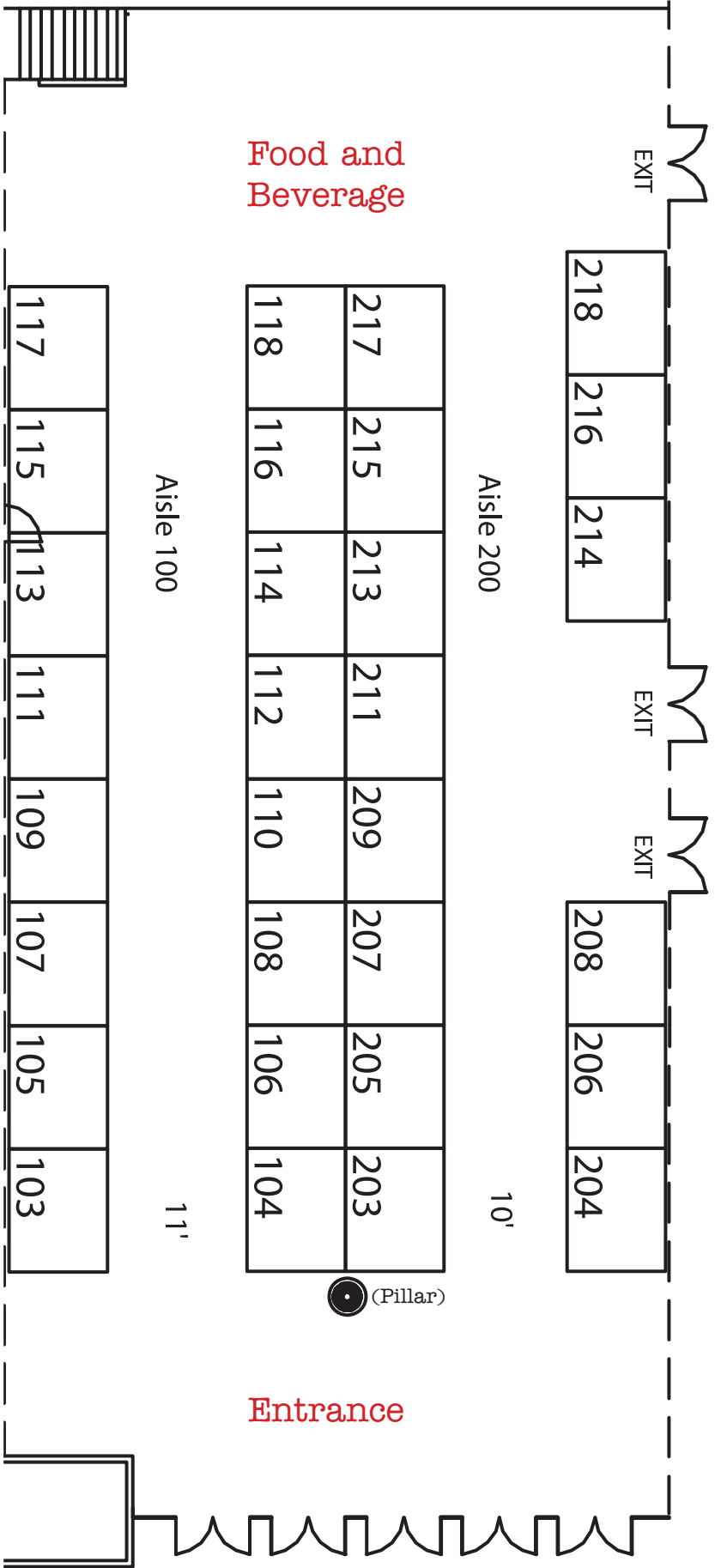


Exhibit Space Application Form**Friday, April 30th – Monday, May 3rd, 2010 – Marriott Marquis – New York, NY**

Space limited to 30 exhibitors.

Exhibitor Information for Final Program & Abstract Book*Please type or print clearly.*

Company Name

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Fax

Website

Email

Contact for exhibit-related information

Contact Person

Title

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Fax

Email

Booth Selection*Please check one:*

- 8' x 10' Standard Booth (s) \$3,000 8' x 10' Corner Booth \$3,500
 8' x 10' Not-for-Profit Association Booth(s) \$1,500

Please list your top four booth location choices. (See Exhibit Hall Floor Plan on page 12 for booth numbers.) The ACMS cannot guarantee that you will get your preferred booth assignment but will make every effort to accommodate your specific request. See page 8 for the ACMS policy on booth assignment.

1. _____ 3. _____
 2. _____ 4. _____

If possible, please do not locate us near the following companies:

Principal Products to be Displayed

- Publications Instruments Equipment Pharmaceuticals Other (please specify): _____

Company/Product or Organizational Description to be Printed in Final Program & Abstract Book

Please limit description to 50 words or less. Failure to complete this section of the application will result in the lack of a printed Company/Product or Organizational Description in the Final Program & Abstract Book. Companies may submit edits to original descriptions until March 12, 2010.

Note: Company/Product or Organizational Descriptions can also be submitted via email to ssadowski@mohscollege.org upon application for exhibit space.

Please read and complete the reverse side of this application also.

Please tear here

Please tear here

Please tear here

Please tear here

Please tear here

Exhibit Space Application Form



Payment

Make check payable to American College of Mohs Surgery (ACMS) (US Funds drawn from a US bank only) or provide credit card information (Visa, MasterCard, or AMEX). A minimum 60% deposit must accompany this application if it is submitted on or before December 31, 2009, with the balance due by February 12, 2010. After December 31, 2009, the entire amount must be included with the application.

Check enclosed (Made payable to ACMS) Visa MasterCard American Express

Credit Card Number	Expiration Date
Cardholder's Name	Cardholder's Signature

This is your invoice and contract. No additional invoice will be issued.

Cancellation Policy

If an exhibitor wishes to cancel or reduce exhibit space after assignment has been made, written notification must be sent to the ACMS Exhibits Coordinator based on this schedule: Full refund will be granted if notification is received on or before December 7, 2009; 50% refund will be granted if notification is received December 8, 2009 to February 12, 2010; 25% refund will be granted if notification is received February 13, 2010 to March 2, 2010. Any exhibitor who cancels space after March 2, 2010, will be responsible for the total booth cost. No refund will be given.

Shipping, Storage, and Handling

The general service contractor will receive and store advance freight shipments. They will deliver the materials to the booth, remove empty crates, and return them to the booth at the close of the meeting.

Agreement Terms and Conditions

You are hereby authorized to reserve space for the company indicated to exhibit at the ACMS 2010 Annual Meeting April 30th – May 3rd, 2010 at the Marriott Marquis in New York, NY. I understand that the assigned space will be rented at the rate quoted in the ACMS' 2010 Annual Meeting Prospectus. I understand further that all space must be paid for in full on or before February 12, 2010. If the assigned space is not paid for in full by the specified date, the space may be reassigned to another at the discretion of the Exhibits Coordinator. I agree to abide by all rules and regulations governing exhibitors set forth in the ACMS' 2010 Annual Meeting Prospectus, which is made part of this contract by reference and fully incorporated herein.

Hold Harmless Clause: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property brought upon the premises of the exhibit facility and shall indemnify and hold harmless the ACMS, the Marriott Marquis, general service contractor, and each of their employees and agents from any and all such losses, damages, and claims. In addition, the exhibitor acknowledges that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

Photography Release: This confirms the agreement between you and ACMS, regarding your participation in the ACMS Annual Meeting 2010, in which you may be photographed. You hereby agree that ACMS may use these photographs on its World Wide Website or in other official printed publications without further consideration. You acknowledge ACMS' right to crop or treat the photographs at its discretion. You also acknowledge that ACMS may choose not to use your photo at this time, but may do so at its own discretion at a later date.

Authorized Signature	
Print Name/Title	Date

Detach and return this completed application with the required payment to:

American College of Mohs Surgery (ACMS)
Attn: Susan Sadowski
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Fax: (414) 276-2146

Note: Please keep a copy of this exhibit space application for your records. This is your invoice and contract. No additional invoice will be issued.

Please tear here

2010 Corporate Support Pledge Form

If you would like to support the ACMS Annual Meeting in New York, NY, please complete and return this form to the Executive Office. If this form is used to pledge support in exchange for a product demonstration, a description of the product demonstration should accompany the form. ACMS reserves the right to refuse any product demonstration proposal it deems inappropriate.

Please Print Clearly

Company Name

Address

City State Zip:

Phone number Fax number

Contact name

Title

Signature Date

Item(s) to be supported

Total support amount

Please fax this form to Susan Sadowski at (414) 276-2146.
Thank you!

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42nd American College of Mohs Surgery Annual Meeting

Friday, April 30 – Monday, May 3, 2010

Marriott Marquis **New York** • NY



American College of Mohs Surgery 2010 Annual Meeting Advertising Opportunities

Available for the Preliminary Program & Registration Book and/or the Final Program and Abstract Book (on-site). All ads subject to approval by the ACMS.

Ad Unit	Dimensions	Black and White	4-Color
Inside front or back cover	8 ½" x 11"	Not available	\$1,750
Full page (run of book)	7 ½" x 10"	\$1,250	\$1,500

Deadlines:	Preliminary Program & Registration Materials	On-site Materials
Ad Submission	December 4, 2009	March 12, 2010
Publication Date	December 2009	April 2010

Production Specifications:

Publication size is 8 ½" x 11". For bleed, add 1/8" to each side for a total size of 8 5/8" x 11 1/8". Keep live matter ¼" away from all trim edges.

Electronic files required. For no additional charge, ads will be accepted on memory sticks, or CDs in non-editable high resolution TIFF or PDF formats. All fonts and graphics must be embedded in the files. All ads supplied in any electronic format must be accompanied by two proofs with color suitable for press matching. No exceptions will be made.

Circulation:

The Preliminary Program & Registration Book is distributed to 900 physician members of the American College of Mohs Surgery and approximately 65 fellows enrolled in Mohs Surgery or Procedural Dermatology fellowships, and 1200 Dermatology Residents. The Final Program and Abstract Book will be published in April 2010 and provided to all attendees on-site (approx. 750).

Placement Policy:

With the exception of preferred positions, placement of ads will be at the sole discretion of the ACMS. Preference will be given to advertisers by postmark date of insertions order.

Payment Policy:

No agency commissions. No cash discount. All advertisements must be pre-paid by materials deadline above.

Preliminary Program & Registration Materials Advertising Cancellation Policy:

Cancellation must be made in writing and received at the ACMS office based on this schedule:

- Full refund will be granted if notification is received on or before November 1, 2009
- 50% refund will be granted if notification is received November 2, 2009 to December 8, 2009
- No refunds will be granted if notification is received after December 8, 2009

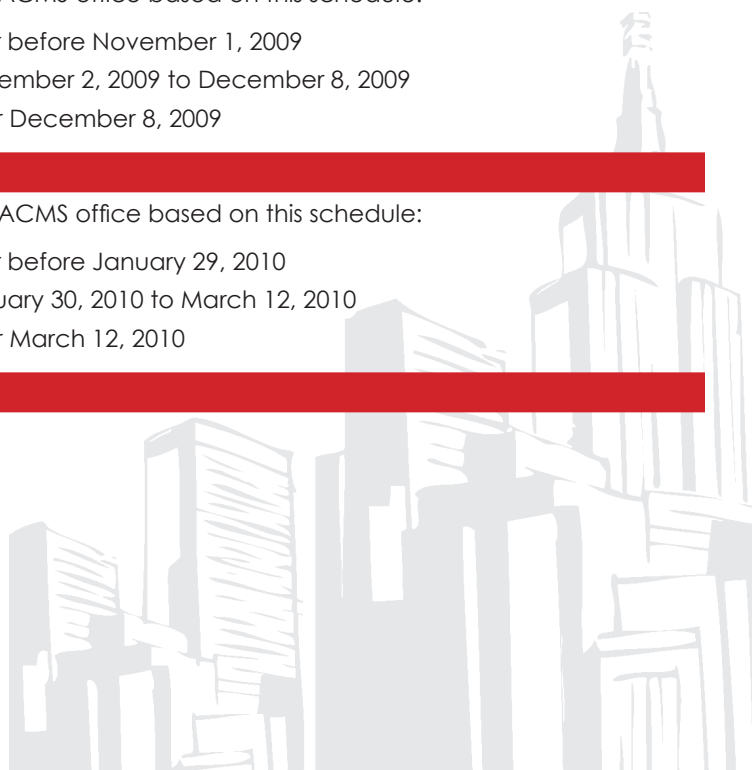
On-site Advertising Cancellation Policy:

Cancellation must be made in writing and received at the ACMS office based on this schedule:

- Full refund will be granted if notification is received on or before January 29, 2010
- 50% refund will be granted if notification is received January 30, 2010 to March 12, 2010
- No refunds will be granted if notification is received after March 12, 2010

Send insertion orders and materials to:

American College of Mohs Surgery (ACMS)
Attn: Susan Sadowski
555 East Wells Street, Suite 1100
Milwaukee, WI 53202
USA
Phone: (414) 347-1103
Fax: (414) 276-2146
Email: ssadowski@mohscollege.org



2010 ACMS Annual Meeting Marriott Marquis April 30 – May 3, 2010

Important Dates to Remember

for Exhibitors, Contributors, and Advertisers

December 4, 2009

Final Deadline for advertising files for the Preliminary Program & Registration Materials.

December 31, 2009

Deadline for exhibitor to pay in installments, 60% due with remainder due by February 12, 2010.

December 2009

Publication date for Preliminary Program & Registration Materials.

February 12, 2010

Final Deadline for exhibit applications and support pledge forms. All exhibitors and contributors must be paid in full by this date.

February 26, 2010

Registration bag inserts due for approval.

March 2, 2010

Last day ACMS will accept exhibit booth cancellation notice for partial refund.

March 12, 2010

Final Deadline for:

- Exhibitor and contributor company descriptions for Final Program (via e-mail to ssadowski@mohscollege.org).
- Advertising files for Final Program and Abstract Book
- Advertising cancellation notice for partial refund
- Registration bag inserts
- Special giveaway requests (see page 9 for details).
- Notices of disability

April 2010

Publication date for Final Program and Abstract Book



ACMS Executive Office
555 East Wells Street Suite 1100
Milwaukee, WI 53202
Phone: (414) 347-1103 Fax: (414) 276-2146
Email: info@mohscollege.org
Internet: www.mohscollege.org