



2008 Call for Exhibitor & Sponsorship Applications

The California Society of Dermatology & Dermatologic Surgery (CalDerm) is now accepting applications to exhibit and/or sponsor at the **2008 CalDerm Annual Meeting, September 12, 13 & 14, 2008 at Fess Parker's DoubleTree Resort in Santa Barbara**. We expect over 200 dermatology physicians to attend this meeting and have invited nationally recognized speakers to present lectures on a variety of topics that are of great interest to dermatologists. This meeting is approved for 12 hours of AMA PRA Category 1 Credit™.

Please find attached the Exhibit & Sponsorship Application and list of Exhibit & Sponsorship Opportunities pricing list. Don't miss this chance to network with leading California dermatologists and personally introduce your products and services. Last year, 165 dermatology physicians attended the 2007 Annual Meeting at the Monterey Conference Center and all exhibit and sponsorship space sold out months before the meeting. Once again, and in order to ensure optimal exhibit traffic, we are limited in exhibit booth capacity.

Once we receive your completed application, you will be notified that your reservation has been accepted. Full payment of your reservation commitment will be due within the 30 days upon receipt of the application in order to secure your reservation and to receive the exhibitor kit from **Tricord Tradeshow Services**, the official exhibit show decorating company. You may send full payment in at anytime to immediately secure your reservation. Please review information carefully as there have been some significant changes to setup times and exclusive viewing hours. No refunds will be issued after June 27, 2008. Visit www.calderm.org for more information on the 2008 Annual Meeting Clinical & Scientific Program Schedule.

Tentative Schedule of 2008 Annual Meeting Events for Exhibitors:

Exhibits Show now starts during the Friday Welcoming Reception.
Exhibit Hall is open the entire day on Saturday. Until 11:00 a.m. on Sunday.
Overnight security will be provided for both Friday and Saturday nights.

Friday, September 12, 2008

1:00 p.m. – 5:00 p.m.
5:30 p.m. – 7:00 p.m.

Exhibitor Move-in & Setup Completion
NEW Exclusive Exhibit Viewing
& Welcoming Reception (in exhibit hall)

Saturday, September 13, 2008*

7:00 a.m. – 7:45 a.m.

9:30 a.m. – 10:00 a.m.
3:30 p.m. – 4:00 p.m.
5:00 p.m. – 6:30 p.m.

Exclusive Exhibit Viewing &
Continental Breakfast (in exhibit hall)
Exclusive Exhibit Viewing
Exclusive Exhibit Viewing
Reception (*Networking only – no exhibit viewing, but all exhibitors are invited to attend reception*)

** Lunch will be a ticketed event for physicians and sponsors only.*

Sunday, September 14, 2008

7:30 a.m. – 8:15 a.m.

10:00 a.m. – 10:30 a.m.
11:00 a.m. – 2:00 p.m.

Exclusive Exhibit Viewing &
Continental Breakfast (in exhibit hall)
Exclusive Exhibit Viewing
Exhibitors to Vacate Booth Space



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2008 Exhibit & Sponsorship Application

Step 1: Please complete entire form and print legibly

Complete Company Name: _____

Type of Company: _____

Primary Contact Name: _____

Email: _____ Web Site: _____

Primary Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Representatives Attending Annual Meeting for Name Badges:

1. _____ 2. _____

3. _____ 4. _____

Step 2: Method of Payment *(payment must be received within 30 days of receipt of this application to secure exhibit and/or sponsorship)*

*Check all that apply – see Exhibit & Sponsorship Opportunities attached for details
(All Sponsorship Levels include an 8x10 Booth)*

- | | | |
|--|--|--|
| <input type="checkbox"/> 8x10 Exhibit Booth Only | <input type="checkbox"/> Diamond Level Sponsorship | <input type="checkbox"/> Specialty Sponsorship:
_____ |
| | <input type="checkbox"/> Emerald Level Sponsorship | |
| | <input type="checkbox"/> Ruby Level Sponsorship | <i>(please write in sponsorship item
from list attached)</i> |

- | | |
|---|--|
| <input type="checkbox"/> Check Enclosed | <input type="checkbox"/> Credit Card <i>(VISA & MasterCard Only)</i> |
|---|--|

Amount: \$ _____ Card Number: _____/_____/_____/_____

Tax ID # is 20-5050410 Expiration Date: _____/_____

Authorized Signature: _____

Return completed form to: California Society of Dermatology & Dermatologic Surgery,
980 Ninth Street, Suite 1600, Sacramento, CA 95814. Fax to (916) 244-0330
For more information, contact Karmi Ferguson at (916) 498-1712
or email at membership@calderm.org



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Exhibit & Sponsorship Opportunities

(Exhibitors and Sponsors receive an electronic roster of all Annual Meeting attendees)

Exhibit Booth: \$1,850 (limited availability)
8x10 standard pipe and drape booth package with signage, exclusive exhibit viewing hours, all exhibitor reps invited to attend receptions, listing in CalDerm newsletter and web site.

Annual Meeting Sponsorships

(Includes 8x10 Exhibit Booth and special invitation to Saturday Luncheon)

Diamond Level: \$10,000
Official Meeting Sponsor, premier exhibit booth with priority placement and 8x10 booth, logo on all promotional material, maximum signage at meeting (registration area), logo in official registration packet, logo in CalDerm newsletter and web site. Four (4) invitations to the CalDerm Luncheon.

Emerald Level: \$7,500
Breakfast sponsorship (both Saturday & Sunday), premier exhibit booth location and 8x10 booth, logo on all promotional material, logo in official registration packet, logo in CalDerm newsletter and web site. Two (2) invitations to the CalDerm Luncheon.

Ruby Level: \$5,000
AM and PM break sponsorship (Saturday & Sunday), premier exhibit booth location and 8x10 booth, logo on all promotional material, logo in official registration packet, logo in CalDerm newsletter and on web site. One (1) invitation to the CalDerm Luncheon.

Specialty Sponsorships

Saturday Lunch: \$15,000
Exclusive sponsorship, signage at function, promotional items on tables, premier exhibit booth location and 8x10 booth, listing in program, logo on all promotional material, logo in official registration packet, and logo in CalDerm newsletter and web site. Up to eight (8) invitations to the CalDerm Luncheon.

Receptions: \$7,500 for Friday OR Saturday Reception (please indicate day on application)
Exclusive sponsorship, signage at function, promotional items on tables, 8x10 booth, listing in program, logo on all promotional material, logo in official registration packet, and logo in CalDerm newsletter and web site. Unlimited number of company reps can attend the sponsored reception.

Audio-Visual: \$10,000
Exclusive sponsorship, logo projected on screen during all program session breaks, logo on all promotional material, logo in official registration packet, logo in CalDerm newsletter and web site.

(The following do not include an Exhibit Booth – Booth may be purchased at a discount for only \$1,000)

Messenger Bag: \$5,000
Logo on back of conference bag for all attendees, logo on all promotional material, logo in official registration packet, logo in CalDerm newsletter and on web site.

Portfolio: \$2,500
Logo on back of official registration program portfolio that contains all conference information, logo on all promotional material, logo in official registration packet, logo in CalDerm newsletter and on web site.

Questions? Please call Karmi Ferguson, CalDerm Executive Director
at (916) 498-1712 or email at membership@calderm.org