



Innovation • Education • Partnerships

Exhibitor Prospectus

2018 ASDS Annual Meeting
October 11 – 14, 2018
JW Marriott Phoenix Desert Ridge Resort & Spa

Exhibit Application Deadline:
March 14, 2018

“We had some very meaningful conversations with doctors.”
— 2017 exhibitor

“We were really set up for success – the hall was very well laid out and traffic flow was great.”
— 2017 exhibitor

Apply online! asds.net/AnnualMeeting-Exhibits

Why Exhibit?



Meet 1,200+ Potential Customers

The ASDS Annual Meeting is expected to attract over 1,200 dermatologic surgeons and dermatology professionals in 2018. It's your chance to meet, influence and educate the most elite practitioners in the field looking to improve patient care.



Meet the ASDS Board of Directors:
asds.net/Board-of-Directors

Provide Solutions to Thought Leaders

- The ASDS Exhibit Hall is a hub for innovations in dermatologic surgery.
- 82 percent of attendees visit the exhibit hall primarily to view new products and services.*

View 2017 ASDS Annual Meeting Exhibitors:
tinyurl.com/2017ASDSExhibitors

Join more than 125 industry-leading companies that will display and demonstrate the medical devices and advances that are changing the practice of dermatologic surgery today.

79%
of attendees
spent 3 or more
hours in the
exhibit hall*

82%
of attendees have
decision-making
power in
their practice*

84%
of attendees are more
inclined to purchase an
exhibitor's products
or services after
visiting their booth*

82%
of attendees have
already made a
purchase or plan to
make a purchase of
products/services
viewed at the
meeting*

Make Connections That Matter

*"Best meeting for derm surgery education
and professional relationships."*
– 2017 medical attendee

Submit your exhibit application
by March 14 to be included in
the first round of booth assignments.

*2017 ASDS Annual Meeting Attendee Survey Results

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Who Attends?

ASDS Members – The Experts in Skin Health and Beauty.

- ASDS members performed over 10.5 million procedures in 2016 compared to 7.8 million in 2012.
- Top procedures: Over 3.5 million skin cancers, 3.3 million injectable neuromodulators and soft-tissue fillers, and nearly 2.8 million laser/light/energy-based procedures.
- In the last five years, there has been a:
 - 50 percent increase in melanoma
 - 48 percent increase in soft-tissue fillers
 - 2.5 times increase in body contouring

Past Medical Attendance

(includes physicians, residents and surgical assistants)

2017 Chicago	1,214
2016 New Orleans	1,198
2015 Chicago	1,062
2014 San Diego	998
2013 Chicago	1,001

Procedures Performed by ASDS Members in 2016

Total number of procedures

Skin Cancer Treatments	3,513,019
Non-melanoma (3,285,757)	
Laser / Light / Energy-based Procedures . .	2,789,694
Wrinkles (493,519)	
Injectable Neuromodulators	1,971,195
Injectable Soft-tissue Fillers	1,352,769
Chemical Peels	424,709
Body Sculpting	387,618
Cryolipolysis (177,502)	
Vein Treatments / Sclerotherapy	124,089



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Booth Fees and Payments

Join us for the premier event for dermatologic surgery professionals. This one-of-a-kind meeting offers you the opportunity to establish new relationships with customers, strengthen existing relationships and build your brand.

What is Included with your Booth?

- 8' high back drape and 3' high side rails (linear booths only).
- 7" x 44" booth identification sign (linear booths only).
- Four complimentary booth personnel badges per 8' x 10' booth. (80 sq. ft.).
- One complimentary Meeting Pass for every 80 sq. ft. booth purchased, allowing entry to the general and scientific sessions.
- One free pre-registration list two weeks prior to the meeting.
- One free final registration list after the meeting so you can continue to market to key prospects.
- One complimentary ASDS Annual Meeting Final Program per 80 sq. ft. booth purchased (up to 5 maximum).

How Do I Reserve Exhibit Space?

Applications and deposits can be submitted exclusively on the ASDS website via the online exhibit space application at asds.net/AnnualMeeting-Exhibits.

Show Contacts

Exhibit Space & Advertising

Dana Brown
ASDS Development and Industry Relations Manager
 Main Phone: 847-956-0900
 Direct Phone: 847-956-9136
 Fax: 847-956-0999
 Email: dbrown@asds.net
 Website: asds.net

Corporate Support

Tara Azzano
ASDS Director of Development and Industry Relations
 Main Phone: 847-956-0900
 Direct Phone: 847-956-9128
 Fax: 847-956-0999
 Email: tazzano@asds.net
 Website: asds.net



2018 Exhibit Booth Fee

\$3,250 per 8' x 10' (80 sq. ft.) booth

View the exhibit floor plan on page 7 or online at asds.net/AnnualMeeting-Exhibits.

Exhibit applications, along with full payment, are due March 14 in order to be included in priority point space assignments. Applications received after March 14 will be assigned exhibit space on a first-come, first-served basis.

- Free listings in the ASDS interactive exhibit hall, on the ASDS Annual Meeting website and on the mobile app.
- Free listing in ASDS publications, including *Currents*, the ASDS Annual Meeting Preliminary Program / Registration Brochure and the ASDS Annual Meeting Final Program.

Booth Assignments

All exhibit contracts received on or before March 14 will receive their booth assignment on April 18 via email.

Submit your exhibit application by March 14 to be included in the first round of booth assignments.

Apply online! asds.net/AnnualMeeting-Exhibits

Boost Your Brand

ASDS exhibitors have access to exciting opportunities that take attendees beyond the booth.



Print and Digital Advertising

tinyurl.com/ASDSAdRates

Direct physicians to your booth with special ASDS Annual Meeting advertising opportunities.



Preliminary Program / Registration Brochure Mailed before the meeting.

Final Program Distributed to attendees on-site.

Website Banner Ads Featured on the ASDS Annual Meeting web page.

Hot Topic or Networking Session

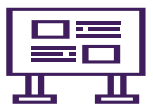
tinyurl.com/ASDSHotTopic



Confirmed exhibitors may opt to host an education or networking event on Thursday, Oct. 11 from 6:30 - 9 p.m.

Industry Supported Poster Abstract

tinyurl.com/IndustryPoster



Share your expert knowledge and latest research findings with attendees.

Promote Your Participation

asds.net/AnnualMeeting-Exhibits



Registration Tote Bag Include a product sample or promotional piece in the physician tote bags given to every medical registrant.



Hotel Door Drop Welcome attendees with promotional materials or product samples right at their hotel door prior to the exhibit hall opening.



Silent Auction Make a tax deductible donation to benefit ASDS programs and gain exposure outside your booth.

Traffic-generating Features in the Exhibit Hall



- Daily Lunches
- Daily Beverage / Snack Breaks
- Welcome Reception with complimentary drinks and hors d'oeuvres
- Networking Reception and Silent Auction with complimentary drinks and hors d'oeuvres
- Golden Scalpel Knowledge Bowl Competition (subject to support)
- ASDS Resource Center where attendees must pick-up their physician tote bag
- Dedicated Daily Exhibit Hours with no competing sessions
- Sample Saturday giveaway

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Exhibit Schedule



Meeting Location and Headquarters Hotel

JW Marriott Phoenix Desert Ridge Resort & Spa
5350 E. Marriott Drive
Phoenix, AZ 85054
Phone: 480-293-5000

Exhibits will be located in the Grand Canyon Ballroom.

Submit your exhibit application by March 14 to be included in the first round of booth assignments.

Exhibit Schedule

Dates	Exhibitor Registration	Installation of Exhibits	Exhibit Hours	Lunch Hours in the Hall	Beverage Breaks in the Hall	Receptions in the Hall	Dismantle of Exhibits
Wednesday, October 10	8 a.m. – 6 p.m.	8 a.m. – 6 p.m.					
Thursday, October 11	7:30 a.m. – 6 p.m.	7 a.m. – Noon	Noon – 6:30 p.m.	Noon – 1:45 p.m.	3:15 – 4:15 p.m.	5:30 – 6:30 p.m.	
Friday, October 12	6:30 a.m. – 5 p.m.		10 a.m. – 6:30 p.m.	Noon – 1:45 p.m.	10 – 10:45 a.m. 3 – 4 p.m.	5:30 – 6:30 p.m.	
Saturday, October 13	7:30 a.m. – 5 p.m.		9 a.m. – 2 p.m.	Noon – 1:45 p.m.	9:15 – 10 a.m.		2 – 7 p.m.

Please Note: All times are subject to change.

Exhibit Rules and Regulations are part of your contract.

Important Dates and Deadlines for your exhibit are provided to keep your exhibit plans on track!

View both online at asds.net/AnnualMeeting-Exhibits



FUTURE MEETINGS

2019 ASDS Annual Meeting
October 24-27, 2019 • Chicago, IL

2020 ASDS Annual Meeting
October 8-11, 2020 • National Harbor, MD

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Exhibit Floor Plan

2018 ASDS Annual Meeting
Exhibit Dates: October 11 – 13, 2018
JW Marriott Desert Ridge Resort & Spa
Grand Canyon Ballroom

