



2012

New Wave Dermatology *Southeast Regional Conference*



Prospectus

Hilton  Orlando

6001 Destination Parkway | Orlando, Florida 32819

April 26 - 29, 2012

www.fsdpa.org



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Dear Industry Partners,

On behalf of the Florida Society of Dermatology Physician Assistants (FSDPA), it is our pleasure to welcome all of you to our fourth annual conference, ***New Wave Dermatology Southeast Regional Meeting: An Educational Symposium for the Future of Physician Assistants.***

New Wave Dermatology is a four-day medical education program designed as a comprehensive training program for Physician Assistants and Nurse Practitioners working in the field of dermatology. This multi-sponsored, CME accredited program has recruited an outstanding faculty of dermatology thought leaders to conduct educational sessions on a wide array of common and uncommon dermatoses, acne, rosacea, psoriasis; as well as cosmetic and surgical workshops.

New Wave Dermatology will take place in Orlando, Florida April 26 – 29, 2012 at the Hilton Orlando. The conference center features outstanding meeting space, generously sized exhibit space and a layout that will facilitate maximum interaction between the PA audience and your company's representatives.

The FSDPA has had great reviews and feedback from attendees the last three years and are excited to offer an even more successful meeting in 2012 with hopes of attracting 200 PAs and NPs from across the country. The conference will include 28 hours of Category I CME credit, as well as hands-on workshops, social functions and an industry exhibit area.

Florida continues to have the most Dermatology PAs of any state in the nation and the FSDPA *wants to lead the way in offering outstanding medical education events that will meet the needs* of all PAs both new and old. There are multiple ways your Company can support ***New Wave Dermatology***. By getting involved and supporting the educational needs of PAs who write over 240 million prescriptions a year, your Company will be able to educate and raise awareness of your products and your Company. These opportunities are detailed in the following prospectus, but for more information, please contact Risha Bellomo, MPAS, PA-C at 407-766-3429 or rishapac@yahoo.com.

We look forward to seeing you in Orlando, Florida in April 2012!

Sincerely,

CaSondra Soto, MPAS, PA-C
President
FSDPA



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Exhibiting Opportunities



Hilton Orlando

6001 Destination Parkway, Orlando, FL
407-313-4300

*Florida Society of Dermatology
Physician Assistants*

***FOURTH ANNUAL CONFERENCE
April 26 - 29, 2012***

The Florida Society of Dermatology Physician Assistants (FSDPA) invites you to join us at this annual CME event approved for 28 AAPA ACCME Category I credit hours designed for physician assistants and nurse practitioners practicing in the field of dermatology. We designed this four-day comprehensive symposium to increase the knowledge and skill level of practicing dermatology PAs and NPs by offering live didactic sessions, question and answer sessions, as well as hands-on workshops. These providers are interested in learning more information about pharmaceutical products, surgical instruments, medical devices, textbooks, and aesthetic and cosmetic products and equipment. The expected attendance for this conference is 200 dermatology physician assistants and nurse practitioners.

2012 Exhibit Booth Fee

\$2500

Fee includes:

- ❖ One 6-foot skirted table and chair
- ❖ Signage showing your company name
- ❖ Registration waived for two (2) representatives
- ❖ Company listing in program syllabus
- ❖ Company acknowledged on FSDPA website
- ❖ Final registration list

Please make checks payable to: FSDPA

Please submit to: CaSondra Soto, PA-C
7432 Sunshine Skyway Lane #706, St. Petersburg, FL 33711



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Levels of Support

The following levels of support are available for *New Wave Dermatology Southeast Regional Meeting: An Educational Symposium for the Future of Physician Assistants*.

Platinum

- Space for 10' X 10' Booth in Prime Location
- Podium recognition during educational sessions
- Corporate logo placement on course syllabus CD
- Acknowledged support two breaks, by signage
- Opportunity to support Workshop with first right of refusal
- Opportunity to support Additional support opportunities with first right to refusal (as outlined in packet)
- Acknowledgment of support on website with link to your company's website
- Acknowledgment of support in all print materials and email campaigns pre-meeting and on-site in largest font

Gold

- Space for 10' X 10' Booth in Prime Location
- Podium recognition during educational sessions
- Acknowledged support of one break, by signage
- Opportunity to support Workshop, second right to refusal
- Opportunity to support Additional Items, second right to refusal (as outlined in packet)
- Acknowledgment of support on website with link to your company's website
- Acknowledgment of support in all print materials and email campaigns pre-meeting and on-site with large font

Silver

- Space for 6' Exhibit Table in Exhibit Area
- Podium recognition during educational sessions
- Opportunity to support Workshop, third right of refusal
- Opportunity to support Additional Items (as outlined in packet)
- Acknowledgment of support on website with link to your company's website
- Acknowledgment of support in all print materials and email campaigns pre-meeting and on-site

Bronze

- Space for 6' Exhibit Table in Exhibit Area
- Podium recognition during educational sessions
- Opportunity to support Additional Items and Workshop (as outlined in packet)
- Acknowledgment of support on website with link to your company's website
- Acknowledgment of support in all print materials and email campaigns pre-meeting and on-site



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Benefits of Support at a Glance

| | PLATINUM | GOLD | SILVER | BRONZE | EXHIBITOR |
|--|------------------------------------|-------------------------------------|------------------------------------|----------------|----------------|
| | \$20,000 | \$15,000 | \$10,000 | \$7,500 | \$2,500 |
| Space for 10' X 10' Booth in Prime Location | X | X | | | |
| Space for 6' Exhibit Table | | | X | X | X |
| Podium recognition during educational sessions | X | X | X | X | |
| Corporate logo placement CD syllabus | X | | | | |
| Acknowledged support of two breaks, by signage | X | | | | |
| Acknowledged support of one break, by signage | | X | | | |
| Opportunity to support Workshop | X first right to refusal | X second right to refusal | X third right to refusal | X | X |
| Copy of final attendee list | X | X | X | X | X |



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Benefits of Support at a Glance Con't

| | PLATINUM | GOLD | SILVER | BRONZE | EXHIBITOR |
|--|------------------------------------|-------------------------------------|------------------------------------|---------------|--|
| | \$20,000 | \$15,000 | \$10,000 | \$7500 | \$2500 |
| Acknowledgment of support on registration website with link to your company's website | X | X | X | X | X |
| Acknowledgment of support in all print materials and email campaigns pre-meeting and on-site | X | X | X | X | X (on-site signage and program only) |
| Number of complimentary meeting registrations (excludes educational sessions; includes all scheduled meal functions) | unlimited | 5 | 4 | 3 | 2 |
| Opportunity to Support Additional Items, next page | X first right to refusal | X second right to refusal | X third right to refusal | X | X |



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Additional Support Opportunities

| | | |
|--------------------------------------|-----------------|--|
| LANYARDS | \$1500 | |
| BAGS FOR ATTENDEES | \$2500 | |
| WORKSHOPS | \$5000 | |
| BREAKFAST PRODUCT THEATER | \$12,000 | |
| LUNCH PRODUCT THEATER | \$15,000 | |
| DINNER PRODUCT THEATER | \$15,000 | |
| RECEPTION | \$20,000 | |



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Exhibit Area - Dates and Hours *(subject to change without notice)*

Thursday, April 26, 2012

- Exhibit Area available for set up at noon.

Friday, April 27, 2012

- Exhibit Area opens at 9:00am and remains open until 5pm
- Morning Break (10-10:30am) and Afternoon Break (3:30-4pm) in the Exhibit Area
Lunch for Attendees is from 12:30-1:30pm
- Exhibit closes at 5pm when meeting concludes for the day

Saturday, April 28, 2012

- Exhibit Area Opens at 9:00am and remains open until 5pm
- Morning Break (10-10:30am) and Afternoon Break (3:30-4pm) in the Exhibit Area
Lunch for Attendees is from 12:30-1:30pm
- Exhibit closes at 5pm when meeting concludes for the day
- Exhibit Tear Down after 5pm on Saturday.

Please do not break down your exhibits prior to this time. Thank you.

***Please note – all times are subject to change*

Please note: This program will be planned and conducted in full compliance with the standards and guidelines for medical education as established by PhRMA and our accrediting organization, the American Academy of Physician Assistants.

Contact **Practical Medical Solutions if you have any questions:**

Risha Bellomo, President

rishapac@yahoo.com

Randy Banks, Vice President

randybanks9@gmail.com

Dawn Webb, Meeting Planning

dawn@practicalmedicalsolutions.com



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Exhibitor Information Form

FSDPA 2012 New Wave Dermatology, SouthEast Regional Conference

April 26-29, 2012 ♦ Hilton Orlando ♦ Orlando, Florida

Company Name (as you want it to appear in program): _____

Contact Name: _____

Address: _____

City, State, Zip _____

Telephone: _____ Fax: _____ Email: _____

I do not wish to have my booth adjacent to: _____

Brief description of product/service: _____

FSDPA Tax ID # 74-3233295

Exhibit Fee (two reps included) \$ **2500**

Extra Table: \$1250 \$ _____

Extra Registrants: \$250 per registrant \$ _____

TOTAL \$ _____

List Names of All Booth Representatives

1. _____

2. _____

3. _____

4. _____

Signature of Authorized Representative: _____ **Date:** _____

I am an authorized representative of the Company named above with full power and authority to sign and deliver this contract. This contract becomes valid after being signed by the Supporter/Exhibitor and confirmation of space has been issued by FSDPA. We understand that all exhibit table fees must be paid in full at the time the contract is submitted in order to secure exhibit space.

Checks should be made out to: Florida Society of Dermatology Physician Assistants, Inc (FSDPA)

Mail to: Attn: CaSondra Soto, 7432 Sunshine Skyway Lane #706, St. Petersburg, FL 33711

Please send a copy of this page to Risha Bellomo for bookkeeping purposes to
rishapac@yahoo.com or fax (407) 770-0129.



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Corporate Support Application

Company Name: _____

Contact Name: _____

Address: _____ City _____ State and Zip _____

Telephone: _____ Fax: _____ Email: _____

| <i>SUPPORT LEVEL</i> | <i>AMOUNT</i> | <i>EXTENDED</i> |
|--|----------------------|------------------------|
| Platinum (complimentary booth space with unlimited registrants) | \$20,000 | |
| Gold (complimentary booth space with 5 registrants total) | \$15,000 | |
| Silver (complimentary exhibit space with 4 registrants total) | \$10,000 | |
| Bronze (complimentary exhibit space with 3 registrants total) | \$7,500 | |
| | TOTAL SUPPORT | |

Signature of Authorized Representative: _____ **Date:** _____

I am an authorized representative of the Company named above with full power and authority to sign and deliver this contract. This contract becomes valid after being signed by the Supporter/Exhibitor and confirmation of space has been issued by FSDPA. We understand that all exhibit table fees must be paid in full at the time the contract is submitted in order to secure exhibit space. Please email this form to rishapac@yahoo.com or fax to 407-770-0129.

Checks should be made out to: Florida Society of Dermatology Physician Assistants, Inc (FSDPA)
Mail to: Attn: CaSondra Soto, 7432 Sunshine Skyway Lane #706, St. Petersburg, FL 33711

Please send a copy of this page to Risha Bellomo for bookkeeping purposes to rishapac@yahoo.com or fax (407) 770-0129.



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Additional Support Application

FSDPA 2012 New Wave Dermatology Symposium
 April 26-29, 2012 ♦ Hilton Orlando ♦ Orlando, Florida

| <i>SUPPORT LEVEL</i> | <i>AMOUNT</i> | <i>EXTENDED</i> |
|---|-----------------|-----------------|
| Lanyards | \$1500 | |
| Tote Bags | \$2500 | |
| Breakfast Product Theater Available April 27th through April 29th | \$12,000 | |
| Lunch Product Theater Available April 26th through April 29th | \$15,000 | |
| Dinner Product Theater Available April 26 through April 28 | \$15,000 | |
| Receptions Available April 26th through April 28th | \$20,000 | |
| TOTAL SUPPORT | | |

Please contact Risha Bellomo (rishapac@yahoo.com or 407-766-3429) if your company is interested in having a Dinner symposium or non-CME educational dinner. We ask that you please coordinate this with Risha Bellomo as to avoid any conflicts with the conference activities. Thank you!

Signature of Authorized Representative: _____ Date: _____

I am an authorized representative of the Company named above with full power and authority to sign and deliver this contract. This contract becomes valid after being signed by the Supporter/Exhibitor and confirmation of space has been issued by FSDPA. We understand that all exhibit table fees must be paid in full at the time the contract is submitted in order to secure exhibit space.

**Checks should be made out to: Florida Society of Dermatology Physician Assistants, Inc (FSDPA)
 Mail to: CaSondra Soto, 7432 Sunshine Skyway Lane #706, St. Petersburg, FL 33711**

Please send a copy of this page to Risha Bellomo for bookkeeping purposes to rishapac@yahoo.com or fax (407) 770-0129.



New Wave Dermatology Southeast Regional Conference
An Educational Symposium for Physician Assistants

Advertising Opportunities

Advertising in the On-Site Conference Program
gives your company high visibility at the conference.

Prices are as follows:

| | | |
|--------------------|-----------------|-----------|
| Outside Back Cover | 7-1/2" x 10" | \$1000.00 |
| Inside Back Cover | 7-1/2" x 10" | \$1850.00 |
| Full Page | 7-1/2" x 10" | \$ 900.00 |
| ½ Page | 7-1/2" x 4-7/8" | \$ 500.00 |
| ¼ Page | 3-5/8" x 4-7/8" | \$ 200.00 |
| 1/8 Page | 3.25" x 2.25" | \$ 100.00 |

For additional information on advertising in the On-Site Conference Program,
please contact Dawn Webb: dawn@practicalmedicalsolutions.com

FSDPA has the right to refuse ad copy. Ink color is at the publisher's discretion.
The ads will be printed in 1-color; possibly 4 colors.
Please submit your ad copy in both 1-color and 4-color versions.
File formats accepted: .png, .jpg, .tiff, .eps

Please email your ads to: dawn@practicalmedicalsolutions.com

***Please reserve your space prior to February 15, 2012.
Deadline for submitting Ad Materials is March 1, 2012***

Thank you for supporting the Florida Society of Dermatology Physician Assistants, Inc.!

FSDPA 2012 New Wave Dermatology Symposium
April 26-29, 2012 ♦ Hilton Orlando ♦ Orlando, Florida