The South Beach Symposium is a 4-day conference that delivers comprehensive educational sessions on the newest therapies, technologies, procedures and practice guidelines for physicians and practitioners in the field of dermatology.
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Celebrating 15 years!

The SBS exhibit Hall is synonymous for innovations in clinical and cosmetic dermatology with over 100 industry leading companies demonstrating their products, devices and services.

SBS is the Premier Opportunity to connect with leading dermatology professionals.

SBS offers 4 days of networking with over 20 hours of face-to-face time with over 550 attendees.
Attendee Breakdown:

- **Physicians**: 75%
- **Residents**: 10%
- **RN, PA**: 10%
- **Other**: 2%

Location:

- **Florida**: 35%
- **Southeast**: 15%
- **Midwest**: 10%
- **West**: 10%
- **Northeast**: 20%
- **International**: 10%

Specialty:

- **Dermatology**: 85%
- **Cosmetic Dermatology**: 5%
- **Other**: 2%
- **Plastics/Oculo-plastics**: 8%

SBS Offers:

- Two evening receptions, plus all coffee breaks and refreshments are served in the exhibit hall.
- Daily dedicated hours with attendees.
- Exciting passport prizes for attendees who visit with all exhibitors of SBS.
- Raffle prize tickets provided to exhibitors to increase face-time with attendees.
- Exhibit Hall is next door to the General Session room!
Planning Committee

South Beach Symposium Chair
Mark S. Nestor, MD, PhD
Miami, Florida
Dermatology

Benjamin Ascher, MD
Paris, France
Plastic Surgery

Brian Berman, MD, PhD
Miami, Florida
Dermatology

Michael H. Gold, MD
Nashville, Tennessee
Dermatology

David J. Goldberg, MD, JD
New York, New York
Dermatology

Leon Kircik, MD
Louisville, Kentucky
Dermatology

Z. Paul Lorenc, MD
New York, New York
Plastic Surgery

Lawrence Schachner, MD
Miami, Florida
Pediatric Dermatology

Diane S Berson, MD
New York, New York
Dermatology

Neal Bhatia, MD
San Diego, California
Dermatology

Joel L. Cohen, MD
Lone Tree, Colorado
Dermatology

James Q. Del Rosso, DO
Las Vegas, Nevada
Dermatology

Barry DiBernardo, MD
Montclair, New Jersey
Plastic Surgery

Flor Mayoral, MD
Coral Gables, Florida
Dermatology

Sharon McQuillan, MD
Aventura, Florida
Anti-aging and Aesthetic Medicine

Jason Pozner, MD
Boca Raton, Florida
Plastic Surgery

David Wagener, MBA
Miami, Florida
Practice Management

www.southbeachsymposium.org
Join Us!

Venue:
Loews Miami Beach Hotel
1601 Collins Avenue
Miami Beach, FL 33139
Room Rate - $349/night

Once you sign up to exhibit at the South Beach Symposium you will receive a confirmation email with more information on how to book your hotel room at the Loews.

EXHIBIT HALL HOURS:

Thursday - February 9, 2017
Move-In: 9:00 am-4:00 pm
Exhibit Hall Open: 5:00 pm-6:00 pm

Friday - February 10, 2017
Exhibit Hall Open: 9:00 am-8:00 pm

Saturday - February 11, 2017
Exhibit Hall Open: 9:00 am-4:00 pm

Sunday - February 12, 2017
Exhibit Hall Open: 7:00 am-10:30 am
Move-Out: 10:30 am

IMPORTANT DATES:

Early Bird Discount
November 12, 2016

Company Description
January 9, 2017

Badge Names
January 31, 2017

Reserve Hotel Room
January 6, 2017

www.southbeachsymposium.org
## Premium Support Packages

### GRAND - $125,000
- Island (16x20) booth in premium location in the Exhibit Hall
- 12 Representative badges
- 4 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### PREMIERE ELITE - $100,000
- Two (8x20) booths in premium location in the Exhibit Hall
- 10 representative badges
- 4 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### ELITE - $75,000
- Two (8x20) booths in premium location in the Exhibit Hall
- 8 representative badges
- 3 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### DIAMOND - $50,000
- One (8x10) booth in premium location in the Exhibit Hall
- 6 representative badges
- 3 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### EMERALD - $35,000
- One (8x10) booth in premium location in the Exhibit Hall
- 5 representative badges
- 3 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### PLATINUM - $25,000
- One (8x10) booth in premium location in the Exhibit Hall
- 5 representative badges
- 2 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### GOLD - $20,000
- One (8x10) booth in premium location in the Exhibit Hall
- 4 representative badges
- 1 page advertisement on mobile app
- Company listing and logo on website
- Company name on meeting signage

### SILVER - $15,000
- One (8x10) booth in premium location in the Exhibit Hall
- 3 representative badges
- Company listing and logo on website
- Company name on meeting signage

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**EXHIBIT HALL HOURS:**

- **Thursday – February 9, 2017**
  - Move-In: 9:00 am-4:00 pm
  - Exhibit Hall Open: 5:00 pm–6:00 pm
- **Friday – February 10, 2017**
  - Exhibit Hall Open: 9:00 am–8:00 pm
- **Saturday – February 11, 2017**
  - Exhibit Hall Open: 9:00 am–4:00 pm
- **Sunday – February 12, 2017**
  - Exhibit Hall Open: 7:00 am–10:30 am
  - Move-Out: 10:30 am
Sponsorship Opportunities

The sponsor of this dinner event will have the opportunity to share an evening with the SBS Faculty. A company representative will be able to make an introduction at the event and up to 5 representatives are invited to attend. The sponsor's logo will be printed on the event invitation and menu.

FACULTY DINNER $30,000

**CEO FORUM RECEPTION - $30,000**

A refreshment break will be provided after the conclusion of the Dermatology CEO Forum for all attendees to network with the invited Industry panelists.

- Sponsor logo will appear on signage, on the mobile app and on the coffee sleeves and napkins at the event

**REGISTRATION BAGS - $25,000**

Meeting bags will be given to all attendees.

- The bags will prominently feature the logo of the sponsor

**SPEAKER TECHNOLOGY GIFT - $20,000**

Sponsorship covers equipment purchase of the latest technology for faculty.

- Sponsor logo will be acknowledged on the faculty gift and has the opportunity to deliver faculty gift personally

**MOBILE APP $20,000**

The SBS mobile app will be used to access the meeting agenda, exhibitor listings, poster sessions, speaker bios, session evaluations and more. The sponsor will be acknowledged on an email announcement, receive banner advertisement on the app and will be acknowledged on meeting signage

**LANYARDS - $15,000**

Lanyards will be given to all meeting attendees upon check in.

- The sponsor’s logo will appear on the woven lanyard

**NEW! WIRELESS INTERNET $15,000**

Wireless internet will be provided to all meeting attendees. The sponsor will be acknowledged as the WiFi sponsor and the company’s name will be the WiFi password

Please Note: Supporters must provide general support of at least a booth sponsorship in order to sponsor these items.
Sponsorship Opportunities

**DEVICE WORKSHOP**
$15,000

Be a part of the most popular session during SBS - **The Devices in Aesthetics Workshop**. Each company will receive approximately 15 minutes to feature a live demonstration and didactic presentation with a faculty member of their choice. The device workshop takes place during a peak time on Saturday in the General Session room.

**NEW!**

**LIVE + ENDURING - $25,000**

Extend the reach of your live demonstration by having SBS capture the video footage and posting on SBS website for 6 months after the Symposium. Reach physicians that could not attend the live South Beach Symposium with this enduring option and receive maximum return on your investment.

*(please note - speaker costs are not included in workshop fee)*

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| CHARGING LOUNGE - $12,500 |
The Lounge, complete with sofas, tables, and charging stations for attendees to recharge, will be located near the registration area in a high traffic area giving them a place to relax.
  
  • Sponsors will be acknowledged on signage in the lounge and on the charging stations

| REFRESHMENT BREAK - $10,000 | *(s six available!)*
Refreshment breaks take place in the exhibit hall and provide the opportunity for interaction with attendees.
  
  • Includes coffee sleeves and cocktail napkins with the sponsor logo and signage recognizing the sponsor

| HOTEL KEY CARDS - $10,000 |
Reach the attendees where they are staying and have your company logo on the hotel keys.
  
  • Includes the company’s logo on the room key holder for all guests staying at the host hotel

| FOOTPRINT SIGNAGE - $7,500 |
Direct attendees to your booth with footprints featuring your company logo. These footprints will be strategically placed starting at the entrance to the Exhibit Hall and leading to your booth.

| MEETING BAG INSERT- $3,000 | *(multiple available!)*
Your corporate literature or brochure will be placed in the attendee bag which will be distributed to all attendees at registration.

| POSTER - $2,000 | *(multiple available)*
Poster boards are available for sponsorship to highlight cutting-edge research, experiments and new procedures.

www.southbeachsymposium.org
Professional Medical Education

Showcase your company’s newest product, device or service to the South Beach Symposium audience during a private session in a meeting room. Engage the attendees and make use of valuable face time with them, without competition of any kind. Promotional Medical Education (PME) activities are scheduled during uninterrupted times when the educational sessions are not taking place thereby helping to maximize your attendance.

Professional Medical Education Activity - $30,000

The following is included in the fee:

• 45-minutes of program time
• Meeting room at hotel, set classroom or theater
• Basic audiovisual equipment including screen, projector, laptop, podium, and microphone
• Acknowledgement on all meeting materials and on SBS website
• (1) one special events e-blast to pre-registered attendees distributed by SBS
• Bag stuffer to include in all meeting attendee bags (Developed and printed by sponsor) *
• One pre-registrant mailing list (excludes email addresses and is a one-time use only) *
• Push notifications announcing the event via the app
• Lead Retrieval unit for registration purposes

*The pre-activity mailing and bag stuffer must be approved by SBS prior to printing and distribution.

ADD ON

Enduring Activity Package - $45,000

The above outlined benefits are included with the Professional Medical Education Activity plus:

Extend the reach of your program through an audio and/or video recording of your program. Your enduring activity will be hosted on the SBS website for 6 months and marketed to the SBS internal database. This unique opportunity will ensure that you receive maximum return on your investment and allow you to reach dermatology professionals who might not have had the opportunity to attend the live event!

• Recording of audio and/or video of live activity
• Posting of activity on SBS website for six months
• Advertisement of activity on the SBS website through one banner ad, social media posts and email blasts to SBS database

Please note: The sponsor is responsible for all pass through expenses related to the activity such as food and beverage, faculty expenses and honorarium as well as content development and development of program materials. Sponsor is responsible for Sunshine Act reporting as applicable.

Additional Information:

• PME Sessions are not accredited for CME/CE credits.
• Timeslots are assigned on a first-come, first-served basis.
• Platinum level supporters or higher will receive the first opportunity for available slots.
• Food and Beverage is strongly encouraged and if provided, is the responsibility of the sponsor.
• The supporter must be an exhibitor at the South Beach Symposium in order to participate.

Thursday, February 9
5:00 pm – 5:45 pm*
5:45 pm – 6:30 pm*

Friday, February 10
10:30 am – 11:15 am*
1:00 pm – 1:45 pm*

*Times are subject to change.

www.southbeachsymposium.org
Application Information:
Name of Organization: ______________________________________________________________________
Company Representative: ___________________________________________________________________
Address: _________________________________________________________________________________
City/State/Zip: ____________________________________________________________________________
Phone/Fax: _______________________________________________________________________________
Email: ____________________________________________________________________________________

Professional Medical Education Activity - $30,000
The following is included in the fee:

• 45-minutes of program time
• Meeting room at hotel, set classroom or theater
• Basic audiovisual equipment including screen, projector, laptop, podium, and microphone
• Acknowledgement on all meeting materials and on SBS website
• (1) one special events e-blast to pre-registered attendees distributed by SBS
• Bag stuffer to include in all meeting attendee bags (Developed and printed by sponsor) *
• One pre-registrant mailing list (excludes email addresses and is a one-time use only)*
• Push notifications announcing the event via the app
• Lead Retrieval unit for registration purposes

ADD ON: Enduring Activity Package - $45,000
The above outlined benefits are included with the Professional Medical Education Activity plus:

• Recording of audio and/or video of live activity
• Posting of activity on SBS website for six months
• Advertisement of activity on the SBS website through one banner ad, social media posts and email blasts to SBS database

*The pre-activity mailing and bag stuffer must be approved by SBS prior to printing and distribution.
The sponsor is responsible for all pass through expenses related to the activity such as food and beverage, faculty expenses and honorarium as well as content development and development of program materials. Sponsor is responsible for Sunshine Act reporting as applicable.

Payment and Billing Information:
Payment must be received in full with this application.

TOTAL AMOUNT DUE $______________

Pay by Check:
Please make payable to South Beach Symposium: Tax ID# 46-4545148
Pay by Credit Card: #______________________________________ Exp. Date: __________ Sec. Code: _____
Name on Card: ____________________________ Signature: _______________________________________

This agreement takes effect upon signature. In the event the company chooses to cancel, the company is required to pay the entire sponsorship fee.
Sponsorship Add-Ons*:
- Faculty Dinner - $30,000
- CEO Forum Reception - $30,000
- Registration Bags - $25,000
- Speaker Technology Gift - $20,000
- Mobile App - $20,000
- Device Workshop - $15,000
- (live + enduring) - $25,000 NEW!
- Lanyards - $15,000
- Wireless Internet - $15,000 NEW!
- Charging Lounge - $12,500
- Refreshment Break - $10,000 (six available!)
- Hotel Key Cards - $10,000
- Footprint Signage - $7,500
- Meeting Bag Insert (multiple available) - $3,000
- Poster (multiple available) - $2,000

*Please note: Supporters must provide general support of at least a booth sponsorship in order to sponsor these items.

Application Information (to send exhibit correspondence to, including confirmation and exhibit booth number)

Company name (as to appear on printed materials):

Primary Contact

Address______________________________ City________________ State_____ Zip Code__________

Telephone_________________________ Fax_________________________ Email_________________________________

Website________________________________ Competitors(s)_

(We ask for this information to try and place competitors’ booth away from one another. If you leave this blank, your company could be placed by a competitor)

Onsite Representative(s) Contact Info (Additional Badges $500/person)

Badge 1 Name________________________ Badge 3 Name________________________

Badge 2 Name________________________ Badge 4 Name________________________

Payment and Billing Information

To sign up for exhibit space, complete this form and fax it to 904-677-7843 or mail this completed form with check enclosed payable to: South Beach Symposium, 6816 Southpoint Parkway, Suite 1000, Jacksonville, FL 32216. The SBS Federal Tax ID # is 46-4545148

TOTAL AMOUNT Check boxes above to indicate: $_______________________

☐Visa  ☐American Express  ☐MasterCard  Security Code________  ☐Check Number_________ Exp________

Name on Card________________________________ Signature________________________________

Payment for exhibit space must accompany registration or we will be unable to reserve your booth(s).

Acceptance

This Exhibitor Agreement is entered into between ________________________________ (Exhibitor) and the South Beach Symposium (SBS). This agreement will take effect upon signing by exhibitor. The exhibitor hereby requests SBS to provide exhibitor with exhibit space at the 2017 South Beach Symposium. Exhibitor further agrees to abide by all exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth setup by designated start time and to not teardown before designated tear down time. Exhibitor agrees that if they do not follow these set-up and tear down guidelines, the company will be charged $500 and will be suspended from future shows. DISCLAIMER: Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. SBS will notify exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival of payment. My signature below indicates that I have read the regulations, agreement terms and booth specifications in the Terms and Conditions.

Print Name_________________________ Signature_________________________ Date___________

www.southbeachsymposium.org
Terms and Conditions

1. Contract
The following Rules and Regulations become binding upon acceptance of this Contract between the Applicant and it’s employees, and SBS Medical Education, LLC, the show sponsor. In addition, ACCME rules are followed.

2. Space Assignment
Booth locations will be assigned at the sole discretion of show management. Placement will be made on date of reservation and separation of competitive products.

3. Booth Package Description
Booth packages include (1) 8’x10’ pipe-and-drape booth, (1) identification sign, and (2) representative registrations. Total individual exhibit floor space is limited to 8’x10’ unless requested and approved in writing. No walls, partitions, signs or decorations may be erected which will interfere with the general view “down the aisle”, or other exhibits.

4. Show Move-In & Move-Out (Tentative)
Move-in
Thursday – February 9, 2017.................................9:00 am-4:00 pm
Move-Out
Sunday – February 12, 2017 ......................................10:30am
NOTE: No exhibitor will be allowed to break down their booth until after the break on Sunday, February 12, 2017.

5. Exhibit Hours (Tentative)
Thursday – February 9, 2017.................................5:00 pm-6:00 pm
Friday – February 10, 2017 .................................9:00 am-8:00 pm
Saturday – February 11, 2017 .............................9:00 am-4:00 pm
Sunday – February 12, 2017 ..............................7:00 am-10:30 am

6. Unoccupied Space
SBS reserves the right, should any rented space remain unoccupied after the first hour of the show’s opening, to rent or occupy said space.

7. Payments & Refunds
The total amount for sponsorship, grants and exhibit booth space is due upon the reserving of space and signing the Contract. In the event an exhibitor cancels a contract, SBS must be notified in writing for refunds to be made. A cancellation fee of $1,000.00 will be deducted from any refund made. No refunds will be made for cancellations within four (4) months of the show.

8. Food Service
SBS reserves the right to provide food and beverage during certain hours in the exhibit area.

9. Noisy & Obnoxious Equipment
The operation of whistles or any objectionable device will not be allowed. After the show opens, noisy and unsightly work will not be permitted.

10. Security
Providing security for exhibits, exhibitor property and for exhibitors them-selves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor only.

11. Attendee List
All sponsors and exhibitors will receive a final list of attendees at the conclusion of the meeting. Information may only be used by attending sponsors and exhibitors and may not be released or sold to other business entities.

12. Fire and Safety Regulations
All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

13. Liability and Insurance
The hotel management and SBS will take all reasonable precautions to avoid loss of exhibitors’ property by theft or fire, but under no circumstances shall the hotel management or SBS be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of the SBS is final.

14. Damage to Property
Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment or to other exhibitors’ property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or to standard booth equipment.

15. Public Policy
Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

16. Eligible Exhibits & Restrictions
SBS reserves the right to deny or cancel the registration of any exhibitor or program attendee(s) whom the Board of Directors, in its sole discretion, feels would not be in the best interest of the SBS. SBS reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed in AMA’s New and Non-Official Remedies, National Formulator U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with SBS headquarters. New, unlisted and/or initial display items must be submitted at least three months prior to the opening date of the show. The same restrictions apply to medical journal advertisements or other displayed publications and all promotional literature.

17. Exhibit Floor Access
SBS reserves the right to limit access to the exhibit floor to anyone when it is not officially open.

18. Use of Booth Space
Exhibitors shall reflect their company’s highest standards of professionalism while maintaining their booths during show hours. No exhibitor shall assign, sublet or share booth space without permission.

19. Exhibition Sales Policy
Exhibitors may not accept payments in cash or checks or deliver merchandise in the exhibit hall.

20. Irregular Canvassing/Advertising Distribution
Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors are urged to report to SBS any violations of this rule.
For more information, please contact:

Exhibits:
Kasey Cleary / SBS
Email: kcleary@southbeachsymposium.org
Phone: 904-309-6253

Official Show Decorator and Exhibit Services
Rhodalyn Villa / GES
Email: rvilla@ges.com
Phone: 702-515-5500

Corporate Support
Erin Corrales / SBS
Email: ecorrales@southbeachsymposium.org
Phone: 904-309-6204