NEWPORT BEACH, CALIFORNIA
NOVEMBER 18–19
2017

Obtain qualified leads
Generate immediate sales
Intimate selling environment
Two day comprehensive training program

Sponsorship Prospectus
THE Aesthetic Academy

THE Aesthetic Academy (TAA) is an event designed as a two day advanced hands-on procedural training and comprehensive practice development program that certifies practices to the highest standards of excellence in medical aesthetics. This unique educational event includes regionally based, live events dedicated to offering maximum benefits via customized sponsorship.

We encourage you to participate in our 2017 program and take advantage of the valuable sponsorship packages that will maximize your visibility and sales at our upcoming events.

The Mission of THE Aesthetic Academy

Our mission is to provide leading aesthetic manufacturers with a premium venue to interact with established practices on multiple levels. At this event, attendees enjoy a well-balanced program that highlights key aesthetic services, with live treatment workshops and the marketing strategies necessary to build a dominant practice. This event draws approximately 500 attendees and has become the ultimate practice training program – as opposed to single manufacturer sponsored events focused solely on one topic with one speaker. THE Aesthetic Academy offers sponsors the unique ability to communicate the compelling benefits of their products via a best-in-class training program.

TAA SPONSORSHIPS OFFER

• Advanced live procedural training, providing the opportunity to showcase your products and services to the top experts in the field
• A focus on cutting edge treatments, products and services that deliver high return on investment (ROI) opportunities
• High-quality interaction with each attendee via scheduled time in the exhibit area to generate sales and obtain qualified leads
• Access to podium presentations
• Corporate exposure on THE Aesthetic Academy website with a link to company website
• Company logo and recognition on all meeting collateral materials

GENERAL INFORMATION

Newport Beach, California
November 18–19, 2017

To learn more about THE Aesthetic Academy, please visit www.TheAestheticAcademy.com or contact:

Medical Insight, Inc.
36 Discovery, Suite 170
Irvine, CA 92618 USA

Phone +1 (949) 830-5409
Fax +1 (949) 830-8944
info@theaestheticacademy.com
THE Aesthetic Academy Delivers High Return on Investment Event

Why Should Your Company Sponsor?

› Generate immediate sales, establish new accounts and obtain qualified leads – THE Aesthetic Academy is a sales-oriented event that brings new procedures, products and technologies to an elite audience of medical professionals, prospective buyers and potential partners.

› Educate attendees on your products and services – THE Aesthetic Academy attendees come to obtain the information required to make informed buying decisions on the products and services they need to succeed in aesthetic medicine.

› Interact with medical aesthetic professionals in a relaxed networking environment – THE Aesthetic Academy encourages attendees to visit the exhibits and interact extensively with our commercial supporters by scheduling dedicated breaks, lunches and social events in the exhibitor area.

› Additionally, this meeting provides a unique opportunity for companies to promote their products and technologies through live demonstrations on the program agenda.

Who are THE Aesthetic Academy Attendees?

THE Aesthetic Academy attracts physicians, nurses and office staff from all medical sub-specialties including:

• Dermatology
• Plastic and Cosmetic Surgery
• Internal Medicine
• Obstetrics/Gynecology
• Family Practice
• MedSpa Owners

THE Aesthetic Academy draws attendees from the greater metropolitan regions of the largest aesthetic epicenters in the country. Our marketing and promotional campaigns are the broadest and most effective in the industry.

› Direct Mail: Over 100,000 medical personnel targeted.


› E-mail Campaigns: Highly targeted e-mail broadcasts featuring informational messages including incentives to create excitement and draw attendees.

High Program Satisfaction

› 94% of event attendees reported, “THE Aesthetic Academy met or exceeded expectations.”

› 97% of event attendees are, “Highly likely to recommend the program to colleagues.”

› 96% of attendees responded that, “THE Aesthetic Academy program increased their skills to more effectively expand the practice’s growth and procedural revenue.”
# Sponsorship Package Overview

Maximize your company’s visibility at *THE Aesthetic Academy* with a sponsorship package:

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$25,000</strong></td>
<td><strong>$12,500</strong></td>
<td><strong>$5,000</strong></td>
</tr>
</tbody>
</table>

- One hour podium presentation and live patient treatment demonstration during main program with approved speaker* (*excludes speaker fees)
- Table top exhibit
- One promotional e-broadcast (pre- or post-show)
- Show bag insert
- Quality lead generation package
- Main program raffle
- Sponsor of breakfast or lunch with podium presentation* (*Sponsorship package does not include catering expenses)
- Opportunity to broadcast a 2-3 minute promotional video presentation during breaks* (*video must be provided)
- Ten complimentary attendee registrations
- Logo on TAA website with link to company website
- Company logo and recognition as a sponsor on all 2017 marketing materials
- Eight complimentary sponsor registrations

- 30 minute podium presentation during main program with approved speaker* (*excludes speaker fees)
- Table top exhibit
- One promotional e-broadcast (pre- or post-show)
- Show bag insert
- Quality lead generation package
- Main program raffle
- Opportunity to broadcast a 2-3 minute promotional video presentation during breaks* (*video must be provided)
- Ten complimentary attendee registrations
- Logo on TAA website with link to company website
- Company logo and recognition as a sponsor on all 2017 marketing materials
- Four complimentary sponsor registrations

- Table top exhibit
- Quality lead generation package
- Show bag insert
- Main program raffle
- Logo on TAA website with link to company website
- Company logo and recognition as a sponsor on all 2017 marketing materials
- Six complimentary sponsor registrations
Custom Promotional Signage Package
Pricing upon request
Promote your company and booth presence with three different custom signage opportunities placed in high traffic areas of the main conference area.

Private Reception (F&B costs additional)
Pricing upon request
Gain highly actionable quality sales leads by hosting a private cocktail reception for THE Aesthetic Academy attendees where you can include a presentation and live demonstration.

Website Banner Ads
Pricing upon request; based on banner position
Banner ads will increase your visibility and booth presence as all attendees are directed to THE Aesthetic Academy website to register, receive important show information and to pre-register for workshops.

WiFi Sponsorship
$15,000
WiFi access is increasingly important to THE Aesthetic Academy attendees. Signage throughout the conference area will recognize your company as the WiFi sponsor and your company name will be the access password code.

Advanced Hands-On Procedural Training Course
$10,000
Opportunity to sponsor a full day Advanced Hands-on Procedural Training Course.

One Hour Workshop (does not include speaker fees)
$10,000
Sponsorship of a one hour workshop exclusive to your company where you can give a presentation and perform a live demonstration. This is a great way to increase your visibility to THE Aesthetic Academy attendees and retrieve highly actionable quality sales leads.

Registration Badge Lanyards
$7,500
Get noticed by having your company logo or name printed on woven badge lanyard provided to all show attendees.

Show Bag Sponsor
$7,500
Enhance your visibility at the show with your company's logo or name placed prominently on bags given to each show attendee.

THE Aesthetic Awards Sponsorship Package
$5,000
Promote your brand and run a commercial during THE Aesthetic Awards and cocktail reception. Your commercial will be included in THE Aesthetic Awards webisode that will broadcast to millions of viewers on Aesthetic TV.

Broadcast Your Commercial
$5,000
Increase your visibility by broadcasting your company commercial during breaks and lunches.

Center Stage Raffle
$5,000
Increase your visibility and booth presence by donating a product or service to be included in the exhibit hall center stage raffle prize drawings.

General Session Program Speaker (Non-CME session)
$5,000
Sponsorship of a 30 minute general session program speaker.

Mirror Clings
$5,000
Enhance your visibility with your company's logo placed on over 40 mirrors.

VIP Show Room
$5,000 per day
Host a VIP show room for one day. This is a great way to offer show attendees VIP treatment.

Guest Room Door Drop
$3,500
This is your “direct mail” to attendees at THE Aesthetic Academy. Participate with THE Aesthetic Guide® in a guest room door drop to all show attendees on the peak arrival evening.

Promotional Signage
$3,500
Promote your company and booth presence with prominent placement of five (5) 8' tall signs placed in high traffic areas of the main conference area.

Promotional E-Broadcast
$3,500
Our E-Broadcast service is an emailed broadcast to our database of 20,000 aesthetic practices. You provide an HTML page or our web designer creates it and then it’s scheduled to send either pre- or post-show.

Show Bag Insertion
$2,500
Insert a marketing piece or promotional item into the show bags given to each attendee upon registration. This is a great way to welcome attendees to the show and invite them to visit your booth.

Promotional E-Broadcast to Attendees
$1,000
Our E-Broadcast service is an emailed broadcast to THE Aesthetic Academy 2017 attendees. You provide an HTML page and then it’s scheduled to send either pre- or post-show.

Quality Lead Generation Package
$1,000
Receive 100 highly qualified sales leads from THE Aesthetic Academy 2017 attendees targeted specifically to the area of interest and customer profile that is optimal for your company.
THE Aesthetic Academy 2017 Commercial Support Form

Sponsorship Package

Show sponsors should review the exhibitor and sponsor prospectus for the specific benefits included with each level of sponsorship. Please check your sponsorship level(s) below:

- ☐ PLATINUM Sponsor $ 25,000
- ☐ GOLD Sponsor $ 12,500
- ☐ SILVER Sponsor $ 5,000
- ☐ CUSTOM Sponsorship: Pricing Upon Request

- ☐ Custom Promotional Signage Package Pricing Upon Request
- ☐ Private Reception Pricing Upon Request
- ☐ Website Banner Ads Pricing Upon Request
- ☐ WiFi Sponsorship $15,000
- ☐ Advanced Hands-On Training Course $10,000
- ☐ One Hour Workshop $10,000
- ☐ Registration Badge Lanyards $7,500
- ☐ Show Bag Sponsor $7,500
- ☐ THE Aesthetic Awards Sponsorship Package $5,000
- ☐ Broadcast Your Commercial $5,000
- ☐ Center Stage Raffle $5,000
- ☐ General Session Program Speaker $5,000
- ☐ Mirror Clings $5,000
- ☐ VIP Show Room $5,000
- ☐ Guest Room Door Drop $3,500
- ☐ Promotional Signage $3,500
- ☐ Promotional E-Broadcast $3,500
- ☐ Show Bag Insertion $2,500
- ☐ Promotional E-Broadcast to Attendees $1,000
- ☐ Quality Lead Generation Package $1,000

Exhibitor Booth Only

All exhibitors will receive recognition on marketing materials, company listing on the show website and recognition on the on-site show agenda. Booth fee includes two (2) complimentary exhibitor registrations ($50 each additional registration).

- ☐ Exhibitor Tabletop Booth $3,500

Total Sponsorship or Exhibit Fees: $ ________________
Deposit (50% of total sponsorship or exhibit fees) $ ________________

Company Name ________________________________
Address ________________________________
City __________________ State/Province ______ Zip ______ Country ______
Phone ________________________________
Fax ________________________________
Contact Name __________________ E-Mail Address __________________

Total: $ ________________ Authorized Signature __________________ Date ________________

Your signature acknowledges compliance to the terms and conditions that commercial support agreements are non-refundable and non-cancelable.
Dates and locations subject to change. Invoice will be sent to the address listed above.
Email or fax this completed form to Mindy Millat: +1 949-830-8944 or mindy@miinews.com.
The Aesthetic Academy
Attendee Feedback
Indicates High Satisfaction

“Overall excellent event.”
– Linda Williams, R.N., Skintastic

“I learned something new from every speaker.”
– Coni Moldar, Derm Aesthetics and Laser Center

“Came to the event not knowing how much I could learn. Totally surprised, loved the information I picked up.”
– Janet Allen, Oculofacial Plastic Surgery

“So much information. Really enjoyed all components of the presentation. Very personalized.”
– Cynthia Wiley, Beauty Thru Health Dermatology

Considering your overall experience of THE Aesthetic Academy, how satisfied are you?

| Satisfied/Highly Satisfied | 99% |
If asked about THE Aesthetic Academy, how likely are you to recommend it to others?

| Likely/Highly Likely | 97% |
Did you find the topics informative?

| Informative/Very Informative | 98% |

“Speakers really expressed to physicians how important it is to participate in the CAC program.”
– Rachel Sangster, Woodrome Medical

“Fantastic conference, very beneficial information.”
– Karla Hudson, Jeffrey Adelglass, M.D.

“It was great, concise information.”
– Belinda Padilla, M.D., Belle & Sal Med Spa
Scientific Advisory Board

Glynis Ablon, M.D., F.A.A.D.  
Board Certified Dermatologist  
Ablon Skin Institute and  
Research Center  
Manhattan Beach, CA, USA

Gregory Buford, M.D., F.A.C.S.  
Board Certified Plastic Surgeon  
Beauty by Buford  
Englewood, CO, USA

Koenraad De Boule, M.D.  
Director  
Aalst Dermatology Group  
Aalst, Belgium

Maurice Adatto, M.D.  
Medical Director  
Skinpulse Dermatology & Laser Center  
Geneva, Switzerland

Jacqueline M. Calkin, M.D.  
Calkin & Boudreaux  
Dermatology Associates  
Sacramento, CA, USA

Jason B. Diamond, M.D., F.A.C.S.  
Diplomate  
American Board of Facial Plastic and  
Reconstructive Surgery  
Los Angeles, CA, USA

Macrene Alexiades-Armenakas,  
M.D., Ph.D., F.A.A.D.  
Assistant Clinical Professor  
Yale University School of Medicine  
New Haven, CT, USA  
Director  
Dermatology and Laser Surgery  
New York, NY, USA

Daniel Cassuto, M.D.  
Professor of Plastic Surgery  
University of Catania  
Catania, Italy

Barry DiBernardo, M.D., F.A.C.S.  
New Jersey Plastic Surgery  
Montclair, NJ, USA

Red M. Alinsod, M.D.,  
F.A.C.O.G., A.C.G.G.  
Urogynecologist and Pelvic  
Reconstructive Surgeon  
South Coast Urogynecology  
Laguna Beach, CA, USA

Henry Chan, M.D., Ph.D., M.B.B.S.,  
F.R.C.P., F.H.K.C.P., F.H.K.A.M.  
Dermatologist  
Honorary Professor  
Li Ka Shing Faculty of Medicine  
University of Hong Kong  
Hong Kong, China

Christine Dierickx, M.D.  
Medical Director  
Laser and Skin Center of Boom  
Boom, Belgium

Tina Alster, M.D.  
Washington Institute of  
Dermatologic Laser Surgery  
Washington, D.C., USA

Gregory W. Chernoff, M.D. F.R.C.S.  
Cosmetic Surgeon  
Chernoff Cosmetic Surgery  
Beverly Hills, CA, USA

Jason Emer, M.D.  
Board Certified Dermatologist  
Spalding Drive Plastic Surgery  
Beverly Hills, CA, USA

Benjamin Ascher, M.D.  
Plastic Surgeon  
Clinique IENA  
Lecturer and Clinical Assistant  
Paris Academy  
Paris, France

Suneel Chilukuri, M.D.,  
F.A.A.D., F.A.C.M.S.  
Cosmetic and Dermatologic Surgeon  
Houston, TX, USA

Sabrina Fabi, M.D.  
Board Certified Dermatologist  
Goldman, Butterwick, Fitzpatrick,  
Gropp & Fabi Cosmetic  
Laser Dermatology  
San Diego, CA, USA

Bobby Awadalla, M.D.  
Board Certified Dermatologist  
Coast Dermatology and Laser  
Surgery Center  
Founder and CEO  
UVO  
Laguna Beach, CA, USA

Steven R. Cohen, M.D., F.A.C.S.  
Medical Director  
FACES+ Plastic Surgery  
Skin and Laser Center  
Clinical Professor of Plastic Surgery  
University of California, San Diego  
La Jolla, CA, USA

Rebecca Fitzgerald, M.D.  
Dermatologist  
Rebecca Fitzgerald Dermatology  
Los Angeles, CA, USA

Peter Bjerring, M.D., Ph.D.  
Professor of Dermatology  
Aarhus University Hospital  
Vejle, Denmark

Angelo Cuzalina, M.D., D.D.S.  
Past President  
American Academy of  
Cosmetic Surgery, 2011  
Diplomate  
American Board of Cosmetic Surgery  
Tulsa, OK, USA

Klaus Fritz, M.D.  
Director, Dermatology and Laser Centers  
Landau, Germany  
Associate Professor  
Carol Davila University of Medicine and  
Pharmacy  
Bucharest, Romania  
President, European Society of Laser  
Dermatology

Monica Bonakdar, M.D.  
Board Certified Family  
Practice Physician  
Bonakdar Institute  
Newport Beach, CA, USA

Payman Danielpour, M.D.  
Board Certified Plastic Surgeon  
Beverly Hills Plastic Surgery Group  
Beverly Hills, CA, USA

Dore J. Gilbert, M.D.  
Dermatologist  
Newport Dermatology  
Laser Associates  
Newport Beach, CA, USA

Kevin Brenner, M.D., F.A.C.S.  
Board Certified Plastic and  
Reconstructive Surgeon  
ROX Center  
Beverly Hills, CA, USA

Doris J. Day, M.D.  
Clinical Assistant Professor  
of Dermatology  
NYU Langone Medical Center  
Director  
Day Dermatology and Aesthetics  
New York, NY, USA

Chee-Leok Goh, M.D., M.B.B.S.,  
Clinical Professor  
National University of Singapore  
Adj. Professor  
Duke-NUS Graduate School  
Sr. Consultant Dermatologist  
National Skin Centre, Singapore
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kei Negishi, M.D., Ph.D.</td>
<td>Associate Professor and Chief of Aesthetic Dermatology Division</td>
<td>Aoyama Institute of Women’s Medicine, Tokyo Women’s Medical University, Tokyo, Japan</td>
</tr>
<tr>
<td>James Newman, M.D., F.A.C.S.</td>
<td>Board Certified Facial Plastic and Reconstructive Surgeon</td>
<td>Premier Plastic Surgery, Palo Alto, CA, USA</td>
</tr>
<tr>
<td>Joseph Niamtu, III, D.M.D.</td>
<td>Cosmetic Facial Surgeon</td>
<td>Richmond, VA, USA</td>
</tr>
<tr>
<td>Andrew P. Ordon, M.D., F.A.C.S.</td>
<td>Plastic Surgeon</td>
<td>Host CBS talk show <em>The Doctors</em> Beverly Hills and Rancho Mirage, CA, USA</td>
</tr>
<tr>
<td>Melanie D. Palm, M.D.</td>
<td>Board Certified Dermatologist</td>
<td>Cosmeceutical Surgeon Art of Skin</td>
</tr>
<tr>
<td>Hsien-Li Peter Peng, M.D.</td>
<td>Director</td>
<td>Dr. Peng’s Dermatological Clinic &amp; Cosmetic Laser Center (P-Skin Clinic)</td>
</tr>
<tr>
<td>Jorge A. Perez, M.D., F.A.C.S.</td>
<td>Plastic and Reconstructive Surgeon Perez Plastic Surgery</td>
<td>Ft. Lauderdale, FL, USA</td>
</tr>
<tr>
<td>Christine Petti, M.D., F.A.C.S.</td>
<td>Board Certified Plastic Surgeon</td>
<td>Palos Verdes Plastic Surgery Medical Center</td>
</tr>
<tr>
<td>Jason Pozner, M.D., F.A.C.S.</td>
<td>Medical Director</td>
<td>Sanctuary Medical Aesthetic Center and Sanctuary Plastic Surgery</td>
</tr>
<tr>
<td>Anil Rajani, M.D.</td>
<td>Founder</td>
<td>RajaniMD</td>
</tr>
<tr>
<td>Nark-Kyoung Rho, M.D.</td>
<td>Clinical Assistant Professor</td>
<td>Department of Dermatology Samsung Medical Center</td>
</tr>
<tr>
<td>Alexander Z. Rivkin, M.D.</td>
<td>Facial Cosmetic Surgeon</td>
<td>Founder Westside Aesthetics</td>
</tr>
<tr>
<td>Wendy E. Roberts, M.D.</td>
<td>Board Certified Cosmetic Dermatologist</td>
<td>Rancho Mirage, CA, USA</td>
</tr>
<tr>
<td>Leif Rogers, M.D., F.A.C.S.</td>
<td>Plastic and Reconstructive Surgeon</td>
<td>Leif Rogers, M.D. Reconstructive and Cosmetic Plastic Surgery Beverly Hills, CA, USA</td>
</tr>
<tr>
<td>Mark G. Rubin, M.D.</td>
<td>Assistant Clinical Professor of Dermatology</td>
<td>University of California, San Diego Private Practice</td>
</tr>
<tr>
<td>Neil Sadick, M.D.</td>
<td>Clinical Professor of Dermatology</td>
<td>Weill Cornell Medical College</td>
</tr>
<tr>
<td>Claudine Santos-Roura, M.D., F.F.D.S.</td>
<td>Dermatologist and Cosmetic Surgeon</td>
<td>Contours Advanced Face and Body Sculpting Institute</td>
</tr>
<tr>
<td>Deborah S. Sarnoff, M.D., F.A.A.D., F.A.C.P.</td>
<td>Clinical Professor of Dermatology</td>
<td>NYU Langone Medical Center</td>
</tr>
<tr>
<td>Gordon H. Sasaki, M.D., F.A.C.S.</td>
<td>Clinical Professor</td>
<td>Department of Plastic Surgery</td>
</tr>
<tr>
<td>Gerhard Sattler, M.D.</td>
<td>Founder and Medical Director</td>
<td>Rosenpark Klinik</td>
</tr>
<tr>
<td>Kyle Koo-Il Seo, M.D., Ph.D.</td>
<td>Clinical Associate Professor</td>
<td>BOTOX Clinic Department of Dermatology Seoul National University Hospital Director</td>
</tr>
<tr>
<td>Ava Shamban, M.D.</td>
<td>Laser Institute for Dermatology</td>
<td>Santa Monica, CA, USA Assistant Clinical Professor of Dermatology University of California, Los Angeles</td>
</tr>
<tr>
<td>W. Grant Stevens, M.D., F.A.C.S.</td>
<td>Plastic Surgeon</td>
<td>Marina Plastic Surgery Clinical Professor of Surgery University of Southern California</td>
</tr>
<tr>
<td>Atchina Suwanchinda, M.D., M.S.</td>
<td>Consultant Laser and Dermatologic Surgery Unit Ramathibodi Hospital, Mahidol University</td>
<td>Director</td>
</tr>
<tr>
<td>Farhan Taghizadeh, M.D.</td>
<td>New Mexico Facial Plastics</td>
<td>Albuquerque, NM, USA</td>
</tr>
<tr>
<td>Mark B. Taylor, M.D., F.A.A.D.</td>
<td>Director</td>
<td>Gateway Aesthetic Institute and Laser Center</td>
</tr>
<tr>
<td>Robert J. Troell, M.D., F.A.C.S.</td>
<td>Board Certified Facial Plastic and Reconstructive Surgeon</td>
<td>Laguna Beach, CA and Las Vegas, NV, USA</td>
</tr>
<tr>
<td>William Philip Werschler, M.D., F.A.A.D., F.A.C.S.</td>
<td>Assistant Clinical Professor of Medicine/Dermatology University of Washington</td>
<td>School of Medicine Seattle, WA, USA</td>
</tr>
<tr>
<td>Douglas C. Wu, M.D., Ph.D.</td>
<td>Double Board Certified Dermatologist</td>
<td>Cosmetic Laser Dermatology</td>
</tr>
<tr>
<td>Woffles Wu, M.B.B.S., F.R.C.S., F.A.M.S.</td>
<td>Plastic Surgeon</td>
<td>Woffles Wu Aesthetic Surgery &amp; Laser Centre</td>
</tr>
<tr>
<td>Sabine Zenker, M.D.</td>
<td>Dermatologist</td>
<td>Marina Plastic Surgery Clinic</td>
</tr>
<tr>
<td>Craig L. Ziering, D.O., F.A.O.C.D.</td>
<td>CEO and Medical Director</td>
<td>Ziering Medical Worldwide</td>
</tr>
</tbody>
</table>
Our Sponsors

PLATINUM

Allergan
BTL AESTHETICS
MERZ AESTHETICS
SYNERON•CANDELA
THERMI

GOLD

Alma Lasers
CYNOSURE
ENDYMED
Fotona
hydrafacial
inmode
Lumenis
miraDry
Perigee
SCITON
SUNEVA
UVC
VALEANT
VenusConcept
Viora

SILVER

AccuVein
AHA
Advicmedia|mednet
ALASTIN
AnteAGE MD
CAREstream
Cryoprobe
CRYSTAL CLEAR
Cynosure
DEFENage
ENVOY
FOCUS
Incredible Marketing
INFINIT
INSET
INSTRUMENTS
InVision
JAN MARINI
LightStim
MD Ware Software
mediplay
mesopen
nelly DEVUYST
oxygenetix
patientiNOW
PCA skin
SAIAN
SENTÉ
Solutionreach
Styku
TIZO

THE Aesthetic Academy 2017 Sponsorship Prospectus 12
1. Contract
The following rules and regulations become binding upon the signing of this contract between the applicant and their employees, and Medical Insight, Inc. D.B.A. THE Aesthetic Academy, the show sponsor. In addition, ACCME rules will be followed at all times.

2. Space Assignment
Booth locations will be assigned at the sole discretion of show management. Placement will be made based on sponsor-level, exhibitor priority status, date of contract and separation of competitive products. THE Aesthetic Academy reserves the right to relocate exhibitors should it become necessary for causes beyond the control of or advisable in the best judgment of show management. After assignment of space, exhibitor agrees to accept relocation to other comparable exhibit space if THE Aesthetic Academy deems such a relocation to be necessary or appropriate. THE Aesthetic Academy reserves the right to change the configuration of the floor plan at its discretion.

3. Booth Package Description
Booth packages include one 6 ft. table top booth and two representative registrations. Additional registrations may be purchased at a cost of $50 each.

4. Exhibitor / Sponsor Registration Badges
THE Aesthetic Academy has a zero tolerance policy for false certification of individuals as exhibitor’s representatives, office personnel of a physician’s office, misuse of an attendee registration badge or any other method used to assist in registering/exhibiting personnel to gain admission to the exhibit hall, workshops or general sessions. Violation of this policy may result in the immediate removal from the exhibit hall or other actions as deemed appropriate by show management.

5. Show Move-In & Move-Out
Move-In Saturday, November 18, 2017 7:00 am - 8:00 am
Move-Out Sunday, November 19, 2017 3:00 pm - 5:00 pm

NOTE: No exhibitor will be allowed to break down their booth until after 3:00 pm on Sunday, November 19, 2017 or risk refusal to attend future shows.

6. Exhibit Hours
Saturday, November 18, 2017 8:00 am - 7:30 pm
Sunday, November 19, 2017 8:00 am - 3:00 pm

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

8. Payments & Refunds
A 50% deposit of the total exhibit fees for the requested space, due upon signing of the exhibitor agreement contract, liable upon signature. No exhibit space will be assigned until deposit is received. All exhibit space contracts must be paid in full no later than 120 days prior to the show or space may be cancelled and/or reassigned without notification or refund of payments. Contracts signed within 120 days of the show must be paid in full upon signing of the exhibitor agreement contract. All payments by credit card will incur a 3% service fee.

9. Cancellation Policy
Commercial support agreements are non-refundable and non-cancellable.

10. Food Service
THE Aesthetic Academy reserves the right to provide food and beverage during certain hours in the exhibit area.

11. Sound Devices
The use of devices for mechanical reproduction of sound or music may be permitted, but must be controlled. THE Aesthetic Academy management has the right to regulate exhibit sound levels. Operating noise-creating devices such as bells, whistles, horns or mega phones will not be permitted. After the show opens, noisy and unsightly work will not be permitted.

12. Security
Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, contractors, representatives and guests, shall be the sole responsibility of the exhibitor.

13. 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 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.

14. Liability and Insurance
The hotel management and THE Aesthetic Academy will take all reasonable precautions to avoid loss of exhibitors’ property by theft or fire, but under no circumstances shall the hotel management or THE Aesthetic Academy 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 Aesthetic Academy is final. All exhibitors agree to have the contract, along with a certificate of insurance naming THE Aesthetic Academy as an additional insured on their policy and have policy minimums of $1M per occurrence and $2M aggregate.

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

16. 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.

17. Eligible Exhibits and Restrictions
THE Aesthetic Academy reserves the right to deny or cancel the registration of any exhibitor or program attendee(s) whom the management of the show, in its sole discretion, feels would not be in the best interest of the show. THE Aesthetic Academy reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed inAMA’s New and Non-Official Remedies, National Formularies or U.S. Pharmacopeia 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 THE Aesthetic Academy headquarters. Medical journals, announcements or other displayed publications and all promotional literature must be submitted for approval at least three months prior to the opening date of the show.

18. Exhibit Floor Access
THE Aesthetic Academy reserves the right to limit access to the exhibit floor to anyone when it is not officially open. No children under the age of 18 are permitted to be in the exhibit hall at any time.

19. Use of Booth Space / Sponsorship
Exhibitors and sponsors shall reflect their company’s highest standards of professionalism while maintaining their booths during show hours. No exhibitor or sponsor shall assign, sublet or share booth space or sponsorship benefits.

20. Irregular Canvassing / Advertising Distribution
Solicitation of business or meetings in the interest of business by distributors, representatives, agents, servants, contractors, patrons, invitees or guests, in connection with the Exhibitor use of the space.

21. Exhibitor Meetings and Social Functions
Exhibitor sponsored events (including those for company personnel, contractors, representatives, agents, servants, contractors, patrons, invitees or guests) are urged to report to THE Aesthetic Academy staff any violations of this rule.

22. Product Distribution and Demonstrations
Distribution of samples, printed material of any kind, promotional items or product demonstrations are restricted to exhibit booth space.

23. Use of Lasers
Lasers may only be used with industry safety standards (e.g., ANSI or American Laser Institute standards). Under no circumstances may lasers be operated in a way that presents a safety hazard to people standing or walking near the exhibit booth. THE Aesthetic Academy has the right to determine whether a laser poses such a hazard.

• Lasers must be used within an appropriate enclosed space with eye protection for those viewing and operating lasers.
• Appropriate plastic colored cubicles must be available for laser use including dye, KTP, diode, Nd:YAG, alexandrite and ruby lasers.
• All CO2 laser demonstrations must be presented in clear plastic boxes with all sides enclosed, including top. Smoke evacuators are required.
• Appropriate eye and electrical protection is also required for non-laser light source and radiofrequency devices.
• Failure to comply with these requirements will result in denial of laser use within the exhibit.

24. Exhibitor Appointed Contractors
Exhibitor understands and agrees that it is the exhibitor’s responsibility to advise any outside service firms of all THE Aesthetic Academy Rules and Regulations, and will ensure that the firm complies with all such conditions, rules and regulations.

25. Indemnification
Exhibitor agrees to indemnify, defend, save and hold harmless THE Aesthetic Academy, its officers, employees and agents from and against any and all third party claims, liabilities, losses, damages, costs, claims, awards, judgments, sanctions, expenses, including but without limitation, reasonable attorney’s fees and costs, resulting from or arising from any negligence, acts or omissions, or willful misconduct of the Exhibitor, its directors, members, managers, officers, employees, representatives, agents, servants, contractors, patrons, invitees or guests, in connection with the Exhibitor’s use of the space.

26. Rights of Show Management
Specific actions may be taken by show management for violation of any provision of these guidelines. Violations of Exhibitor / Sponsor Support Agreement Contract may result in the loss of future space assignments or sponsorships and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be based on the basis of the particular circumstances of the violations. THE Aesthetic Academy reserves the right to amend the rules and regulations at its discretion. Dates and location subject to change.

27. Governing Law
This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to conflicts of law principles. The Exhibitor hereby submits to the non-exclusive jurisdiction and venue of the state and federal courts located in Irvine, California for any action arising out of or connected with this Agreement. In the event any action is commenced by either party against the other arising out of or connected with the Agreement, the party so commencing shall be entitled to install, litigate and incur all reasonable attorney’s fees and costs.

28. Professional Imaging and Photography
No professional still image or video recording is permitted at THE Aesthetic Academy or on the Hyatt property during THE Aesthetic Academy under any circumstances without a specific license agreement. Violation of this condition will result in legal action for financial loss and brand damages.

Your signature acknowledges compliance to the terms and conditions set forth in the above Exhibitor / Sponsor Support Agreement Contract, Rules and Regulations. Please sign and fax to Mindy Millat at +1 (949) 830-8944 or email at mindy@mmnew.com.

Signature:  
Date: 