The American Society for Aesthetic Plastic Surgery (ASAPS) and the Aesthetic Surgery Education and Research Foundation (ASERF) welcomes you to exhibit at The Aesthetic Meeting 2018!

The Aesthetic Society gratefully recognizes the important role industry plays in supporting our members, our meeting attendees and our educational programs.

www.surgery.org/meeting2018
Benefits of Exhibiting

With a network of more than 1,700 ABPS board certified Plastic Surgeons, attendance at the Annual Aesthetic Meeting 2018 is an exciting opportunity to educate ASAPS members about your products and services.

- Reach your **target audience**
- **Develop relationships** with aesthetic plastic surgeons and their assistants
- **Increase** brand awareness
- Generate **sales and leads**
- Enhance your **image and visibility**
- **Accelerate** your product into new markets
- **Augment and strengthen** your distribution chain
- **Establish** distribution networks

**Networking Events**

- Presidential Welcome Reception (Saturday, April 28)
- Educational Programs
- Exhibitor Breakfast (Monday, April 30)
- Daily coffee and lunch in the exhibit hall
- Industry-hosted Satellite Symposia opportunities (Satellite Symposia application/approval required)
The Aesthetic Meeting, has been called "first class", "professional" and "top of the industry" by past exhibitors.

The Aesthetic Meeting is without a doubt the right place to exhibit and grow your business!

**The following Prospectus covers all of the information you will need as an exhibitor, including the many benefits involved.**

Your participation in The Aesthetic Meeting is truly appreciated. We recognize your enormous professional contributions to the field of plastic surgery and are here to work with you in order to make this a rewarding experience.

If we can be of assistance to you in any way, please contact our Director of Exhibits, Erika Ortiz-Ramos at erika@surgery.org
Or Exhibits Associate, Michelle Rincon at exhibits@surgery.org
Annual Meeting Statistics

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Do's and Don'ts of Exhibiting

- Do read the prospectus **VERY** carefully. Many of your questions about exhibiting can be answered from information located there.
- Do read the monthly e-newsletters.
- Do submit your booth/company description **prior to the December 31, 2017 deadline** in order to receive an additional booth point.
- Do make sure your exhibitor badges are **ordered by March 31, 2018**.
- Do stay in the ASAPS hotel housing block to earn 3 booth points.
- **Do contact** the ASAPS exhibit team if you have any questions or concerns about your booth.

- Don't forget to submit your social media information to **exhibits@surgery.org** (company logo and Facebook followings) by **March 31, 2018**.
- Don't submit an **incomplete** Exhibitor Appointed Contractor (EAC) or Certificate of Insurance (COI) form. **Due by: March 2, 2018**
- Don't miss the Exhibitor Breakfast on **Monday, April 30 at 7:30 am** in the Exhibitor Marketplace.
- Don't forget your **onsite advanced sales meeting appointment with Erika Ortiz-Ramos**.

You will receive an email a few weeks prior to the meeting with your appointment date and time. You will need to bring your **completed application** with a deposit.
Exhibits at a Glance

Aesthetic Marketplace Dates
Saturday, April 28 - Monday, April 30, 2018

Meeting Dates
Thursday, April 26 - Tuesday, May 1, 2018

Exhibitor Registration Desk
Friday, April 27 7:00 AM - 7:00 PM
Saturday, April 28 - Monday April 30 7:00 AM - 5:00 PM
Tuesday, May 1 7:00 AM - Noon

Aesthetic Marketplace Hours
Saturday, April 28 - Monday, April 30 9:00 AM - 5:00 PM

Installation of Exhibits
Friday, April 27 7:00 AM - 7:00 PM

All exhibits must be completely set up by 7:00 PM on Friday, April 27. Any exhibit not set up by 7:00 PM will be set up at the exhibitor’s expense. Exhibitors will be responsible for additional costs.

Dismantling of Exhibits
Monday, April 30 5:00 PM - 9:00 PM
Tuesday, May 1 8:00 AM - 12:00 PM

All exhibits MUST REMAIN INTACT until the official closing time - Monday, April 30 at 5:00 PM. If you dismantle your booth prior to this time, you will be penalized and three points will be deducted from your account. Please plan your travel accordingly.

Freight Carriers
Must be checked in by 10:00 AM, Tuesday, May 1. All outbound material handling forms must be turned in to Freeman located in the Aesthetic Marketplace.

The above times/dates are subject to change
Reserving a Booth Space and First Time Exhibitors

You may select booth size and booth location(s) by visiting the online floor plan. Please note only BLUE booths are available booths.

Submit a completed and signed application, including payment in full, to erika@surgery.org.

Exhibitor Application and Rules and Regulations
Live Floor Plan
Booth Guidelines

Any company that has not previously exhibited at The Aesthetic Meeting or at an ASAPS symposium must be approved by our Industry Exhibits Committee prior to assignment.

This information should be submitted to erika@surgery.org.

You will be notified via email of the committee’s decision.
Exhibit Space Fees

$34 sq. ft. for inline
$38 sq. ft. for premium (corner booths)
$38 sq. ft. for islands

Click here to see live floorplan

Click here to see standard booth set-up options. Care is to be used so as not to obstruct those exhibiting in adjacent spaces.

This includes, but not limited to, island booths.

Exhibit Space Rental Includes:

• 8' high draped back-wall and 36'' high sidewalls
• Identification sign, which includes company name and booth number (does not apply to island booths)
• Complimentary company description, product listing and social media contact information in meeting app and online exhibitor directory
• Six complimentary booth personnel badges per 10x10 booth/100 sq. ft.
• Additional pre-ordered badges are available for purchase at $50 per badge. Badges ordered onsite are $75 per badge
• Opportunity to highlight your presence to our attendees via Twitter
Exhibit Space Rental Continued:

- Admittance to Scientific Sessions (Exhibitor Badge is required).

- To preserve medical privacy, photography during scientific sessions is strictly prohibited. Additionally, everyone is expected and required to maintain any revealed patient details and images in the strictest of confidence. Exhibitors are expected to abide by all ACCME Standards for Commercial Support. **Standard 4** states that no promotional activity may occur in the area of a CME activity.

- Two complimentary exhibitor lunch vouchers, per 10x10 booth/100 sq. ft., per day will be provided on Saturday, Sunday and Monday. Additional lunches can be purchased at concession stands.

- Two complimentary tickets to the Presidential Welcome Celebration are provided per 10x10 booth/100 sq. ft. Additional tickets are available for purchase. Please contact Victoria Ruiz for further details, 562.799.2356.
Exhibit Space Assignment
Booth space is assigned on a point system. The factors that are considered in assigning space are:
1. The exhibitor’s record of participation in previous meetings
2. Sponsorship participation
3. The date the application and deposit are received
4. The exhibitor’s requests, including proximity to other exhibitors
5. The number of booths requested
6. The type of product or service being displayed

Booth Payments
The Society will not accept Exhibit Contracts without payment or payment without the completed contract from any company. Any contracts received without payment will be considered incomplete and WILL NOT be processed.

All contracts require a deposit. The deposit amount is based on a percentage of the total booth cost. Please see Application for Exhibit Space and Rules and Regulations forms for percentage based on date application is received.

All remaining balances are due prior to February 23, 2018. An additional US $200 fee will be required for each booth space not paid in full by this date.

All booths contracted after the deadline date of February 23, 2018 must be paid in full when submitting the application.

TIP: Pay your booth cost in full (one payment) and receive additional priority points (see page 27).

Floor Plan Approval
All exhibiting companies with island booths (20x20 or larger) must submit a floor plan for approval to erika@surgery.org no later than January 31, 2018. Floor plan must included scale drawings, booth dimensions, elevations, hanging signs, etc.

- **New York Marriott Marquis:** Bringing the vibrant energies of Manhattan to your door, this contemporary NYC hotel has the largest rooms in Manhattan. It offers well-designed guest rooms and suites, lavish amenities and exceptional service.

- **Renaissance New York:** Rising 26 stories above Times Square, this full-service hotel has the soul of a boutique hotel with beautifully crafted interiors by renowned designer Jordan Mozer. Distinct among hotels in New York, featuring completely redesigned guest rooms with hardwood furniture, luxurious bathrooms and state-of-the-art technology.

- **W New York Times Square:** This hotel offers the perfect retreat with rooms that quiet the city’s roar to a purr. The open showers, breathtaking skyline view, W signature bed with 350-thread count sheets, and lush robes in the 509 guest rooms and 43 suites make "staying in" a statement, not a question.

- **Westin New York at Times Square:** This hotel stands at the heart of a vivid action-packed metropolis. Whether you are ready for an invigorating workout in the fitness center, an indulgent meal, or a refreshing cocktail, you will find many thoughtful opportunities to recharge and renew during your stay.

- **Yotel New York:** Quiet air conditioning units, SmartBeds featuring mattresses exclusively designed for YOTEL, and extra storage space offer a smartly arranged escape from the bustle of the city outside. YOTEL features an expansive fourth-floor space that includes New York's largest outdoor terrace, Social Bar and Lounge, meeting spaces and a gym.
onPeak - Housing Bureau
We strongly suggest that you make your reservations early in order to ensure accommodations. Exhibitors will not be able to hold more than two rooms under one person's name. Precise names must be given at the time the reservation is made.

Please note: onPeak is the ONLY official housing bureau associated with the annual meeting of The American Society for Aesthetic Plastic Surgery Inc. (ASAPS) and Aesthetic Surgery Education and Research Foundation (ASERF). While other hotel resellers may contact you offering housing for your trip, they are NOT endorsed by, nor affiliated with, our meeting. If you choose to book with a vendor other than onPeak, we strongly encourage you to verify their credentials before doing business with them. We also encourage you to independently confirm that your reservations have, in fact, been made and will be honored by directly contacting your chosen hotel, airline and/or rental car company.

Housing Bureau – OPENED!
Visit onPeak - our Exclusive Official Hotel Services Provider. Website: https://compass.onpeak.com/e/012600139/0

TIP: Stay in an official ASAPS hotel and earn three (3) priority points (per company).

Business Center
The Javits Center has a FedEx Office located on the Concourse Level across from Starbucks.

All exhibit materials should be sent to the Advance Warehouse (see exhibitor service kit).
Cancellations

All Cancellations must be in writing and emailed to erika@surgery.org. Booth fees cannot be refunded unless the cancellation is received on or before December 31, 2017 by 5pm Pacific. Any cancellations received after this date will not be refunded. No Exceptions.

There will be a 25% administrative fee of the total booth cost for ALL refunds.

Reducing Booth Size

An administrative fee of 25% of the original confirmed total booth cost will be charged if your booth space is reduced at any point after the email confirmation letter is sent to the exhibiting company contact.

FDA Regulations

Exhibitors are expected to abide by all applicable Food and Drug Administration regulations. Products which are not FDA approved or are pending FDA approval will be permitted to be exhibited when accompanied by the appropriate signage.

Conduct of Exhibits

To see a description of our Conduct of Exhibits, please click here.

Liability

To see our Liability document, please click here.

ADA Requirements

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act within their booth and assigned space to ensure access into their booth. For more information, please refer to the U.S. Department of Justice ADA Information website: www.usdoj.gov/crt/ada/infoline.htm
Rules and Regulations
The Rules and Regulations are incorporated as part of the Application for Exhibit Space. All Rules and Regulations have been developed to ensure the show's integrity and to create a high quality marketing opportunity for your company.

ASAPS/ASERF reserves the right to interpret rules and regulations, as well as make final decisions on all points not covered above.

Violations of Rules and Regulations
As a condition of exhibiting, each exhibitor must comply with these policies. Violations will be enforced as follows:

- 1st violation will result in a written warning
- 2nd violation will result in loss of one booth point
- 3rd violation will result in loss of 1/2 of accumulated points
- 4th violation will result in loss of all points and eligibility to exhibit at future ASAPS/ASERF Meetings

Subletting of Space
Exhibitors may **NOT** sublet booth space to any other company that is not a division of the same company or a legally contracted agent of the exhibitor (valid proof will be required before permission is given). Violation of this portion of the agreement will result in expulsion of one or both exhibitors. Written requests for permission to include affiliated representatives must be sent to ASAPS/ASERF at the time of the returned contract.

Children under the age of 18 are not allowed in the Aesthetic Marketplace at ANY time.
Electrical, Janitorial, Telecommunications and Catering

Electrical, Janitorial and Telecommunications are managed by Jacob K. Javits. Individual arrangements for electrical, janitorial and telecommunications must be made through the Javits K. Javits Convention Center. Forms can be found in the Exhibitor Service Kit. Advance rate deadline: April 7, 2018.

Catering
Individual arrangements for catering must be made through Centerplate. The direct link to Centerplate menus and order forms can be found here: https://javits.ezplanit.com. You may access 2018 Catering menus by clicking tab in upper right hand. Centerplate forms can also be found in the Exhibitor Service Kit.

Catering orders must be received prior to (14) dates in advance of show or late fees will be applied. Centerplate holds the exclusive contract for all Food & Beverage within The Javits Center. No outside F&B is permitted.

Please contact Centerplate directly with any questions at 212.216.2400.
Security
ASAPS/ASERF cannot guarantee against loss or damage of any kind, but will provide general security on a 24-hour basis, beginning on Friday, April 27 through move-out on Tuesday, May 1. See security document.

Union Labor Rates
Overtime rates will be effective between 4:30 PM and 8:00 AM every day and all day Saturday, Sunday and recognized holidays.

Exhibitor Service Kit
The Exhibitor Service Kit will be emailed to the attention of the Exhibit Representative specified on the contract. The kit will be available online only. You will receive an email from Freeman with your log in and password no later than January 15, 2018.

Lead Retrieval System
Coming Soon – You will be emailed in early February.
Shipping

**Advance Warehouse Address**
Freeman will accept materials from **March 27 - April 20, 2018**. Materials arriving after this date will be received with an additional after-deadline charge.

Exhibiting Company Name / Booth # _________
AM SOC FOR AESTHETIC PLASTIC SURGERY
ANNUAL MTG
C/O FREEMAN
1 Railroad Place
Maspeth, NY 11378

Avoid delays, ship your booth materials to the advance warehouse.

**Show Site Address**
Freeman will accept materials beginning April 27, 2018. Materials arriving before this date may be refused by the facility. Please note: shipping direct to show site can delay the delivery of your booth materials to your booth.

Exhibiting Company Name / Booth # _________
AM SOC FOR AESTHETIC PLASTIC SURGERY
ANNUAL MTG
C/O FREEMAN
Jacob K. Javits Convention Center
655 W. 34th Street
New York, NY 10001-1188

See [Exhibitor Service Kit](#) for further details and for a PDF of the shipping labels.
Booth Descriptions

Descriptions must be submitted electronically. Emailed descriptions will not be accepted. You receive an email with the subject line: *The Aesthetic Meeting 2018 Confirmation Letter*. Your log in and password to submit your booth description, product categories and services will be in this confirmation. These are due no later than January 31, 2018.

With the log in and password you will have the ability to update:

- Contact Information
- Welcome Message (60 characters - normally just an invite to your booth)
- Print Profile (also known as Booth Description - 300 characters describing company and products)
- Online Profile (same as your Print Profile/Booth Description - 300 characters)
- Brands (200 characters)
- Company categories (must be relevant to your product or services)
- Facebook, LinkedIn, Twitter, YouTube, Instagram and Pinterest URLs

The Aesthetic Society is NOT responsible for typos, incorrect spelling or any incorrect information. This is solely user provided. Please be sure to review your submissions carefully.

You may make any changes to your booth description, product categories and services as often as you would like UNTIL January 31, 2018. Information not submitted by this deadline will result in your information NOT being included or updated in the Annual Meeting materials.

(Acceptance of an exhibit or printed description does not imply ASAPS/ASERF endorsement of the product or service.)

As a reminder, we will NOT have a meeting program book. All meeting information will be available on the meeting app.
The exhibiting company will name one person as its duly authorized representative, who is responsible for the exhibit and hereby accepts and assumes all responsibility for all representatives or alternates in attendance at its exhibit throughout all exhibit periods.

If at any time the representative for your company changes, you must contact the Director of Exhibits. All materials will be sent to the attention of the person listed on the Application for Exhibit Space.

If you require that an additional company representative receives meeting information, it is the sole responsibility of the authorized company representative to forward all materials.

The Aesthetic Society will not be responsible for materials not forwarded to the appropriate representative unless we are advised via email to erika@surgery.org that the representative has changed.

All representatives must remain in the booth space at all times. Solicitation outside of your booth or in the aisles is not allowed.

Please do not leave your booth unattended for long periods of time.

See Conducts of Exhibits. It is ASAPS/ASERF policy that ONLY convention registrants, whether physician, guest or bona fide exhibitor, be allowed in the exhibit area.
Exhibitor Badges

You will receive an email with a link to register your booth staff by the beginning of 2018. Please log in using the credentials in the body of the email. This is the same password you used to update your booth information and to submit your booth description. Deadline to submit your badges is March 30, 2018.

Name badges are required for entrance to the Aesthetic Marketplace. This includes temporary staff, models, etc.

A total of six complimentary badges may be issued for each 10x10 booth space in order to provide adequate staffing for the booth and ensure break and lunchtime coverage. Only four exhibitor representatives may occupy each 10x10 booth space at one time. Only employees of the exhibiting companies may register as exhibitors for the meeting.

The fee for each additional PRE-ORDERED badge is US $50. ALL badges ordered after deadline of March 31, 2018 or made on-site at the meeting will be US $75 each, regardless of the number originally allotted or balance of badges remaining after deadline. This includes, incorrect spelling, name changes, any and all adjustments. No Exceptions.

Any representative who registers on-site must bring a business card with their name from the exhibiting company, a letter from the exhibiting company on company letterhead or be accompanied by a pre-registered representative. No Exceptions. The fee for this badge will be $75.

NEW!!! State issued identification, company picture ID or passport is required in order to pick up your badge. You will not be permitted to pick up another colleague's badge, no exceptions.

The deadline for name badge registration is March 31, 2018
Exhibitor Breakfast

Please join members of the Industry Exhibits Committee, Aesthetic Society Staff and members of the Exhibitors’ Advisory Committee for a complimentary hot breakfast buffet on Monday, April 30 at 7:30 am in the Aesthetic Marketplace.

Your password to submit your RSVP for the Exhibitor Breakfast will be included in the email requesting your badge registration. This is the SAME password that was provided in The Aesthetic Meeting 2018 Confirmation Letter, the same password is used for your booth description and badge registration.

RSVP no later than March 31, 2018.

Free Exhibit Booth

Join us for a chance to Win one (1) FREE 10x10 inline booth for The Aesthetic Meeting 2019 in New Orleans!

Company representative MUST be present at Exhibitor Breakfast for a chance to win.

We look forward to hearing your suggestions and comments about our show so that we can improve our services. Your participation is crucial to improving your experience at future meetings.
Corporate Satellite Symposia

Corporate Satellite Symposia are educational or promotional events sponsored by a company exhibiting at The Aesthetic Meeting 2018. These events are not sponsored by The Aesthetic Society and are not part of our educational program. A satellite symposium designated as educational may have category I CME credit if the sponsoring company has sought it through an accrediting CME organization. Events designated as promotional are marketing activities and CME is not available.

In an effort to provide excellent service to The Aesthetic Meeting attendees, we require all exhibiting companies to register their events when attendees would be invited. This applies to all functions you are hosting, regardless of the function type: industry dinners, receptions, meetings, advisory board, corporate satellite symposia, etc.

All Corporate Satellite Symposia requests to be held during The Aesthetic Meeting 2018 must be booked with Jackie Nunn, jackie@surgery.org.

Requests are on a first-come, first-served basis. If you wish to schedule a symposium, please complete a request form and return it to jackie@surgery.org. Deadline to be included in the meeting materials is February 19, 2018.

Affiliate events are restricted to times that do not conflict with the ASAPS/ASERF educational program.

ASAPS will not approve functions held before 9:00 PM on Saturday, April 28 during the Presidential Welcome Celebration.
Industry Hosted Events and Meeting Space Requests

Industry Hosted Events
In an effort to provide excellent service to The Aesthetic Meeting attendees, we require all exhibiting companies to register their events when attendees would be invited. This applies to all functions you are hosting, regardless of the function type: industry dinners, receptions, meetings, advisory board, corporate satellite symposia, etc.

Meeting Space Requests
Any and all requests for meeting space during The Aesthetic Meeting 2018 must be booked with jackie@surgery.org. Function requests are on a first-come, first-served basis. All requests for meeting or functions should be submitted EARLY to guarantee your first choice of space, date and time. If you wish to schedule a function, please complete the request form and return to jackie@surgery.org.

Affiliate events are restricted to times that do not conflict with the ASAPS/ASERF educational program. ASAPS will not approve functions held before 9:00 PM on Saturday, April 28 during the Presidential Welcome Celebration.

Please fill out the request form and return to jackie@surgery.org by February 19, 2018.
The Aesthetic Meeting 2018

Freeman: General Service Contractor

Freeman
Jason Baglin
National Account Executive
jason.baglin@freemanco.com
PH 714.254.3524

Each booth is 10x10 and will contain 8’ high plum and white draped back-wall and 36 high sidewalls. The aisle carpet color will be tuxedo (black and white) and will be provided by The Aesthetic Society.

- Care is to be used so as not to obstruct those exhibiting in adjacent spaces. Please refer to the booth layout designs and guidelines. This includes, and is not limited to, island booths.
- Individual booths in The Aesthetic Marketplace are not carpeted.
- Carpeting/professional flooring is mandatory in all booths.

- No solid exhibit construction will be permitted to exceed 42 inches in height except in the back half of the space. No exceptions will be made in regard to the solid back or side wall construction of any booth.
- Exhibit booth structure for design and lighting purposes will be allowed a maximum of 16 feet.
- No two story booths may be erected.
- All materials used in display construction or decorating must be made of fire retardant materials and be certified as flame retardant.
- All exhibitors should provide space within the confines of their area for attendees. Space must be provided so that the audience for any demonstrations or discussions may stand within the exhibitor’s space, rather than the aisle.
Freeman: General Service Contractor Continued

- Standard exhibit booth furniture, signs, rental exhibits and other services may be obtained through Freeman at the exhibitor's expense and can be found in the Exhibitor Service Kit.
- The assembly, erection, dismantling, packing and unpacking of displays must be done by union labor, if tools are required.
- The handling, placing or displaying of merchandise does not require union labor and may be done by the exhibitor.
- All additional manpower needed must be hired through Freeman.
- Order forms for all services can be found in the Exhibitor Service Kit which will be emailed to each exhibitor.
- The exhibitors are urged to place their orders in advance for efficient, timely service.
- Freeman will maintain an onsite service desk for the convenience of the exhibitors during the installation.
- Dismantling periods to cover all requirements will be in operation throughout the meeting.
Installation/Dismantle and Freight Carriers

Installation of Exhibits
Friday, April 27 7:00 AM - 7:00 PM

All exhibits must be completely set up by 7:00 PM on Friday, April 27th. Any exhibit not set up by 7:00 PM will be set up at the exhibitor’s expense. Exhibitors will be responsible for extra costs.

Dismantling of Exhibits
Monday, April 30 5:00 PM - 9:00 PM
Tuesday, May 1 8:00 AM - Noon

All exhibits MUST REMAIN INTACT until the official closing time - Monday, April 30 at 5:00 PM. If you dismantle your booth prior to this time, you will be penalized and three points will be deducted from your account. Travel arrangements must be made in accordance with exhibit schedule.

Freight Carriers
Must be checked in by 10:00 AM, Tuesday, May 1. All outbound material handling forms must be turned in to Freeman located in the Aesthetic Marketplace.
Certificate of Insurance

If an exhibitor wishes to use a service firm other than Freeman to install or dismantle their booth, an Exhibitor Appointed Contractor (EAC) form included in the Exhibitor Service Kit, along with a certificate of insurance must be submitted to exhibits@surgery.org no later than March 1, 2018.

The Certificate of Insurance MUST be for $1,000,000 and list BOTH The American Society for Aesthetic Plastic Surgery and The Aesthetic Surgery Education and Research Foundation under Certificate Holder.

The address must be:
11262 Monarch Street, Garden Grove, CA 92841

PLEASE NOTE: The description box MUST contain the name of the insured company as well as the insurer and the exhibiting company's name and/or booth number. If submitting a COI for multiple clients, please list all of the clients in the descriptions area.

Additional insured must be: Freeman and The Jacob K. Javits Convention Center.

COI's without this information will not be accepted. SAMPLE Certificate of Insurance
Priority Booth Points

You can earn additional exhibitor booth priority points by:

• Utilizing guest room(s) in the official ASAPS housing block = 3 points (3 points per company - not per room)
• Paying for your exhibit booth fee in full - by check = 2 points
• Paying for your exhibit booth in full - by credit card = 1 point
• Submitting your booth description by the deadline = 1 point
• Supporting ASAPS' education, advertising and/or special projects = 1 point per $5,000 spent

These points are in addition to:

• 1 point for each 10’x10’ exhibit space
• 1 point for each tabletop exhibit at any ASAPS symposium
• 5 points for Alliance Partnership
• 10 points for Premier Industry Partnership

Priority points will accumulate during the calendar year and will be applied toward subsequent meetings.

Booth assignments will be made in the following order:

• Premier Industry Partners by points
• Alliance Partners by points
• All others exhibitors by points earned as outlined

Companies that have merged will automatically be assigned the higher point value of the two companies. Points will not be combined.

ASAPS appreciates each and every exhibitor and has worked hard to acknowledge your commitment to our mission and supporting our members. We are looking forward to a great meeting where you will experience new and exciting activities in The Aesthetic Marketplace!

Questions, please contact erika@surgery.org or exhibits@surgery.org.
What Kind of New Yorker Are You?

Join Dr. Clyde H. Ishii as we welcome you to New York and all the wonderful things the city has to offer.

Come to find out “What Kind of a New Yorker are You?”

Saturday, April 28th 7:00pm–9:00pm

Marriott Marquis Times Square
Broadway Ballroom on the 6th floor

Business attire. No one under 18 permitted.
Social Media

The Aesthetic Society's Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest accounts play an intricate role in communicating meeting updates, news and information to plastic surgeons, industry leaders, media and public education. Our social media accounts, give ASAPS followers the opportunity to connect during the Annual Meeting, learn who is exhibiting, what specials will be offered, available courses, useful links, pictures and promotional videos.

We encourage all exhibitors to LIKE or FOLLOW our social media pages to network with plastic surgeons and engage in conversations.

Become a Fan of ASAPS on Facebook
www.facebook.com/AestheticSociety

Follow ASAPS
Twitter: https://twitter.com/asaps

YouTube: https://www.youtube.com/channel/UCnKHplCu4t9Ldp9EvHBZ5lw

Pinterest: www.pinterest.com/asaps/pins/

Instagram: https://www.instagram.com/theaestheticsocietyasa ps
Follow [ASAPS on Twitter](https://twitter.com) and the ASAPS Social Media Team will follow your company.

**Acceptable Meeting Hashtags:**
#ASAPS18, #WeAreAesthetics

During the meeting, ASAPS will post a group of company logos and tag you!

All tweets will be posted over ASAPS Twitter feed from April 28–30, 2018.

You will need to provide us the following:
- Your Twitter handle - for example @asaps, @erikaasaps
- A Vector, JPG or EPS file of your company logo

ASAPS reserves the right to edit all social media content.

Submit your tweet to exhibits@surgery.org no later than **March 31, 2018**. If you have any questions, please do not hesitate to contact Michelle Rincon, exhibits@surgery.org
Industry Support, Onsite Marketing and Advertising Opportunities

You may visit https://www.plantour.com/show/the-aesthetic-meeting-2018/home to review onsite marketing and advertising opportunities.

For more information on Industry Support, Onsite Marketing and Advertising Opportunities, please contact Jackie Nunn at jackie@surgery.org or at 562.799.2356.
Additional Marketing and Advertising Opportunities

The Aesthetic Surgery Journal Mailing List
The mailing list of subscribers is available for rent as a direct mail opportunity. This list does not contain email addresses.

Get Your Products Into the Hands of Top Tier Media Outlets and Plastic Surgeons – FREE!!

The Aesthetic Meeting is regularly attended by a wide variety of media, including both industry and consumer outlets. The Aesthetic Society will offer Media attendees and registrants of the Women's Aesthetic Symposium a gift bag filled with products from Meeting Exhibitors. Get the media's and female plastic surgeon's attention with your products by participating in this gift bag program.

For more information about these opportunities, contact Erika Ortiz-Ramos, erika@surgery.org
Why donate?
• Show your support of plastic surgery research
• Increase your name and brand recognition
• Generate sales and leads
• Create incentive to visit your exhibit booth
• Donation is tax deductible
• Improve reputation
• Promote products and/or services

What to donate?
• Products
• Services
• Equipment
• Teaching Resources/ Materials
• Devices
• Tools

Who Benefits?
• Exhibitors
• Patients
• Physicians
• The field of aesthetic plastic surgery

The Aesthetic Surgery Education and Research Foundation (ASERF)

The mission of the foundation is to identify and pursue those issues relevant to advancing the safety and efficacy of aesthetic medicine through independent, unbiased, directed research and pioneering education, contact Erika Ortiz-Ramos, erika@surgery.org.

Goals of the Auction:
• Raise funds to support the research efforts funded by ASERF
• Increase brand recognition and drive business to Exhibitors

ASERF Silent Auction
Important Dates and Deadlines

Immediately
- Complete Application for Exhibit Space and Rules and Regulations forms and return with deposit or full payment to earn additional priority points

December 31, 2017
- Booth cancellation deadline. 25% administrative fee of the total booth cost for ALL cancellations

January 31, 2018
- Booth description, product categories and services information regarding show specials and/or giveaways due

February 19, 2018
- Industry Hosted Events and Meeting Space Requests due. For more information contact Jackie Nunn

February 23, 2018
- Final payment due. $200US late fee for each booth not paid in full by this date

March 2, 2018
- Exhibitor Appointed Contractor (EAC) form due

March 27, 2018
- Advance warehouse begins to accept freight

March 31, 2018
- Exhibitor Badge Registration deadline
- Exhibitor Breakfast RSVP
- Tweet Submission deadline
April 6, 2018
• Last day to take advantage of Freeman advance order discount rates - see Exhibitor Service Kit

April 7, 2018
• Last day to take advantage of Javits advance order discount rates - see Exhibitor Service Kit

April 20, 2018
• Last day for freight to the advance warehouse

April 27, 2018
• Shipments direct to show site accepted - additional fee
Max Ceiling Height
• The max height is 16’ including hanging signage. Signage should be 11’–12’ from the floor.

W-9 Form
• W-9

Can exhibitors register for courses?
• Yes, exhibitors may register for optional courses onsite only. The course list will be provided in the exhibitor newsletter and onsite. To register, visit Attendee Registration on the first level of the Jacob K. Javits Convention Center. All registration for courses can only be processed a half-hour before the course is to begin. No Exceptions

Can exhibitors purchase additional tickets to the Presidential Welcome Celebration?
• Yes, exhibitors may purchase additional tickets for the Presidential Welcome Celebration by contacting Victoria Ruiz, victoria@surgery.org or 562.799.2356
Contact Information

Exhibits and Meeting
Erika Ortiz-Ramos
Director of Exhibits
The Aesthetic Society
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Michelle Rincon
Exhibits Associate
The Aesthetic Society
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Private Events
Kathleen McClemmy
Director of Meetings
The Aesthetic Society
kathleen@surgery.org
Phone: 562.799.2356, ext.124

General Service Contractor
Jason Baglin
National Account Executive
Freeman
jason.baglin@freemanco.com
Phone: 714.254.3524

Corporate Satellite Symposia, Industry Hosted Events, On-Site Marketing and Advertising Opportunities
Jackie Nunn
Director of Corporate Relations
The Aesthetic Society
jackie@surgery.org
Phone: 562.799.2356, ext.127
We invite you to apply to participate in The 24th Annual Meeting of the Society of Plastic Surgical Skin Care Specialists: Stop the Clock on Aging 2018!

The meeting will be held at the New York Marriott Marquis in New York City, NY, exhibit dates April 26 - 27.

We are searching for companies who share our enthusiasm for innovation in skin care and in improving the quality of patient care. We invite you to take advantage of this opportunity to exhibit your products and services to this unique group of skin care professionals - these are the decision makers that significantly influence their plastic surgeon employers!

For information about exhibiting at 2018 Society of Plastic Surgical Skin Care Specialists Meeting, please contact Lauren Todd, lauren@surgery.org.

www.spsscs.org/meeting2018
We invite you to apply to participate in *The Artful Approach to Cosmetic Medicine*. The meeting will be held at the Estancia Hotel in La Jolla, California, August 24 – 26, 2018.

In collaboration with the American Society of Plastic Surgeons, we invite you to take advantage of this opportunity to exhibit your products and services.

For information about exhibiting at the 2018 The Artful Approach to Cosmetic Medicine meeting, please contact Erika Ortiz-Ramos, erika@surgery.org.

Future Annual Meetings

2019

New Orleans Ernest N. Morial Convention Center
New Orleans, Louisiana
Exhibits in Hall B and C

Exhibit Dates: May 18 - May 20, 2019
Meeting Dates: May 16 - May 21, 2019

2020

Mandalay Bay Resort & Casino
Las Vegas, Nevada
Exhibits in Shoreline B

Exhibit Dates: April 25 – April 27, 2019
Meeting Dates: April 23 – April 28, 2019