The American Society for Aesthetic Plastic Surgery recognizes the important role that industry plays in supporting our members and meeting attendees through education about their products and services.

With a network of more than 2,000 ABPS board certified Plastic Surgeons, exhibitors have the opportunity to connect with prospective and existing clients.

Exhibitors will have the ability to intimately reach their target audience, increase brand awareness, generate sales leads, enhance image availability and visibility and establish distribution networks.
We invite you to join The American Society for Aesthetic Plastic Surgery (ASAPS) and the Aesthetic Surgery Education and Research Foundation (ASERF) for The Aesthetic Meeting 2017. The meeting will be held April 27th-May 2nd, with exhibit dates from Saturday April 29th - Monday May 1st in San Diego, CA at the San Diego Convention Center.

Here are just a few reasons why you should be there:

- Network with more than 1,700 Aesthetic Plastic Surgeons, Nurses and Physician Assistants
- Interact with surgeons genuinely interested in learning about your products and services
- Encounter prospective and existing clients and improve your brand visibility
- Educate and inform attendees about new changes or advances in your products
- Generate sales and obtain legitimate leads

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 myriad of 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 Exhibits Manager, Erika Ortiz-Ramos at erika@surgery.org or our Exhibits Associate, Damian Holmes at damian@surgery.org.
Benefits of Exhibiting

Attendance at the Annual Aesthetic Meeting 2017 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 29)
- Educational Programs
- Exhibitor Breakfast (Monday, May 1)
- Daily coffee and lunch breaks in the exhibit hall
- Industry-hosted Satellite Symposia opportunities (Satellite Symposia application/approval required)
Annual Meeting Statistics

- **New York 2013**: Exhibiting Companies - 233, Aesthetic Plastic Surgeons - 2152
- **San Francisco 2014**: Exhibiting Companies - 229, Aesthetic Plastic Surgeons - 1671
- **Montreal 2015**: Exhibiting Companies - 194, Aesthetic Plastic Surgeons - 1269
- **Las Vegas 2016**: Exhibiting Companies - 239, Aesthetic Plastic Surgeons - 1414
Do's and Don'ts of Exhibiting

Do

- Do read the prospectus VERY carefully. Many of your questions about exhibiting can be answered from information located there.
- Do take the time to read the monthly enewsletters.
- Do submit your booth/company description prior to the December 16, 2016 deadline in order to receive an additional booth point.
- Do make sure your exhibitor badges are ordered by March 31, 2017.
- 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

- Don't forget to submit your social media information to Damian Holmes (company tweets and Facebook followings) by March 31, 2017.
- Don't submit an incomplete Exhibitor Appointed Contractor (EAC) or Certificate of Insurance (COI) form.
- Don't miss the Exhibitor Breakfast on Monday, May 1 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 the your completed application (which will be emailed to you) with a deposit.
Sneak Peek

The American Society for Aesthetic Plastic Surgery and Aesthetic Surgery Education and Research Foundation are pleased to announce:

The Aesthetic Meeting 2017
See Aesthetic Marketplace Floorplan here

Exhibit Dates:
Saturday, April 29th - Monday, May 1st
9:00 AM - 5:00 PM

Installation Date and Time:
Friday, April 28th
7:00 AM - 7:00 PM

San Diego Convention Center
111 W. Harbor Drive
San Diego, CA, 92101

www.visitsandiego.com

Exhibits will be in: Halls G & H
Exhibits at a Glance

**Aesthetic Marketplace Dates**
Saturday, April 29 - Monday, May 1, 2017

**Meeting Dates**
Thursday, April 27 - Tuesday, May 2, 2017

**Exhibitor Registration Desk**
- Friday, April 28: 7:00 AM - 7:00 PM
- Saturday, April 29: 7:00 AM - 5:00 PM
- Sunday, April 30: 7:00 AM - 5:00 PM
- Monday, May 1: 7:00 AM - 5:00 PM
- Tuesday, May 2: 7:00 AM - Noon

**Aesthetic Marketplace Hours**
- Saturday, April 29: 9:00 AM - 5:00 PM
- Sunday, April 30: 9:00 AM - 5:00 PM
- Monday, May 1: 9:00 AM - 5:00 PM

**Installation of Exhibits**
- Friday, April 28: 7:00 AM - 7:00 PM

All exhibits must be completely set up by 7:00 PM on Friday, April 28. 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, May 1: 5:00 PM - 9:00 PM
- Tuesday, May 2: 8:00 AM - 12:00 PM

All exhibits **MUST REMAIN INTACT** until the official closing time - Monday, May 1 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.

**Freight Carriers**
Must be checked in by 10:00 AM, Tuesday, May 2. 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

Reserving a Booth Space
You may select booth size and booth location(s) by visiting the online floor plan. Submit a completed and signed application, including payment in full, to erika@surgery.org.

First Time Exhibitors
If your company has not previously exhibited at an ASAPS annual meeting or at an ASAPS symposia, your application must be approved by our Industry Exhibits Committee prior to assignment.

You will be notified via email of the committee's decision.

Exhibitor Application and Rules and Regulations
Live Floor Plan
Booth Guidelines
Exhibiting

**Exhibit Space Fees**

- $33 sq. ft. for inline
- $38 sq. ft. for premium (corner booths)
- $38 sq. ft. for islands

[Click here to see live flooplan](#)

[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
- 36” high sidewalls
- Identification sign, which includes company name and booth number (inline booths only)
- 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.
- Booth Description in Program Book, on the meeting website
- Opportunity to highlight your presence and discounts 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.*
- 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.

**Telecommunications**

Telecommunications services are provided by SmartCity. Deadline April 7, 2017. [Click here for further details.](#)
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, and
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.

Floor Plan Approval

All remaining balances are due prior to February 24, 2017. 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 24, 2017 must be paid in full when submitting application.

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

The Aesthetic Society has contracted with the Hilton San Diego Bayfront Hotel, Manchester Grand Hyatt San Diego, Hard Rock Hotel San Diego, Omni San Diego Hotel, San Diego Marriott Gaslamp Quarter and San Diego Marriott Marquis and Marina to provide you with the best locations and room rates for The Aesthetic Meeting 2017.

Hilton San Diego Bayfront Hotel - Like its title suggests, this Hilton hotel has a wonderful location steps away from the bay and convention center. The hotel offers several great dining options to check out over the week and, if you made time to relax, an amazing spa experience.

Manchester Grand Hyatt San Diego - Like the other hotels, the Grand Hyatt is also located near the bay and is very close to the meeting location. Fitted with impressive recreational activities (tennis courts, rooftop pools, etc.) and its proximity to the Gaslamp Quarter, this hotel would be a great choice.

Hard Rock Hotel San Diego - Located in the scenic Gaslamp Quarter, the Hard Rock Hotel is next to the convention center and in the middle of the vibrant culture of Downtown San Diego. The Hard Rock also features wonderful dining and a rooftop pool. This hotel has everything you need.

Omni San Diego Hotel - The Omni San Diego Hotel is conveniently located near the convention center and its views showcase the bay, skyline of the city, and PETCO Park stadium. Plenty of dining, fitness options, and great service make this an appealing way to spend your time in San Diego.

San Diego Marriott Hotels - The Marriott offers two locations in Downtown San Diego that are located near the convention center. The Marriott Gaslamp Quarter is located a few blocks away from the convention center and lets you live in between the bustle of the meeting and energy of Downtown San Diego. The Marriott Marquis Marina is next to the convention center but still offers the feeling of a resort on the water.
Housing Bureau and Business Center

**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/012600171/0

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

**Business Center**
San Diego Convention Center has a full service FedEx Office Business Center located in the Hall D lobby open Monday - Friday 8:00 AM - 5:00 PM, Saturday and Sunday 9:00 AM - 5:00 PM.

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, 2016** 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 exhibiting company contact.

Conduct of Exhibits:
To see a description of our Conduct of Exhibits, please [click here](#).

FDA Regulations:
All 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.

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](http://www.usdoj.gov/crt/ada/infoline.htm)
Children under the age of 18 are not allowed in the Aesthetic Marketplace at ANY time.

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.

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.

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

Children under the age of 18 are not allowed in the Aesthetic Marketplace at ANY time.
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 28 through move-out on Tuesday, May 2.

Janitorial
Individual arrangements for booth cleaning must be made through the General Service Contractor. Forms for ordering janitorial services will be forwarded with the Exhibitor Service Kit.

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.

Advertising Opportunities
For more information on Advertising Opportunities, please contact Jackie Nunn at jackie@surgery.org.

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 December 1, 2016.

Lead Retrieval System
To assist you with your marketing efforts, each attendee will have a bar code on their badge that will provide the information they submit during the registration process. Click here for information and access the lead retrieval order form via ExpoSoft. You must preorder this item which requires electricity. Additional Lead Retrieval machines will not be available on-site. Take advantage of the Early Bird deadline of March 31, 2017.

Industry Support Opportunities
For information regarding Industry Support Opportunities, please click here or contact Jackie Nunn at jackie@surgery.org.
Shipping

Advance Warehouse Address
Freeman will accept materials from March 27 - April 19, 2017. 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
6060 NANCY RIDGE DR, STE C
SAN DIEGO, CA 92121

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

Show Site Address
Freeman will accept materials beginning April 28, 2017. 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
San Diego Convention Center
111 W HARBOR DR
SAN DIEGO, CA 92101

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 will (or have already) receive(d) an email with the subject line: The Aesthetic Meeting 2017 Confirmation Letter. Your login and password to submit your booth description, product categories and services will be in this confirmation. These are due no later than December 16, 2016.

With the login 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 December 16, 2016. 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.
Exhibitor Representative

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 Exhibits Manager. 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.
Badges

You will receive an email with a link to register your booth staff by the beginning of 2017. 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 31, 2017.

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 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, 2017 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.

The deadline for name badge registration is March 31, 2017
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, May 1 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 2017 Confirmation Letter, the same password is used for your booth description and badge registration.

RSVP no later than March 31, 2017.

Free Exhibit Booth

Join us for a chance to Win one (1) FREE 10x10 inline booth for The Aesthetic Meeting 2018 in New York!

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.
Celebrating 50 Years of the Art of Aesthetics

Revisit the founding location of The Aesthetic Society as we recreate Venice, Italy's famed Harry’s Bar and toast our 50 years with their signature Bellini’s, appetizers, and much more at The Aesthetic Meeting’s Presidential Welcome Celebration. Take in the live art creations for which San Diego is known while you reconnect with friends and colleagues. Cocktail/business attire.

Saturday April 29, 6:45 PM
Sails Pavilion
San Diego Convention Center
Industry Hosted Events and Meeting Space Requests

Industry Hosted Events and Meeting Space Requests

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.

Please fill out the Request Form and return to jackie@surgery.org.

Deadline: March 10, 2017

Meeting Space Requests - Any and all requests for meeting space during The Aesthetic Meeting 2017 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 by March 10, 2017.

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 29 during the Presidential Welcome Celebration.
Corporate Satellite Symposia

Corporate Satellite Symposia are educational programs sponsored by an exhibiting company which has a designation for Category 1 CME credit OR promotional events sponsored by an exhibiting company, which are not eligible for Category 1 CME credit OR separate events from scientific session and teaching courses during The Aesthetic Meeting 2017 and are not sponsored or endorsed by ASAPS.

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 2017 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 December 8, 2016.

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 29 during the Presidential Welcome Celebration.
Installation/Dismantle and Freight Carriers

Installation of Exhibits
Friday, April 28 7:00 AM - 7:00 PM

All exhibits must be completely set up by 7:00 PM on Friday, April 28th. 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, May 1 5:00 PM - 9:00 PM
Tuesday, May 2 8:00 AM - Noon

All exhibits MUST REMAIN INTACT until the official closing time - Monday, May 1 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.

Freight Carriers
Must be checked in by 10:00 AM, Tuesday, May 2. All outbound material handling forms must be turned in to Freeman located in the Aesthetic Marketplace.

Unauthorized personnel, and/or children under the age of 18 are not allowed in the Aesthetic Marketplace at ANY time. This includes, but not limited to, set-up, exhibit hours or dismantling.
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, 2017.

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 San Diego Convention Center.

COI’s without this information will not be accepted. SAMPLE Certificate of Insurance
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 flax and white draped back-wall and 36 high sidewalls. The aisle carpet color will be latte 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 physicians and other visitors. 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.
- 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 and dismantling periods to cover all requirements and will be in operation throughout the meeting.
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
- 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 damian@surgery.org.
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 special deals 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/UCnKHplCw4t9Ldp9EvHBZ5lw

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

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

**Aesthetic Meeting Twitter Hash Tag:**
#ASAPS2017

**ASAPS Will Tweet For You!**
During the meeting, we will give you the opportunity to highlight your presence to our attendees via Twitter. All tweets will be posted over ASAPS Twitter feed from Saturday, April 29th through Monday, May 1st. One tweet per company. ASAPS will determine what day the tweet will be released.

ASAPS reserves the right to edit all social media content.

In order to participate, you will need to provide us the following:

- Your Twitter handle - for example [@asaps](https://twitter.com/asaps), [@erikaasaps](https://twitter.com/erikaasaps)

- A short text about your company - promos, specials, giveaways, discounts, etc. **Maximum of 130 characters** including spaces, punctuation and your Twitter handle

Sample tweet [114 characters]:
Come by @ASAPS booth #620 and receive 20% off all Aesthetic Society Products and receive a free giveaway. #ASAPS2017

Submit your tweet to [damian@surgery.org](mailto:damian@surgery.org) no later than **March 31, 2017**. If you have any questions, please do not hesitate to contact Damian Holmes, [damian@surgery.org](mailto:damian@surgery.org)
Marketing Opportunities and Advertising Opportunities

The Aesthetic Society Mailing List
The mailing list of subscribers is available for rent as a direct mail opportunity.

This list does not contain email addresses.

For more information, contact Erika Ortiz-Ramos, erika@surgery.org

Your Product in the News – 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 for your products by participating in this gift bag program.
Onsite Marketing and Advertising Opportunities

For information regarding On-Site Marketing and Advertising Opportunities, please contact Jackie Nunn, jackie@surgery.org.
ASERF Silent Auction

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 Damian Holmes, exhibits@surgery.org or 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

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
Additional Exhibit Opportunity

The Business Side of Aesthetic Surgery and The Best of ASAPS Symposia - Tuesday, May 2nd

The Aesthetic Society exhibits may formally close on Monday, May 1, however; The Aesthetic Meeting education continues on Tuesday, May 2nd with a focus on practice management and marketing.

This session is included for all registered Aesthetic Meeting 2017. The Session will be open to all staff of Aesthetic Society Members & Candidates. Capitalize on this opportunity to reach physicians and staff members with a specific interest in practice management.

A limited number of tabletop exhibit spaces will be available for Tuesday only on a first come, first served basis.

In order to exhibit at the Business side of Aesthetic Surgery and The Best of ASAPS Symposia, you must have a booth in the Aesthetic Marketplace during our exhibit dates of April 29 - May 1, 2017.

Each tabletop exhibitor will receive one point added to their account per tabletop. Displays are limited to TABLETOPS ONLY. Any additional enhancements to a tabletop display, such as the use of equipment or free standing easels require a rental of an additional tabletop. All equipment, displays, literature, video and audio equipment, etc. must be contained within the allotted table space of 6 feet. Pop-Up signage placed directly behind the tabletop will be allowed as long as it does not block any other exhibitors.

When: Tuesday, May 2nd, from 7:30 am - 12:30 pm (Continental Breakfast & Coffee Break included)

Where: San Diego Convention Center, outside of the general session room.

Cost: $1,000 for each table - includes two representatives for each tabletop

How: Submit your application and return to The Aesthetic Society (erika@surgery.org) or fax to 212.921.0011
We invite you to apply to participate in The 23rd Annual Meeting of the Society of Plastic Surgical Skin Care Specialists - Sail Into What’s New in Skin Care 2017!

The meeting will be held at the Hilton San Diego Bayfront Hotel in San Diego, CA, 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!

Submit your application today! For information about exhibiting at 2017 Society of Plastic Surgical Skin Care Specialists Meeting, please contact Lauren Todd, lauren@surgery.org

www.spsscs.org/meeting2017
## 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 8, 2016
- Insertion Order form due for Ad space for the Commemorative Meeting Magazine. For more information contact Jackie Nunn

### December 16, 2016
- Booth description, product categories and services information regarding show specials and/or giveaways due

### December 31, 2016
- Booth cancellation deadline. 25% administrative fee of the total booth cost for ALL cancellations

### February 8, 2017
- Materials for Ad space for the Commemorative Meeting Magazine. For more information contact Jackie Nunn

### February 24, 2017
- Final payment due. $200US late fee for each booth not paid in full by this date

### March 1, 2017
- Exhibitor Appointed Contractor (EAC) form due

### March 10, 2017
- Industry Hosted Events and Meeting Space Requests due. For more information contact Jackie Nunn
<table>
<thead>
<tr>
<th>Important Dates and Deadlines</th>
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<tbody>
<tr>
<td><strong>March 27, 2017</strong></td>
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<tr>
<td>❖ Advance warehouse begins to accept freight</td>
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<tr>
<td><strong>March 31, 2017</strong></td>
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<tr>
<td>❖ Last day to take advantage of Exposoft's (lead retrieval) advance order discount rates - see Lead Retrieval</td>
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<tr>
<td>❖ Exhibitor Badge Registration deadline</td>
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<tr>
<td>❖ Exhibitor Breakfast RSVP</td>
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<tr>
<td>❖ Tweet Submission deadline</td>
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<tr>
<td>❖ Tabletop Application form due</td>
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<tr>
<td><strong>April 6, 2017</strong></td>
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<tr>
<td>❖ Last day to take advantage of Freeman and Smart City advance order discount rates - see Exhibitor Service Kit</td>
</tr>
<tr>
<td><strong>April 14, 2017</strong></td>
</tr>
<tr>
<td>❖ Last day to take advantage of Centerplate Catering's advance order rates - see Food and Beverage request deadline</td>
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<tr>
<td><strong>April 19, 2017</strong></td>
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<tr>
<td>❖ Last day for freight to the advance warehouse</td>
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<tr>
<td><strong>April 21, 2017</strong></td>
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<tr>
<td>❖ Last day to take advantage of Expo Plant Service (floral) advance order discount rates - see Exhibitor Service Kit</td>
</tr>
<tr>
<td><strong>April 28, 2017</strong></td>
</tr>
<tr>
<td>❖ Shipments direct to show site accepted - additional fee</td>
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</tbody>
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Frequently Asked Questions

Signage Height
- The max height is 20' and signage is 16' from the floor

Clearance
- 36 ft. to bottom of truss, 64 ft. to ceiling. Reminder - Max height for signage is 20' and signage is 16' from the floor

W-9 Form
- W-9

Width of Columns in Hall
- See page 39

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 – near exhibitor registration outside of the Aesthetic Marketplace. 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
Widths of Columns in Exhibit Hall

Dimensions are close approximates

Contact Information

**Exhibits and Meeting**
Erika Ortiz-Ramos  
Exhibits Manager  
The Aesthetic Society  
erika@surgery.org  
Phone: 562.799.2356, ext. 309

Damian Holmes  
Exhibits Associate  
The Aesthetic Society  
damian@surgery.org  
Phone: 562.799.2356, ext. 310

**Private Events**
Kathleen McClemmy  
Meetings Manager  
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, On-Site Marketing and Advertising Opportunities**
Jackie Nunn  
Director of Corporate Relations  
The Aesthetic Society  
jackie@surgery.org  
Phone: 562.799.2356, ext.127
Future Annual Meetings

Join us in 2018 in the "City That Never Sleeps"

Jacob K. Javits Convention Center
New York, New York
Exhibits in Hall 1B and 1C

Exhibit Dates: April 28 - April 30, 2018
Meeting Dates: April 26 - May 1, 2018

In 2019 Be Sure to "Get Some Big Ideas in the Big Easy"

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