EXHIBIT PROSPECTUS

REACH PEDIATRIC DERMATOLOGISTS, PEDIATRICIANS AND DERMATOLOGISTS WORLDWIDE!

presented by the Society for Pediatric Dermatology
co-sponsored by the American Academy of Pediatrics

pedsderm.net/wcpd
The Society for Pediatric Dermatology (SPD) will host the 13th World Congress of Pediatric Dermatology (WCPD 2017), to be held July 6 – 9, 2017 at the Hyatt Regency in Chicago, Illinois USA. We anticipate that 2,000 pediatric dermatologists, pediatricians and dermatologists from all over the world will attend this special event.
FEATURED SESSIONS

- Abuse & Factitial Disease
- Acne & Periorificial Dermatitis
- Autoimmune Blistering Diseases
- Bacterial & Mycobacterial Infections
- Collagen Vascular Disorders
- Contact Dermatitis in Children
- Critical Care Pediatric Dermatology
- Disorders of Pigmentation
- Drug Reactions
- Eczematous Diseases
- Endocrine Diseases & The Skin
- Epidermolysis Bullosa
- Exanthenomatous Disorders
- Genodermatoses
- Hair Disorders
- Hereditary Dermal Disorders
- Histiocytoses & Malignant Diseases
- Ichthyoses & Ichthyosis Syndromes
- Immunodeficiencies
- Infestations, Bites & Stings
- Mastocytosis
- Neonatal Dermatology
- Nevi and Melanoma
- Nutritional Disorders/Metabolic Errors
- Papulosquamous Diseases
- Pediatric Derm Surgery and Lasers
- Pediatric Nail Disease
- Pediatric Psoriasis
- Periodic Fever & Autoinflammatory Disease
- Superficial & Deep Fungal Infections
- Tumors and Tumor Syndromes
- Vascular Lesions
- Viral Skin Infections

SOCIETIES INVITED TO PARTICIPATE

- American Academy of Pediatrics - Section on Dermatology
- Australian Paediatric Dermatology Group
- British Society for Paediatric Dermatology
- Dutch Society for Pediatric Dermatology
- European Society for Pediatric Dermatology
- Indian Society for Paediatric Dermatology
- Israel Society of Pediatric Dermatology
- Italian Society of Pediatric Dermatology
- Japanese Pediatric Dermatology Society
- Latin American Pediatric Dermatology Society
- Pediatric Dermatology Research Alliance
- Thailand Pediatric Dermatology Society
AUDIENCE
Pediatric dermatologists, pediatricians, and dermatologists from all over the world.

EXPECTED ATTENDANCE
2,000

BENEFITS OF EXHIBITING
- Exposure to many physicians, including the key opinion leaders in pediatric dermatology from around the world
- Face time with attendees during unopposed continental breakfasts, refreshment breaks, and poster sessions
- Exclusive access to pre-registered and final attendee lists with physical mailing addresses.
- Up to three registrations per 10’ x 10’ space for booth personnel ($150 USD charge for each additional registrant)
- Company name and link on WCPD website and conference mobile app
- Company description (up to 50 words) in conference mobile app

EXHIBIT DATES AND HOURS
MOVE IN:
Thursday, July 6 1:00 pm – 5:00 pm

SHOW HOURS:
Friday, July 7 7:00 am – 7:00 pm
Saturday, July 8 7:00 am – 7:00 pm
Sunday, July 9 7:00 am – 11:00 am

MOVE OUT:
Sunday, July 9 11:00 am – 3:00 pm

COST
10’ x 10’ booth - $3,000 USD
10’ x 20’ booth - $5,500 USD
Full payment should accompany the completed application form.

EXHIBITOR CATEGORIES
WCPD will consider applications for exhibit space for products and services in the following categories:
- Prescription and non-prescription pharmaceuticals
- Equipment and devices that are designed for diagnosis and treatment of pediatric dermatological conditions
- Office equipment, record-keeping equipment, or services related to the support of non-clinical aspects of the practice of dermatology, including technology
- Scientific educational publications
- Professional and educational organizations
- Advocacy and patient support groups

SPONSORSHIP
Additional opportunities are available to help your company gain exposure to WCPD attendees. For more information, please contact Kent Lindeman, SPD’s Executive Director, at (317) 202-0224 or klindeman@hp-assoc.com.

SHOW CONTRACTOR
Freeman is the official show contractor for the World Congress, and will provide a show kit with all appropriate order forms.
CRITERIA FOR ACCEPTANCE
Permission to exhibit may be granted if the proposed exhibit meets the following criteria:

1. Relevant to the practice of pediatric dermatology
2. Contributes to the educational goals of the Congress and needs of the attendees

PATIENT ADVOCACY GROUPS
A limited number of patient advocacy/education groups will be accepted to exhibit at a reduced rate of $750 USD. Groups are subject to the approval of the WCPD Organizing Committee and/or Society for Pediatric Dermatology’s Patient & Practice Advocacy Committee. Booth assignments for these groups are at the discretion of show management.

APPLICATION TO EXHIBIT
In order to be considered for space assignment, application and payment must be submitted by March 1, 2017. No application will be processed or space assigned until payment is received. Notification of acceptance and space assignment will be emailed by April 15, 2017.

The initial acceptance of the application with payment does not constitute final acceptance. If the application is subsequently denied, a full refund will be promptly processed. The organizing committee reserves the right to refuse exhibiting companies it feels do not adequately meet the criteria for acceptance.

BOOTH ASSIGNMENTS
Booth space will be assigned on a first-come, first-served basis, based on receipt of application, payment, and organizing committee acceptance. Space is limited. Companies will be notified of their booth assignment by April 15, 2017. Exhibit management reserves the right to change location assignments at any time as deemed necessary. The exhibitor will be informed of any such change immediately and given the option to cancel with a full refund if the reassigned space is not acceptable.

HOTEL ACCOMMODATIONS
A block of rooms has been reserved at the host hotel, the Hyatt Regency Chicago, at a rate of $219 USD single/double per night. Reservations can be made beginning in early 2017.

EXHIBITOR REGISTRATION
Each person working in the exhibit area is required to pre-register and wear the official exhibitor identification badge. Exhibitor identification badges must be picked up in the conference registration area prior to setting up your booth. Company badges WILL NOT be accepted in lieu of the official badge.

Exhibitor booths must be staffed by at least one representative during exhibit hours. Each exhibiting company will receive one set of conference materials per booth. Exhibitors are also welcome to attend conference sessions.

BOOTH SPECIFICATIONS
Each accepted exhibit includes:

- 3 exhibitor staff registrations*
- Company description on conference mobile app
- 8’ tall backwall drape
- 3’ tall siderail drape
- 1 – 6’ draped table
- 2 chairs
- 1 – 7” x 44” ID sign
- 1 wastebasket

* Additional staff may be registered for $150 USD each
EXHIBITOR RULES AND REGULATIONS

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this Exhibitor Prospectus. The following rules and regulations have been designed for the benefit of all exhibitors. The WCPD requests full cooperation of the exhibitor. Please be sure that everyone involved in the arrangements for your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all booth staff are aware of and adhere to these rules and conduct themselves in a professional manner throughout the meeting. Management reserves the right to make changes in the time schedule or in the WCPD’s general plan as may be deemed necessary and in the best interest of all exhibitors and the event. Management also reserves the right to prohibit and/or evict exhibitors whose presentation is, in any manner, deemed as offensive or in violation of this contract or part thereof. In the event of such prohibition or eviction, management shall not be held liable for refund of exhibit fees.

CANCELLATION AND REFUND POLICY
Notification of an exhibitor’s decision to cancel must be submitted in writing to Stephanie Garwood, WCPD Meeting Manager, via mail or email to sgarwood@hp-assoc.com. If written cancellation is received by April 1, 2017, exhibitor will be refunded minus a $250 USD cancellation fee. No refunds will be given after April 1, 2017.

ADVERTISING
Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media to the effect that particular products or services have been exhibited at the WCPD or which could be construed as an endorsement by the Society for Pediatric Dermatology or by its members is prohibited. The use of SPD or WCPD logos, seals of approval, trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the meeting. Canvassing, display, and/or distribution of any materials outside a company’s assigned space, including but not limited to meeting space and hotels rooms, is strictly prohibited.

INTERPRETATION & APPLICATION OF RULES AND REGULATIONS
All matters in question and not specifically covered by these rules and regulations are subject to the decision of the WCPD Program Directors.

BOOT ACTIVITIES & DEMONSTRATIONS
Exhibitors may not conduct any demonstration or activity that results in the obstruction of aisles or prevents ready access to neighboring exhibits. All demonstrations should be confined to the space allocated each exhibitor. The use of anything other than closed sound systems will be permitted only with the prior approval of the Meeting Manager. Any exhibit deemed by WCPD Meeting Management to have an excessive noise level may be closed. Exhibitors that intend on using attention gaining devices in the form of entertainment, amusement, or demonstrations of non-product items or services must submit a written request to the Meeting Manager, and only such activities, which at the discretion of WCPD Management, are in keeping with the professional presentation of the exhibit program will be permitted.

EXHIBIT SERVICE CONTRACTOR FREEMAN
As the official exhibit service contractor of WCPD, Freeman will provide you with an exhibitor service kit containing the necessary order forms and instructions for drayage, electrical, additional furnishings, and other related services. Arrangements for these services must be made at the exhibitors expense via Freeman.

Complete information on these items and a rate schedule will be contained in the exhibit service kit. A service desk will be open during the scheduled set-up and dismantling times. Exhibitors are urged to order and pay for all services in advance of the show dates.

FDA REGULATIONS
Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. Exhibitors are reminded that the FDA prohibits the advertising or promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs and devices for unapproved uses. In addition, under FDA rules, the background of the exhibit must show the generic name of any drug product features. If the FDA or a court of competent jurisdiction determines that a company's exhibit is in violation of any FDA regulations, the company will be subject to sanctions, including but not limited to exclusion from exhibiting at future meetings.

INSURANCE
It is the responsibility of each exhibitor to maintain insurance against injury to person and damage or loss of property, as the exhibitor deems adequate. WCPD/SPD and the Hyatt Regency Chicago will not provide insurance protection for the exhibitors.

LIABILITY AND INDEMNIFICATION
The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with exhibitor’s participation in the WCPD. The Hyatt Regency Chicago, WCPD Management and their officers, directors, agents and employees will not be held liable for any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss, or damage resulting from the negligence or willful misconduct of the Hyatt Regency Chicago, WCPD Meeting Management or their officers, directors, agents and employees. In the event that any part of the exhibit hall is destroyed or damaged beyond the control of WCPD Management so as to prevent the WCPD from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, the exhibitor will only be charged for the period the space was or could have been occupied by the exhibitor. The exhibitor hereby waives any claim against WCPD Management, its directors, officers, agents or employees for losses or damages which may arise due to such an inability to occupy the assigned space.

SECURITY
Exhibitors are encouraged not to leave booths unattended during exhibit hours. Although security personnel will be on duty during non-exhibit hours, exhibitors are cautioned that small, portable articles of value, including laptop computers, and personal items should be properly secured or removed for safekeeping after exposition hours or when the booth is unattended. Show Management will not guarantee exhibitors against, nor shall it be responsible for loss of any kind.

SOCIAL FUNCTIONS
All exhibitors wishing to hold a social function must obtain approval from WCPD Management by submitting a written request to the Meeting Manager by March 1, 2017. The request must specify date, time, location, type of function and anticipated attendance.

SUBLETTING AND SHARING OF SPACE
No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with any other property.
Company Name: ___________________________________________________________________________________________

Address: _________________________________________________________________________________________________

City: ___________________________________ State: _________ Zip: _______________ Country: ________________________

Contact Name: ____________________________________________________________________________________________

Email: ___________________________________________________  Phone: __________________________________________

Company Website: _________________________________________________________________________________________

BOOTH INFORMATION:
Each booth registration includes one 10’ x 10’ or 10’ x 20’ booth, 6’ table, two chairs, ID sign, and three booth staff registrations.

- 10’ x 10’ Booth- $3,000
- 10’ x 20’ Booth - $5,500
- Patient Advocacy/Education Group - $750

BOOTH SELECTION:
Using the booth numbers listed on the floor plan, please provide your first through fourth choices of booth space. Please note that booths are assigned on a first-come, first-served basis, based upon receipt of registration and payment. Booth staff names and company description are due no later than May 1, 2017.


METHOD OF PAYMENT:

- Check   - Credit Card (VISA, MC, AMEX)

Card Number: _______________________________________________________ Exp. Date: __________ CVV Code: __________

Billing Address: ____________________________________________________________________________________________

City: ___________________________________ State: _________ Zip: _______________ Country: _________________________

Name on Card (printed): ____________________________________ Authorized Signature: ________________________________

SEND COMPLETED FORM WITH PAYMENT TO:
Stephanie Garwood, SPD Meeting Manager
8365 Keystone Crossing, Suite 107, Indianapolis, IN 46240
(317) 202-0224  |  f: (317) 205-9481  |  sgarwood@hp-assoc.com