



Virginia Dermatology Society's

2021 VIRTUAL ANNUAL MEETING



EXHIBITOR PROSPECTUS

NOVEMBER 6, 2021
7:00 AM - 3:00 PM

www.VADerm.org



2021 VIRTUAL ANNUAL MEETING | NOVEMBER 6, 2021

EXHIBITOR PROSPECTUS

JOIN US

Your company is extremely important to our profession and we would like to cordially invite you to showcase your products and services. This year's meeting offers you an excellent opportunity to make sales, widen your exposure and stimulate repeat business. We encourage you to review the exhibit packages described and to make the decision today to participate in the 2021 Virtual Annual Meeting!

ABOUT THE VDS

We are an active and energetic organization! The goal of Virginia Dermatology Society is to provide opportunities for professional networking, building local peer relationships, advocacy and a voice on local legislative issues, educational and community service opportunities, as well as leadership development.

ABOUT THE MEETING

This year's annual meeting will be held virtually on Saturday, November 6. Break time to visit with vendors will be included in the schedule. The program agenda can be found online at www.VADerm.org.

VIRTUAL EXHIBITS

We are excited to incorporate our vendors into this year's Virtual Conference. There are several ways to highlight the contributions of our vendors and opportunities for interaction with meeting attendees. We will recognize our vendors on slides during the conference, in our Virtual Exhibitor Hall on our website, and on the meeting program. You will have the opportunity to connect directly with meeting attendees in Virtual Exhibit Booths and participate in our Virtual Raffle which encourages attendees to visit the virtual booths.

QUESTIONS?

VDS EXECUTIVE DIRECTOR
SUSAN MCCONNELL | 804-622-8139
SMCCONNELL@RAMDOCS.ORG
WWW.VADERM.ORG

LEVELS OF SUPPORT

GOLD LEVEL - \$2,500

- ✓ Company Logo on meeting slides
- ✓ Three complimentary registrations to meeting sessions
- ✓ Company included in Virtual Exhibitor Directory indicating Gold Level Support
- ✓ Virtual Exhibit Booth to connect directly with meeting attendees during breaks
- ✓ Participation in Virtual Raffle
- ✓ Tiered recognition in digital program and in one pre-symposium email
- ✓ Attendee list emailed
- ✓ 2 articles/advertisements in VDS e-newsletter or social media platforms

SILVER LEVEL - \$1,500

- ✓ Company Logo on meeting slides
- ✓ Two complimentary registrations to meeting sessions
- ✓ Company included in Virtual Exhibitor Directory indicating Silver Level Support
- ✓ Virtual Exhibit Booth to connect directly with meeting attendees during breaks
- ✓ Participation in Virtual Raffle
- ✓ Recognition as Silver Level Contributor in digital program
- ✓ Attendee list emailed

OTHER OPPORTUNITIES

PRODUCT THEATER - \$5,000

Host an industry-sponsored event during the conference! Two opportunities available: Coffee Chat (7-8 AM) or Lunch & Learn (12-1 PM).

- ✓ All Gold Level benefits as listed above
- ✓ Event advertisement in digital brochure
- ✓ Assistance with event promotion
- ✓ Banner ad on VDS website announcing event
- ✓ Recognition on 3 pre-symposium prospect emails
- ✓ Tiered recognition on 1 post-symposium thank you email to all attendees
- ✓ **Sponsor responsibilities:** Provide speaker for event, cover all costs associated with event speaker, schedule virtual meeting and share link for marketing purposes

AV SPONSORSHIP - \$4,500

- ✓ All Gold Level benefits as listed above
- ✓ Branded waiting room (20 minutes before the start of the conference)
- ✓ Recognition on 3 pre-symposium emails
- ✓ Tiered recognition on 1 post-symposium thank you email to all attendees
- ✓ Your company name/logo on opening slides indicating AV conference support
- ✓ Inclusion in meeting program, meeting signage, and on website listing of vendors indicating AV conference support
- ✓ Recognition during President's introductory remarks
- ✓ Two Facebook posts about company's attendance at the meeting

RESIDENT SESSIONS SUPPORT- \$1,500 + Gold Level Payment

- ✓ All Gold Level benefits and scrolling Banner ad on Poster Session page on VDS website
- ✓ Recognition on meeting slides for support of resident poster session and for resident oral presentations.

MEETING MARKETING SUPPORT - \$1,000 + Gold Level payment

- ✓ All Gold Level benefits and your company name/logo on each Save the Date postcard & email
- ✓ Recognition on meeting slides for marketing support



2021 VIRTUAL ANNUAL MEETING NOVEMBER 6, 2021 EXHIBITOR REGISTRATION FORM

If you would like to provide an educational grant or exhibit at the 3rd Annual Meeting of the **Virginia Dermatology Society**, please complete the following and forward *no later than October 18, 2021*. The exhibitor fee should be included, or a statement that it is forthcoming. The tax ID # is: **83-3551265**.

Please submit registration form and payment to:

VDS | 2821 Emerywood Parkway, Suite 200 | Richmond, Virginia 23294

You may also register and pay online at www.VADerm.org

COMPANY NAME: _____

CONTACT NAME: _____

CONTACT EMAIL: _____ CONTACT PHONE: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

SIGNATURE: _____

PLEASE SELECT YOUR CONTRIBUTION LEVEL:

- SILVER LEVEL ~ \$1,500
- GOLD LEVEL ~ \$2,500

- PRODUCT THEATER ~ \$5,000
- AV SPONSORSHIP ~ \$4,500
- RESIDENT SESSION SUPPORT ~ \$4,000
- MARKETING SUPPORT ~ \$3,500

**FOR INCLUSION IN THE EXHIBITOR DIRECTORY,
PLEASE SEND TO SUSAN:**

- ◇ High res company logo (JPEG OR PNG)
- ◇ Short company description (30-40 words max)
- ◇ Contact information for Reps
- ◇ Website link and/or links to social media platforms
- ◇ PDFs or links to products/services

QUESTIONS?

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Cancellation Policy: An exhibitor may cancel or withdraw from the meeting subject to the following conditions: 1) the exhibitor shall immediately file a written notice of intention to cancel or withdraw; 2) if written notice is received 30 days or more prior, the VDS shall retain a sum of equal to fifty percent (50%) of the total cost of the reserved exhibit space; and 3) no refunds shall be made on cancellations received less than 30 days in advance of the meeting. Cancellations must be received in writing to smconnell@ramdocs.org or via facsimile at 804/788-9987 to be official.