

SKIN OF COLOR SYMPOSIUM 2017

BENCH TO BEDSIDE

EXHIBITOR PROSPECTUS



FRIDAY, NOVEMBER 10 -
SUNDAY, NOVEMBER 12

LANSDOWNE RESORT AND SPA | LEESBURG, VA



SKIN OF COLOR
SYMPOSIUM 2017

EXHIBITOR INFORMATION

TOP FIVE REASONS TO EXHIBIT AT THE SKIN OF COLOR SYMPOSIUM

1. Showcase your products and services to an elite audience of more than 150 targeted medical professionals
2. Educate and establish relationships with customers and prospects
3. Enjoy one-on-one interaction with decision-maker buyers
4. Gain recognition and market share for products and services
5. Capitalize on the changing population in America

AGENDA AT A GLANCE

Friday, November 10

10:00 pm Exhibitor Set-up

Saturday, November 11

7:30 – 8:00 am Exhibit Viewing and Breakfast

10:20 – 10:45 am Break and Exhibit Viewing

12:05 – 1:35 pm Lunch

2:40 – 3:00 pm Break and Exhibit Viewing

Sunday, November 12

7:30 – 8:00 am Exhibit Viewing and Breakfast

10:00 – 10:30 am Break and Exhibit Viewing

10:45am Exhibit break down

**agenda times are subject to change

HOTEL INFORMATION

A block of rooms has been reserved at the Lansdowne Resort and Spa.

The following rate of \$175+ is being offered. Please call 1-877-509-8400 and reference the Skin of Color Symposium when booking your room.

Reservations must be made by Thursday, October 10, 2017 to be guaranteed the group rate.

SET-UP & BREAK-DOWN

The Exhibit Hall will be open for set-up starting at 10:00PM on Friday, Nov. 10, 2017. If you are unable to set up between these hours, you must set-up on Saturday morning, Nov. 11 2017 beginning at 6:30 AM and be ready to exhibit promptly at 7:00 AM. Only one table per exhibitor is allowed.

You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM, Sunday, Nov. 12, 2017.

SHIPPING

The following information should be included on all packages to ensure proper delivery:

Skin of Color Symposium 2017- Nov 10-12

Lansdowne Resort and Spa

44050 Woodridge Pkwy, Leesburg, VA 20176

HOLD FOR: (Recipient' Name/Company Name)

Box # (i.e. Box 1 out of 4)

LOAD-IN

Please ship all deliveries to arrive no earlier than 3 days prior to the event. All deliveries must be cleared and scheduled with the Event Services Department. The Lansdowne Resort takes no responsibility for delivered items and cannot inventory items when they arrive. Equipment must be loaded and unloaded at the loading dock or pre-loading dock in accordance with the Resort's rules and local ordinances. Exhibitors are responsible for covering the costs of their shipping fees.

LOAD-OUT

If items need to be shipped out after the meeting, representatives may leave their deliveries in the exhibitor room; however, all shipping materials must be labeled. Representatives should have all the necessary forms needed to ship out packages as they will not be provided.

EXHIBIT LEVELS

PLATINUM SUPPORTER

\$25,000+

- Two rotating banner ads for six months on SOCS Website
- Link to exhibitors home page from SOCS Website
- 5 Exhibitor badges
- \$5,000 credit toward additional sponsorship opportunities (e.g., Morning Break or Banner Ad)
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

GOLD SUPPORTER

\$20,000+

- Two rotating banner ads for six months on SOCS Website
- Link to exhibitors home page from SOCS Website
- 5 Exhibitor badges
- \$3,000 credit toward additional sponsorship opportunities (e.g., Morning Break or Banner Ad)
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

SILVER SUPPORTER

\$15,000

- Two rotating banner ads for six months on SOCS Website
- Link to exhibitors home page from SOCS Website
- 5 Exhibitor badges
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

BRONZE SUPPORTER

\$10,000

- Two rotating banner ads for three months on SOCS Website
- Link to exhibitors home page from SOCS Website
- 4 Exhibitor badges
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

COPPER SUPPORTER

\$5,000

- One rotating banner ads for three months on SOCS Website
- Link to exhibitors home page from SOCS Website
- 3 Exhibitor badges
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

PEWTER SUPPORTER

\$3,500

- One banner ad for one month on SOCS Website
- Link to exhibitors home page from SOCS Website
- 2 Exhibitor badges
- 6-Foot table top
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

GENERAL SUPPORTER

\$2,000

- 6-Foot table top
- 1 complimentary exhibitor badge
- Attendee list
- Company name and logo with support level listed in the meeting app and on the Symposium Website

****PLEASE NOTE: ALL PAYMENTS ARE DUE PRIOR TO EXHIBITING AT THE EVENT**

EXHIBIT LEVEL ADD-ONS

EXCLUSIVE - NEW THIS YEAR!

RISING STARS TRAVEL GRANT

Up to 8 poster symposium abstract submissions will be selected for oral presentation and each of those selected will be awarded a travel grant that will cover 2 nights lodging and travel expenses. Support this EXCLUSIVE new opportunity to promote your company. Signage with your company logo will displayed at the activity.

RISING STARS TRAVEL GRANT	
Grant Sponsor (1 available)	\$8000

NETWORKING EVENT OPPURTUNITES

Support the symposium by sponsoring a network event. You have the ability to sponsor food stations, dinners, or receptions. Signage will be made with your company logo and displayed at the event.

FOOD & BEVERAGE	
Morning Break Sponsor (2 available)	\$3,000
Afternoon Break Sponsor (1 available)	\$3,000

ADVERTISING & PROMOTION

Use this opportunity to promote your company. Add your logo to the one of the following options that attendees will carry around or see during the entire meeting.

ADVERTISING/PROMOTION	
Lanyard Sponsor * (1 available)	\$1,000
GOBO Logo Display	\$3,000

****Note: The lanyard sponsor will be responsible for producing & bringing lanyards to event, suggested amount 150***

ONLINE MARKETING

Website Banner Ad

Your advertisement will be featured on our website. Includes a clickable link to your website.

BANNER AD	
2 Ads (rotates over 6 months)	\$5000
1 Ad (on website for 3 months)	\$2500

EXHIBITOR REGISTRATION FORM

CONTACT INFORMATION

Company Name:	Name:	
Address:	Suite:	
City:	State:	Zip:
Phone:	Fax:	
E-mail Address:		

SPONSORSHIP LEVELS:

- PLATINUM - \$25,000+ BRONZE - \$10,000 GENERAL SUPPORTER - \$2,000
 GOLD - \$20,000+ COPPER - \$5,000
 SILVER - \$15,000 PEWTER - \$3,500

ADD-ONS:

- Rising Stars Travel Grant - \$8,000 (Only 1 available!)
 Morning Break Sponsor - \$3,000 (2 available)
 Afternoon Break Sponsor - \$3,000 (1 available)
 Lanyard Sponsor - \$1,000 (1 available)
 GOBO Logo Display - \$3,000
 2 Website Banner Ads (2 ads for 6 months) - \$5,000
 1 Website Banner Ad - \$2,500
 Additional Representatives - \$250 per rep #_____

EXHIBITOR NAMES *(Please refer to exhibitor levels to see how many representatives your sponsorship includes)*

Rep #1 Name:	Email Address:
Rep #2 Name:	Email Address:
Rep # 3 Name:	Email Address:
Rep # 4 Name	Email Address:
Rep # 5 Name	Email Address:
<input type="checkbox"/> Additional Representatives - \$250 per rep Names: _____	

METHOD OF PAYMENT

CHECK* VISA MC AMEX **TOTAL: \$** _____

*Make checks payable to Hampton University . *Check must be recieved prior to the event or you will not be allowed to exhibit.*

Name on Card: _____ Signature: _____

Billing Address: _____

City, State, Zip: _____

Credit Card No.: _____ CVV Code: _____ Expiration Date: _____

PLEASE EMAIL THIS FORM TO [KAREN@THEASSOCIATIONCOMPANY.COM](mailto:karen@theassociationcompany.com) OR FAX TO (305) 422-3327

Checks should be written out to Hampton University and mailed to: Attn: Doretha J. Spells, Vice President for Business Affairs and Treasurer, 100 East Queen Street, Hampton University, Hampton, VA 23668, with Skin of Color Symposium in the For line on the check

Contract

EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for the Skin of Color Symposium
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. The number of sales representatives allowed to exhibit at the meeting is based upon the number assigned in patron level. Each additional representative is \$250.
4. Exhibitor set-up begins on Friday, Nov 10, 2017 at 10:00 PM. You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM, Sunday, Nov 12, 2017.
5. All sound equipment must be regulated so that it does not disturb neighboring exhibits. Skin of Color Symposium (SCOS) reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
6. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
7. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
8. SOCS authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
9. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
10. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
11. Objectionable practices by exhibitors or official suppliers should be reported immediately to SOCS management and not after the show is completed.
12. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
13. It is agreed that SOCS and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
14. The exhibitor agrees to indemnify and hold harmless SOCS and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
15. SOCS will only refund exhibitors who are pre-registered the cost of booth space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
16. Neither SOCS nor The Lansdowne maintains insurance covering property brought onto or stored on the resort's premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
17. Exhibitors will not offer educational/training programs within the show facility simultaneous to the SOCS and related programs.
18. This agreement includes a one-time list of pre-meeting and post-meeting attendees.

BOOTH CONSTRUCTION

19. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal's Office.
20. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
21. All materials used for decorating must be flameproof.
22. Construction and signs that are above 8 feet in height must be approved by the SOCS.
23. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
24. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
25. In order to meet the set-up deadline, the SOCS management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 7:00 AM Saturday, Nov. 11, 2017. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM, Sunday, Nov 12, 2017.
26. The interpretation of all rules and regulations is the responsibility of the SOCS Executive Committees or their designated representative. All decisions of said group or representatives are final.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to Nov 10, 2017 are eligible for 50% refund. Cancellation 29 days or less before Nov 10, 2017 are not eligible for a refund.

Signature: _____

Date: _____

By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form before or on the date of the meeting or I understand that my company will not be able to exhibit. If for any reason, the Skin of Color Symposium must be cancelled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management's control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should my company decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30+ days prior to Nov 10, 2017. Cancellations 29 days or less before Nov 10, 2017 are not eligible for a refund. Must allow 6-8 weeks for refund processing.

SKIN OF COLOR SYMPOSIUM

Meeting Planning Office:
6134 Poplar Bluff Circle, Suite 101, Norcross, GA 30092
P. (770) 613-0932 | F. (305) 422-3327

www.skinofcoloursymposium.com

