

DERMATOLOGY MANAGERS ASSOCIATION

# Dermatology Managers Association 16<sup>th</sup> Annual Conference

## EXHIBITOR & SPONSOR PROSPECTUS



May 3-4, 2019

Atlanta Evergreen Marriott Conference Resort  
Stone Mountain, GA

# DMA

In 2003 a few practice managers seeking to create successful dermatology practices founded the Dermatology Managers Association of Georgia (*DMA/GA*).

The purpose of DMA remains to promote the development of dermatology practice managers through continuing education, progressive business practices and professional networking avenues. We expanded our audience to include aesthetic practices in 2014 and shortly thereafter added presentations for non-managerial office staff.

Each year DMA promotes their annual Conference offering professional development opportunities for all staff members of Dermatology and Aesthetic practices throughout the country. Three concurrent educational pathways are offered during the one-and-a-half day conference.

- for Managers, Administrators, Providers and Key Personnel
- for Laser Practitioners, Aestheticians, NPs, PAs and Cosmetic Care Coordinators
- for Administrative, Clinical, Insurance and Billing Staff Members.

Continuing educational units and laser practitioner CEUs are available for the programs presented by business experts and leading industry speakers.

As DMA has grown, many attendees from out of state are attracted to the annual meetings; therefore, we now identify the organization as Dermatology Managers Association (*DMA*). We are a non-profit group. The meetings are planned around the requests and needs of members and attendees.

# Atlanta Evergreen Marriott Conference Resort

4021 Lakeview Drive, Stone Mountain, GA 30083

- ▶ Welcome to the Atlanta Evergreen Marriott Conference Resort, an event destination where the tranquility of nature, endless function spaces and signature Marriott services set the stage for events that inspire.
- ▶ Here you'll find all you need to achieve success located in the heart of Stone Mountain Park, just 16 miles from downtown Atlanta.
- ▶ Enjoy premium accommodations, the Waterside Restaurant, poolside Tiki Bar, recreation, leisure, golfing and all the Stone Mountain Park attractions.
- ▶ Special DMA rate \$151 per night, book by April 20, 2019.
- ▶ Click here to reserve DMA room rates



<https://book.passkey.com/e/49819690>

# Traveling from Hartsfield-Jackson Atlanta International Airport (ATL)

- ▶ Airport Phone: 800-897-1910
- ▶ Hotel Direction: 36.7 miles NE
- ▶ The Hotel does not provide shuttle service from the airport.
- ▶ Alternate transportation (approximate fees):
  - ▶ Green Limousine \$117.50
  - ▶ Taxi \$70-\$85
  - ▶ Shuttle \$75
  - ▶ Town Car \$110-\$160
  - ▶ Uber \$35+
- ▶ Driving directions from airport: Take I-85 South 2 miles to I-285 East. Follow I-285 East to Hwy 78 East (Exit 39B). Travel approximately 7 miles to Exit 8 for Stone Mountain Park's Main Entrance.

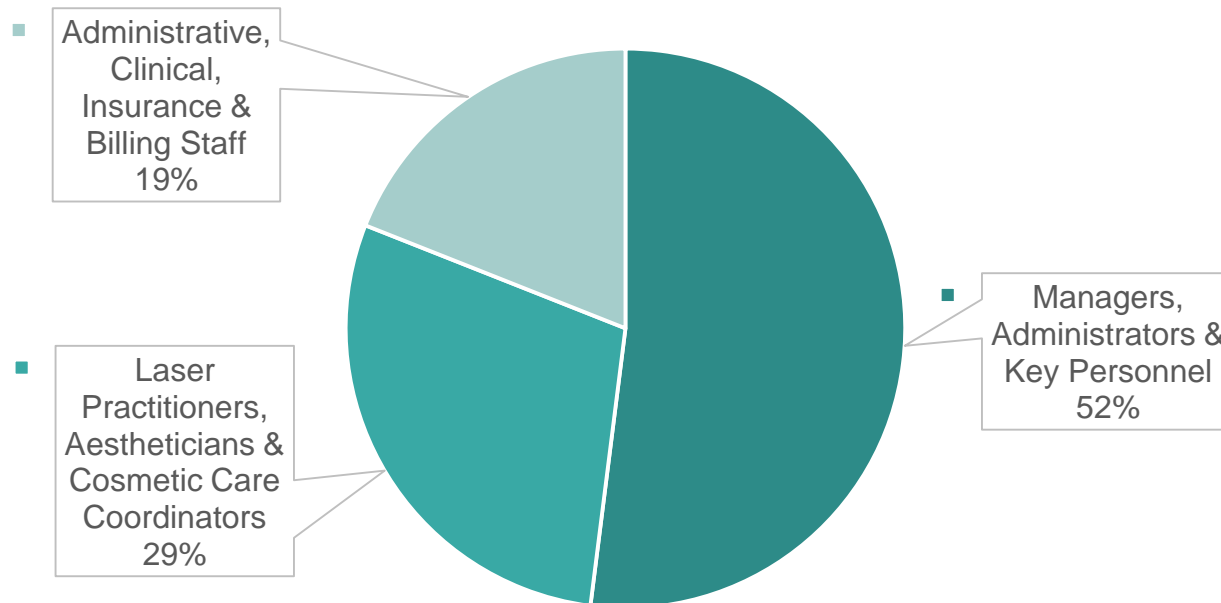
## **Meet exclusively with Dermatology and Aesthetic Practices to identify prospects, generate leads, build new relationships and reconnect with existing customers.**

- ▶ Meet Potential Clients
- ▶ Cultivate Customer Relationships
- ▶ Hands-On Demonstrations to Attendees
- ▶ Build Brand Awareness
- ▶ Launch New Products & Services
- ▶ Collect High-Quality Sales Leads
- ▶ Stand Out Among Your Competition
- ▶ Network with Colleagues

# 2018 Registration Profile

## Dermatology & Aesthetic Practices and Med Spas

2018 Conference Registration - 277



# Exhibit Space

## **Includes** *(see Sponsorship Levels for more information)*

- ▶ 6' skirted table with 2 chairs
- ▶ Logo recognition in materials and signage
- ▶ Logo, company name and description in program
- ▶ Friday lunch with attendees (dinner included with higher levels of sponsorship)
- ▶ Free Wi-Fi
- ▶ Friday sponsored Exhibitor Networking Reception

## **Notes**

- ▶ Floor displays may be used behind the table but may not obstruct other exhibits
- ▶ Tables are limited to one business/company only
- ▶ Electrical outlets available through hotel

# Exhibitor Important Information

Exhibit Area Open on **Friday, May 3, 2019 10:30 – 6:00**

- ▶ **Location:** Atlanta Evergreen Marriott Conference Resort  
4021 Lakeview Drive, Stone Mountain, GA 30083, 770-879-9900  
*(Park gate entrance fee is free for DMA Exhibitors)*
- ▶ **Exhibit Set-up:** 8:30 AM – 10:30 AM
- ▶ **Exhibit Breakdown:** 6:00 PM *(No exhibits may be dismantled before 6:00 PM.)*
- ▶ **Exhibits Open:** **Friday, May 3, 2019 10:30 AM – 6:00 PM**
- ▶ **Exhibitor Networking Reception:** 5:00 PM – 6:00 PM
- ▶ **Door Prize Drawings:** 5:30 PM *(Please be available to be recognized and present your door prize.)*
- ▶ **Registration Deadline:** April 1, 2019 or until capacity reached  
*(Registration received after December 30, 2018 may not include your company's name in the attendee mail-out brochure.)*
- ▶ **Cancellation Deadline:** April 1, 2019
- ▶ **Register & pay online at** [www.DermatologyManagersAssociation.org](http://www.DermatologyManagersAssociation.org)



# Exhibitor Sponsorship Levels

<b>Elite Sponsorship</b> <ul style="list-style-type: none"> <li>• Exhibitor Networking Reception, <i>exclusive</i></li> <li>• Dinner Sponsor, <i>exclusive</i></li> <li>• Lunch Sponsor, <i>exclusive</i></li> <li>• Brochure Sponsor, <i>exclusive</i></li> <li>• Welcome Bags Sponsor, <i>exclusive</i></li> <li>• Top Billing Speaker Sponsor, <i>exclusive</i></li> </ul>	<b>Refer to individual Sponsorship Levels for additional information</b>
<b>Diamond Sponsorship</b> <ul style="list-style-type: none"> <li>• or Speaker Sponsor A</li> <li>• or Break Sponsor, Friday</li> </ul>	\$2,500
<b>Platinum Sponsorship</b> <ul style="list-style-type: none"> <li>• or Speaker Sponsor B</li> </ul>	\$2,050
<b>Gold Sponsorship</b> ( <i>only 15 exhibit tables available at this level</i> ) <ul style="list-style-type: none"> <li>• or Speaker Sponsor C</li> <li>• or Break Sponsor, Saturday Morning</li> </ul>	\$1,500
<b>Silver Sponsorship</b> ( <i>only 10 exhibit tables available at this level</i> )	\$1,050
<b>Bronze Level</b> ( <i>only 10 exhibit tables available at this level</i> )	\$700
<b>First Time Sponsors</b>	\$600

# Additional Sponsorship Opportunities

## **Notepad Sponsor, *exclusive***

*Help attendees stay organized throughout the meeting with notepads featuring your company name and logo*

## **Lanyard Sponsor, *exclusive***

*High-visibility opportunity to generate brand awareness for your company and products*

## **Pen/Marker Sponsor**

*Promote your company on pens/markers provided to every registrant for use during the meeting*

# Elite Sponsorship

## Elite Level Includes

- 6' skirted exhibit table and 2 chairs
- First choice of exhibit table location (*based on earliest registration date*)
- Lunch, Dinner and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Prominent billing on signage and printed materials (*deadline for brochure printing December 30, 2018*)
- Registration and attendee list
- Badge ribbons as Elite Sponsor (4)
- Welcome bag inserts
- Lunch, Dinner and Reception sponsors have 5 minutes of opening remarks at their sponsored function

Exhibitor Networking Reception	Arranged w/Hotel
Dinner Sponsor	\$6,000
Lunch Sponsor	\$4,000
Brochure Sponsor	\$3,000
Welcome Bags Sponsor	\$3,000
Top Billing Speaker Sponsor	\$4,000

# Diamond Sponsorship

## Diamond Level Includes

**\$2,500**

- 6' skirted exhibit table and 2 chairs
- Exhibit table premier placement (*based on earliest registration date*)
- Lunch , Dinner and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials (*deadline for brochure printing December 30, 2018*)
- Registration and attendee list
- Badge ribbons as Diamond Sponsor (4)
- Welcome bag inserts

Speaker A Sponsor **\$2,500**

Friday Break Sponsor **\$2,500**

# Platinum Sponsorship

## Platinum Level Includes

**\$2,050**

- 6' skirted exhibit table and 2 chairs
- Exhibit table prominent placement (*based on earliest registration*)
- Lunch and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials (*deadline for brochure printing December 30, 2018*)
- Registration and attendee list
- Badge ribbons as Diamond Sponsor (3)
- Welcome bag inserts

Speaker B Sponsor **\$2,050**

# Gold Sponsorship

## Gold Level Includes

**\$1,500**

- 6' skirted exhibit table and 2 chairs
- Exhibit table placement based on registration date
- Lunch and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials  
*(deadline for brochure printing December 30, 2018)*
- Registration and attendee list
- Badge ribbons as Gold Sponsor (2)
- Welcome bag inserts
- Only 15 exhibit tables available at this level, early registration suggested

Speaker C Sponsor **\$1,500**

Saturday AM Break Sponsor **\$1,500**

# Silver Sponsorship

## Silver Level Includes

**\$1,050**

- 6' skirted exhibit table and 2 chairs
- Assigned exhibit table placement based on registration date
- Lunch and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials (*deadline for brochure printing December 30, 2018*)
- Registration and attendee list
- Badge ribbons as Silver Sponsor (2)
- Welcome bag inserts
- Only 10 exhibit tables available at this level, early registration suggested

# Bronze Sponsorship

## Bronze Level Includes

\$700

- 6' skirted exhibit table and 2 chairs
- Assigned exhibit table placement based on registration date
- Lunch and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials (*deadline for brochure printing December 30, 2018*)
- Attendee list
- Badge ribbons as Bronze Sponsor (2)
- Welcome bag inserts
- Only 10 Exhibit tables available at this level, early registration suggested



# First Time Sponsors Only

## First Time Exhibits Include

**\$600**

- 6' skirted exhibit table and 2 chairs
- Assigned exhibit table placement based on registration date
- Lunch and Exhibitor Reception on Friday with Attendees
- Snack and beverage breaks
- Billing on signage and printed materials  
*(deadline for brochure printing December 30, 2018)*
- Attendee list
- Badge ribbons as New Sponsor (2)
- Welcome bag inserts

# Exhibitor Benefits

		6' skirted exhibit table, 2 chairs	1st choice exhibit table location (based on registration date)	Lunch with attendees	Dinner with attendees	Exhibitor Reception with attendees	Snack and beverage breaks	Billing on signage and printed materials (deadline for brochure printing 12/30/18)	Registration list, pre-meeting	Attendance list, post-meeting	Badge ribbons with sponsor level	Inserts in Welcome Bags	5 minutes opening remarks at sponsored function
<b>Sponsorship</b>													
Exhibitor Reception (arranged with hotel)		✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	✓
Dinner, exclusive	\$6,000	✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	✓
Lunch, exclusive	\$4,000	✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	✓
Brochure, exclusive	\$3,000	✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	
Welcome Bags, exclusive	\$3,000	✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	
Top Billing Speaker, exclusive	\$4,000	✓	✓	✓	✓	✓	✓	Prominent	✓	✓	4	✓	
Diamond Level or Speaker A or Friday Break	\$2,500	✓	Premium Choice	✓	✓	✓	✓	✓	✓	✓	4	✓	
Platinum Level or Speaker B	\$2,050	✓	Prominent Choice	✓		✓	✓	✓	✓	✓	3	✓	
Gold Level or Speaker C or Saturday Morning Break	\$1,500 <i>(15 exhibit tables available at this level)</i>	✓		✓		✓	✓	✓	✓	✓	2	✓	
Silver Level	\$1,050 <i>(10 exhibit tables available at this level)</i>	✓		✓		✓	✓	✓	✓	✓	2	✓	
Bronze Level	\$700 <i>(10 exhibit tables available at this level)</i>	✓		✓		✓	✓	✓		✓	2	✓	
1st Time Sponsor	\$600	✓		✓		✓	✓	✓		✓	2	✓	
Notepads, exclusive								✓				✓	
Lanyards, exclusive								✓				✓	
Pen/Markers								✓				✓	

# Program Agenda

## Friday, May 3, 2019

Refer to Program Agenda on website as presentations are continually being updated.

**\*Speaker lineup includes...**

- ▶ **FOR ADMINISTRATORS, MANAGERS & KEY PERSONNEL**
  - ▶ Updates, Coding, Telemedicine - American Academy of Dermatology
  - ▶ MIPS - Elizabeth Woodcock, MBA, FACMPE, CPC
  - ▶ Better Performing Practices - Michele Simmons, Allergan
  - ▶ Employee Retention with Retirement Plans - Annika Cushnie, Brightworth & Jared Hollands, PenSys
  - ▶ Immigration Compliance and ADA Guidance - Erin Easley, Morgan & Easley
  
- ▶ **FOR LASER PRACTITIONERS, AESTHETICIANS & COSMETIC CARE COORDINATORS**
  - ▶ Light Devices - Patrick Clark, PhD, MLDynamics
  - ▶ Aesthetic Conversion Benchmarks - Glenn Morley, BSM Consulting
  - ▶ The Aesthetic Consultation - Kim Palmieri, Aesthetic Specialty Centre

*\*Incomplete list of speakers at this time. Agenda times for programs and breaks are subject to change. There are additional speakers on May 4; however, the Exhibit Hall is only open on Friday, May 3.*

## Scheduled Attendee Breaks

10:30	11:00	Managers Break
11:30	11:55	Aesthetics Registration
12:00	1:15	Lunch with Attendees
1:30	2:00	Aesthetics Break
2:15	2:35	Managers Break
3:00	3:15	Aesthetics Break
3:35	4:00	Managers Break
5:00	6:00	Exhibitor Reception

# Exhibitor Information

- ▶ Exhibitors must check in at the DMA registration desk upon arrival to receive information packet and name badges.
- ▶ Attendees will have cards for exhibitors to initial. These cards will be used for door prize drawings.
- ▶ All exhibitors are encouraged to have door prizes available. Please be available to present your door prize and have your company's sponsorship recognized during the Exhibitor Reception.
- ▶ Door prize drawings will be on Friday at 5:30 PM.
- ▶ Exhibitors are encouraged to join attendees at Lunch on Friday at 12:00 PM in the hotel.
- ▶ Additional guests (without badges) may purchase lunch or dinner in the Waterside Restaurant.
- ▶ Please wear your name badge. Your name badge will indicate other functions you are entitled to based on sponsorship level.

# Exhibitor Information

## Welcome Bag Inserts

- ▶ Every attendee will receive a bag upon check-in at the event with program information and other logo goodies.
- ▶ Contact one of the Conference Planners if you would like to include something in the Welcome Bag.
- ▶ Ship bag insert items directly to the hotel (indicate on the box ATTN: LOMAX) or make arrangements for delivery.
- ▶ Items must be available before May 2nd. Bags are assembled at the conference center on Thursday prior to the meeting on May 3<sup>rd</sup>.

## Package Receiving

- ▶ Mail exhibit materials to:  
(Your Company Name)  
Atlanta Evergreen Marriott Conference Resort  
4021 Lakeview Drive  
Stone Mountain, GA 30038  
**HOLD FOR DMA May 3, 2019**

*Shipments should not arrive more than 3 days prior to the event.  
Contact hotel at 770-879-9900 if you need additional information.*

# Exhibitor and Sponsorship Information

- ▶ **Space is limited. Register early.**
- ▶ **Deadline** for Exhibitors and Sponsors  
**April 1, 2019** or until full capacity is reached  
*(completed application and payment required)*
- ▶ **Cancellation Policy:**  
Cancellations with refund of paid fees accepted up to April 1, 2019
- ▶ **Register and pay online at**  
[www.DermatologyManagersAssociation.org](http://www.DermatologyManagersAssociation.org)

# Join Us for the 16<sup>th</sup> Annual DMA Conference

**Register & pay online at**

[www.DermatologyManagersAssociation.org](http://www.DermatologyManagersAssociation.org)

or mail application and check to

DMA/GA

Melinda Lomax

3530 Gleneagles Ct

Snellville, GA 30039

678-641-6156

[mllomax@bellsouth.net](mailto:mllomax@bellsouth.net)

For additional information, contact

- ▶ Holley Garrett,  
Director/President  
[garretthy@aol.com](mailto:garretthy@aol.com)  
404-446-1447
- ▶ Kim Gooden  
Director/Vice-President  
[kgooden@dermatologyconsultants.org](mailto:kgooden@dermatologyconsultants.org)  
770-480-8613
- ▶ Melinda Lomax  
Director/Secretary-Treasurer  
[mllomax@bellsouth.net](mailto:mllomax@bellsouth.net)  
678-641-6156

Registered sponsors will receive additional information closer to the event date.

# Conference Terms

DMA is producing this Conference and intends to provide space to exhibitors in an exhibit hall to be held at the Conference Facility. Exhibitor wishes to exhibit at the Conference and agrees to the following Conference Terms.

**Payment Policy:** Confirmation will be provided only after receipt of payment. Exhibit space is assigned based on sponsorship level; therefore, exhibit space will not be held open without payment in full. Payment by charge card is accepted at time of registration. If unable to pay by charge card, check payment can be made to DMA and mailed to Melinda Lomax, 3530 Gleneagles Ct, Snellville, GA 30039.

**Exhibit Space:** The space provided is for a 6' table top display. Exhibitor shall arrange their exhibits and displays so that they do not obstruct other exhibitors.

**Sponsorship Level:** Some sponsorships are exclusive to one business or have limited availability for sponsored activities (i.e., speakers and breaks). There are 15 exhibit tables available at the Gold Level. Silver and Bronze Level sponsorships each have 10 exhibit tables available. You will be notified if your level choice has reached the maximum number allowed so that you may select another option. Sold-out maximum levels will be determined by the earliest registration dates.

**Set-up and Breakdown:** Exhibit set-up is between 8:30 am and 10:30 am Friday morning, May 3<sup>rd</sup>. No exhibits may be dismantled before 6:00 pm, Friday, May 3<sup>rd</sup>.

**Exhibit Assignment:** DMA reserves the right to determine eligibility of any company or product for inclusion as an exhibitor and to assign or relocate exhibits as it deems necessary. DMA will make reasonable efforts to separate exhibitors of like products/services, but no assurance can be given to such separation. Every effort will be made to accommodate exhibitor's preferences. You will receive notification of table assignment after the registration deadline, April 1, 2019.

**Door Prizes:** Exhibitors are encouraged to have prizes available for door prize drawings at 5:30 pm on Friday, May 3<sup>rd</sup>. Please be available to present your door prize and have your company's sponsorship recognized.

**Cancellation Policy:** Cancellations made in writing prior to April 1, 2019 will receive a full refund minus \$25 for administration costs. No refunds are allowed for cancellations after April 1<sup>st</sup>; however, any amount paid can be applied toward Exhibitor fees at the 2020 Conference.