

Dermatology Nurses' Association Focus on the Future



Annual Hybrid Convention

Support Prospectus

February 23-25, 2022

Westgate Las Vegas Resort & Casino

Las Vegas, NV

dna
DERMATOLOGY NURSES' ASSOCIATION®

Dermatology Nurses' Association

40th ANNUAL HYBRID CONVENTION

February 23-25, 2022

Westgate Las Vegas • Las Vegas, NV

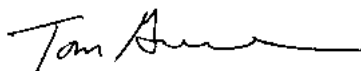
The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care. Members work with board certified dermatologists in offices, outpatient facilities, hospitals, and other settings where patients need dermatology care.

We are pleased to invite you to exhibit during the DNA 2022 Annual Hybrid Convention to be held February 23-25, 2022 at the Westgate Las Vegas, Las Vegas, NV. We anticipate more than 200 dermatology nurse professionals to attend in person and more virtually.

As an exhibitor, you will have an outstanding opportunity to personally present your important sales and marketing message to hundreds of nurses who initiate product evaluations and who purchase products for use. If your products are used in the dermatology market, your participation with DNA is certain to benefit your sales and marketing program.

The exhibit schedule has been designed to provide the best time for nurses to view exhibits and speak with representatives about products and services. Take advantage of this opportunity to exhibit among dermatology nurses and increase your sales while you support the DNA! Join us in Las Vegas, NV!

Sincerely,



Tom Greene

Corporate Relations Manager

856-256-2367 • Fax: 856-589-7463

tgreene@dnanurse.org

YOU'LL HAVE **5.75**
exclusive
HOURS...
NON-COMPETING

Tuesday, February 22

Exhibit Set-up
12:00pm - 5:00pm

Wednesday, February 23

10:30am - 12:30pm
Grand Opening

2:45pm - 3:45pm
Refreshment Break

Thursday, February 24

10:00am - 11:45am
(11:00am - 11:45am NPs only)
Coffee Break

2:15pm - 3:15pm
Refreshment Break

Exhibits Dismantle
3:00pm - 7:00pm

DNA reserves the right to modify the exhibit schedule. Exhibitors will be notified at that time if the schedule changes.

Welcome Back...



to a Live Event!

In-Person Exhibit Hall

Wednesday, February 23, 10:30am - 12:30pm; 2:45pm - 3:45pm

Thursday, February 24, 10:00am - 11:45am (11:00am - 11:45am NPs only); 2:15pm - 3:15pm

10'x10' Booth

\$2,650

- 5.5 hours of exclusive exhibit time
- One 10'x10' booth with 3 badges
- List of Attendees (distributed copy onsite) does not include email addresses
- Complimentary coffee & refreshment breaks
- Booth Signage with company name
- Listing in the convention event page name/address and website
- Will receive a Basic Listing* in the Virtual Exhibit Hall
- Opportunity to upgrade to an Enhanced Presence** in the Virtual Exhibit Hall

Exhibitor Listing Basic*

included

- Company name
- Company logo
- Company description
- Company contact information
- Company website link

Exhibitor Listing Enhanced**

additional \$750

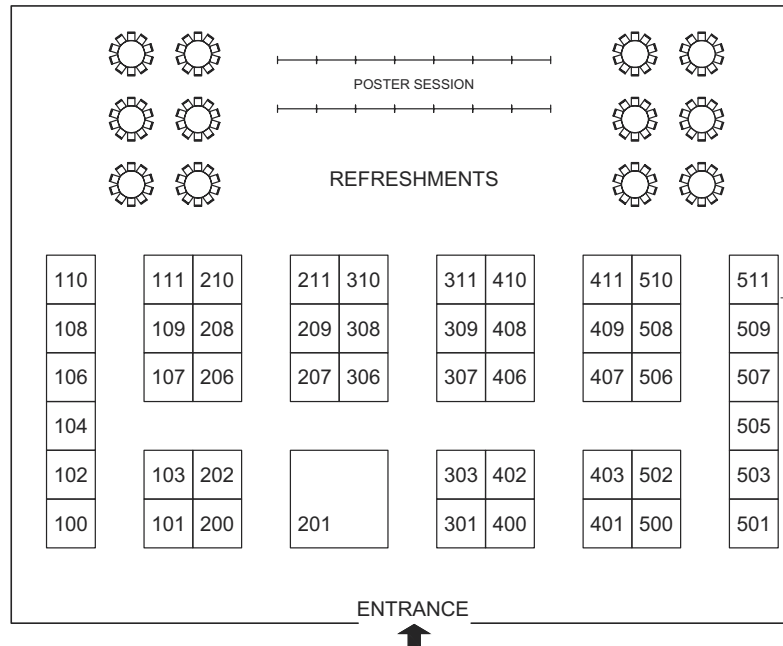
- Includes Industry Listing included with Basic
- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple points of contacts
- Live chat feature built into listing
- Reporting feature includes users, visits, and downloads
- Company required to manage their enhanced listing

Westgate Las Vegas Ballrooms A-C • Las Vegas, NV

For more information contact:

Tom Greene
856-256-2367
tgreene@dnanurse.org

Heidi Perret
856-256-2375
heidi.perret@ajj.com



*DNA now charges a 3% fee on all credit card transactions.

DNA Hybrid Meeting

February 23-25, 2022

Exhibit times: (total 5.75 hours)

Wednesday, February 23, 10:30am - 12:30pm; 2:45pm - 3:45pm

Thursday, February 24, 10:00am - 11:45am; 2:15pm - 3:15pm

Note: All times are Pacific Standard Time (PST)

VIRTUAL EXHIBIT OPPORTUNITIES

Industry Listing - Basic

\$950

- Company name
- Company logo
- Company description
- Company contact information
- Company website link

Industry Listing - Enhanced

\$1,800

- Includes Industry Listing included with Basic
- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple points of contacts
- Live chat feature built into listing
- Reporting feature includes users, visits, and downloads
- Includes one (1) complimentary registration to the CONVENTION
- Company required to manage their enhanced listing

Industry Listing - Premium

\$2,650

- Includes Industry Listing included with Basic
- Opportunity to upload digital banner (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple points of contacts
- Live chat feature built into listing
- *Capability to host a live Zoom room to showcase products and services live up to 100 attendees*
- Reporting feature includes users, visits, and downloads
- *Includes two (2) complimentary registrations to the CONVENTION*
- Company required to manage their premium listing

ADD-ON INDUSTRY LISTING - PREMIUM LISTING ONLY \$500 EACH: (Ten opportunities available) Increase your Industry Listing exposure by adding onto your premium listing. This add-on will highlight your company at the top of the Industry Showcase listings, keeping your company at the top of mind to all DNA attendees. (i.e Platinum vs Gold vs Bronze)

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DNA Hybrid Meeting

ADVERTISING OPPORTUNITIES

PROGRAM AD ON MAIN PORTAL PAGE: The DNA Convention Program and Exhibits page will be available to all registrants attending the convention. The program will contain important information that the registrants need, including the detailed convention agenda, Industry Showcase listings, The program is an indispensable reference, so your ad will be seen again and again! Full Page, 4 color (dimensions are 6" x 9" in a hi-res jpeg) **\$3,500.**

SPONSORSHIP OPPORTUNITIES

Keynote Sponsor

\$4,000

Wednesday, February 23 — 8:15 am -9:15 am - Opening Keynote

- Two complimentary passes for your representatives to attend sessions throughout the full convention
- One complimentary full-convention attendee registration to be used as a giveaway when promoting the event
- 1-minute spot to introduce yourself and promote your company
- Opportunity to introduce keynote speaker
- Booth in virtual exhibit hall - includes enhanced listing!
- Excel registration list post-convention to promote your products and services to convention attendees

Virtual Page Sponsor

\$3,000

- Sponsor logo placed on web-page where all handouts and presentations will be accessible
- Ability to provide two (2) PDFs to be uploaded
- Sponsor logo hyperlinked included on sponsor page (3 to choose from)
 1. Social Wall - Where attendees share pictures and posts with each other to stay engaged virtually.
 2. Who's Here / Attendee list - Attendees can opt-in here to see what colleagues are participating!
 3. Forum — A discussion area to continue discussions and stay connected

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DNA Hybrid Meeting

Closed Captioning Sponsor **\$6,000**

- Verbal recognition several times during the Convention
- Recognition with logo/link on main virtual portal page

Product Theater/Symposia (Live) **\$20,000**

AVAILABLE SLOTS

Wednesday, February 23, 2022 . . . 7:00 am - 8:00 am Breakfast | 6:00 pm - 7:00 pm Wine & Cheese
 Thursday, February 24, 2022 7:00 am - 8:00 am Breakfast | 5:30 pm - 6:30 pm Wine & Cheese
 Friday, February 25, 2022 7:00 am - 8:00 am

Exclusive Product Theater/Symposia (Live) **\$47,500**

AVAILABLE SLOTS

Wednesday, February 23, 2022 12:30 pm - 1:45 pm Lunch
 Thursday, February 24, 2022 11:45 am - 1:00 pm Lunch

For Additional Information

Tom Greene
 Corporate Relations Manager
 856.256.2367
 tgreene@dnanurse.org

Heidi Perret
 Marketing Coordinator
 856.256.2375
 heidi.perret@ajj.com



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Information for Exhibitors

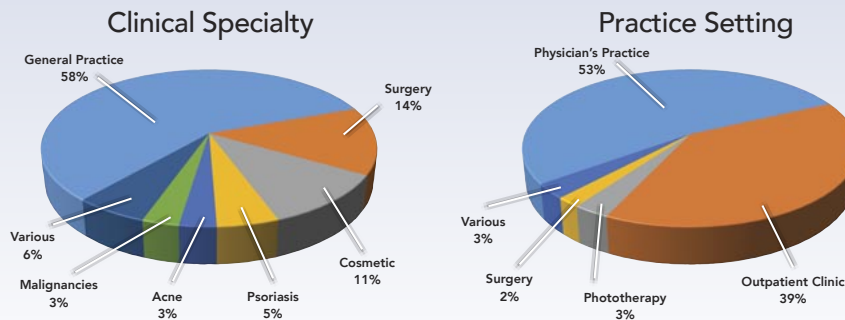
DNA's Annual Hybrid Convention attracts more than 200+ attendees, both members and non-members of the DNA representing all segments within the dermatologic arena. Convention attendees come from all over the US and Canada for educational opportunities and peer-to-peer networking.

The Exhibit Hall offers companies the opportunity to highlight products and services that keep this expanding specialty moving forward. DNA nurses look forward to learning about new procedures, tools and techniques that they can immediately adopt in their practices and facilities.

WHO SHOULD EXHIBIT?

Dermatology nurses hold significant decision-making power and are influential in the areas of investments and product referrals being made within their respective practices and facilities. If you want to reach this highly influential audience, you can't afford to miss the DNA 2022 Annual Hybrid Convention!

Convention Attendees



Rules and Regulations

Assignment of Space

All applications for space must be filed on the contract form enclosed. Please keep a copy for your records. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the Association. The Dermatology Nurses' Association may at its discretion accept or reject any application for space and reserves the right to relocate or reassign space at any time for the overall benefit of the convention. In determining your overall level of support to DNA, DNA takes into account: your past and present exhibit participation; participation in DNA's Corporate Membership Program; advertising support of DNA publications; miscellaneous grants and sponsorships; etc.

Exhibitor Services

The following services will be provided to exhibitors at no additional charge.

- A standard pipe/drape set
- A standard identification sign showing exhibitor's name and booth number
- Exhibit description in the Convention Program Book
- Pre-registration of booth personnel
- Pre-registration list of attendees (distributed on-site)
- Complimentary refreshment breaks served in exhibit hall

DNA Policies

If material on display is not in keeping with DNA policy and philosophy, we reserve the right to demand its removal. Canvassing outside of the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time within the hall. All business must be conducted from within each exhibitor's booth.

Program Guide Advertising

DNA will publish a Convention Program Guide containing program and exhibit information. Advertising information is contained on a separate sheet within this prospectus. Closing date for space reservations is January 8, 2022.

Decorator Services Shipping Instructions

DNA will make arrangements with an official contractor to handle all exhibit-related needs. They will have labor available for set-up and will also provide furnishings. The drayage firm will receive, store, and deliver exhibits directly to the exhibit hall on set-up day. All shipments must be prepaid and consigned as indicated on the floor plan page.

Security and Liability

All efforts will be made to provide adequate security for the exhibit area. However, each exhibitor must make provisions to safeguard their valuables from the time they are placed in the exhibit area until they are removed. Neither the Dermatology Nurses' Association nor the Hotel will be responsible for loss or damage due to any cause. DNA is not liable for any additional expenses incurred by exhibitors beyond booth fees and the exhibitor hereby releases DNA from any and all claims of every sort it may have against DNA based upon, arising out of, or in connection with or related to the trade show, including, but not limited to loss, theft, damage, destruction, or delay or non-delivery of goods, display material and other effects.

These rules and regulations are to be construed as part of all space contracts. The Dermatology Nurses' Association reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

Registration

Advance registration will be provided. All exhibitors will be required to register. A special exhibitor registration area will be provided on-site. Exhibitors are entitled to two complimentary exhibit badges per booth. Additional badges over three will be available for \$100 each. Admission to the exhibit area will be by badge only.

Communications with reference to exhibits at DNA's Annual Hybrid Convention should be addressed to:
Heidi Perret: Marketing Coordinator
DNA Annual Hybrid Convention
Phone: 856-256-2375 | FAX: 856-589-7463
Email: heidi.perret@ajj.com