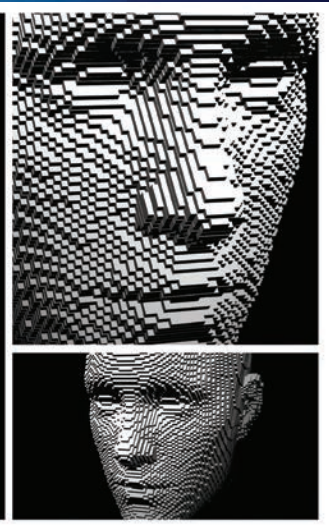
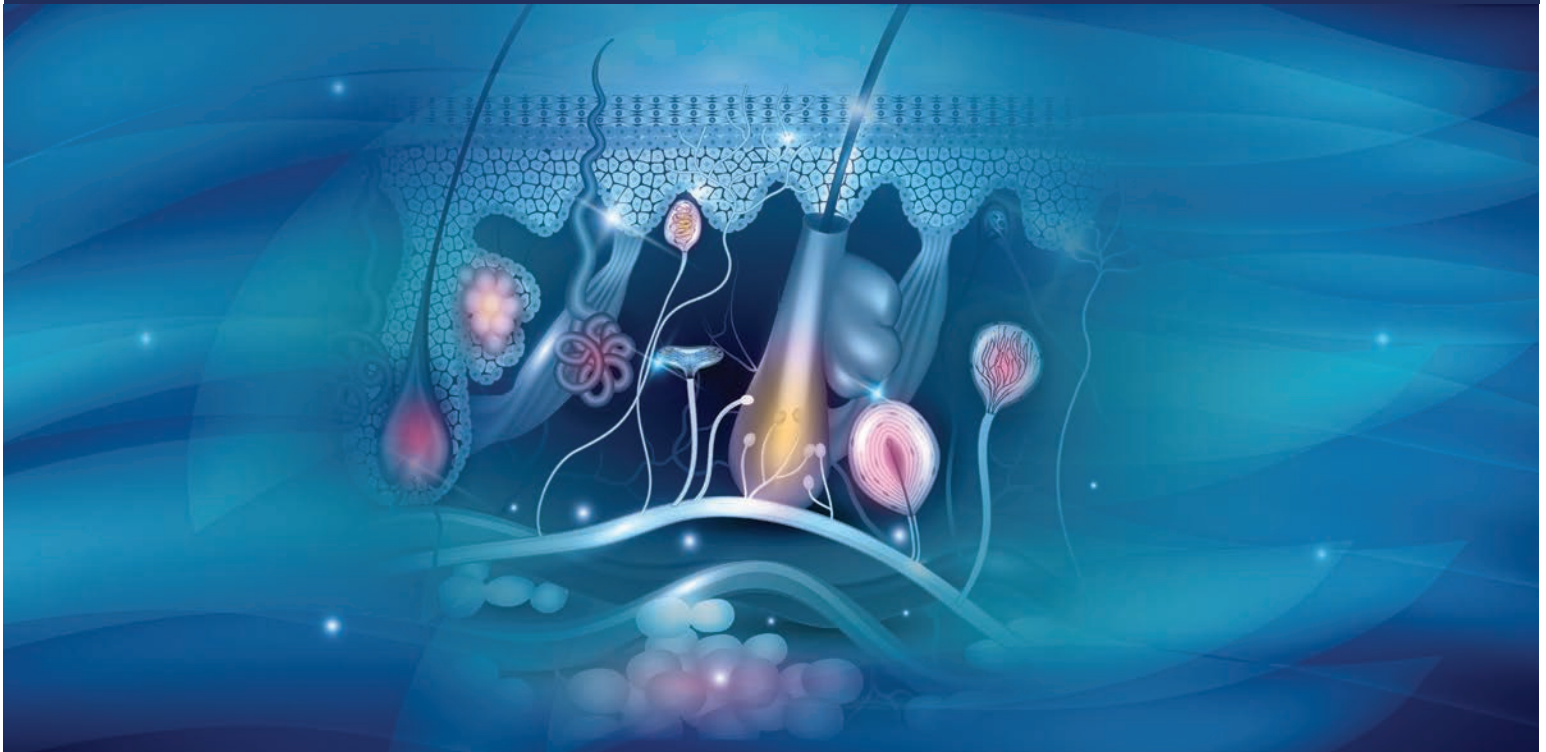


**Exhibitor/
Sponsor
Prospectus**

CT Dermatology Scientific Program November 15, 2023

The Aqua Turf Club • 556 Mulberry Street • Plantsville, Connecticut



WELCOME

Dear Corporate Exhibitor/Sponsor,

CT Dermatology and Dermatologic Surgery Society Scientific Meeting & Vendor Expo offering the most comprehensive and stimulating array of Dermatology information and technology ever assembled.

This state-of-the-art hybrid meeting features panel discussions on controversial issues and techniques, award lectures and instructional courses.

The scientific program will feature the latest clinical and technological developments, presented by national and international leaders, to an audience of dermatologists from CT, MA, NY and RI.

The annual meeting presents a unique opportunity for you to interact with the members of CT Dermatology, over 160 strong, an organization representing over 92% of dermatologists practicing in Connecticut.

The exhibition floor will be designed to maximize physician-representative interaction. As always, your representatives are invited to attend the scientific sessions and to participate in all planned social events to unite with regional colleagues.

In this prospectus, you will find information on other digital advertising opportunities, as well as opportunities for Product Theaters and Sponsorships at the LIVE meeting.

Your support is vital to the success of our meeting. Our goal is for you to return to your office confident that you earned an outstanding return on your investment.

Mark you calendar for this well attended Annual Meeting.

We look forward to seeing you at The Aqua Turf.

With best regards,

Deborah Osburn

Executive Director

DIRECTIONS TO THE AQUA TURF

I-84 East from Waterbury - Take Exit 28, take a right onto Route 322. Go straight, under second underpass take a left at the car wash onto Old Turnpike Road. At the first stop sign, take a right onto Mulberry Street. The Aqua Turf Club is located 1/2 mile on the right.

I-84 West from Hartford - Take Exit 29 (left hand exit). At the end of the exit will be a light. Take a left and go to your next light (just before Gene's Restaurant), take a right onto Mulberry Street. Go approximately one mile down the road. The Aqua Turf Club will be on your right.

From I-91 or the Merritt Parkway - Take Route 691 West toward Waterbury. Take exit 4 (Southington), take a right. At the bottom of the hill (McDonald's on the corner), take a right onto South End Road. Follow until you come to Mulberry Street on the left. The Aqua Turf Club is on Mulberry Street approximately 1/4 mile on the left.

If you plan to ship your booth or display - Shipping Address and phone contact:

The Aqua Turf Club, 556 Mulberry Street, Plantsville, CT 06479 • Phone: 860-621-9335

DERMATOLOGY SPONSOR LEVELS NOVEMBER 15, 2023

Platinum Sponsor

Cost: \$10,000 (plus 6.35% CT sales tax \$635) **if signed contract is received by October 15, 2023.**

\$11,000 (plus 6.35% CT sales tax \$698.50) **if contract or payment is received after October 15, 2023.**

Platinum level recognition in Connecticut Dermatology e-communications, final program, during conference and website (including logo).

- Sponsored 45 minutes Product Theater
- Full page advertisement in the Connecticut Dermatology newsletter
- 2 approved targeted email blasts to Connecticut Dermatology membership
- Logo, link and description on Connecticut Dermatology website (max 200 words)
- Banner ad on virtual platform
- 6 representative registrations

Gold Sponsor

Cost: \$5,000.00 (plus 6.35% CT sales tax \$317.50) **if signed contract is received by October 15, 2023.**

\$6,000.00 (plus 6.35% CT sales tax \$381) **if contract or payment is received October 15, 2023.**

Gold level recognition in CT Dermatology e-communications, final program, during conference and website (including logo).

- Gold level Sponsor will have 15 minuted Product Theater
- Half page advertisement in the Connecticut Dermatology newsletter
- 2 approved targeted email blasts to Connecticut Dermatology membership
- Logo and description on Connecticut Dermatology website (max 150 words)
- Banner ad on virtual platform
- 6 representative registrations

Silver Sponsor

Cost: \$1,395.50 (plus 6.35% CT sales tax \$88.61) **if signed contract is received by October 15, 2023.**

\$1,595.50 (plus 6.35% CT sales tax \$101.31) **if contract or payment is received after Oct. 15, 2023.**

Silver level recognition in Connecticut Dermatology e-communications, final program, during conference and website (including logo).

- Silver level sponsor - 1 minute Exhibit Time on Main Platform
- Page advertisement acknowledging sponsorship
- Logo and description on Connecticut Dermatology website (max 100 words)
- 1 representative registration

Logo and Advertisement only - \$550 (plus 6.35% CT sales tax \$34.93)

Exhibitor recognition in Connecticut Dermatology e-communications, final program, website (including logo).

- Logo and line with description on Connecticut Dermatology website (max 75 words)

**Instead of membership, you may choose to e-blast conference attendees. You may also choose a direct mailer instead of sending an e-blast, either to membership or conference attendee.

All Sponsors will receive an Attendance List and will be able to chat with attendees during the program.

DERMATOLOGY EXHIBITOR LEVELS November 15, 2023

Platinum Exhibitor

Cost: \$3,500.00 (plus 6.35% CT sales tax \$222.25) **if signed contract is received by October 15, 2023.**
\$4,000.00 (plus 6.35% CT sales tax \$254.00) **if contract or payment is received after Oct. 15, 2023.**

As a Platinum Exhibitor you will receive a premium 10'x20' center island draped space with up to two tables, four chairs, sign, electricity, Free WiFi and **six badges for attendees** for the vendor expo. In addition Platinum exhibitors may have two pages in the program book to advertise booth location and will also have your name listed on signature cards to insure maximum physician exposure. The Platinum exhibitors will receive a final attendance list at the meeting.

Camera ready art work (single page 3.875" wide by 5.25" high - high resolution pdf with all type set to outline) must be sent by October 1, 2023 to: debbieosborn36@yahoo.com.

* * * * * **Platinum Exhibitor has a choice of location** * * * * *

Please select one: Coffee Tea Chocolate Popcorn

Gold Exhibitor

Cost: \$2,000.00 (plus 6.35% CT sales tax \$127.00) **if signed contract is received by October 15, 2023**
\$2,500.00 (plus 6.35% CT sales tax \$158.75) **if contract or payment is received October 15, 2023.**

As a Gold Exhibitor you will be assigned an 8'x10" pipe-draped area with 1 table, two chairs, sign, free WiFi and **three badges for attendees** for the vendor expo. In addition have your name listed on signature cards to insure maximum physician exposure.

Silver Exhibitor

Cost: \$1,495.50 (plus 6.35% CT sales tax \$94.96) **if signed contract is received by October 15, 2023.**
\$1,695.50 (plus 6.35% CT sales tax \$107.66) **if contract or payment is received after Oct. 15, 2023.**

As a Silver Exhibitor you will be assigned a 6'x8' pipe-draped booth space, 1 table, two chairs, sign, free WiFi, **one badge for attendee** and have your name listed on signature cards to insure maximum physician exposure. The exhibitor hall is near the physicians educational conference room, providing easy access to the exhibitor hall for all breaks.

All Exhibitors

Additional badges can be purchased for \$250.00 per attendee.

Please note: effective October 1, 2015 CT state sales tax will be charged. Booths must be set up one hour prior to physician's registration. Space is very limited so please reserve your space as soon as possible. **Booths will not be held without a Deposit and signed Agreement. Booth Space Deposit is non-refundable.** Upon completion of this form, both parties enter a binding legal contract. **Please contact The Aqua Turf, 556 Mulberry Street, Plantsville CT 06479 for shipping arrangements of your booth - phone 860-621-9335.**

Upon request exhibitors may attend the CME Programs scheduled. Attendance of 80-140 Connecticut Dermatologists is expected. The Aqua Turf provides maximum space for 30 exhibitors. **If names for badges are not received by oct. 15, 2023 there will be a \$25.00 charge per name per badge.**

Name Badges

Please provide name(s) of company representative who will attend by Nov. 1, 2023. (please print)

Badges included with your booth - Attendee Names:

Additional Badges \$250.00 each - Attendee Names:

DERMATOLOGY CONTRACT AND PAYMENT FORM NOV. 15, 2023

I, _____ as authorized representative for _____
 (please print) (company name as you wish it to appear in program)

accept the following conditions of the Platinum Gold Silver
(please check appropriate exhibitor level)

Check your Sponsorship Station choice: Coffee Tea Chocolate Popcorn

Number of Extra Badges @ \$250 per badge _____ TOTAL _____

Signature of Authorized Card Holder _____

Company Name (please print) _____

Representative Name (please print legibly) _____

Company Accounting Email Address _____

Title _____

City State Zip _____

Representative Cell Phone # _____

Telephone # _____

Representative Email Address _____

Fax # _____

Deborah Osborn
 CDS Authorized Signature

CDS Tax ID#: 06-1377256

CT Dermatology & Dermatologic Surgery Society
 26 Sally Burr Road • PO Box 1079 • Litchfield, CT 06759
Fax 860-496-1830 • Phone 860-567-3787
 email debbieosborn36@yahoo.com • Debbie Osborn Cell phone 860-459-4377

Credit Card Payment Form

_____ Visa _____ Mastercard _____ American Express

_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____/_____
 (16 digit card number)

_____/_____/_____
 (Expiration date)

 Billing Zip * Required

Security Codes

_____/_____/_____
 *3 digit # that appears on the back of the MC/VISA card

_____/_____/_____/_____
 *4 digit # that appears on the front of AMEX card

***These numbers are needed to run payment through with a merchant discount**

\$ _____ Booth Amount \$ _____ Extra Badge Amount \$ _____ Sponsorship Amount

\$ _____ Electrical Amount (if requested) \$ _____ Total

\$ _____ 6.35% CT sales tax charged

\$ _____ Total amount charged including tax

 (Card holder name)

 (Card holder signature)

 (Card holder address)

*
 * Required - (Billing Address City - State - Zip Code)

Please fill out completely!

DERMATOLOGY ELECTRICAL FORM NOVEMBER 15, 2023

Please complete this form for your electrical requirements. **IMPORTANT:** Please notify us if special wattage and amperage is required. One single outlet is defined as 110 volt, alternating current, maximum 1000 watts. **MAXIMUM 15 AMPS. (MUST SPECIFY AMPERAGE REQUIRED FOR EACH OUTLET ORDERED).** Please contact Debbie Osborn at cell 860-459-4377, CDS 860-567-3787, fax 860-496-1830 if additional outlets are needed.

Name of Company: _____

Billing Address: _____
(Street, City, State, Zip Code)

Representative Name: _____
(Please print)

Authorized Signature: _____

Representative Cell Phone: _____ Phone Number: _____ Fax Number: _____

Email Address: _____

TOTAL # OF SINGLE (NOT DUPLEX) OUTLETS REQUIRED: # _____ amperage (please specify)

PRICING: Before August 1, 2018

1 Outlet (single/not duplex)	\$125.00	2 Outlets (Double)	\$150.00
3 Outlets (Triple)	\$175.00	4 Outlets (Quad)	\$200.00

Sub total: _____ 6.35% CT sales tax: _____ BALANCE DUE: _____

**Important: This form and payment must be received 30 days prior to the event to receive electrical services. The facility engineer may refuse connections where wiring is not in accordance with the CT State Safety Codes. Exhibitors are responsible for providing their own surge protectors.*



Please make checks payable to **CT Dermatology & Dermatologic Surgery Society**
PO Box 1079, Litchfield, CT 06759 Fax: 860-496-1830 • Debbie Osborn Cell: 860-459-4377
Or email credit card payment to debbieosborn36@yahoo.com

Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Section of Dermatology of Connecticut State Medical Society

2 Business name/disregarded entity name, if different from above
Connecticut Dermatology and Dermatologic Surgery Society

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the ^X tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ► _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
26 Sally Burr Road

6 City, state, and ZIP code
Litchfield, CT 06790

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

0	6	-	1	3	7	7	2	5	6
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ► *Deborah Osborn* Date ► **June 30, 2023**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

The Connecticut Dermatology and Dermatologic Surgery Society

Wednesday, November 15, 2023

The Aqua Turf, 556 Mulberry Street, Plantsville, Connecticut



2:30 pm Advocacy – Why Physicians Should Engage Now

– Senator Saud Anwar, MD

Objectives: 1. To describe the political climate and how it is affecting the practice of medicine. 2. To highlight some of the proactive legislation passed in 2022 and 2023 addressing prior authorization. 3. Step therapy and protecting the practice of medicine

3:10 pm Coffee Break – Visit vendor Hall

3:30 pm The Cost of Healthcare - Facts and Myths and How it Affects the Practice of Medicine

– Wendy L. Kroll, JD

Objectives: 1. To discuss the effect of private equity arrangements on the cost of healthcare and the corporate practice of medicine. 2. To review contract terms that have a direct impact on patient quality of care.

4:00 pm Brief Medical Practice Legal Update: Patient Record Destruction and the Law - The Risk of Treating Family and Friends – What's at Stake

– Joyce C. Lagnese, JD

Objectives: This brief presentation will discuss destruction of patient medical records as well as the identification of issues associated with texting, emailing and personal devices. 1. To review the current laws surrounding the treatment of family and friends. 2. To review protocols offices should have in place when writing prescriptions. 3. Review penalties and risks involved in violating state law.

4:30 pm Sweat the Small Stuff - Coding and Documentation Update 2023

– Howard W. Rogers, MD, PhD

Objectives: After attending this session, participants should be able to... 1. Understand elements that determine office visit coding level. 2. Recognize whether an evaluation and management service is separate and distinct from a same day minor procedure. 3. Use secondary diagnosis codes to demonstrate medical necessity for treatment of benign lesions.

4:45 pm Product Theater

5:30 pm Infections You Might Not Know Much About

– Theodore Rosen, MD

Objectives: At the conclusion of this presentation, the attendee shall: 1. Recognize clinical features of unusual but serious cutaneous infections. 2. Employ proper diagnostic techniques to determine the definitive identity 3. Institute optimal and timely therapy for select unusual cutaneous infections.

6:30 pm Dinner/Dessert with Vendors

7:00 pm Product Theater

7:45 pm Everything Cosmetic: Insights for Injection Techniques, New Cosmeceuticals and Business Pearls

– Kavita Mariwalla, MD

Objectives: At the conclusion of this presentation the audience should be able to: 1. Use an updated technique for injecting the glabella with neurotoxins. 2. Understand the differences and effects of the neuromodulator brands including Daxxify. 3. Formulate and effective skincare routine for patients in their 40s, 50s and 60s. 4. Use technology to streamline their business practices.

8:15 pm Product Theater

9:00 pm Product Theater - TBA

9:45 pm Door Prizes in Vendor Hall

This activity has been planned and implemented in accordance with the Essentials and Standards of the Connecticut State Medical Society through the joint sponsorship of CSEP and The Connecticut Dermatology & Dermatologic Surgery Society.

CSEP is accredited by the CSMS to provide continuing medical education for physicians.

CSEP designates this educational activity for a maximum of 3.0 AMA PRA Category I Credit(s)[™] toward the AMA Physicians Recognition Award. Each physician should claim only those hours of credit that he/she spent in the activity.