



42nd Annual Convention

March 6-9, 2024

Town and Country Resort | San Diego, CA

Support Prospectus



EXCEEDING THE VISION



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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 2024 Annual Convention to be held March 6-9, 2024 at the Town and Country Resort in San Diego, CA. We anticipate more than 300 dermatology nurse professionals to attend live in San Diego.

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 San Diego, CA!

Sincerely,

A handwritten signature in black ink that reads "Tom Greene".

Tom Greene
Corporate Relations Manager
856-256-2367
tgreene@dnanurse.org

Tuesday, March 5

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

Wednesday, March 6

10:15am - 12:00pm
Grand Opening

2:30pm - 3:30pm
Refreshment Break

Thursday, March 7

10:00am - 11:45am
Coffee Break

2:00pm - 3:15pm
Refreshment Break

Exhibits Dismantle
3:15pm - 9:00pm

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

A close-up, artistic photograph of a clock face. The clock is dark with light-colored hour markers. A bright blue arrow points to the 6 o'clock position. The text "You'll have 6 exclusive hours... non-competing" is overlaid on the image in a light blue, sans-serif font, following the curve of the clock's edge.

You'll have 6 exclusive hours... non-competing

In-Person Exhibit Hall

Wednesday, March 6 — 10:15am - 12:00pm; 2:30pm - 3:30pm

Thursday, March 7 — 10:00am - 11:45am; 2:00pm - 3:15pm

10'x10' Booth

\$2,800

- 6 hours of exclusive exhibit time
- One 10'x10' booth with 3 badges
- List of Attendees (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 a Standard Presence** in the Virtual Exhibit Hall

****Booths do not include a table or chairs.****

*Non-profit rates are available. Please contact us.

Exhibitor Listing Basic*

included

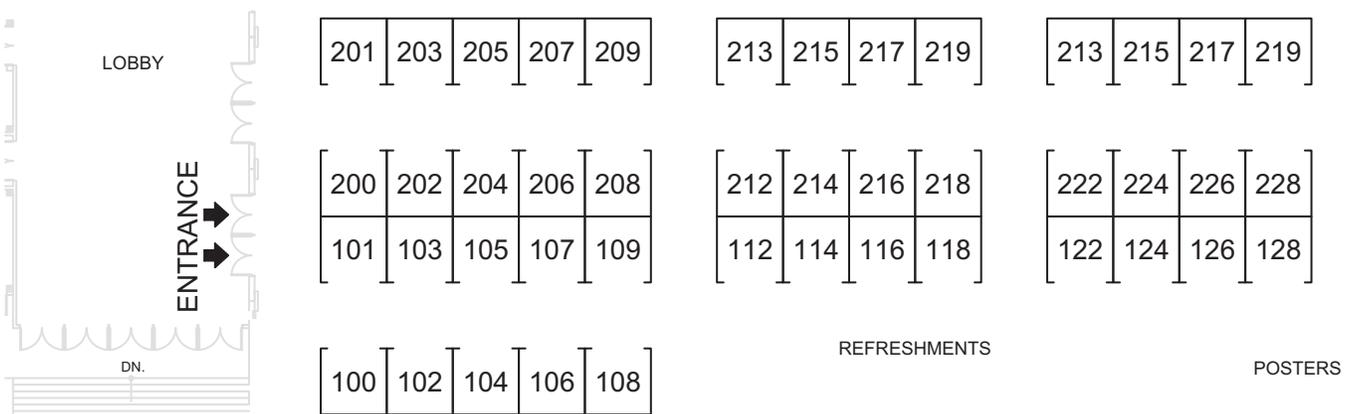
- Company name
- Company logo
- Company description
- Company contact information
- Company website link

Exhibitor Listing Standard**

additional \$900

- Includes Industry Listing included with Basic
- Opportunity to upload 3 digital banners (various sizes)
- Area to embed videos from YouTube and/or Vimeo
- Ability to upload resources/handouts/pdfs
- Ability to list multiple team members
- Live chat feature built into listing
- Reporting feature includes users, visits, and downloads
- Company required to manage their standard listing

Golden State Ballroom



Hotel Information:

Town and Country Resort
500 Hotel Circle North
San Diego, CA 92108
1-619-291-7131

**DNA hotel reservations can be made
dnanurse.org website.**

For more information contact:

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

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

Product Theater/Symposia (Live)

\$20,500

AVAILABLE SLOTS

Wednesday, March 6, 20247:00 am - 8:00 am Breakfast | 5:00 pm - 6:00 pm Wine & Cheese
Thursday, March 7, 20247:00 am - 8:00 am Breakfast | 5:30 pm - 6:30 pm Wine & Cheese
Friday March 8, 20247:00 am - 8:00 am Breakfast

Exclusive Product Theater/Symposia (Live)

\$48,000

AVAILABLE SLOTS

Wednesday, March 6, 202412:15 pm - 1:30 pm Lunch
Thursday, March 7, 202411:45 am - 1:00 pm Lunch
Friday March 8, 202411:30 am - 1:00 pm Lunch

For Additional Information

Tom Greene

Corporate Relations Manager
856.256.2367
tgreene@dhanurse.org

Heidi Perret

Marketing Specialist
856.256.2375
heidi.perret@ajj.com



Information for Exhibitors

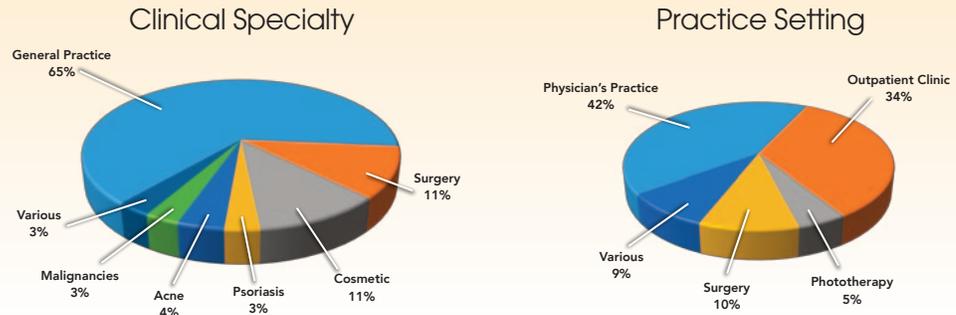
DNA's Annual Convention attracts more than 300 attendees, both members and non-members of the DNA representing all segments within the dermatologic arena. Convention attendees come from all over the US and Canada for educational opportunities and peer-to-peer networking.

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 2023 Annual Convention!

DNA Member Demographics



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 Event Page
- Pre-registration of booth personnel
- Pre-registration list of attendees (Does not include email address)
- 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.

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 three 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.

Terms of Payment And Cancellations

Full payment is required with the booth application. DNA accepts VISA, MC and AMEX along with check payments. Assignments not rejected by the exhibitor within 14 days from the notification space assignment will be considered accepted by the exhibitor and may, thereafter, be rejected or the contract cancelled only with the approval of the Exhibit Manager.

Should any contingency prevent holding of the conference or exhibition, the sponsoring group shall not be held liable for any expense incurred by the exhibitor.

Exhibitors canceling before January 9, 2024 will forfeit 50% of booth fee. Exhibitors canceling after this date will be charged full space rental, whether the space is paid in full or not.

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

DNA 2024 Annual Convention
March 6-9, 2024 / Town and Country Resort / San Diego, CA
BOOTH / SPONSORSHIP APPLICATION



Exhibiting Company _____

Address: _____

City: _____ State: _____ Zip Code: _____

Contact: _____ Phone: _____

Email: _____ Website: _____

IN-PERSON EXHIBIT BOOTH		
10X10 Booth	\$ 2,800 (includes a Basic Virtual Booth)	\$
Upgrade to Standard Virtual Booth	\$ 900	\$
VIRTUAL ADVERTISING OPPORTUNITY		
Program Ad on Convention Event Page	\$ 2,500 Full Page/Full Color (6"x9" high resolution .jpg)	\$
SPONSORSHIP OPPORTUNITY		
Product Theater/Lunch (<i>exclusive</i>)	\$48,000 - Wednesday March 6 / 12:15 pm – 1:30 pm	\$
Product Theater/Lunch (<i>exclusive</i>)	\$48,000 - Thursday March 7 / 11:45 am – 1:00 pm	\$
Product Theater/Lunch (<i>exclusive</i>)	\$48,000 - Friday March 8 / 11:30 am – 1:00 pm	\$
Product Theater/Breakfast (<i>2 available</i>)	\$20,500 - Wednesday March 6 / 7:00 am – 8:00 am	\$
Product Theater/Wine & Cheese (<i>2 available</i>)	\$20,500 - Wednesday March 6/ 5:00 pm– 6:00 pm	\$
Product Theater/Breakfast (<i>2 available</i>)	\$20,500 - Thursday March 7 / 7:00 am – 8:00 am	\$
Product Theater/Wine & Cheese (<i>2 available</i>)	\$20,500 - Thursday March 7 / 5:30 pm – 6:30 pm	\$
Product Theater/Breakfast (<i>2 available</i>)	\$20,500 - Friday March 8 / 7:00 am – 8:00 am	\$
TOTAL AMOUNT		\$

This form will serve as your invoice.

Signature (required) _____ Date: _____

_____ Full Payment to be made via Check payable to DNA (Tax ID #22-2485816) and mailed to:

****DNA Annual Convention / 435 N. Bennett Street / Southern Pines, NC 28387-4814****

_____ Full Payment to be made via Credit Card

DNA now charges a 3% fee on all credit card transactions, will be reflected on your receipt.

_____ Visa _____ MasterCard _____ AMEX

Name on Credit Card _____

Credit Card Number _____

Security Code _____ Expiration Date _____

Charge Amount \$ _____

Credit Billing Address Street # _____ Zip Code _____

Signature _____

ALL SPONSORSHIP FORMS must be sent to:
DNA Annual Convention

Box 56 / Pitman, NJ 08071 / Phone: 856-256-2375 / heidi.perret@ajj.com