



# **DMA** 2024 Annual Conference



**Dynamic Learning for Dermatology &  
Aesthetic Practices**

**April 26–27, 2024**

The Hotel at Avalon  
Alpharetta, GA

**EXHIBITOR PROSPECTUS**

# 2024 DMA Conference Exhibitor Prospectus

**Market your company and raise brand awareness. Meet exclusively with Dermatology and Aesthetic Practices to identify prospects and generate leads, build new relationships and reconnect with existing customers.**

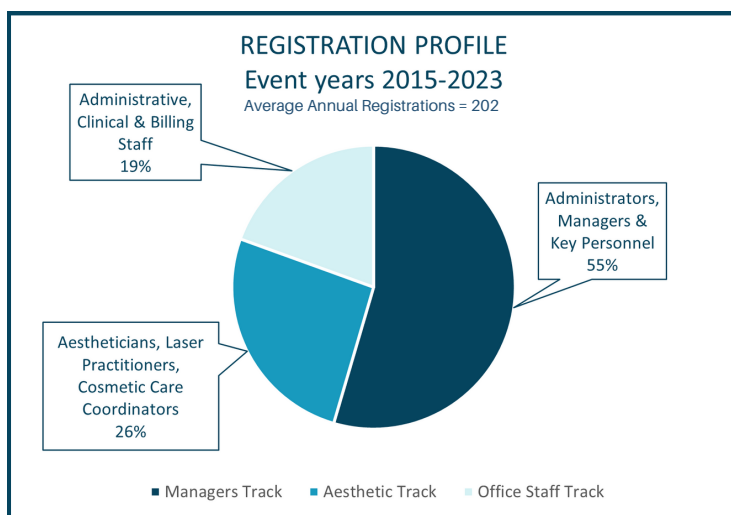
The 21st Annual DMA Conference will provide an engaging exchange with over 200 attendees from dermatology and aesthetic practices.

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

**DMA offers three educational tracks - something for all staff members in dermatology and aesthetics. The Managers Track has sessions all day Friday and Saturday morning. The Aesthetic Track runs on Friday afternoon and the Office Staff Track is on Saturday morning. The Exhibit Hall is open on Friday.**

Opportunities to meet the following attendees during breakfast, lunch, refreshment breaks, and at the exhibitor reception.

- Practice Administrators
- Office Managers
- Clinical Office Staff
- Insurance & Billing Staff
- Front Office Staff
- Aestheticians
- Laser Practitioners
- Cosmetic Care Coordinators
- Marketing Specialists
- Mid-level Providers & Physicians



# Quick Glance Exhibitor Information

**Exhibit Hall open on Friday, April 26, 2024**

**Location:** The Hotel at Avalon  
9000 Avalon Blvd, Alpharetta, GA 30009  
678-722-3600

**Breakfast:** 7:30 am - 8:20 am

**Exhibit Set-up:** 7:30 am-10:00 am Friday

**Exhibitor Breakdown:** 6:30 pm (No exhibits should be dismantled before 6:00 pm.)

**Exhibitor Networking Reception:** 5:00 pm - 6:30 pm

**Door Prize Drawings:** 5:30 pm

**Registration Deadline:** April 10, 2024 or until capacity reached

**Cancellation Deadline with refund:** April 1, 2024

**Exhibitor Application online at [DermatologyManagersAssociation.org](https://DermatologyManagersAssociation.org).**



# Exhibitor Information

**Space is limited. Register early for best table assignment.**

**Deadline:** Completed application and payment required by April 10, 2024 or until full capacity is reached. Some sponsorships require earlier registration as noted.

**Cancellation Policy:** Cancellations with refund of paid fees, less \$25 for processing fee, accepted up to April 1, 2024.

**Electrical Outlets/Additional Data Access:** Electricity is the responsibility of the exhibitor. Dunlop Productions will be happy to help you with any electrical needs in the exhibit hall. Contact Scott Kelley (skelley@dunlopproductions.com).

**Package Receiving:** Shipments should not arrive more than 3 days prior to the event. Contact the hotel at 678-722-3600 if you need more information.

**Mail exhibit materials to:** Your Company Name  
The Hotel at Avalon  
9900 Avalon Blvd  
Alpharetta, GA 30009  
HOLD FOR DMA APRIL 26, 2024

**Welcome Bag Inserts/Products:** Contact one of the organizers if you would like to include something in the Welcome Bag. Items must be available BEFORE April 25, 2024 at 1:00 pm. If shipping items directly to the hotel (at the above address), indicate on the box ATTN: DMA Lomax or make arrangements for delivery to one of the organizers.

## **Exhibit Space includes:**

- 6' skirted table with 2 chairs
- Logo recognition in materials and signage when received prior to announced printing deadlines
- Friday breakfast, lunch, and refreshment breaks with attendees
- Friday Exhibitor Networking Reception (food, drinks, door prizes)

Floor displays may be used behind the table but may not obstruct other exhibits. Tables are limited to one business/company only.



# Exhibitor Information

DMA is supported by our many generous exhibitors and sponsors allowing reasonable registration fees for attendees. DMA promotes their annual conference offering professional development opportunities for all staff members of Dermatology and Aesthetic practices with attendees from many states. Continuing educational units are available for most programs through AAPC. CEUs and certificates for laser practitioners are also offered. DMA is a non-profit 501(c)(3) association.

**Table Assignments:** Some sponsorships are exclusive and awarded on a first-come, first-served basis. Exhibit table placement is assigned by the greatest sponsorship level and earliest date of registration.

**Door Prizes:** Attendees enjoy the door prize drawings during the Exhibitor Reception. They are eligible to have their name drawn by asking each exhibitor to initial their company logo on a card.

Exhibitors are encouraged to have door prizes available, but it is not mandatory. Prizes are displayed at the exhibit table until time for the drawings at 5:30 pm on Friday.

**Additional Opportunities:** Every attendee will receive a Welcome Bag at registration. You can include your company items such as notepads, pens, and product samples. Contact one of the organizers if you have something to include in the Welcome Bags.

**Meeting Venue:** The Hotel at Avalon  
9000 Avalon Blvd  
Alpharetta, GA 30009  
678.722.3600



**Special Rate Parking Fee:** 50% off self-parking rate with coupon

**Room rate:** \$229 + taxes and fees

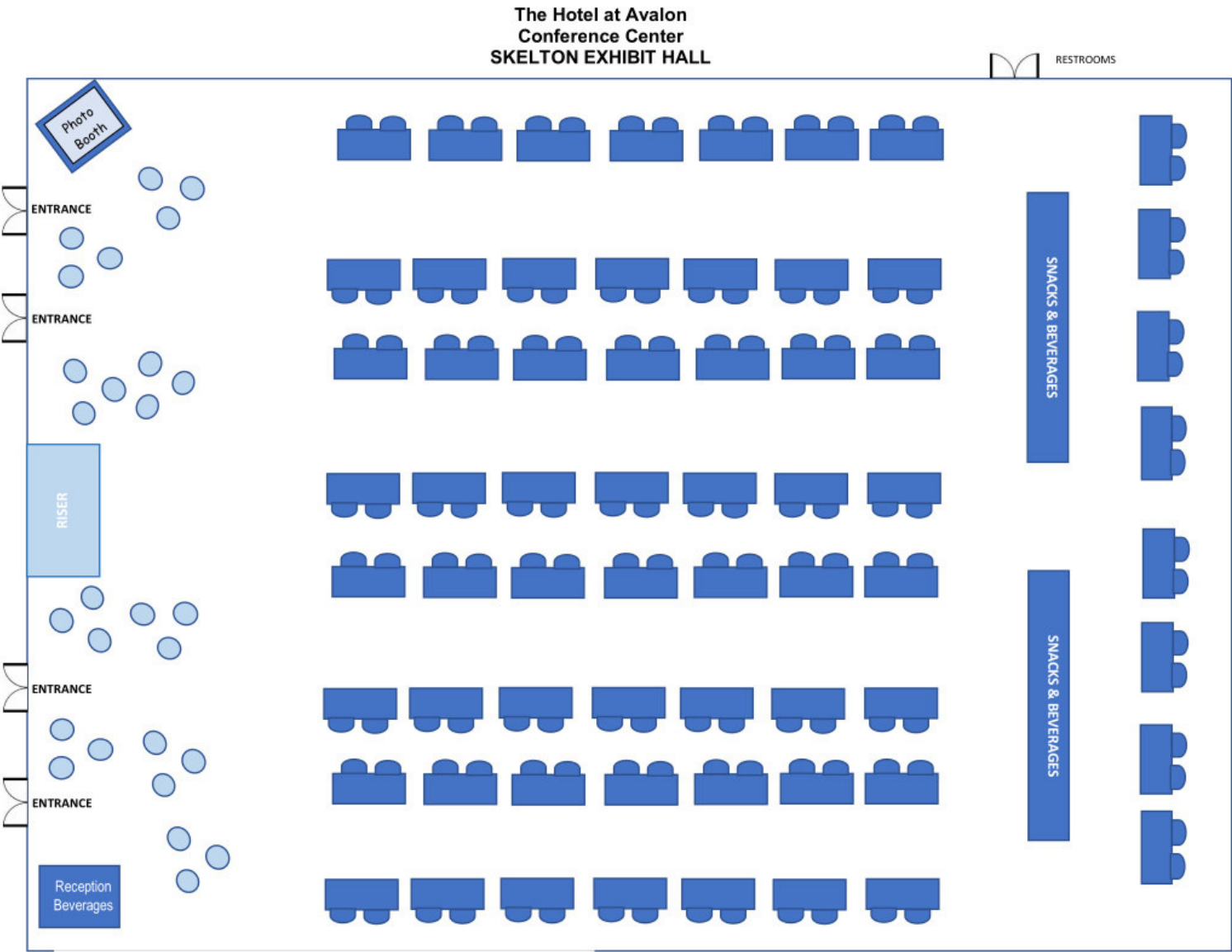
[Book Avalon room reservations here](#) or call 678.722.3600. (Ask for the Dermatology Managers Association group rate). More hotel information and directions at [TheHotelatAvalon.com](http://TheHotelatAvalon.com).

# Sponsorship Packages

All exhibitors will have a 6' skirted table with 2 chairs, free Wi-Fi, and access to breakfast, lunch, refreshment breaks and the reception. Registration lists will be sent prior and post event.

Sponsorship Package Includes:	Exhibit Location	Recognition in Printed Materials (rec'd by deadline)	Exhibit Badges	Website Ads	Brief Remarks	Other Benefits
Premier Educational Conference Sponsor \$10,000	Showcase Placement #1	Premier	6	Banner & Page Ad	5 minutes during reception	Slideshow ad during meeting
Diamond Level \$8,000	Showcase Placement #2	Premier	6	Banner & Page Ad	5 minutes during reception	Slideshow ad during meeting
Platinum Level \$4,000	Priority Placement	Prominent	3	Banner Ad		
Gold Level \$2,000	Assigned	✓	2	Unlimited Rotating Ads		
Silver Level \$1,500 (limit 20 exhibitors)	Assigned	✓	2	Frequently Placed Rotating Ads		
New Exhibitor \$1,000	Assigned	✓	2	Frequently Placed Rotating Ads		
Keynote Speaker Sponsor (request add'l info)	Showcase Placement #3	Premier	5	Banner Ad	Introduce keynote speaker w/brief remarks	Slideshow ad during meeting
Exhibitor Reception Bar & Snacks \$6,000	Showcase Placement	Prominent	5	Banner Ad	Opportunity to introduce a speaker w/brief remarks	
Hot Breakfast (Fri & Sat) \$5,000	Priority Placement	Prominent	4	Banner Ad	Opportunity to introduce a speaker w/brief remarks	
Lunch (Fri) \$5,000	Priority Placement	Prominent	4	Banner Ad	Opportunity to introduce a speaker w/brief remarks	
Welcome Bags \$4,000 (deadline 12/31/23)	Priority Placement	Prominent	3	Banner Ad		Name & logo on bags
Brochure Design & Printing \$4,000	Priority Placement	Prominent	3	Banner Ad		Name recognition on brochures
Managers Breaks (Fri) \$3,500	Priority Placement	✓	3	Unlimited Rotating Ads		
Aesthetic Breaks (Fri) \$3,500	Priority Placement	✓	3	Unlimited Rotating Ads		
Saturday Break Pkg \$3,000	Priority Placement	✓	3	Unlimited Rotating Ads		
Lanyards \$2,000	Assigned	✓	2	Unlimited Rotating Ads		Company logo on lanyards

# Exhibitor Hall Layout



2024 DMA Conference Proposed Exhibit Hall Layout, Not To Scale

# 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:**

**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. Check payment can be made to DMA and mailed to DMA/GA, 3530 Gleneagles Ct, Snellville, GA 30039.

**Exhibit Space:** The space provided is for a 6' skirted, tabletop display. Exhibitor shall arrange their exhibit and display so that they do not obstruct other exhibitors.

**Set-up and Breakdown:** Exhibit set-up is between 7:30 am and 10:00 am Friday morning, April 26, 2024. Exhibitors may join attendees for breakfast at 7:30 am. No exhibits may be dismantled before 6:00 pm.

**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 10, 2024.

**Sponsorship Level:** Some sponsorships are exclusive to one business or have limited availability for that Sponsorship Level. Sold-out maximum levels will be determined by the earliest registration dates.

**Prizes:** Exhibitors may elect to have prizes available for door prize drawings at the Exhibitor Reception, 5:00 pm - 6:30 pm on Friday, April 26, 2024. Please be available to present your door prize and have your company's sponsorship recognized.

**Cancellation Policy:** Cancellations made in writing by April 1, 2024 will receive a full refund minus \$25 for administration costs. No refunds are allowed for cancellations after April 1st; however, any amount paid can be applied toward Exhibitor fees at the next Annual Conference. If for any reason the 2024 Conference has to be cancelled by DMA, all registration fees will be refunded via received payment method or you can elect to have it credited to your account for the next DMA event.



# Exhibitor Information

## Join DMA at the 21st Annual Conference

**Click [HERE](#) to Register and Pay Online**

**or mail APPLICATION and check to**

**DMA/GA**

**3530 Gleneagles Ct**

**Snellville, GA 30039**

**For additional information contact:**

**Kim Gooden  
Director,/President  
khgooden@gmail.com  
770.480.8613**

**Melinda Lomax  
Director/Secretary-Treasurer  
mllomax@bellsouth.net  
678.641.6156**

**Hotel Conference Services Manager  
Christy O'Connell  
christy.oconnell@hotelatavalon.com  
678.722.3639**

**Dunlop Productions (for electrical outlets)  
Scott Kelley  
skelley@dunlopproductions.com**

**Follow DMA on line at  
[DermatologyManagersAssociation.org](http://DermatologyManagersAssociation.org)  
to see current information and updates.**

# Thank You to Past Sponsors & Exhibitors

Abyde*	DermPro	Network 1 Consulting*
Aclaris Therapeutics	DermTech*	Nextech*
Advance Care Consulting	Digital Agent	New Medical Technology*
Aerolase*	Digital Media Nation/Reputation Sensei*	Northside Hospital Melanoma
Aesthetic Management Partners*	D-PATH/PathAI Diagnostics*	Patient Point*
Aesthetic Solutions Inc*	E3 Healthcare Consulting*	Payground
Affinity Bank*	Edge Business Systems	Payment Pros*
AIM Med Spa Suites*	Ellacor*	PDQ Services
Allergan*	Evolus	Pierre Fabre
AlumierMD	Galderma*	Promptly Patient Experience Suite
American Reprographics	Geneo United*	Radius Global Solutions
Apollo Med Innovations	Greer Medical Group*	Ra Medical Systems
Aqua Dermatology*	GSG Compliance	Randstad USA
Atlanta Best Media	The HydraFacial Company	Refine USA
Atlanta Dermatopathology	Inform Diagnostics	Revance*
Atlanta Office Technologies	InMode*	Revision Skincare*
Avery Partners*	Ipsium Diagnostics*	RVL Pharmaceuticals*
Benev Sciences*	ISDIN*	RxVantage*
Barta Media Group	Jackson Physician Search*	Sciton*
Bellus Medical	Kardon	Sensus Healthcare
Biofrontera Inc*	Key Practice Solutions*	Shandy Creative Solutions*
Brevium	Klara	SkinBetter Science
Candela*	KMN CPA LLC*	SkinCure Oncology
Capital One Spark Business Card	Kudzu Medical Group	SkinPath Solutions*
CareCredit*	LeVino Jones Medical Interiors*	Skin Type Solutions
CareStream America*	LocumTenens.com	SKNV/Prescribers Choice*
Carraway & Co	Lumenis*	Societe Clinical Skincare*
Carter-Young Inc*	Lutronic	Southern Vitality Medical/Pro-Nox*
Cash Flow Systems	MagMutual Insurance*	Specialty Consulting Services*
Clear Choice	Marietta Wealth Management*	Stallings Financial Group*
CloudTalk Interactive*	McMillian & Associates*	Strata Skin Sciences*
Connected 2 Consulting	Med-Hire*	Stratpharma Inc
Connexus Group*	Medical Management Association*	Sun Pharma*
Corza Medical/Surgical Spec	Medicus IT*	Synovus
Cosmed Dermaceuticals*	MedMal Direct Insurance*	The Miller Group America*
CPN Biosciences	Merz Aesthetics*	Titan Aesthetic Recruiting
Crown Aesthetics*	Meta Med Marketing	Topix Pharmaceuticals*
Crown Tenant Advisors*	Midmark Corp	Vector Medical Group*
Cynosure	ModMed*	Vital Interaction*
Dermatology Solutions Group*	myDermRecruiter	Weave
Dermatopathology Partners*		UVBio Tek/MedTek LED
		Volunteer Benefits at Work (AFLAC)*