

FLORIDA SOCIETY OF DERMATOLOGY PAs

*presents*



# RIPTIDE

DERMATOLOGY



## INDUSTRY PROSPECTUS

PLAYA LARGO RESORT  
KEY LARGO, FLORIDA  
DECEMBER 5 - 6, 2024

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Dear Industry Partners,

The Florida Society of Dermatology PAs (FSDPA) is excited to invite you to partner with us for our 4rd annual Riptide Dermatology Symposium. The FSDPA has matured into one of the strongest state societies for PAs working in the field of dermatology. Our efforts for our constituents not only include professional CME; we also serve to connect them with the national society (SDPA), support our state PA society (FAPA), promote disease state awareness to the public, facilitate discussions at journal clubs, and reach out to PA students by providing scholarship awards. All these things we do cannot be done without support from you, our industry partners, and friends.

Riptide is a grassroots effort to reach dermatology Physician Associates and Nurse Practitioners in areas of Florida that need local, live, and professional CME. Although our New Wave conference has provided top-notch CME and served as an excellent showcase for our industry partners, the size of New Wave requires larger and very accessible locations. The two-day Riptide symposium was created to target the areas of the state that would benefit from a smaller, more intimate meeting.

Our Riptide event has been planned to be two days of CME focused on dermatology PAs & NPs in a specific region. The attendee count will be limited to 75, as we hope to cultivate a more immersive and boutique event for not only our members but also for the presenters and industry partners. With such a small group, we plan to escape the dreaded "lecture and listen" school room style presentations and develop engaging conversational style segments complete with group discussion, games, and challenges.

As an industry supporter, you will be provided with a more intimate connection with the attendees. There will be time for representatives to speak with attendees as well as opportunities to deliver promotional material by sponsoring product theaters. We would like to encourage the local representatives to present on behalf of their industry partners since they will be in front of their community of providers whom they call on throughout the year.

The FSDPA (a 501c3 not-for-profit organization) would like to encourage your participation and support in the unique, interactive event. We anticipate nothing but excellence, please join us!

Sincerely,

Heather Gates, PA-C, FSDPA President

Tiffany Botts Massey, PA-C, FSDPA President-Elect

Scott Freeman PA-C, FSDPA Vice President



## GENERAL INFORMATION

### MISSION:

This two-day CME symposium has been designed to meet the needs of dermatology physician associates and nurse practitioners in the State of Florida. The design is concise and meant to be a simple, cost-effective means of obtaining high-level CME credits without requiring extensive travel or significant out-of-pocket expenses for the individual attendee. Collaboration with peers and the unique style of presentation sets this activity apart from others. Through this innovative program, the FSDPA hopes to elevate the knowledge and clinical expertise of each attendee.

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### PROGRAM HIGHLIGHTS:

- Boutique experience from every aspect
- Conversation-style presentations
- Limited seating to avoid the “needle in the haystack” feeling
- Top national presenters
- Robust involvement of industry and our partners
- Social events to create new friendships and leadership opportunities





# RIPTIDE

## DERMATOLOGY

### 2023 Statistics & Demographics

100

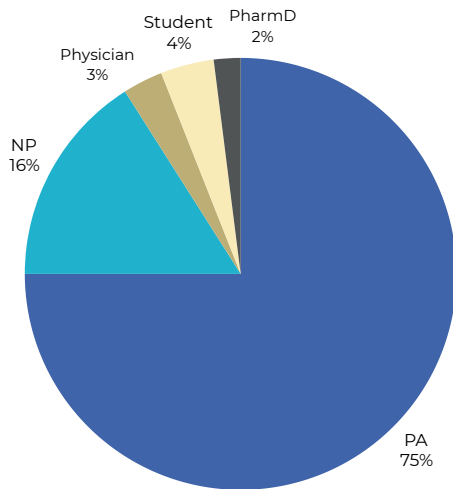
#Attendees

80

Average Product Theater Attendance

100%

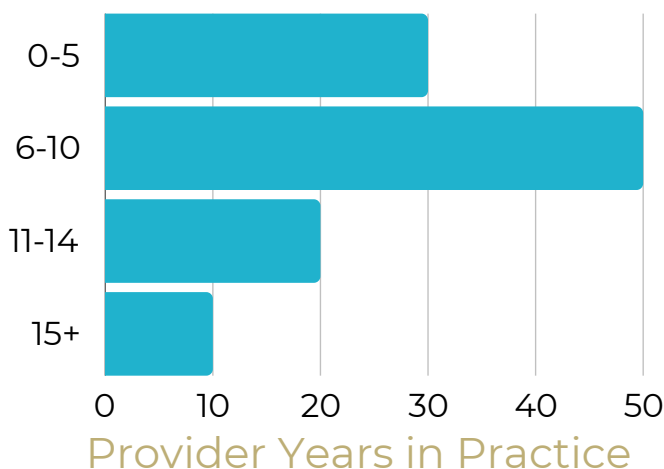
Percentage Who Plan to Return



Audience Credentials

“Riptide provided a fabulous & intimate environment to advance my dermatology knowledge with my colleagues & industry. Not to mention, world class faculty that provided a comfortable environment to ask questions and foster collaboration.”

-Amanda Stanton, PA-C, DMSc



Provider Years in Practice

#### Specialties Represented

Dermatology	96%
Family Practice	3%
Surgery	2%
Women's Health	2%
Aesthetics	2%
Emergency Medicine	1%
Pharmacy	1%

## PARTNERSHIP OPPORTUNITIES

### EXHIBITING AND PRODUCT THEATER OPPORTUNITIES

Each product theater opportunity is equal and will have the same recognition and presence throughout the conference. All product theaters will be immediately followed by a meal or snack provided by the FSDPA. There are additional options for sponsorship (see below), but we are limited to exhibitor tables in the exhibit space. This means that all sponsorships will be first come, first served basis. Additionally, each company can only have one exhibitor booth maximum. **All conference breaks will be held in the exhibit hall.**

### EXHIBITOR FEE

\$5,000

- 6 ft table for a promotional and educational information station with up to two company representatives available for Q&A
- Samples are encouraged as well as educational handouts
- Copy of Riptide Dermatology Conference registration list (upon request)
- Recognition during the meeting time
- Allowed entrance to the exhibit hall & events only
- Logo placement visible to attendees
- **Product theaters are separate from Exhibitor Sponsorship**



## PARTNER AND EXHIBITOR BADGES

**ALL ACCESS BADGE** – allows entry to the Exhibit Hall, General Session Lectures, and all Events.

- All access badges may be purchased by Exhibitors & Sponsors for \$1,000 each, as supplies permit.

**EXHIBIT HALL BADGE** – allows entry to the Exhibit Hall and Events only.

- Exhibitors will receive two (2) exhibit hall badges for their \$5,000 Exhibitor Sponsorship table fee. Additional exhibit hall badges available for \$500/badge, as supplies permit.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

MARK THE APPROPRIATE SPONSOR SUPPORT

- AV SPONSOR \$7,500**  
Be the exclusive support sponsor for the audio-visual equipment that all presenters will require. Recognition in program.
- BRANDED WATER BOTTLES \$5,000**  
Enhance your visibility throughout the show by adding your logo to the official water bottle of the conference given to each attendee at check-in.
- NOTEBOOKS \$4,000**  
Your company logo will be printed on the cover of the note-taking pad along with the FSDPA logo (solo sponsor).
- CONFERENCE BAGS \$5,500**  
Bags provided to all attendees and faculty to display your company logo along with FSDPA logo.
- STEP & REPEAT \$4,000**  
Give the attendees that perfect social media moment with your company logo in the background side by side with FSDPA.
- COFFEE BREAK SPONSOR \$3,000**  
Be the exclusive sponsor of our only coffee break with attendees. Company can provide branded coffee jackets if desired. Recognition in program.
- THURSDAY NIGHT RECEPTION SPONSOR \$10,000**  
Sponsor the **main event** of the conference. You may bring signage as desired. Cost includes FSDPA's event planner and use of decor. Sponsorship will be advertised in agenda and on social media. Food and beverage provided by FSDPA.
- PRODUCT THEATER (4 TOTAL) \$20,000**  
Each product theater is 30 minutes in length. All are designed to offer attendees a meal or snack provided by FSDPA. The sponsor will provide all speaker expenses including travel and any additional audio visual needs for the presentation.

Complete and email this form to [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com)

**Send payment to the following:**  
Florida Society of Dermatology PAs  
1969 S Alafaya Trail, PMB #215  
Orlando, Florida 32828

**Questions:**  
Heather Gates  
FSDPA Congress Director  
Email: [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com)  
Phone: 309-370-6355

**Please type or print.**

**Company Name** \_\_\_\_\_  
(as it should appear on printed materials)

\_\_\_\_\_  
**Primary Contact First and Last name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Email address**

\_\_\_\_\_  
**Phone number**  
(this information will not be shared)

\_\_\_\_\_  
**Support Amount \$**

**Please make the Check Payable to the Florida Society of Dermatology PAs**  
ACH deposits are accepted. Credit cards are accepted with a 4% processing fee. The company name must appear on the check.

\_\_\_\_\_  
**Signature of Authorized Representative**                      **Date**

\_\_\_\_\_  
**Print Name**

I am an authorized representative of the Company named above with the full power and authority to sign and deliver this contract. This contract becomes valid after being signed and confirmation of sponsorship is discussed with the meeting management company.

I understand that all fees must be paid in full at the time contract is submitted to secure sponsorship. A late fee of \$250 will incur after November 1, 2024, if payment is not received.

## 2023 CONFERENCE APPLICATION

Complete and email this form to [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com)

**Send payment to the following:**

Florida Society of Dermatology PAs  
1969 S Alafaya Trail, PMB #215,  
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**Questions:**

Heather Gates, FSDPA Congress Director  
Email: [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com)

**Please type or print.**

**Company Name** \_\_\_\_\_  
(As it should appear on printed materials)

**Primary Contact First and Last name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Email address** \_\_\_\_\_ **Phone number** \_\_\_\_\_  
(This information will not be shared.)

**Total Support Amount \$** \_\_\_\_\_

\_\_\_\_\_  
**Signature of Authorized Representative**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

### EXHIBITOR AGREEMENT

**Check the Exhibitor Fee & Additional Opportunities:**

- Exhibitor Fee \$5,000
- AV Sponsor \$7,500
- Branded Water Bottles \$5,000
- Notebooks \$4,000
- Conference Bags \$5,500
- Step & Repeat Cards \$4,000
- Coffee Break Sponsor \$3,000
- Friday Night Reception \$10,000
- Product Theater \$20,000

**Total Support \$** \_\_\_\_\_

### EXHIBIT SPACE AGREEMENT

- A copy of this page MUST be returned with an authorized signature and payment for the exhibit table. You will not be invoiced unless specifically requested.
- All CME activities at the Riptide Dermatology Conference will be held in a room separate room from exhibitors.
- Exhibit space includes a standard 6' table, two chairs, and two exhibitor badges.
- All requests for additional All Access Passes must be submitted by email to [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com)
- Dinners and advisory boards may be held after 8:00 PM Thursday or 6:30 PM Friday. Saturday morning is strongly advised for advisory boards
- All Sponsors & Exhibitors are invited to our Welcome Reception.

# EXHIBITOR INFORMATION, RULES AND REGULATIONS

**EXHIBIT SPACE:** Tabletop display space is available in the exhibit hall. The fee allows for one (1) 6' tabletop display with two (2) representative badges for exhibit hall access only. Lead Retrieval for scanning of attendee badges during exhibit hall hours will be available for rent. Due to limited space, exhibitors will confine themselves to tabletop use only. All exhibitor materials must be stored under assigned tables; aisles must be kept clear of boxes and trash. It is the Exhibitor's responsibility to provide signage and materials and also to request Internet and Electrical connections if needed, which will be at the Exhibitor's expense.

**REGISTRATION:** There will be no admission to the Exhibit Hall without a Riptide-issued exhibitor badge. Representative names for badges are due by October 15, 2024, to [hgates.fsdpa@gmail.com](mailto:hgates.fsdpa@gmail.com) or via the industry registration link that will be provided.

**EXHIBIT HALL LOCATION:** Tavernier Ballroom

## EXHIBITOR REGISTRATION AND SET-UP:

Thursday, December 5, 2024

## EXHIBIT HALL HOURS:

Thursday, December 5, 2024, from 12:00 PM - 6:00 PM EST

Friday, December 6, 2024, from 7:00 AM - 6:30 PM EST

**Exhibitor Set Up:** Thursday, December 5, 2024, from 10AM - 12PM EST

**Exhibitor Tear Down:** Friday, December 6, 2024, at 6:30 PM EST

**DO NOT TEAR DOWN PRIOR TO THIS TIME.**

## SHIPPING PACKAGES:

Packages may be delivered to the hotel up to 3 days prior to the conference. There may be a fee for holding packages. Please include the following information on each package:

Playa Largo Resort  
Event Name: Riptide Dermatology Conference  
Hold For: Company Name  
97450 Overseas Hwy  
Key Largo, FL 33037

## HOTEL RESERVATIONS:

Conference Organizers assume no responsibility beyond securing reduced rates on behalf of the FSDPA. As it is expected that there will be great demand for this room allocation, we encourage early registration. The cut-off date is October 24, 2024, or until the entire room block has been filled, whichever comes first. This hotel tends to fill up quickly. **Industry partners may not book greater than 2 rooms in the room block without prior approval of FSDPA.**

## Reservation link:

**Hotel:** Playa Largo Resort

**Group Name:** Riptide Dermatology Conference

**Booking Link:** <https://www.marriott.com/events/start.mi?id=1705596554487&key=GRP>

## RECEPTIONS

Welcome Reception is for attendees, speakers, and industry partners to attend. Thursday Welcome Reception will be held on 12/5/24 from 6:30 PM - 8:30 PM on the Event Lawn at The Playa Largo.

**No outside events are to be scheduled prior to 8:00 PM on Thursday and prior to 6:30 PM on Friday.**

**DUE DATE: All exhibitor contracts are due no later than November 1, 2024. Exhibit space is limited and on a first come first served basis, early submission of the exhibitor application with payment is highly recommended to secure your space.**

**LIABILITY:** Exhibitors are responsible for submitting an executed release of liability for themselves and/or its third-party representatives in charge of providing installation and dismantling services. If the Exhibitor fails to deliver the release, the Exhibitors will be prohibited from utilizing the exhibition premises. The release must include the following language: *"To the fullest extent legally permissible, Exhibitor agrees: (i) it shall be fully responsible to pay for any and all damage to property owned by Hotel, or their affiliates or and of their respective owners or managers that results from any act or omission of Exhibitor, (ii) to defend, indemnify and hold harmless, Hotel and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property; and (iii) its liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of an accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees."*

## EXHIBITOR LOSS AND DAMAGE HOLD HARMLESS:

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Florida Society of Dermatology PAs (FSDPA), Gateway Consulting & Management, Playa Largo Resort, its owners, its operator, and each of their respective parent companies, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of FSDPA, the Hotel, its employees and agents.

**INSURANCE:** Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage. Playa Largo Resort, its owners, and its operator shall be included in such policies as additional named insurers. In addition, Exhibitor acknowledges that neither, FSDPA, Gateway Consulting & Management, Playa Largo Resort, its owners, nor its operators maintain insurance covering the exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

**SECURITY:** The Hotel does not provide security. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and display at all times. Doors will NOT be locked during scheduled meeting times.

**LATE REGISTRATION FEE:** Exhibit space requested after October 1, 2024, will be at a fee of \$5,500 per table and based on space availability.

**PAYMENT:** Full payment of all sponsorship fees, exhibit space fees, and additional fees, if applicable, must be submitted with the signed application. No space will be held without full payment. Payment will incur a late fee after November 1, 2024, of \$250 per 30 days payment is late.

**CANCELLATION:** No refunds will be issued for exhibit space cancellations or no-shows.

**CONDUCT:** Zero tolerance for unprofessional behavior, sexual harassment, bullying, and/or any disruptive behavior will be strictly enforced at this event. By registering for sponsorship and/or exhibit space your business and its representatives pledge to conduct themselves accordingly and agree to FSDPA's zero tolerance policy.