

Exhibitor Prospectus

MauiDerm
NP+PA Fall

2020

September 28-October 1, 2020
Gaylord Opryland Hotel
Nashville, Tennessee

Maui Derm

NP+PA Fall

April 2020

Dear Colleague in Industry,

The enclosed materials represent our initial announcement to industry and the dermatology community for our **6th Annual Maui Derm NP+PA Fall 2020** meeting which will be held September 28-October 1, 2020 at the Gaylord Opryland Hotel in Nashville, TN. The Fall meeting is part of our "On the Road" program that brings Maui Derm NP+PA to inspired locations throughout the U.S. exclusively for Nurse Practitioners and Physician Assistants who already provide dermatologic healthcare.

This four-day meeting will feature a one day "**Special Pre-Conference Day**" held on September 28, 2020 followed by our three day meeting. The Special Pre-Conference day will feature four tracks of study based on professional experience and interest:

Track A: Core Competency in Medical Dermatology "Boot Camp"

A 7-hour medical dermatology course designed to provide a foundation of knowledge essential to practicing dermatology. (Designed for NPs and PAs with less than 3 years experience).

2. Track B: Master's Classes in Medical Dermatology

Intimate, small group, two hour "in-depth" sessions on selected topics discussed by expert faculty. (Designed for NPs and PAs in dermatology for more than 10 years).

3. Track C: Surgical Procedural Workshop

Morning Half-Day Surgical Workshop covering skills including hands on biopsy, excision and suturing techniques accompanied by avoiding/managing complications. How to avoid and manage complications will be discussed.

4. Track D: Fundamentals Aesthetic Workshop. Neuromodulator and Dermal Filler Aesthetic Workshop for Beginners (Tuition Required)

This full-day of injector training is designed for NPs and PAs just getting started. This course will provide the essential information on getting started as an injector during sessions designed to have interactive didactic teaching and live patient demonstrations.

We are seeking your support and participation in this outstanding educational event. We will once again have our world-class group of educators at the podium. The content will be cutting edge, case based, interactive and cover a wide variety of "core" topics in dermatology. There will be ample opportunity for product theaters, sponsored workshops and for our major supporters we can assist you with the formation of advisory boards.

I encourage you to join us and support this exceptional educational opportunity and look forward to seeing you in Asheville. Exhibitor booth space is limited so be sure to reserve your exhibit space early.

Exhibitor Opportunities

A listing of the various Exhibitor Opportunities is below:

\$100,000+ Level

Your company would receive:

- + two (2) booths – a double booth space in a premiere, high traffic location
- + eight (8) All-Access exhibitor registrations
- + opportunity to host Marketing/Promotional Workshop
- + opportunity to host Product Theater Luncheon (cost of meal is included)
- + recognition on-site and on conference mobile app
- + opportunity to hold two (2) Advisory board Meetings
- + invitation for six (6) to the exclusive Faculty & Sponsor Cocktail Reception
- + invitation for six (6) to the exclusive Faculty & Sponsor Dinner

\$75,000+ Level

Your company would receive

- + one (1) booth in a premiere, high traffic location
- + six (6) All-Access exhibitor registrations
- + opportunity to host Marketing/Promotional Workshop
- + recognition on-site and on conference mobile app
- + opportunity to hold two (2) Advisory board Meetings
- + invitation for four (4) to the exclusive Faculty & Sponsor Cocktail Reception
- + invitation for four (4) to the exclusive Faculty & Sponsor Dinner

\$50,000+ Level

Your company would receive

- + one (1) booth
- + four (4) All-Access exhibitor registrations
- + opportunity to host Marketing/Promotional Workshop
- + recognition on-site and on conference mobile app
- + opportunity to hold one (1) Advisory board Meeting
- + invitation for two (2) to the exclusive Faculty & Sponsor Cocktail Reception

\$25,000+ Level

Your company would receive

- + one (1) booth
- + two (2) All-Access exhibitor registrations
- + opportunity to host one (1) Advisory board Meeting
- + recognition on-site and on conference mobile app
- + invitation for two (2) to the exclusive Faculty & Sponsor Cocktail Reception

Satellite Symposia - Hosted Product/Marketing Workshop

These smaller group breakout workshops are hosted during non-meeting hours in an intimate setting and are open to all attendees. They create a forum for open and candid discussion among attendees and industry selected faculty. The workshops will focus on the use of the hosting company's product(s)/device(s).

UNRESTRICTED EDUCATIONAL GRANTS (*)

Unrestricted educational grants will be used to underwrite the cost of our live educational program.

EXHIBIT SPACE

See invitation to exhibit.

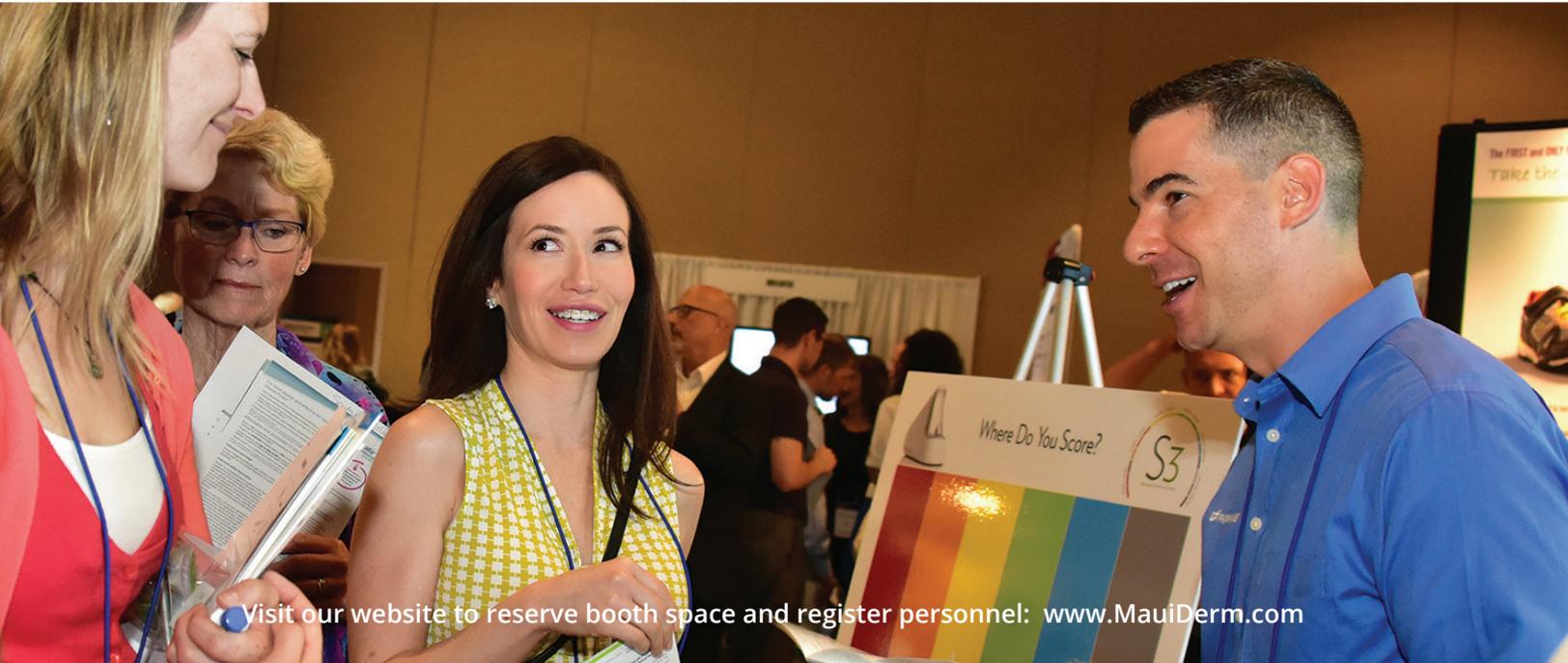
(*) Please refer to the ACCME Standards for Commercial Support

We look forward to your participation and support.

Warmest Aloha,

A handwritten signature in black ink that reads "George Martin MD". The signature is written in a cursive, flowing style.

George M. Martin, M.D.
Program Director
Maui Derm NP+PA Fall 2020



Visit our website to reserve booth space and register personnel: www.MauiDerm.com

2020 Promotional Opportunities

Breakfasts \$20,000 *

Includes:

- + Hot Breakfast Buffet
- + Signage on buffet with your company logo
- + Recognition on Sponsor Banner and Conference Mobile App

Coffee Breaks \$12,000 *

Includes:

- + Food & Beverage items
- + Signage on buffet with your company logo
- + Recognition on Sponsor Banner and Conference Mobile App

Dinner \$50,000

Includes:

- + Food & Beverage items
- + Signage on buffet with your company logo
- + Recognition on Sponsor Banner and Conference Mobile App

Wifi Sponsorship \$25,000

Conference App \$20,000

Door Drop \$5,000

(does not include fee from hotel)

Conference Bathroom Mirror Cling \$10,000

Hotel Key Cards \$10,000

(does not include the cost of the keys)

Company Logo Items

Please contact Nicole Gomez for further details at nicole.gomez@mauiderm.com.

* *Daily Cost*

Call for Posters + Abstracts

Abstract Guidelines

Abstracts for publication in the Maui Derm NP+PA program syllabus may be submitted. Abstracts should be a maximum of 500 words. The deadline for abstract submission is September 4, 2020. Figures and photos are not to be included in the abstract but may be included in the associated poster submission. The deadline for abstract submission is September 4, 2020. **Abstracts must be uploaded via the submission tab on the Maui Derm NP+PA Fall 2020 website (mauiderm.com).** Encore presentations are accepted.

Poster Guidelines

The deadline for submitting a poster is September 4, 2020. **A PDF of the poster must be uploaded via the submission tab on the Maui Derm NP+PA Fall 2020 website (mauiderm.com).** Encore presentations are accepted.

Please note:

Due to the number of poster submissions and the space constraints at the venue, MauiDerm will have all posters available for viewing on monitors. Please **DO NOT PRINT YOUR POSTER** for display. All posters and abstracts will also be available to all participants on the conference app.

All posters will be presented digitally, so please provide your content as a single-page PDF. Although a document of any dimensions will display, we strongly recommend optimizing your poster for viewing on an iPad in landscape (horizontal) orientation.

AVOIDANCE OF COMMERCIALISM

Any exhibit, of which the cost is underwritten to any extent by a pharmaceutical company or other commercial enterprise, must avoid commercialism. Trade names must not be used for drugs, devices and/or instrumentation including lasers. In addition, such an exhibit should include a clear but inconspicuous acknowledgment stating that a portion of its cost was underwritten and identify the particular commercial company involved. No advertising matter of any kind may be distributed nor will any material display which, in any way, directly promotes the commercial interest of any particular company, enterprise, or the exhibitor be permitted. Any medications or other substances, devices or equipment referred to in exhibit materials must be identified by their scientific names.

Note: Sponsorship or funding by a commercial enterprise must be noted in the lower right hand corner of the exhibit. Failure to do so will result in the exhibit being taken down.

QUESTIONS?

Should you need further information, please contact:

Dr. George Martin, Program Chairman | Phone 808-875-0511 | Email drmauiderm@gmail.com

Invitation to Exhibit

Maui Derm NP+PA Fall 2020 invites you to participate in the Exhibit Program for this meeting. Maui Derm NP+PA offers exhibiting companies the opportunity to display their products and services to dermatologic nurse practitioners and physician assistants from all over the United States.

EXHIBIT DATES AND HOURS

Monday, Sep. 28 (Set Up)	2:00 pm–6:00 pm
Tuesday, Sep. 29	6:30 am–11:00 am
Wednesday, Sep. 30	6:30 am–11:00 am
Thursday, Oct. 1	6:30 am–11:00 am
Thursday, Oct. 1 (Dismantle)	11:00 am–1:00 pm

Breakfast will be served daily from 6:30 am to 7:30 am. One 30-minute refreshment break will be held in the Exhibit Area.

CATEGORIES OF EXHIBITS

The exhibit program is designed to provide firsthand information about products and services specific to the area of dermatology and to serve as a forum for updating the physician's knowledge of current technological advances in the field of dermatology. The exhibit program is an integral part of the overall education program for this meeting.

CRITERIA FOR ACCEPTANCE

Permission to exhibit may be granted to firms only if their proposed exhibit meets the following criteria:

1. The product or service relates specifically to the medical and scientific aspects of the practice of dermatology;
2. The products or services to be displayed are safe when used in accordance with the instructions or recommendations of the applicant;
3. The products or services are capable of safely performing in accordance with the claims made by the applicant;
4. The products or services to be displayed contribute significantly to the education goal of the meeting.

APPLICATION DEADLINE

In order to be considered for first assignment of space, applications must be returned by September 10, 2020.

REVIEW PROCEDURES

Applications for exhibit space will be reviewed to determine whether they satisfy the criteria for acceptance. Also, please note the following:

1. Each applicant must supply specific information concerning the products or services to be displayed with the exhibit application.

2. When deemed necessary, Maui Derm may request additional supporting data from the applicant.

BOOTH INFORMATION

All booths will be approximately 8' x 10' (80 square feet). To maintain uniformity and to prevent obstruction of view of adjoining booths, no solid or draped walls can be higher than eight (8) feet in the back and four (4) feet along the dividers and aisles. The price of the booth includes, in addition to the space itself for the entire exhibit, a lone line sign, showing firm name, and one (1) complimentary registration per booth.

The exhibit area is carpeted. Sufficient lighting is provided for adequate illumination in the exhibit area, but no individual electrical outlets are provided in the booth space. The appropriate electrical contractor to ensure that all safety requirements and fire regulations of the hotel are met must supply all electrical work. All draping or display materials of cloth must be fireproofed. Under no conditions will combustible oils or gases be permitted in the exhibit area.

ASSIGNMENT OF SPACE

All booths will be assigned on a first come, first served basis. Preferences will be given to companies that provide sponsorship to Maui Derm NP+PA.

PAYMENT

Booth fees are \$5,000.00 USD per exhibitor for a 8' x 10' area when booked prior to June 30, 2020. After June 30, 2020 the booth fee is \$5,500.00 USD per exhibitor.

Full payment must be submitted with the application for exhibit space. No application will be processed or space assigned until payment is received.

CONTRACTOR SERVICES

Once your deposit is received, you will receive information on any contractor services. All official contractors act in their own behalf in all arrangements with exhibitors and are not agents, employees or representatives of the Meeting. All services or material supplied by such contractors on order of the exhibitor will be billed directly by the contractor to the exhibitor. Therefore, the meeting does not assume any liability or responsibility for any act performed or omitted by such official contractors.

REGISTRATION

No exhibitor will be admitted to the exhibit area without an exhibitor's badge. Each exhibitor is allowed one (1) registration per booth without charge. Maximum of three (3) exhibitors per booth.

The Maui Derm NP+PA registration desk will be located adjacent to the meeting rooms and will be in operation during exhibit hours.

CANCELLATION/REFUND POLICY

If cancellation is prior to May 15, 2020 a \$500 cancellation fee will apply. From May 15 up to July 31, 2020, a 50% cancellation fee will apply. On or after July 31, 2020, there will be no provision for any refund. Any name change made to a registration 14 days prior to arrival is subject to a \$25 administrative fee.

SET UP AND DISMANTLING OF EXHIBITS

Set Up	Monday, September 28 2:00 pm–6:00 pm
Dismantle	Thursday, October 1 11:00 am - 1:00 pm

Exhibits must not be disturbed, dismantled or removed before 11:00 am on Thursday, October 1st. All exhibit material must be removed from the exhibit area by 1:00 pm on Saturday, October 5th.

RULES AND REGULATIONS

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this Invitation to Exhibit. The following rules and regulations have been designed for the benefit of all exhibitors. Maui Derm requests full cooperation of the exhibitor in their observance. Please be sure that your promotional department or anyone else involved in the arrangements for your exhibit had a copy of these rules and regulations.

It is the responsibility of the exhibitor to guarantee that booth staff are aware of and adhere to these rules, and conduct themselves in a professional manner throughout the meeting. For your own protection please read the exhibitor rules and regulations outlined in the prospectus. Also, it is important to review these terms and conditions as well as any general information with your exhibitor representatives who will be staffing our booth on-site.

Advertising

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the meeting or in a manner that could be construed as an endorsement by the meeting is prohibited.

Exhibitors shall not transmit nor permit anyone to transmit a description of any part of the meeting by means of radio, television, cable, videotape or other method of transmission of audio or visual reports without written consent.

Advertising materials cannot be distributed outside the exhibitor's booth. This applies to distributing fliers, handbills, invitations, magazines or other advertising material to hotel rooms of meeting attendees. Distributing material in any part of the facilities used by the meeting is forbidden.

Badges

All representatives of exhibiting firms must register and wear the official exhibitor's badge for admission to and while in the exhibit hall. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items, punching, stamping or marking badges is not permitted. Individuals who do not have badges will not be permitted into the exhibit area.

Booth Activities/Demonstrations/Audiovisual Presentations

The exhibitor is permitted to demonstrate the firm's equipment and to make information presentations regarding the product line or service in the booth. However, other attention getting devices in the form of entertainment, or demonstrations of non-product items or services must be approved in writing by the Meeting Manager. Only such activities which, in the discretion of the Meeting Manager, are in keeping with the professional deportment of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated each exhibitor. The use of other than closed-sound systems will be permitted only with the prior approval of the Meeting Manager. Any exhibit may be closed if deemed by the Meeting Manager to have an excessive noise level.

Contests and Drawings

Prize contests, awards, drawings, raffles or lotteries of any description held at any time or place within the auspices of the meeting are not permitted. Attendees may not be registered for drawings, raffles or lotteries, which might be conducted. Gaming devices of any description are not allowed in the exhibit hall.

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approved requirements. Exhibitors are reminded that the FDA prohibits the advertising or other promotion of investigational or unapproved drugs or devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. In addition, under FDA rules, the background of the exhibit must show the generic name of any drug products featured.

Smoking

Maui Derm NP+PA has established a non-smoking policy for the meeting. This applies to the entire meeting. Thank you for not smoking.

Hospitality Functions

Prior Maui Derm NP+PA approval is required for all exhibitor hospitality functions. Hospitality functions cannot conflict with official Maui Derm NP+PA activities and must have no formal marketing, production demonstrations or scientific presentations. No exceptions to this rule will be allowed. Requests for such activities must be submitted in writing to the Meeting Manager prior to August 25, 2019. The request must specify date, time and location as well as type of function and anticipated attendance.

Subletting/Sharing of Space

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with any other party by the exhibitor.

Shipping Information

Shipping information will be sent to you 30 days prior to meeting date. Exhibitors are responsible for all fees associated with shipping materials.

Insurance

It is the responsibility of each exhibitor to maintain such insurance against injury to person or damage or losses of property in such amounts as the exhibitor deems adequate. Insurance protection will not be provided to the exhibitor either by Maui Derm NP+PA or the Hotel.

Security

Watchmen will NOT be available. The exhibit hall entrances will be closed after exhibit hours each day. There is not to be any assumption of obligation or duty with respect to the protection of the property of the exhibitors, which shall at all times be the sole responsibility of each exhibitor.

Liability and Indemnification

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with exhibitor's participation in Maui Derm NP+PA exhibit program. The exhibitor shall protect, indemnify, hold harmless and defend Maui Derm NP+PA, its officers, directors, agents and employees and the Hotel and its agents, servants and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damaged by or resulting from the negligence or willful misconduct of Maui Derm NP+PA, its officers, directors, agents or employees or of the Hotel and its agents, servants or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent Maui Derm NP+PA from permitting and exhibitor to occupy assigned space during any part of the whole of the exhibition period, or in case occupation of assigned space during an part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of Maui Derm NP+PA, then the exhibitor will be charged for

space only for the period the space was or could have been occupied by exhibitor; and the exhibitor hereby waives any claim against Maui Derm NP+PA, its directors, officers, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space.

Interpretation and Application of Rules and Regulations

All matters in question not specifically covered by these rules and regulations are subject to the decision of Maui Derm NP+PA through its Board. Exhibitors agree to comply with all subsequent reasonable rules adopted by Maui Derm NP+PA. Maui Derm NP+PA may grant permission to exhibit, subject to such special conditions or limitations, as it deems necessary to assure that an exhibit satisfies the basic criteria for technical exhibits.

Maui Derm NP+PA Fall 2020 Faculty

Maui Derm NP+PA Program Director

George Martin, MD

Maui Derm NP+PA Fall 2020 Faculty

Lakshi Aldredge, MSN, RN, ANP-BC
Hilary Baldwin, MD
Risha Bellomo, PA-C
Martin Bergman, MD
Amber Blair, MMS, PA-C
Margaret Bobonich, DNP, FNP-C, DCNP, FAANP
Michael Bond, MD
Niki Bryn, APRN, DCNP
Suneel Chilukuri, MD
Seemal Desai, MD, FAAD
Lucia Diaz, MD
Doug DiRuggiero, PA-C, MHS
Michael Gold, MD
Julie Harper, MD
Kathleen Haycraft, DNP
Whitney High, MD, JD
Raegan Hunt, MD
Neil Korman, MD, PhD
Victoria Lazareth, MA, MSN, NP-C, DCNP
Patrick McMahon, MD
Mary Nolen, MS, ANP-BC, DCNP
O. Jay On, PA-C
Marissa Perman, MD
Kevin Pinski, MD
Phoebe Rich, MD
Ted Rosen, MD
Elizabeth Seiverling, MD
Jerry Shapiro, MD
Arthur Sober, MD
Jason Staback, PA-C
Brian Stolley, MD
Bruce Strober, MD
Sandy Tsao, MD
Melodie Young, MSN, ANP-c
Matt Zirwas, MD

Every effort has been made by Maui Derm NP+PA to insure attendance of the faculty shown; however, faculty members may be subject to change without prior notice.

Program Description

INTRODUCTION

Advances in Cosmetic and Medical Dermatology Mission Statement

To increase Nurse Practitioners (NPs) and Physician Assistants (PAs) knowledge in areas of medical and cosmetic dermatology in order to enable the Nurse Practitioners (NPs) and Physician Assistants (PAs) to provide better care for their patients.

Program Rationale

The Dermatology landscape is ever changing. There have been significant advances with regards to the diagnosis, management and treatment of both medical and cosmetic dermatologic conditions. NPs and PAs require targeted education regarding the proper management of these conditions.

Target Audience

This educational activity is designed for NPs and PAs who specialize in dermatology.

ACCREDITATION STATEMENT

University of Cincinnati

The University of Cincinnati is accredited by the ACCME to provide continuing medical education for physicians.

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of Cincinnati and Advances in Cosmetic and Medical Dermatology.

The University of Cincinnati designates this live activity for a maximum of *30.25 AMA PRA Category 1 Credits™*. Physicians should claim only the credits commensurate with the extent of their participation in the activity.

Overall Learning Objectives

1. Explain the pathogenesis of various dermatological conditions
2. Cite the mechanisms of action of drugs and therapies that are commonly prescribed by the dermatologist
3. Describe potential adverse effects and resistance issues that may be related to the use of drugs and therapies prescribed by clinicians in dermatology
4. Describe techniques to avoid and manage potential side effects and complications related to dermatologic therapies and procedures
5. Define appropriate outcome measures for the optimal follow-up of patients with dermatologic diseases as well as those receiving surgical and cosmetic procedures
6. Assess the data related to emerging therapies for the treatment of a variety of dermatologic diseases
7. Recognize the important role of clinician/patient communication

ENDURING EDUCATION

E-Newsletters and Online Clinical Pearls on Maui Derm News

E-newsletters and clinical pearls will be disseminated via MauiDerm.com to a larger audience based upon the evidence-based content delivered at the live meeting. The content will be delivered electronically via an "opt-in" process to the NP and PA dermatology community. The e-newsletters will include key talking points from the presentations, challenging cases including both diagnostic and management issues, embedded videos and downloadable slides. Among the topics to be included are:

- Psoriasis and Psoriatic Arthritis
- Acne/Rosacea
- Neuromodulators/Dermal Fillers
- Disorders of Pigmentation
- Immunobullous Skin Disorders
- Pediatric Dermatology
- Cutaneous Oncology and Surgery and Pigmented Lesions
- Infectious Diseases
- New Drugs and Advanced Topical and Systemic Therapeutics
- Nail and Hair Disorders
- Dermatology Coding and Billing
- Contact Dermatitis
- Immunology of the Skin
- Dermoscopy

Therapeutic Forum

The Maui Derm NP+PA Therapeutic Forum is an online forum that discusses hot topics and challenging cases and allows for participants to view pictures and videos that accompany the case studies. Faculty will be available to discuss the cases and viewers will have an opportunity to pose challenging questions to the faculty. All topics and case studies will be based upon the evidence-based medicine discussed at the live meeting. Online forums allow us to assess knowledge gaps and practice patterns and provide a means for future needs assessments.

Overall Format

This 4-day, comprehensive, educational activity will begin with a pre-conference day. The pre-conference day is divided into multiple learning tracks based upon the learners' identified needs/level(s) of expertise. The entire CE/CME program will utilize evidence-based data and best practices for the diagnosis and management of medical dermatologic conditions/diseases as well as surgical and aesthetic procedures in order to validate current practice patterns while updating skills in a variety of clinical areas. Case studies, panel discussions, didactic presentations, audience-response system, a meeting application that allows for questions to be addressed to the podium moderator, and hands-on workshops enhance the relevancy of the data presented and allow clinicians the ability apply this information into clinical practice.

ADA Statement

Special Needs: In accordance with the Americans with Disabilities Act, Maui Derm NP+PA & NMG Meeting Management seeks to make this conference accessible to all. If you have a disability which might require special accommodations, please contact NMG Meeting Management at 831-595-0710 or email your needs to: info@mauiderm.com.

Registration Sunday, September 27, 2020

2:00-6:00 PM On-Site Registration

Monday, September 28, 2020

CORE COMPETENCY IN MEDICAL DERMATOLOGY "BOOT CAMP" (Track A)

6:30-7:30 AM Breakfast

7:30-8:30 AM	<p>"What Lies Beneath?" Understanding the Structure & Function of Skin With Correlation to Disease States A structural overview of the skin and its components and how they correlate to skin diseases.</p>	<p><i>Moderator:</i> G. Martin, MD</p> <p><i>Faculty:</i> W. High, MD, JD</p>
8:30-9:30 AM	<p>Dermatopathology Overview: What You Need to Know About Dermatopathology to Make You a Better Clinician A one-hour overview of dermatopathology that will provide a deeper understanding of the process from biopsy to path report. How, when, where and why to correctly perform shave, punch and excisions for biopsy and tumor clearance; perils and pitfalls of improperly done biopsies; specimen processing and what you should know; how to interpret a path report and when to ask questions; special stains and their importance; why it is good to know your dermatopathologist.</p>	<p><i>Moderator:</i> G. Martin, MD</p> <p><i>Faculty:</i> W. High, MD, JD</p>
9:30-10:00 AM	<p>Skin Immunology and Why It is Important to Your Diagnostic and Therapeutic Acumen: Part 1 An overview of the immunology of the skin and how it relates to skin diseases. The role of T and B cells, dendritic cells, cytokines in diseases of the skin will be covered to create a better understanding of the role of the immune system in a wide variety of skin disorders.</p>	<p><i>Faculty:</i> G. Martin, MD</p>
10:00-10:45 AM Break		
10:45-11:15 AM	<p>Skin Immunology and Why It is Important to Your Diagnostic and Therapeutic Acumen: Part 2</p>	<p><i>Faculty:</i> G. Martin, MD</p>
11:15-12:30 PM	<p>Comprehensive Primer on Drugs and Diseases in Dermatology: Part 1 Our faculty will cover the pharmacology of drugs used to treat the most common skin disorders in dermatology including acne/rosacea, psoriasis, eczema, actinic keratoses, cutaneous infections (viral, bacterial, fungal, parasitic and arthropod) and many other skin disorders. Each speaker will discuss in great detail the molecular mechanisms of action of each drug, dosing, efficacy, and side effects. Each drug will be discussed in the context of a defined disease state and the "how, when, where and why" will be discussed in detail. From benzoyl peroxide to biologic agents, your comfort level with drugs in dermatology will go up an order of magnitude!</p>	<p><i>Faculty:</i> T. Rosen, MD M. Zirwas, MD</p>
<p>12:30-1:30 PM Product Theater Luncheon Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.</p>		
1:30-3:15 PM	<p>Comprehensive Primer on Drugs and Diseases in Dermatology: Part 2</p>	<p><i>Faculty:</i> M. Young, MSN, ANP-c L. Aldredge, MSN, RN, ANP-BC</p>
3:15-3:30 PM Break		

3:30-5:00 PM	<p>Cutaneous Surgery and Non-melanoma Skin Cancer: Diagnosis and Management</p> <p>The participant will have the opportunity to assess non-melanoma skin cancers using a "case study" format. The lesions will be evaluated to determine the degree of risk for recurrence and metastasis and appropriate management strategies will be presented.</p>	<p><i>Moderator:</i> V. Lazareth, MA, MSN, NP-C, DCNP</p> <p><i>Faculty:</i> G. Martin, MD</p>
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MASTER'S CLASSES IN MEDICAL DERMATOLOGY (Track B)

6:30-7:30 AM Breakfast

7:30-10:00 AM	<p>Infectious Diseases</p> <p>Advancing your knowledge of infectious diseases and their impact on the skin. A range of viral, bacterial, fungal, parasitic, arthropod infections will be discussed in depth during this Master's Class.</p>	<p><i>Faculty:</i> T. Rosen, MD L. Diaz, MD</p>
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7:30-10:00 AM	<p>Contact Dermatitis and Eczema</p> <p>Everything you want to know about contact dermatitis, patch testing and the approach to a wide variety of eczematous eruptions.</p>	<p><i>Faculty:</i> M. Zirwas, MD</p>
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10:00-10:45 AM Break

10:45-12:30 PM	<p>Psoriasis and Psoriatic Arthritis</p> <p>This session is designed as a series of case based studies covering a wide range of diseased states in psoriasis that will challenge even the most experienced clinician.</p>	<p><i>Faculty:</i> N. Korman, MD, PhD M. Bergman MD M. Young, MSN, ANP-c L. Aldredge, MSN, RN, ANP-BC Margaret Bobonich, DNP, FNP-c</p>
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10:45-12:30 PM	<p>Managing Leg Ulcers: An Expert's Guide to Success</p> <p>Dr. Michael Bond will share his 30+ years of dermatology experience on how to evaluate and treat leg ulcers. Dr. Bond will provide a clinical diagnostic and therapeutic algorithm to managing even the most difficult of leg ulcers.</p>	<p><i>Faculty:</i> M. Bond, MD</p>
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12:30-1:30 PM Product Theater Luncheon
Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.

1:30-4:00 PM	<p>Pediatric Dermatology</p> <p>The faculty will discuss a wide array of their most challenging cases in pediatric dermatology.</p>	<p><i>Faculty:</i> L. Diaz, MD P. McMahon, MD</p>
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Concurrent event.

SURGICAL PROCEDURAL WORKSHOP (Track C)	
6:30-7:30 AM	Breakfast
7:30-8:30 AM	<p>Core Principles of Cutaneous Surgery An in-depth discussion of the principles governing cutaneous surgery. Patient evaluation including co-morbidities such as bleeding disorders, pacemakers, anesthesia allergies, pregnancy through surgical planning to optimize closure and minimize scarring, to post-operative considerations will be discussed.</p> <p><i>Moderator:</i> V. Lazareth, MA, MSN, NP-C, DCNP</p> <p><i>Faculty:</i> K. Gautier, PA-C D. DiRuggiero, PA-C, MHS N. Bryn, APRN, DCNP O. On, PA-C</p>
8:30-9:30 AM	<p>Prevention & Management of Surgical Complications Inevitably surgical complications occur. Our faculty will discuss prevention strategies to managing complications such as hematomas, infections, wound dehiscence and more and how best to handle them once they occur.</p>
9:30-10:00 AM	<p>Sutures and Suturing Are you using the best sutures and suturing techniques to optimize your surgical results? Our faculty will share their vast experience with you.</p>
10:00-10:45 AM	Break
10:45-12:30 PM	<p>Surgical Workshop</p> <p>Group A: Skin Biopsy Practicum – Shave Biopsy, Punch Biopsy & Simple Interrupted Suturing – Learn how to perform a skin biopsy</p> <p>Group B: Elliptical Excision Practicum – Elliptical Excision – Learn how to perform subcutaneous, vertical/horizontal mattress & running suturing</p>
12:30-1:30 PM	<p>Product Theater Luncheon Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.</p>

**FUNDAMENTALS AESTHETIC WORKSHOP
NEUROMODULATORS & DERMAL FILLER AESTHETIC WORKSHOP FOR BEGINNERS (Track D)**

Requires additional registration fee of \$199

6:30-7:30 AM Breakfast

Course Description

This course will provide comprehensive training; both didactic and hands-on, which will allow dermatology professionals to incorporate these aesthetic procedures into a new or existing practice. Best practice will be shared with an emphasis on patient safety in the dermatology setting. Participants will receive course manuals, sample consent and treatment forms, a resource list, and a Certificate of Training upon completion of the course.

7:30-8:30 AM	<p>Introduction: Patient Expectations & Selection: The Complete Cosmetic Evaluation Participants will learn how to navigate through an initial aesthetic consult.</p> <p>Participants will learn how to evaluate a cosmetic patient's face, neck, chest, and hands.</p> <p>Participants will understand the importance of aesthetic photography and how it is an integral part of the aesthetic consult and follow-up.</p>	<i>Faculty: R. Bellomo, PA-C</i>
8:30-10:00 AM	<p>Facial Muscles, Neck and Hands: An Interactive Anatomical Journey Participants will understand the vital muscles, vascular and nerve structures in facial, neck, and hand anatomy to ensure proper and safe techniques for injecting neuromodulators and dermal fillers.</p> <p>Participants will understand skin structure for the proper placement of neuromodulators and dermal fillers.</p> <p>Participants will view live demonstrations and be an integral part of identifying vital structures to optimize the injection technique.</p>	<i>Faculty: R. Bellomo, PA-C</i>
10:00-10:15 AM Break		
10:15-11:00 AM	<p>The History & Science of Neuromodulators This session on neuromodulators will give you a deeper understanding of neuromodulators and how to best implement them in your practice. The similarities and differences among neuromodulators will be discussed in the context of where and how their use is indicated and contraindicated.</p>	<i>Faculty: S. Chilukuri, MD</i>
11:00-12:30 PM	<p>The History and Science of Dermal Fillers Choosing the Correct Neuromodulator and Dermal Fillers The science behind the wide array of dermal fillers and the characteristics of each will be discussed in great detail. The "when, where, why and how" to use dermal fillers and how to use them in combination with neuromodulators will be covered.</p>	<i>Faculty: S. Chilukuri, MD</i>
12:30-1:30 PM Product Theater Luncheon Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.		
1:30-2:30 PM	<p>Filler Placement Practice and Exam Review Participants will have the opportunity to work closely with key faculty to learn how to evaluate a cosmetic patient and establish a cosmetic plan by understanding which products to utilize for different patient types and anatomy.</p> <p>Participants will have the opportunity to partner with a colleague or model to evaluate the aesthetic model's face, neck, chest, and hands and to establish their own aesthetic plan for their model. A key faculty member will then review their plan.</p> <p>Participants will learn about new products and aesthetic concepts coming to market that will change the aesthetic space.</p>	<i>Faculty: S. Chilukuri, MD</i>

<p>2:30-3:30 PM</p>	<p>Recognizing and Avoiding Aesthetic Complications Participants will learn how to utilize proper injection technique in order to avoid danger zones.</p> <p>Participants will learn how to recognize when a complication occurs and how to manage that complication.</p> <p>Participants will receive a list of medications and items that are necessary to treat these complications.</p>	<p><i>Faculty:</i> <i>K. Pinski, MD</i></p>
<p>3:30-5:00 PM</p>	<p>Demonstrations of Fundamental Injection Techniques within Product Specific Rooms Participants will understand how to perform neuromodulator techniques to the glabellar complex, horizontal forehead lines, periorbital rhytids, and nasalis (bunny lines).</p> <p>Participants will understand how to inject marionette lines, nasolabial folds, and perioral lip lines with dermal fillers.</p> <p>Participants will be able to view live injections in an interactive space with a key aesthetic faculty member.</p>	<p><i>Faculty:</i> <i>K. Pinski, MD</i> <i>S. Chilukuri, MD</i> <i>B. Stolley, MD</i> <i>A. Blair, PA</i> <i>R. Bellomo, PA-C</i></p>

It is important that you choose the Pre-Conference Track most suitable to you when registering.

Tuesday, September 29, 2020

7:00-8:00 AM	Breakfast + Exhibits	
8:00-9:30 AM	Dermatology Update 2020 The top articles from the literature in 2019 and 2020 that will affect the way you practice dermatology will be discussed.	<i>Faculty:</i> T. Rosen, MD M. Zirwas, MD L. Diaz, MD
9:30-9:40 AM	Q&A	
9:40-10:25 AM	New Drugs and New Therapies for 2020 New drugs and therapies that will change the way in which we practice dermatology are coming our way! Will you be ready to use them? Our faculty will provide the key elements to the early adoption of these amazing therapies. They will also give you a glimpse into the pipeline of amazing drugs and devices headed our way.	<i>Faculty:</i> T. Rosen, MD
10:25-10:30 AM	Q&A	
10:30-11:15 AM	Break + Exhibits	
11:15-12:00 PM	Dr. Matt Zirwas' Approach To Dermatitis Perplexing scalp, face, hand, and total body rashes are the bane of our dermatology practices. Dr. Zirwas, who has made a career out of diagnosing and treating "dermatitis", will share his approach to evaluating and treating a wide variety of challenging cases of "dermatitis".	<i>Faculty:</i> M. Zirwas, MD
12:00-1:15 PM	Cutaneous Oncology Update 2020 The spectrum of cutaneous oncology ranging from AKs to advanced NMSC will be discussed. New concepts, new drugs and new applications for existing therapies will be discussed in a case based approach. Listen to how we treat even our most challenging patients.	<i>Faculty:</i> T. Rosen, MD G. Martin, MD
1:15-2:15 PM	Product Theater Luncheon Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	
2:15-4:00 PM	Psoriasis and Psoriatic Arthritis 2020 New drugs, new data, new approaches to psoriasis and psoriatic arthritis will be discussed. This will be followed by a discussion of a series of challenging case scenarios which will help you manage even the most challenging patient will be discussed.	<i>Faculty:</i> M. Young, MSN, ANP-c B. Strober MD, PhD M. Bergman MD
4:00-5:00 PM	Atopic Dermatitis Update 2020 The explosion of new topical and systemic therapies for atopic dermatitis has challenged clinicians in dermatology to stay abreast of the latest treatment algorithms for treating AD. Our expert faculty will discuss a wide range of cases ranging from severe AD in a 7-month child to a 72 year old male with lifelong severe AD.	<i>Faculty:</i> M. Zirwas, MD P. McMahon, MD
6:00-7:30 PM	Welcome Reception	

Wednesday, September 30, 2020

7:00-8:00 AM	Breakfast + Exhibits	
8:00-9:15 AM	<p>Update on Infectious Diseases 2020</p> <p>Drs. Rosen and Perman will discuss diagnostic and therapeutic challenges in children and adults covering a range of viral, bacterial, fungal, parasitic and arthropod diseases.</p>	<p><i>Faculty:</i> T. Rosen, MD M. Perman, MD</p>
9:15-10:20 AM	<p>Hair Disorders Update 2020</p> <p>This is simply the best lecture on hair disorders that you will ever listen to! This lecture will be presented by Dr. Jerry Shapiro, who is considered to be the leading authority in the dermatology world on hair disorders. He will cover the spectrum of hair disorders from non-scarring to scarring alopecias.</p>	<p><i>Faculty:</i> J. Shapiro, MD</p>
10:20-10:30 AM	Q&A	
10:30-11:15 AM	Break + Exhibits	
11:15-12:00 PM	<p>Nailing the Diagnosis</p> <p>Back by popular demand! Dr. Phoebe Rich, one of the leading nail authorities will present a wide range of nail disorders from infections, metabolic disorders to cancer of the nail. Diagnostic and therapeutic challenges will be discussed. When to watch and reassure? When to biopsy? How to treat?</p>	<p><i>Faculty:</i> P. Rich, MD</p>
12:00-12:05 PM	Q&A	
12:05-1:10 PM	<p>Disorders of Pigmentation</p> <p>Dr. Seemal Desai, one of the leading experts in skin of color and disorders of pigmentation will discuss his approach to disease states such as melasma, vitiligo and more. During his case-based discussion, he will share his diagnostic approach, including differential diagnoses to consider, and the latest strategies used to manage a wide range of pigmentation disorders.</p>	<p><i>Faculty:</i> S. Desai, MD</p>
1:10-1:15 PM	Q&A	
1:15-2:15 PM	Product Theater Luncheon	Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.
2:15-4:00 PM	<p>Acne and Rosacea Update 2020</p> <p>Our esteemed faculty of acne and rosacea experts will cover the complete spectrum of acne and rosacea disorders. They will present therapeutic conundrums and how they optimized therapy even in their most challenging patients.</p>	<p><i>Faculty:</i> J. Harper, MD H. Baldwin, MD M. Perman, MD</p>
4:00-5:15 PM	<p>Zebra's in Dermatology</p> <p>There are those skin disorders every few years or in some cases once in a career. In medicine, we call them "zebras". Our faculty will present a series of clinical "zebras" that challenged their clinical skills in making the diagnosis. Pay attention as each case that will be presented required an extensive differential diagnosis and in some cases a diagnostic workup and full armamentarium of therapeutic agents.</p>	<p><i>Faculty:</i> S. Desai, MD T. Rosen, MD R. Hunt, MD</p>

Thursday, October 1, 2020

7:00-8:00 AM	Breakfast + Exhibits	
8:00-9:15 AM	<p>Neonates to Adolescents Pediatric Dermatology Update 2020 Our pediatric dermatology faculty will present a wide range of cases for discussion that presents a diagnostic and therapeutic challenge. Neonatal rashes, viral exanthems, lumps and bumps, hot topics in peds derm, creative solutions for hard to treat common problems and more!</p>	<p><i>Faculty:</i> R. Hunt, MD M. Perman, MD</p>
9:15-10:15 AM	<p>50 Downloads in 60 Minutes Each of our esteemed faculty will present "50 Take Home Practice Pearls" accumulated over their careers or recently found in the literature. These "downloads" changed the way that they either practice dermatology, think about a particular disease state and/or treat that disease. This session involves a series of case-based discussions involving the spectrum of cutaneous oncology from AKs to non-melanoma skin cancer. Creative solutions to challenging cases!</p>	<p><i>Faculty:</i> T. Rosen, MD G. Martin, MD M. Perman, MD</p>
10:15-11:00 AM	Break + Exhibits	
11:00-1:00 PM	<p>The Pigmented Lesion Clinic Our panel of experts will discuss diagnostic and therapeutic strategies covering the spectrum of pigmented lesions ranging from congenital nevi, atypical nevi, Spitz nevi, and melanoma. Don't miss this case-based discussion!</p>	<p><i>Moderator:</i> G. Martin, MD</p> <p><i>Faculty:</i> A. Sober, MD R. Hunt, MD</p>
1:00-1:15 PM	Q&A	
1:15-2:15 PM	<p>Product Theater Luncheon Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.</p>	
2:15-5:00 PM	<p>Choice of 2 Workshops:</p> <p>Advanced Neuromodulator and Filler Workshop During this small group, hands-on, live patient demonstrations by product workshop, the focus will be on neuromodulator injections of the lower face and neck. Dermal fillers will be demonstrated on temples, mid-face, lips, tear troughs and hands. Kybella™ (deoxycholic acid) use for double chins will be presented. Join our expert faculty who will demonstrate their techniques for achieving an optimal cosmetic result.</p> <p>Dermoscopy Workshop: Special Site Dermoscopy This year's workshop will focus on special site dermoscopy. Dr. Elizabeth Seiverling will review an algorithm for evaluation of growths on acral skin. She will also discuss an approach to using dermoscopy for pigmented facial neoplasms. This knowledge will be applied to a set of unknowns, which the audience will help analyze.</p>	<p><i>NEUROMODULATOR & FILLER WORKSHOP</i> <i>Faculty:</i> K. Pinski, MD S. Tsao, MD S. Chilukuri, MD B. Stolley, MD M. Gold, MD R. Bellomo, PA-C</p> <p><i>DERMOSCOPY WORKSHOP</i> <i>Faculty:</i> E. Seiverling MD</p>



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