Maui Derm
FOR DERMATOLOGISTS

2021

JANUARY 25-29
GRAND WAILEA
MAUI, HAWAII

EXHIBITOR PACKAGE

Maui+Derm
FOR DERMATOLOGISTS

Dear Colleague in Industry,

The enclosed materials represent our initial announcement to industry and the dermatology community of the **17th Annual Maui Derm for Dermatologists 2021** meeting. Our program once again features fair and balanced lectures and panel discussions involving our world-class group of educators. Our workshops are conducted in small group settings and provide intimate "hands on" live patient demonstrations facilitated by leaders in their respective fields. Registration is Sunday, January 24, 2021. The meeting begins Monday, January 25 and runs through Friday, January 29, 2021. Visit our program online at: MauiDerm.com.

While uncertainty surrounds hosting any "live" meeting during these trying times, we are optimistic that this year's meeting will be held "live" at the Grand Wailea between January 25-29, 2021. Certain factors will have to come into play in order to go "live". These include a vaccine launch in the late fall and the lifting of travel restrictions and quarantine. We are engaged in discussions with the Grand Wailea management and other Hawaii hotel general managers who share our optimism as they prepare to ramp up their hotels in preparation for guests in the late fall.

In order to extend the reach of our educational program, our meeting content will be published throughout the year via our newest media partner outlet: The Dermatology Digest. The Dermatology Digest will be a monthly publication and digital platform featuring articles, commentaries, videos, and podcasts from Maui Derm as well as other educational meetings and publications. You will also be engaged with our media partners The Dermatology Digest, Dermatology Times, Cosmetic Surgery Times, The Journal of Clinical and Aesthetic Dermatology and the SkinMed Journal.

Our lectures will be covered and reported upon by editors from The Dermatology Digest, Journal of Clinical and Aesthetic Dermatology, SKINMed Journal, Dermatology Times and Cosmetic Surgery Times. Maui Derm 2021 will continue its strategic relationship with DermTube.com to provide daily online video podcast reporting of the hottest topics presented at the Maui Derm 2021 podium. Additionally, daily e-Blast Summaries will be sent to over 12,000 dermatologists as well as NPs and PAs working in dermatology.

There are opportunities outside of the educational program available to hold roundtable discussions utilizing our faculty members. Please contact us if this is opportunity is of interest to you. We are seeking your support. This past conference we had approximately 50 exhibitors. Exhibition hall space is limited at the Grand Wailea.

Aesthetic & Laser Suites
Maui Derm 2021 will offer, as part of the marketing package, the opportunity to have your own suite available for the entire five days of the meeting. Your suite will include a private entrance, signage, power, injection table and linens.The only time during the five days that you will not be able to schedule private demonstrations is on Tuesday, January 28th from 8:00am-7:00pm as this is when the Maui Derm live patient injection workshops will take place and your suite will be utilized for your companies product.

Suite Fee: inquire via email to Nicole Gomez at nicole.gomez@mauiderm.com

UNRESTRICTED EDUCATIONAL GRANTS (*)
Unrestricted educational grants will be used to underwrite the cost of our live educational program. (Please refer to the ACCME Standards for Commercial Support.)

WORKSHOP AND SATELLITE SYMPOSIUM FEES
Please contact meeting manager Nicole Gomez (nicole.gomez@mauiderm.com) who will assess your company's individual needs and provide logistical assistance.

EXHIBIT BOOTH FEE
See invitation to exhibit under the payment section.

We look forward to your participation and support.

Warmest Aloha,

Nicole Gomez

Nicole Gomez
Meeting Manager
Maui Derm for Dermatologists 2021

Exhibitor Opportunities

A listing of the various Exhibitor Opportunities is below:

$100,000 Level	Live Only	Hybrid	Virtual Only
Registration Badge (AA = All-Access | EO: Exibit Only)	**8** 4 AA & 4 EO	**15** 3 AA, 3 EO & 9 Virtual	**15**
Exhibit Booth (Booth location in a premiere, high-traffic location)	**Two (2)** A Double Space Exhibit Booth	**One (1)** Exhibit Booth & **One (1)** Virtual Booth	**One (1)** Virtual Booth
Highest priority access to content from Maui Derm 2021 for enduring materials	✓	✓	✓
Opportunity to host (2) advisory board meetings	✓	✓	✓
One Prodcut Theater (lunch/mid-day slot)	✓	✓	✓
One Additional Product Workshop/Theater (morning/late afternoon/evening slot)	✓	✓	✓
Appropriate recognition as a sponsor on MauiDerm.com website	✓	✓	✓
Appropriate recognition as a sponsor on on-site signage	✓	✓	✓
Invitation for six (6) to the Faculty Cocktail Reception on January 26th	✓	✓	✗
Invitation to attend one (1) Maui Derm Reception & Dinner for additional networking opportunity	✓	✓	✗
Banner ad on three sessions of Maui Derm "On Demand" video archives (non-CME) where it will remain for two months	✗	✓	✓
Pre-recorded commercial of up to 60 seconds which will be linked to our "On Demand" video archives (non-CME). The commercial will be linked to two (2) lecture topics of your choice and are reserved upon order of request. Your commercial will play when the attendee opens the archived video. Archived videos will be able to be viewed up to two (2) months after the conference ends.	✗	✓	✓
Sponsor recognition on virtual platform	✗	✓	✓
Option for a rich media (HTML) leaderboard on your exhibit booth.	✗	✓	✓

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

$75,000 Level	Live Only	Hybrid	Virtual Only
Registration Badge (AA = All-Access | EO: Exibit Only)	**6** 3 AA & 3 EO	**10** 2 AA, 2 EO & 6 Virtual	**10**
Exhibit Booth (Booth location in a premiere, high-traffic location)	**One (1)** Exhibit Booth	**One (1)** Exhibit Booth & **One (1)** Virtual Booth	**One (1)** Virtual Booth
Highest priority access to content from Maui Derm 2021 for enduring materials	✓	✓	✓
Opportunity to host (2) advisory board meetings	✓	✓	✓
Two Product Workshop/Theater (morning/late afternoon/evening slot)	✓	✓	✓
Appropriate recognition as a sponsor on MauiDerm.com website	✓	✓	✓
Appropriate recognition as a sponsor on on-site signage	✓	✓	✓
Sponsor recognition on virtual platform	✗	✓	✓
Invitation for five (5) to the Faculty Cocktail Reception on January 26th	✓	✓	✗
Invitation to attend one (1) Maui Derm Reception & Dinner for additional networking opportunity	✓	✓	✗
Banner ad on two sessions of Maui Derm "On Demand" video archives (non-CME) where it will remain for two months	✗	✓	✓
Pre-recorded commercial of up to 60 seconds which will be linked to our "On Demand" video archives (non-CME). The commercial will be linked to two (2) lecture topics of your choice and are reserved upon order of request. Your commercial will play when the attendee opens the archived video. Archived videos will be able to be viewed up to two (2) months after the conference ends.	✗	✓	✓
Option for a rich media (HTML) leaderboard on your exhibit booth.	✗	✓	✓

$50,000 Level	Live Only	Hybrid	Virtual Only
Registration Badge (AA = All-Access | EO: Exibit Only)	**4** 2 AA & 2 EO	**8** 1 AA, 1 EO & 6 Virtual	**8**
Exhibit Booth (Booth location in a premiere, high-traffic location)	**One (1)** Exhibit Booth	**One (1)** Exhibit Booth & **One (1)** Virtual Booth	**One (1)** Virtual Booth
Highest priority access to content from Maui Derm 2021 for enduring materials	✓	✓	✓
Opportunity to host (1) advisory board meeting	✓	✓	✓
One Product Workshop/Theater (morning/late afternoon/evening slot)	✓	✓	✓
Appropriate recognition as a sponsor on MauiDerm.com website	✓	✓	✓
Appropriate recognition as a sponsor on on-site signage	✓	✓	✓
Sponsor recognition on virtual platform	✗	✓	✓
Invitation for four (4) to the Faculty Cocktail Reception on January 26th	✓	✓	✗
Invitation to attend one (1) Maui Derm Reception & Dinner for additional networking opportunity	✓	✓	✗
Banner ad on one session of Maui Derm "On Demand" video archives (non-CME) where it will remain for two months	✗	✓	✓
Pre-recorded commercial of up to 60 seconds which will be linked to our "On Demand" video archives (non-CME). The commercial will be linked to two (2) lecture topics of your choice and are reserved upon order of request. Your commercial will play when the attendee opens the archived video. Archived videos will be able to be viewed up to two (2) months after the conference ends.	✗	✓	✓
Option for a rich media (HTML) leaderboard on your exhibit booth.	✗	✓	✓

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

$25,000 Level	Live Only	Hybrid	Virtual Only
Registration Badge (AA = All-Access | EO: Exibit Only)	**2** 1 AA & 1 EO	**4** 1 AA, 1 EO & 2 virtual	**4**
Exhibit Booth (Booth location in a premiere, high-traffic location)	**One (1)** Exhibit Booth	**One (1)** Exhibit Booth & **One (1)** Virtual Booth	**One (1)** Virtual Booth
Highest priority access to content from Maui Derm 2021 for enduring materials	✓	✓	✓
Opportunity to host (1) advisory board meeting OR one product workshop/theater (morning/late afternoon/evening slot)	✓	✓	✓
Appropriate recognition as a sponsor on MauiDerm.com website	✓	✓	✓
Appropriate recognition as a sponsor on on-site signage	✓	✓	✓
Option for a rich media (HTML) leaderboard on your exhibit booth.	✗	✓	✓
Invitation for two (2) to the Faculty Cocktail Reception on January 26th	✓	✓	✗
Invitation to attend one (1) Maui Derm Reception & Dinner for additional networking opportunity	✓	✓	✗
Sponsor recognition on virtual platform	✗	✓	✓

* All-Access Badges provides admission to General Sessions, Lunches and Exhibit Hall. Exhibit Hall Badges are restricted to Exhibit Hall Only.

Virtual Product Theaters

Product Theaters on our virtual platform provide companies with unique opportunities to reach dermatology practitioners during our online conferences. Virtual Product Theaters include:

- Live product theater sessions transmitted from the virtual control room and will be hosted on a dedicated Maui Derm virtual-programming site.
- We offer the use of our Zoom Webinar account for streaming directly to the Maui Derm platform.
- Access to the session will only be available to registered conference attendees.

Audience Recruitment

- Maui Derm will deliver one email of an HTML file promoting your event.
- Event included on Conference Agenda.
- Event details included in Daily Announcements.

Tracking Participation Data

Maui Derm will provide our activity sponsors with reporting, including:

- General statistics on viewers – total counts, video views, and point-of-origin based on IP addresses.
- Detailed demographic and professional data viewers. (Note: email addresses WILL NOT be provided.)

Logistics

- 50 minutes of dedicated program time to include Q&A, evaluation/survey questions.
- Our Audio Visual and technical team members will work closely with your appointed representative to coordinate the real-time streaming of the presentation. This will include:
  - A kick-off meeting with any of your interested parties
  - A rehearsal with your speaker(s)
  - Live hand-off from the CME presentation room
  - Day-of video production support. Note: you or your speaker will be responsible for advancing slides and fielding Q&A.

Virtual Exhibit Booth

Maui Derm will offer a virtual exhibit hall to all our sponsors and exhibitors. Your virtual exhibit booth will include:

- One piece embedded media, such as a video, an interactive PDF or PowerPoint file, or a “mini-web site”. Any media that can run in an iFrame is supported.
- Company logo
- Product logo
- Company and product description
- Unlimited direct links to your website and any downloads you would like to offer.
- Interface capabilities to a live sales representative during scheduled breaks.

Booth traffic will be incentivize by the use of tokens redeemable for prizes.

Maui Derm Advisory Boards

Maui Derm will offer access to its faculty and attendees in order to host a “virtual advisory board”. These include our faculty and dermatologists as well as participants registered for the Maui Derm conference. Virtual advisory board meetings may be held the week prior to the conference or the week after.

2021 Promotional Opportunities

Promotional opportunities are only available during live meetings.

Breakfasts $12,000 *
Includes:
+ Hot Breakfast Buffet
+ Signage on buffet with your company logo
+ Recognition on Sponsor Banner
  (based on 200 people)

Coffee Breaks 7,000 *
Includes:
+ Food & Beverage items
+ Signage on buffet with your company logo
+ Recognition on Sponsor Banner
  (based on 200 people)

Dinner $24,000
Includes:
+ Food & Beverage items
+ Signage on buffet with your company logo
+ Recognition on Sponsor Banner
  (based on 190 people)

Company Logo Items
+ T-Shirt $7,500 (Qty 200)
+ Lip Balm with Sunscreen $2,500 (Qty 200)
+ Tote Bag $7,500 (Qty 200)

Other Opportunites
+ WiFi, mirror clings, charging station, key cards and door drops are also available. Please inquire for availability and pricing at nicole.gomez@mauiderm.com.

* *Daily Cost*

Call for Posters + Abstracts

Abstract Guidelines
Abstracts should be a maximum of 500 words. The authors names and associations are not included in the 500 word count. 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 December 15, 2020. Encore presentations will be accepted. **Abstracts must be uploaded via the submission tab on the Maui Derm website (mauiderm.com)**. Encore presentations are accepted.

Poster Guidelines
If you are interested in displaying this abstract as a poster a PDF of the poster must be uploaded in conjunction with the abstract. The deadline for submitting a request to exhibit a poster is December 15, 2020. **A PDF of the poster must be uploaded via the submission tab on the Maui Derm website (mauiderm.com).** Encore presentations are accepted. There is no limit on the number of abstracts and posters a company may submit.

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 mat¬ter 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.

RESPONSIBILITY FOR DAMAGE AND LOSS
Maui Derm, ICES and Grand Wailea will not be responsible for damage, destruction, loss or theft of exhibits or property used in connection therewith, however cause, nor for goods sent to the building prior to or ruminating after the exhibit hall has closed except where Maui Derm, ICES and Grand Wailea, its officers, directors, agents, members, or employees have acted willfully or negligently. The poster presenter agrees to the above and will present no claims to Maui Derm, ICES or Grand Wailea. The poster presenter assumes all responsibility for damage or loss to the Poster exhibit and for damage caused by the poster exhibit to the person, property and rights (including patient) or others, including damage to the floors, walls, decoration or equipment of the Grand Wailea and the poster present agrees to protect, indemnify, hold harmless and defend the Maui Derm, ICES and the Grand Wailea from and against any claim for such damage or loss except where Maui Derm, ICES and Grand Wailea, its officers, directors, agents, members, or employees have acted willfully or negligently.

QUESTIONS?
Should you need further information, please contact:
Nicole Gomez, Meeting Manager | Phone 831-595-0710 | Email nicole.gomez@mauiderm.com

Invitation to Exhibit

Maui Derm for Dermatologists 2021 invites you to participate in the Exhibit Program for this meeting. Maui Derm offers exhibiting companies the opportunity to display their products and services to dermatologists from all over the United States.

Exhibit Dates and Hours

Sunday, January 24 (Set Up)	2:00 pm–6:00 pm
Monday, January 25	6:30 am–11:15 am
Tuesday, January 26	6:30 am–11:15 am
Wednesday, January 27	6:30 am–11:15 am
Thursday, January 28	6:30 am–11:15 am
Friday, January 29	6:30 am–11:00 am
Friday, Jan. 29 (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 recieved by December 15, 2020. After December 15, 2020 a $500 late fee will apply.

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, a one line sign showing firm name, one (1) complimentary registration per booth, one (1) six foot table and two (2) chairs.

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 assigned 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.

Payment
Booth fees are $5,500.00 USD per 8' x 10' area if space is booked prior to October 1, 2020. After October 1, 2020 there will be an additional charge of $500.00 USD.

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
Visit MauiDerm.com to register all exhibit personnel. 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.

Each exhibit personnel MUST be registered with their own individual email address.

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

Cancellation/Refund Policy
Notification of cancellation must be done via the registration website. From the initial registration up to June 30, 2020, there will be a cancellation fee of $500.
From July 1, 2020, up to November 30, 2020, a 50 percent cancellation fee will apply. On and after December 1, 2020, there will no provision for any refund.

Set Up and Dismantling Of Exhibits

Set Up	Sunday, January 24 2:00 pm - 6:00 pm
Dismantle	Friday, January 29 11:00 am - 1:00 pm

Exhibits must not be disturbed, dismantled or removed before 11:00 am on Friday, January 29. All exhibit material must be removed from the exhibit area by 1:00 pm on Friday, January 29.

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 a booth.

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 without prior permission from Maui Derm. This applies to distributing fliers, 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 has established a non-smoking policy for the meeting. This applies to the entire meeting. Thank you for not smoking.

Hospitality Functions
Maui Derm approval is required for all hospitality functions. Hospitality functions cannot conflict with official Maui Derm 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 November 30, 2018. 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 45 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 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 exhibit program. The exhibitor shall protect, indemnify, hold harmless and defend Maui Derm, its officers, directors, agents and employees and the Hotel and its agents 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, its officers, directors, agents or employees or of the Hotel and its agents or employees. In case any part of the exhibition hall is destroyed or damaged so as to prevent Maui Derm 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, 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, 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 through its Board. Exhibitors agree to comply with all subsequent reasonable rules adopted by Maui Derm. Maui Derm 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 2021 Faculty

Maui Derm for Dermatologists Program Director

George Martin, MD

Maui Derm for Dermatologists Faculty*

R. Rox Anderson, MD, PhD
Neal Bhatia, MD
Valerie Callender, MD
Suneel Chilukuri, MD
Joel Cohen, MD
Curtis Cole, PhD
Seemal Desai, MD
Lawrence Eichenfield, MD
Keith Flaherty, MD
Sheila Fallon-Friedlander, MD
Ilona Frieden, MD
Richard Gallo, MD
Joel Gelfand, MD, MMSCE
Hayes Gladstone, MD
Dee Anna Glaser, MD
Michael Gold, MD
Mitchel Goldman, MD
Pearl Grimes, MD
Aditya Gupta, MD, PhD
Elena Hawryluk, MD
Whitney High, MD, JD
Mark Kaufmann, MD
Arthur Kavanaugh, MD
Suzanne Kilmer, MD
Robert Kirsner, MD, PhD
David Laub, MD
Craig Leonardi, MD
James Leyden, MD
Ashfaq Marghoob, MD
Stuart Nelson, MD, PhD
Henry Lim, MD
David Ozog, MD
Kevin Pinski, MD
Phoebe Rich, MD
Ted Rosen, MD
E. Vic Ross, MD
Fernanda Sakamoto, MD, PhD
Chrysalyne Schmults, MD
Ava Shamban, MD
Jerry Shapiro, MD
Daniel Siegel, MD
Jonathan Silverberg, MD, PhD, MPH
Eric Simpson, MD
Richard Sontheimer, MD
Linda Stein-Gold, MD
Bruce Strober, MD, PhD
Neil Swanson, MD
James Treat, MD
Hensin Tsao, MD, PhD
Sandy Tsao, MD
Guy Webster, MD, PhD
Wm. P. Werschler, MD
Albert Yan, MD
G. Yosipovitch, MD, PhD
Matthew Zirwas, MD

** Subject to Change*

Program Description

INTRODUCTION

Advances in Cosmetic and Medical Dermatology Mission Statement

To increase physicians' knowledge in areas of medical and cosmetic dermatology in order to enable the physicians 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. Dermatologists require direction and insight into the proper management of these conditions.

TARGET AUDIENCE

This educational activity is designed for Dermatologists.

LEARNING OBJECTIVES

As a result of attending the Maui Derm for Dermatologists 2021, attendees should be able to:

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 MATERIALS

The Dermatology Digest

Maui Derm has a new media partner: The Dermatology Digest. Meeting highlights will be brought to you in a wide range of formats including print, e-newsletters, video downloads and podcasts. We will be announcing more information about the launch of The Dermatology Digest later this fall.

Overall Format

This 5-day, comprehensive CME activity will utilize evidence-based data around the management of dermatologic conditions. Case studies, interactive discussion, patient demonstrations, and workshops will enhance the relevancy providing dermatologists with the ability to apply the data into clinical practice.

Faculty Disclosure Declaration

According to the disclosure policy of the University of Cincinnati College of Medicine, all faculty, planning committee members, and other individuals who are in a position to control content are required to disclose any relevant relationships with any commercial interest related to this activity. The existence of these interests or relationships is not viewed as implying bias or decreasing the value of the presentation. All educational materials are reviewed for fair balance, scientific objectivity and levels of evidence. Disclosure will be made at the time of activity.

ADA STATEMENT

Special Needs: In accordance with the Americans with Disabilities Act, Maui Derm & 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 e-mail your needs to: info@mauiderm.com.

Sunday, January 24, 2021

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

Monday, January 25, 2021

6:30-7:30 AM	Breakfast + Exhibits	
7:30-7:45 AM	**Hawaiian Blessing & Introduction**	*Program Director:* *G. Martin, MD*
7:45-8:45 AM	**Dermatology in Review** Dr. Hensin Tsao, who in his inimitable style, will discuss the most important advances in dermatology from 2020. Dr. Sheila Fallon-Friedlander will share the podium and discuss the latest advances in pediatric dermatology.	*Faculty:* *H. Tsao, MD, PhD* *S. Fallon-Friedlander, MD*
8:45-9:30 AM	**New Drugs and Therapies in 2021** Hana hou! The "Ted and Neal Show" will once again entertain and educate you about new drugs and therapies in dermatology and how we will be using them in 2021.	*Faculty:* *T. Rosen, MD* *N. Bhatia, MD*
9:30-10:15 AM	**Photoprotection 2021** There are many controversies surrounding photoprotection. What makes the "ideal sunscreen"?; Are chemical sunscreens safe in children?; What is the role of visible light in photo damage?; What are the other "hot topic" issues in photoprotection? Henry Lim, MD and Curtis Cole, PhD will shed light on these issues.	*Moderator:* *G. Martin, MD* *Faculty:* *H. Lim, MD* *C. Cole, PhD*
10:15-11:00 AM	Break + Exhibits	
11:00-12:00 PM	**Cutaneous Oncology Part 1** A wide range of challenging clinical scenarios discussing the management of AKs therapeutic options for non-melanoma skin cancer.	*Faculty:* *G. Martin, MD* *T. Rosen, MD* *C. Schmults, MD, MSCE*
12:00-1:00 PM	**Pigmented Lesion Clinic Part 1** How are we managing congenital nevi, Spitz nevi, dysplastic/atypical nevi, melanoma in kids, "at risk individuals" for melanoma, genetic testing and therapies for metastatic melanoma. Our expert faculty will update you on the most recent studies and practice strategies on critical issues vital to the practicing dermatologist.	*Moderator:* *H. Tsao, MD, PhD* *Faculty:* *A. Marghoob, MD* *K. Flaherty, MD* *W. High, MD, JD* *E. Hawryluk, MD*
1:00-1:45 PM	**Product Theater Luncheon** Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	
1:45-2:45 PM	**Pigmented Lesion Clinic Part 2**	*Moderator:* *H. Tsao, MD, PhD* *Faculty:* *A. Marghoob, MD* *K. Flaherty, MD* *W. High, MD, JD* *E. Hawryluk, MD*
2:45-5:30 PM	**WORKSHOP A: Dermoscopy Workshop:** **Special Site Dermoscopy** Simply described as: "the best dermoscopy workshop you will ever attend", Dr. Ash Marghoob will hold his internationally acclaimed workshop on dermoscopy. This year's workshop is designed to bring attendees up to date with current interpretation of dermoscopic features of specific sites such as the hands and feet, lips, etc. His algorithm and pattern analysis to assist in detecting skin cancer will be stressed. This knowledge will be applied to a set of unknowns, which the audience will help analyze.	*Faculty:* *A. Marghoob, MD*

2:45-5:00 PM	**WORKSHOP B: How To Maximize Your Billing Effectiveness In The Era of Dwindling Reimbursements and ICD-10. PLUS, A CLIA Certification Program Segment and Certificate** Our two dermatology coding experts, Drs. Mark Kaufmann and Dan Siegel, will walk you through the changes taking place in dermatology billing and coding that will affect your bottom line. Listen as they go into great detail outlining the impact of EMR, ICD-10 and coding changes on your practice. They will help you to gain a deeper understanding of the process and procedures involved in ICD-10 billing. This includes the "do's and don'ts" of medical billing under ICD-10 and maximizing your reimbursements.	*Faculty:* *M. Kaufmann, MD* *D. Siegel, MD*
2:45-5:00 PM	**WORKSHOP C: Lasers, Lights, Radiofrequency and More** During this 2-hour session our laser gurus will share what is new, trending, what works and what does not and "what's in the pipeline". They will share their algorithms for treating a variety of skin conditions ranging from photoaging to fat.	*Moderator:* *S. Kilmer, MD* *Faculty:* *R. Anderson, MD, PhD* *V. Ross, MD* *S. Nelson, MD, PhD* *S. Tsao, MD* *M. Goldman, MD* *M. Gold, MD* *F. Sakamoto, MD, PhD*
6:00-9:00 PM	**Welcome Reception & Dinner** "Under the Stars" All registrants are encouraged to attend.	

A name badge is required for all Maui Derm sessions and events.

Tuesday, January 26, 2021

6:30-7:30 AM	**Breakfast + Exhibits**	
7:30-9:30 AM	**Pediatric Dermatology 2021** Our faculty of expert pediatric dermatologists will cover a wide array of topics in pediatric dermatology.	*Faculty:* *L. Eichenfield, MD* *S. Fallon-Friedlander, MD* *I. Frieden, MD* *J. Treat, MD* *A. Yan, MD*
9:30-10:15 AM	**Conntective Tissue Update 2021** Dr. Rick Sontheimer returns to the posium to update us the latest approach to diagnosing and treating connective tissue disorders.	*Faculty:* *R. Sontheimer, MD*
10:15-11:00 AM	**Break + Exhibits**	
11:00-12:30 PM	**Psoriasis 2021** Our panel of leading authorities will discuss a number of topics including: what's in the pipeline? What's coming? What topicals are trending? What are the head to head studies showing? How did COVID 19 affect our management of PsO/PsA and what were the "take aways" from the pandemic? What's new in PsA? Lots to discuss in this very dynamic arena. Interested in learning more? Join our psoriasis experts in the afternoon luncheon workshop for a 2-hour in-depth case based discussion of a wide array of challenging case scenarios.	*Moderator:* *B. Strober, MD, PhD* *Faculty:* *C. Leonardi, MD* *A. Kavanaugh, MD* *L. Stein-Gold, MD* *J. Gelfand, MD, MPH*
12:30-1:15 PM	**Update 2021: Disorders of Pigmentation** Dr. Pearl Grimes, one of the leading authorities on pigmentation disorders, is back by popular demand! She will again provide her "tour de force" of the latest in therapeutic strategies to treat vitiligo, melasma,post inflammatory hyperpigmentation and more.	*Faculty:* *P. Grimes, MD*
1:15-2:00 PM	**Product Theater Luncheon** Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	

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

2:00-4:30 PM	**WORKSHOP A: Challenging Cases in Psoriasis** During this 2-hour workshop our group of psoriasis experts will challenge you and each other with a wide range of difficult management cases. Bring your own case(s) to present and join us to hear what the experts have to say.	*Moderator:* *B. Strober, MD, PhD* *Faculty:* *C. Leonardi, MD* *A. Kavanaugh, MD* *L. Stein Gold, MD* *J. Gelfand, MD*
2:00-4:30 PM	**WORKSHOP B: Challenging Cases in Pediatric Dermatology** During this 2-hour workshop our group of pediatric dermatology experts will challenge you and each other with a wide range of difficult management cases. Bring your own case(s) to present and join us to hear what the experts have to say.	*Faculty:* *S. Fallon-Friedlander, MD* *I. Frieden, MD* *L. Eichenfield, MD* *J. Treat, MD* *A. Yan, MD*
2:00-4:30 PM	**WORKSHOP C: Wound Closures** Our esteemed group of derm surgeons will present a wide variety of derm surgery cases involving facial (lip, nose, eyelid, ear) and trunk/extremity repairs. They will discuss their approaches to optimizing functional and cosmetic outcomes.	*Moderator:* *H. Gladstone, MD* *Faculty:* *D. Ozog, MD* *N. Swanson, MD* *D. Siegel, MD* *C. Schmults, MD, MSCE*

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Wednesday, January 27, 2021

6:30-7:30 AM	Breakfast + Exhibits	
7:30-8:15 AM	**Wound Healing Advances in 2020** Dr. Rob Kirsner, one of the leading experts in wound healing, will present the latest in wound healing science that will change the way we approach wound healing.	*Faculty:* *R. Kirsner, MD, PhD*
8:15-9:00 AM	**"Talk Story" With Rox Anderson: What's New From The Wellman Lab** Dr. Rox Anderson, whose pioneering research has advanced the science of dermatology, will lecture on the latest scientific findings from the Wellman Labs and other scientific discoveries from around the world. Learn how the these latest discoveries in science will shape how we practice dermatology in the future.	*Faculty:* *R. Anderson, MD, PhD*
9:00-10:30 AM	**Update 2021: Acne and Rosacea** New drugs, new data and new insights into acne and rosacea. Our esteemed faculty will share their insights into the management of acne and rosacea.	*Moderator:* *G. Webster, MD, PhD* *Faculty:* *L. Eichenfield, MD* *J. Leyden, MD* *R. Gallo, MD, PhD*
10:30-11:15 AM	Break + Exhibits	
11:15-12:00 PM	**Neuromodulators and Dermal Fillers: What's New, What's Coming and What Are We Doing That's New In 2021** Our expert injectors will discuss what is new and trending in 2021 and what's coming in the near future.	*Moderator:* *J. Cohen, MD* *Faculty:* *M. Gold, MD* *D. Glaser, MD*
12:00-12:30 PM	**Hot Topic: Regeneration Will Replace Rejuvenation 2021 – The Science Behind Regeneration** Dr. Phil Werschler will share how the evolving science of "regeneration" will impact aesthetic and medical dermatology in the future.	*Faculty:* *P. Werschler, MD*
12:30-1:15 PM	**Neuromodulator and Dermal Filler Complications: How to Avoid Them and How To Manage Them When They Occur** Dr. Joel Cohen will present what many consider to be the best talk on the subject.	*Faculty:* *J. Cohen, MD*

1:15-2:00 PM	**Product Theater Luncheon** Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	
2:00-4:30 PM	**What's My Treatment? How To Combine Dermal Filler, Neuromodulators, Laser/Light/RF Devices/Microneedling and Cosmeceuticals Symposium** How we combine dermal fillers, neuromodulators and laser/light/RF devices, PRP, micro-needling and cosmeceuticals in combination and which order to achieve an optimal cosmetic result. Listen and take notes as our faculty discusses their approaches to mild, moderate and severe photoaging including Skin of Color.	*Moderator:* *D. Laub, MD* *Panelists:* *D. Glaser, MD* *M. Goldman, MD* *S. Chilukuri, MD* *A. Shamban, MD*

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Thursday, January 28, 2021

6:30-7:30 AM	**Breakfast + Exhibits**	
7:30-8:30 AM	**Dr. Jerry Shapiro Discusses The Management of Hair Loss Disorders in 2021** Hana Hou! Simply the best lecture on hair disorders you will ever hear. Dr. Jerry Shapiro will discuss a wide range of hair loss disorders including diagnostic and management strategies.	*Faculty:* *J. Shapiro, MD*
8:30-10:15 AM	**Atopic Dermatitis and Pruritus: Current Concepts and Therapeutics for 2021** Our experts will discuss the latest findings in the pathogenesis and co-morbidities of AD and itch. They will provide their insight into the broadening list of topical, systemic and biologic therapies for AD and itch that will become available to our clinics in 2021 and discuss where they all fit.	*Moderator:* *E. Simpson, MD* *Faculty:* *J. Silverberg, MD, PhD, MPH* *L. Eichenfield, MD* *G. Yosipovitch, MD, PhD*
10:15-11:00 AM	**Break + Exhibits**	
11:00-11:45 AM	**Nail Disorders 2021: Diagnostic and Therapeutic Challenges** Dr. Phoebe Rich, one of the world's leading nail experts, will present a series of cases that will challenge your diagnostic and therapeutic acumen.	*Faculty:* *P. Rich, MD*
11:45-1:15 PM	**Lasers and Energy Devices Used to Treat Medical Problems: What's New in 2021!** Our world class experts will discuss their approach to an array of challenging skin conditions and cutaneous lesions ranging vascular lesions and tumors, striae, scars, disorders of pigmentation and more.	*Moderartor:* *S. Kilmer, MD* *Faculty:* *R. Anderson, MD, PhD* *S. Nelson, MD, PhD* *E.V. Ross, MD* *F. Sakamoto, MD, PhD*
1:15-2:00 PM	**Product Theater Luncheon** Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	
2:00-4:30 PM	**Neuromodulator and Dermal Filler: Onstage Live Patient Demonstration** This highly interactive session features live patient injections using the latest techniques. Faculty members provide a running commentary and attendees are encouraged to come to the mic to ask questions. This session has become a hallmark of Maui Derm's aesthetic program.	*Moderators:* *M. Goldman, MD* *J. Cohen, MD* *Faculty:* *D. Glaser, MD* *S. Kilmer, MD* *V. Callender, MD* *M. Gold, MD* *M. Goldman, MD* *P. Werschler, MD* *A. Shamban, MD* *S. Chilukuri, MD* *D. Ozog, MD* *K. Pinski, MD* *D. Laub, MD*

4:30-6:00 PM	**Neuromodulator and Dermal Filler Injection Workshops: Small Group Breakout Sessions** Learn from our expert faculty in an interactive, small group, live patient demonstration environment how to safely and effectively achieve the optimal cosmetic outcome.	*Moderators:* *J. Cohen, MD* *M. Goldman, MD* *D. Laub, MD* *Faculty:* *D. Glaser, MD* *S. Kilmer, MD* *V. Callender, MD* *M. Gold, MD* *M. Goldman, MD* *P. Werschler, MD* *A. Shamban, MD* *S. Chilukuri, MD* *D. Ozog, MD*

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Friday, January 29, 2021

6:30-7:30 AM	**Breakfast + Exhibits**	
7:30-8:30 AM	**Infectious Disease Update 2021** What you need to know about viral, bacterial, fungal, parasitic and arthropod infections. Interested in learning more? Join our ID faculty in the afternoon luncheon workshop for a 2-hour in-depth session covering a wide array of infectious disease topics. Bring your toughest case for the panel.	*Moderator:* *T. Rosen, MD* *Faculty:* *S. Fallon-Friedlander, MD* *A. Gupta, MD, PhD, MBA*
8:30-10:15 AM	**Challenging Cases** Our faculty will present a wide array of challenging and complex cases that pushed their diagnostic and therapeutic skills to the limit.	*Moderator:* *S. Desai, MD* *Faculty:* *A. Yan, MD* *T. Rosen, MD* *M. Zirwas, MD*
10:15-11:00 AM	**Break + Exhibits**	
11:00-12:30 PM	**Cutaneous Oncology Part 2** This session will will focus on Non-Melanoma Skin Cancers (NMSC). Our expert panelists will present an array of challenging cases in NMSC and discuss how thinking outside the box helped to improve patient outcomes.	*Moderator:* *H. Gladstone, MD* *Faculty:* *C. Schmults, MD, MSCE* *N. Swanson, MD* *D. Ozog, MD*
12:30-1:15 PM	**Contact Dermatitis Update 2021** Dr. Matt Zirwas will discuss the challenges of managing a wide range of dermatitis dilemmas. Be prepared to take notes! Interested in learning more? Join our contact dermatitis expert Dr. Matt Zirwas in the afternoon luncheon workshop for a 2-hour in-depth case based discussion of contact dermatitis and patch testing.	*Faculty:* *M. Zirwas, MD*
1:15-2:00 PM	**Product Theater Luncheon** Optional non-certified lunches designed to cover therapeutic approaches to a particular disease state. Industry sponsored.	
2:00-4:00 PM	**WORKSHOP A: Infectious Disease** Join our ID experts for an in-depth discussion of a broad range of topics not covered in the morning lecture. In this intimate setting you can freely ask questions and share your most challenging cases or observations with our faculty.	*Moderator:* *T. Rosen, MD* *Faculty:* *A. Gupta, MD, PhD, MBA* *S. Fallon-Friedlander, MD*

2:00-4:00 PM	**WORKSHOP B: Nail Disorders** **Diagnostic and Therapeutic Approaches to Nail Diseases** Dr. Phoebe Rich will go in great depth discussing a wide range of nail disorders and her approach to them. Additionally, she will provide video demonstration of her surgical approaches to nail disorders.	*Faculty:* *P. Rich, MD*
2:00-4:00 PM	**WORKSHOP C: Exceptional Eczematous Expertise and Powerful Patch Testing** Dr. Zirwas will discuss his approach to patients with dermatitis (What kind of dermatitis is it? Should I patch test them? Will steroids mess it up if I patch test them?), to how to do the patch testing... Where do I get the materials? How do I pick the allergens? How do I get that much tape to stick? What to do when the patch test is all negative. Included in the session will be the opportunity to actually work with the patch test materials and learn how to put them on patients.	*Faculty:* *M. Zirwas, MD*

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Maui Derm 2022
Grand Wailea in Maui, Hawaii
January 24-28, 2022

Plus, for Dermatology Nurse Practitioners & Physician Assistants:

Maui Derm NP + PA Summer 2021
The Broadmoor in Colorado Springs, CO
June 23-26, 2021

Maui Derm NP+PA Fall 2021
Omni Grove Park Inn in Asheville, NC
September 29-October 2, 2021

Maui+Derm
FOR DERMATOLOGISTS

Administrative Office
Maui Derm
41 East Lipoa Street, Suite 21
Kihei, HI 96753

Booth space reservation forms and personnel registration forms are available on our website. It's quick, easy and secure.

MauiDerm.com