



**14TH ANNUAL MEETING  
MAY 9-11, 2019**

**MUSIC CITY CENTER  
NASHVILLE, TN**

**THE PREMIER MULTIDISCIPLINARY MEETING FOR AESTHETIC MEDICINE AND DERMATOLOGY**



## **SUPPORT & EXHIBIT OPPORTUNITIES**

**COURSE CO-DIRECTORS:**

**BRIAN S. BIESMAN, MD & MICHAEL H. GOLD, MD**

**781-793-0088 • MADER@MDMEETINGDESIGNS.COM • WWW.TNLASERSOCIETY.COM**

## A MESSAGE FROM THE MEETING ORGANIZERS

Welcome to the Industry Prospectus for SCALE 2019 – now the Premier Meeting for Cosmetic and Medical Dermatology in the United States. What started out as a small gathering 13 years ago has now blossomed into one of the true outstanding events in our space which in 2018 featured upwards of 850 attendees and 125 industry vendors. Now we are making plans for 2019 and we want you front and center.

Dr. Brian Biesman and I have the same vision for SCALE and we work all throughout the year to assure that when we arrive at “go-time” we have checked all the boxes, crossed every “T,” and dotted every “I.” We also work with an amazing and talented group at Meeting Designs in Boston and with their help and guidance, we are confident that we will make SCALE even bigger and better in 2019.

We have always brought to SCALE the highest quality faculty that we can have at a meeting. We are confident that 2019 will exceed the amazing and talented group of physicians and educators that we brought together in Nashville this past year. And we will have the best aesthetic clinicians and the best in medical dermatology. We will offer special courses as well – including those in Energy Based Devices, Injectables, a world class Cadaver Workshop, as well as in depth discussions on important Medical Derm topics such as Acne, Atopic Dermatitis, and Psoriasis.

SCALE is not a meeting that your company wants to miss. Opportunities for sponsorship are found in this Prospectus and we have capped the number of certain of our sponsorship categories to maximize the exposure for your company. We encourage you to look through this guide, find the proper educational spend you can make, and secure it with our amazing team. We will have an amazing Exhibit Hall in 2019 as well as opportunities for Product Theaters and Ad Boards, just to name a few.

SCALE is going to be a special event in 2019 – and we want you there!!!

Brian S. Biesman, MD and Michael H. Gold, MD  
Board Members of Tennessee Society for Laser Medicine & Surgery  
Co-Directors of Music City SCALE





## BECOME A SUPPORTER

SUPPORT OPPORTUNITIES		ELITE LEVEL \$75,000	DIAMOND LEVEL \$50,000	PLATINUM LEVEL \$40,000	GOLD LEVEL \$25,000	RUBY LEVEL \$15,000	SILVER LEVEL \$10,000	BRONZE LEVEL \$5,000
		1 opening	5 openings	15 openings	30 openings	30 openings	35 openings	40 openings
Lecture/Workshop/Demo	CME Track	2 x 20 min.	2 x 20 min.	2 x 15 min.	2 x 10 min.	15 min.	10 min.	Not available
	Non-CME Track	60 min.	45 min.	45 min.	30 min.	25 min.	20 min.	
Breakfast Symposium (30 minutes)	<b>SOLD</b>	Choice of 1	Choice of 1	+\$3,000	+\$8,000	+\$12,000	+\$15,000	+\$25,000
Lunch Symposium <small>Move your included demo to one of these slots (2)</small>	<b>SOLD</b>			+\$5,000	+\$10,000	+\$15,000	+\$20,000	+\$30,000
Additional symposia available at reduced cost		✓	✓	✓	✓	✓	-	-
Advisory Board (see the next page for details)		✓	✓	✓	\$5,000	\$5,000	\$5,000	\$5,000
Full-page advertisements in program book		4	4	3	2	1	Available for purchase	Available for purchase
Half-page advertisements in program book		-	-	-	-	-	1	1
10' x 10' booth in prime location		3	2	2	1	-	-	-
6' skirted tabletop space		-	-	-	-	1	1	1
Company badges		12	10	8	6	4	3	2
Promotional email blasts to our attendees		2 custom	2 custom	1 custom	2	1	1	Available for purchase
Meeting app text alert notification to attendees		3	3	3	2	1	1	-
Invitations to Thursday's Faculty Dinner		5	4	3	2	1	1	-
Name on meeting materials		✓	✓	✓	✓	✓	✓	✓
Acknowledgment on all correspondence		✓	✓	✓	✓	✓	✓	✓
Company reps. invited to Friday's Gala Event		✓	✓	✓	✓	✓	✓	✓
Logo on SCALE website		✓	✓	✓	✓	✓	✓	✓
Company collateral in all registration bags		✓	✓	✓	✓	✓	✓	Available for purchase
Recognition plaque		✓	✓	✓	✓	✓	✓	-
Certificate of Acknowledgement		-	-	-	-	-	-	✓
Lead retrieval		2	2	1	Available for purchase	Available for purchase	Available for purchase	Available for purchase
Escalator Cling		2	1	1	Available for purchase	Available for purchase	Available for purchase	Available for purchase
Reception Co-Sponsor		✓	✓	Available for purchase	Available for purchase	Available for purchase	Available for purchase	Available for purchase

\*Exhibit Space: one booth space is 10'x10'; one tabletop is a 6 foot standard table top space. Exhibit spaces include skirted table, 2 chairs and wastebasket. Electric needs are the responsibility of the vendor.



## ADDITIONAL SUPPORT OPPORTUNITIES

### **EDUCATIONAL OPPORTUNITIES:**

#### **SYMPOSIA OR WORKSHOPS**

Please contact Meeting Designs for pricing and availability.

#### **ELECTRONIC SCIENTIFIC POSTER DISPLAY - \$10,000**

Includes branding/logos of your company

#### **WIFI SUPPORT - \$5,000**

Includes choice of login password

#### **ADVISORY BOARDS (SELLING FAST!)**

Advisory Boards are an opportunity for your company to share information and gather input with a select group of Key Opinion Leaders. Introduce your company to new potential clients, present data, collect ideas and get 'real world' experiences, discuss pipelines, and advise of new products and devices that are coming to market. Sessions will be offered Thursday and Friday May 9 & 10, 2019 at the Omni Hotel and include the following:

- 2 hour Advisory Board Meeting
- Meeting Space for up to 25 people
- Invitation and RSVP management
- Costs related to Audio/Visual, Food/Beverage, and Honoraria are your responsibility

### **MEAL FUNCTIONS:**

#### **OPENING NIGHT RECEPTION - \$5,000/COMPANY (4)**

3-minute welcome speech to attendees  
(3) 24" x 30" easel posters at reception  
Company collateral for registration bags

#### **BREAKFAST - \$3,500/DAY (2)**

Includes display (2) 24" x 30" easel posters at banquet table  
Acknowledgement in agenda

#### **LUNCH - \$5,000/DAY (2)**

Opportunity to display (2) 24" x 30" easel posters at banquet table  
Acknowledgement in agenda

#### **FACULTY DINNER (THURSDAY) - \$5,000 PER COMPANY (3) OR \$15,000 SOLO**

Host and interact with SCALE faculty in an intimate fine dining setting in downtown Nashville

#### **GALA EVENT (FRIDAY) - \$5,000 PER COMPANY (4) OR \$20,000 SOLO**

Opportunity to host and interact with SCALE faculty and your peers at the Saturday Gala dinner in downtown Nashville

#### **REFRESHMENT BREAKS - \$2,500/DAY (2)**

Opportunity to display (1) 24" x 30" easel poster at beverage station  
Acknowledgment in agenda

### **BRANDING OPTIONS:**

#### **PROMOTIONAL HOTEL KEYCARDS - \$8,000 SOLD**

Company logo on Keycards given to all attendees, at both The Omni and The Westin Hotels

#### **PROMOTIONAL CONGRESS BAGS - \$6,000 SOLD**

Company logo on bag given to all attendees

#### **PROMOTIONAL PORTFOLIOS - \$5,000 SOLD**

Company logo embossed on leather portfolio for all attendees

#### **PROMOTIONAL NECK WALLETS - \$4,000**

Company logo on neck wallets to be worn by all attendees

#### **PROMOTIONAL FLASH DRIVE - \$3,000**

Company logo on USB flash drive for all attendees

#### **PROMOTIONAL MEETING PACKET - \$2,500**

Company logo on meeting materials packet for all attendees

#### **PROMOTIONAL PROGRAM ADS**

Back cover - \$1,500 • Full-page ad - \$750 • 1/2-page ad - \$500

#### **MEETING APP OPPORTUNITIES - \$5,500**

Support includes scrolling banner. Your logo will be associated with reminders to attendees to download the app.

### **MEETING APP OPPORTUNITIES:**

- Meeting App Sponsor - \$5,500
- Meeting App Scrolling Banner - \$1,500
- Meeting App Text Alerts - \$500 per alert
- Meeting App Giveaway/Promo alert - \$250 each

### **ADDITIONAL OPPORTUNITIES:\***

- Escalator Clings - \$1,000 per panel
- Column Wraps and LCD TV Ad packages

\*Contact Meeting Designs for pricing and availability.





## EXPOSITION LOCATION AND BENEFITS

### MEETING SEMINARS & EXHIBITS LOCATED AT:

Music City Convention Center  
201 5th Ave. South Nashville, TN 37203  
[www.nashvillemusiccitycenter.com](http://www.nashvillemusiccitycenter.com)

\*More details to come on exhibit info at The Music City Convention Center

### ACCOMMODATIONS\* AVAILABLE AT:

Omni Nashville Hotel  
250 5th Avenue South Nashville, TN 37203  
[www.omnihotels.com](http://www.omnihotels.com)  
Adjacent to Convention Center

Westin Hotel  
807 Clark Place Nashville, TN 37203  
[www.starwoodhotels.com](http://www.starwoodhotels.com)  
Adjacent to Convention Center

\*See [tnlasersociety.com/accomodations](http://tnlasersociety.com/accomodations) for additional options

Participating in the 2019 SCALE Meeting provides your company the opportunity to showcase your products and services to today's key medical professionals from Tennessee, surrounding states, and from participants from all over the U.S.

Meet face-to-face with your clients to develop business relationships and obtain valuable sales leads. Making this important decision allows your company to demonstrate its expertise to a targeted audience of medical directors, cosmetic surgeons, nurse practitioners, and future medical professionals.

Exhibitors benefit from a targeted, marketing campaign, featuring highlights of the exhibition and educational program, as well as strategic conference advertising.

Space reservations will be made once supporter payment is received. Please make checks payable to Meeting Designs, LLC.





Tennessee Society for Laser Medicine & Surgery, Inc.  
 2301 21st Avenue South Nashville, TN 37212-4934  
 Phone (781) 793-0088 | Fax (866) 306-5210  
[www.tnlasersociety.com](http://www.tnlasersociety.com)

The Tennessee Society for Laser Medicine & Surgery (TSLMS) is composed of health care providers interested solely in the distribution of information and proper training for those who utilize all energy-based systems, injectables, and skin care in the cosmetic space. Along with medical concerns, acne vulgaris and psoriasis vulgaris are also studied. TSLMS is proud to present the Annual Music City SCALE meeting in Nashville each year.

TSLMS works closely with leading laser surgeons to assure that this dissemination of information occurs in a professional manner, through educational seminars and lectures led by some of the leading laser educators in the world.

## BOARD OF DIRECTORS

President: Michael H. Gold, MD  
 Secretary: John Moore, MD  
 Past President: John Binhlam, MD

## BOARD MEMBERS

Brian Biesman, MD	Albert Kattine, MD
John Binhlam, MD	John Moore, MD
Don Clemons, MD	Adrian Rodriguez, MD
Wayne Day, MD	Jason Wendel, MD
Sam Fulk, MD	

## 2019 SCALE CO-DIRECTORS

Brian Biesman, MD • Michael H. Gold, MD

## 2019 INVITED SCALE FACULTY

Red Alinsod, MD	Terrence Keaney, MD, FAAD
Mathew Avram, MD, JD	Suzy Kilmer, MD
Brian Berman, MD PhD	Leon Kircik, MD
Diane Berson, MD, FAAD	Hector Leal Silva, MD PhD
Suneel Chilukuri, MD, FAAD	Z. Paul Lorenc, MD, FACS
David Cohen, MD, MPH	George M. Martin, MD
Joel Cohen, MD, FAAD, FACMS	Alan Menter, MD
Steve Dayan, MD	Jami L. Miller, MD
Jim Del Rosso, DO	Arisa Ortiz, MD
Sabrina Fabi, MD, FAAD, FAACS	Tapan Patel, MBBS, MRCP
Steve Fagien, MD	Jason Pozner, MD
Patricia Farris, MD	Alexander Rivkin, MD
Julius W. Few, MD	Wendy E. Roberts, MD
Pearl E. Grimes, MD	Adrian Rodriguez, MD
Julie Harper, MD	Larry Schachner, MD, FAAD, FAAP
Adelaide Hebert, MD	Nowell Solish, MD, FRCP
Joely Kaufman, MD	Linda Stein Gold, MD



## MEETING AT A GLANCE

### **THURSDAY, MAY 9TH**

All day exhibits, plenary, and concurrent sessions

Ad Boards available

### **FRIDAY, MAY 10TH**

All day exhibits, plenary, and concurrent sessions

Ad Boards available

### **SATURDAY, MAY 11TH**

All day exhibits, plenary, and concurrent sessions

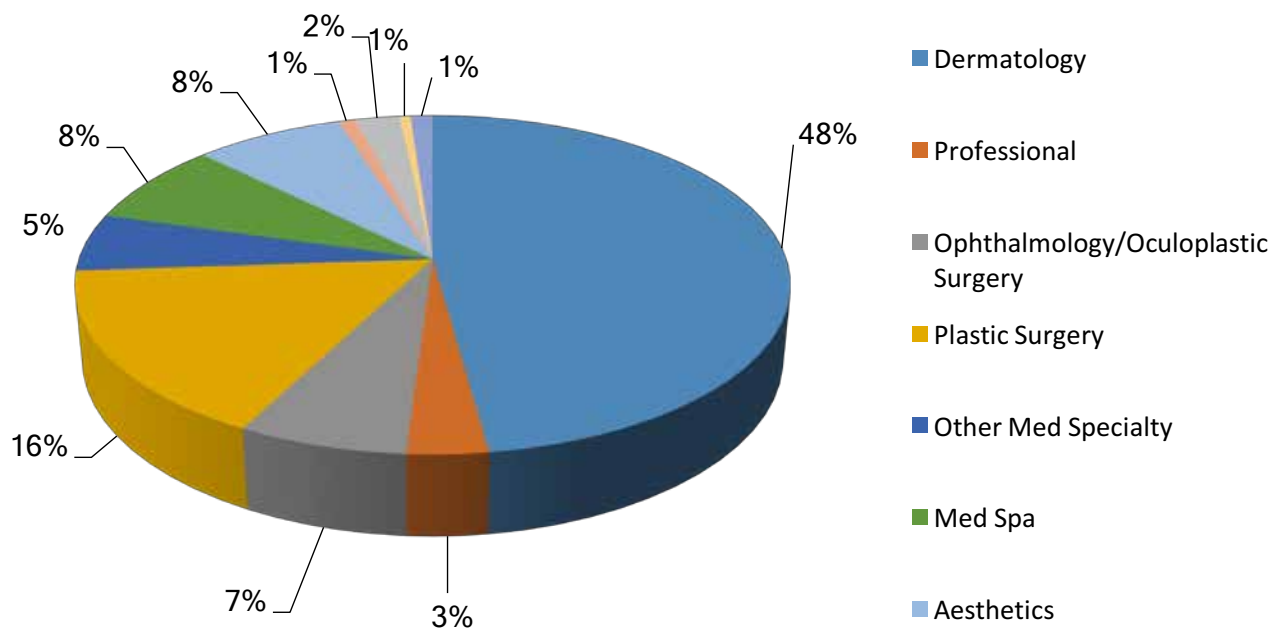
Meeting concludes at 5:00pm on Saturday

Exhibits break down after sessions end, must be cleared by 8:00pm





## SCALE 2018 BREAK-OUT BY SPECIALTY





Exhibitor Prospectus  
2019 Annual Meeting  
May 9, 2019 - May 11, 2019  
Music City Convention Center | Nashville, TN



Company Name (as it should appear on materials; please print)

Contact Name

Address

City State Zip

Phone Fax (Required) Email

Support Levels (must pick one)

- Elite (\$75,000)
- Diamond (\$50,000)
- Platinum (\$40,000)
- Gold (\$25,000)
- Ruby (\$15,000)
- Silver (\$10,000)
- Bronze (\$5,000)

Additional Support Opportunities

- Opening Night Welcome Reception - \$5,000
- Electronic Scientific Poster Display - \$10,000
- WiFi Support - \$5,000
- Faculty Dinner (Thursday) - \$5,000 (3) or \$15,000 solo
- Gala Event (Friday) - \$5,000 (4) or \$20,000 solo
- Breakfast - \$3,500 **SOLD**
- Lunch - \$5,000 **SOLD**
- Refreshment Break - \$2,500
- Hotel Keycards - \$8,000 **SOLD**
- Congress Bags - \$6,000 **SOLD**
- Portfolios - \$5,000 **SOLD**
- Neck Wallets - \$4,000
- Meeting Packet - \$2,500
- Flash Drive - \$3,000
- Program Back Cover - \$1,500
- Program Full Page Size Ad - \$750
- Program 1/2 Page Size Ad - \$500
- Advisory Board - \$5,000 if applicable
- Meeting App Sponsor - \$5,500
- Meeting App Banner - \$1,500
- Meeting App Promotions - \$250
- Escalator Clings - \$1,000
- Column Wraps - contact Meeting Designs for price and availability
- Workshop/Demo - contact Meeting Designs for price and availability

NOTE THAT YOUR OPPORTUNITY IS NOT RESERVED UNTIL A DEPOSIT IS RECEIVED. NO REFUNDS AFTER 1/9/19; ALL CANCELLATIONS SUBJECT TO PENALTY.

Method of payment:

- Visa  American Express  Mastercard  Discover  Check

Visit this site below to pay for sponsorship  
<https://tnlasersociety.com/partners-exhibitors/>

**A cancellation fee of \$1,000 will be deducted from any refund made.**

Payment Deadlines

Booking before January 9, 2019: 50% payment due upon reception of invoice & 50% balance before January 9, 2019. Booking after January 9, 2018: 100% upon reception of the invoice. Cancellation must be made in writing. Cancellation received before January 9, 2019: 50% of the invoice total amount will be charged and you will be refunded the remainder. Cancellation received after January 9, 2019: no refunds. 50% of your payment will be allocated to our meeting the following year.

OR

Make check payable to Meeting Designs, LLC and mail to:  
Meeting Designs  
Attention: Michele Ader  
36 Mechanic St., Suite 207 | Foxboro, MA 02035  
Phone (781) 793-0088 | Fax (866) 306-5210  
Toll Free (877) 809-7525  
mader@mdmeetingdesigns.com  
<http://www.tnlasersociety.com>

Signature of company representative

\*Agrees to the terms and conditions

# 2019 MUSIC CITY SCALE

EXHIBITOR / SPONSOR SUPPORT

TERMS AND CONDITIONS

**GENERAL** All matters and questions not covered by these Rules and Regulations are subject to the decision (SCALE). The words "SCALE" used herein shall mean the Symposium for Cosmetic Advances & Laser Education (SCALE), its committees, agents or employees acting for the management of the Meeting and Exhibition.

**APPLICATION FOR SPACE** Applications for space shall be made in writing on the official application form.

**ASSIGNMENT OF EXHIBIT SPACE** Exhibit space locations will be assigned at the sole discretion of SCALE. Applications received from prospective Exhibitors will be recorded in order of their receipt; SCALE will assign space and notify exhibitors of location. Requests for exhibit location can be made and SCALE will make every attempt to honor, however final location is at the discretion of the organizers. In the event of a conflict regarding space or other material conditions, SCALE shall have the right to assign space to the Exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition. Please note exhibit space locations Exhibitors had the previous year are not guaranteed. Full Payment is required to assign space.

**PAYMENTS & REFUNDS** Payment deadlines: Booking before January 9, 2019: 50% payment due upon reception of invoice & 50% balance before January 9, 2019. Booking after January 9, 2019: 100% upon reception of the invoice Payment options: by bank transfer (bank data references will be attached to the invoice), by credit card (Mastercard, Visa or American Express) or check. Note: You may not reserve exhibit space until your payment in full is received.

**CANCELLATION** Cancellation must be made in writing. Cancellation received before January 9, 2019: 50% of the invoice total amount will be charged and you will be refunded the remainder. Cancellation received after January 9, 2019: no refunds. 50% of your payment will be allocated to our meeting the following year.

**BOOTH PERSONNEL REGISTRATION/ON-SITE RESPONSIBILITIES** All booth personnel must pre-register. Exhibitor registration information will be emailed to the person who listed him or herself as the main contact on the application. Exhibitors are required to staff their booths at all times when the exhibit hall is open to attendees. Exhibitor badges will be made available on-site only and Exhibitors must wear them at all times. Exhibitor badges include access to the exhibit hall, any meal functions served in the exhibit hall, as well as all educational sessions (pending available space). Exhibitor's badges are personal and are not transferable. Exhibitor personnel may not enter the exhibit space of another Exhibitor without permission from the latter. At no time may anyone enter the unmanned booth of another Exhibitor. If extra badges are needed, vendor will be charged appropriate fee for purchase provided space is available. No refunds will be possible.

## **INSTALLATION OF EXHIBITS \* PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

Installation of exhibits will commence on Thursday May 9, 2019 at 8:00 am. All exhibits must be fully installed by 5:00 pm on Thursday May 9, 2019 for Reception. After this hour, no installation work will be permitted without special permission from SCALE.

## **REMOVAL OF EXHIBITS \* PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

All exhibits must remain intact until after the session on Saturday May 11, 2019 and may not be dismantled or removed until that time. Exhibits can be packed and ready to move after 5:00 pm on Saturday, May 11, 2019. Exhibits must be removed by 8:00pm Saturday, May 11, 2019.

**UNOCCUPIED SPACE** Exhibit space not occupied one-hour prior to the opening of the exhibit hall may be reassigned by SCALE exhibit management, without refund of the rental paid. Exhibit management may also prepare the exhibit or remove freight from the booth area at the expense of the Exhibitor.

**CARE OF EXHIBIT SPACE** Exhibitors shall keep occupied space in good order. Special cleaning and dusting of booth, display, equipment and material will be the Exhibitor's responsibility and shall be performed at the Exhibitor's expense.

**CONDUCT OF EXHIBITORS** Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. SCALE reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor's booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the exhibit hall is 18 years of age.

**SECURITY** Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor only.

**INSURANCE AND LIABILITY** Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with Exhibitor's participation in the exhibition. It is the Exhibitor's sole responsibility to obtain, at its own expense, general liability insurance, any or all licenses and permits to comply with all federal, state and local laws for any activities conducted in association with or as part of the exhibition.

**SAFETY AND FIRE REGULATIONS** All applicable safety and fire laws and regulations must be strictly observed by all Exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and conference facility rules. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas and oxygen tanks are not permitted.

**HAZARDOUS/MEDICAL WASTE** Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous/medical waste. Any and all costs incurred in the removal of hazardous/medical waste from the exhibit facility will be the sole responsibility of the Exhibitor. If the Exhibitor does not dispose of the hazardous waste materials properly, SCALE reserves the right to fine the exhibiting company.

**ATTENDEE LIST** All sponsors and exhibitors will receive a final list of attendees at the conclusion of the meeting. Information may only be used by attending sponsors and exhibitors and may not be released or sold to other business entities.