

# EXHIBITOR APPLICATION

## 2025 ANNUAL MEETING

MAY 14-18, 2025 • GRAND HYATT • NASHVILLE, TN



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

Contact Name

Address

City State Zip

Phone Fax

(Required) Email

### SUPPORT LEVELS *(one must be chosen)*

- |  |  |
|--|--|
| <input type="checkbox"/> Elite \$100,000   | <input type="checkbox"/> Ruby \$20,000   |
| <input type="checkbox"/> Diamond \$75,000  | <input type="checkbox"/> Silver \$16,500 |
| <input type="checkbox"/> Platinum \$50,000 | <input type="checkbox"/> Bronze \$8,500  |
| <input type="checkbox"/> Gold \$30,000     |  |

### BRANDING OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> SCALE Mosaic Wall        | \$20,000 |
| <input type="checkbox"/> Attendee Lanyards        | \$15,000 |
| <input type="checkbox"/> Branded Coffee Sleeves   | \$15,000 |
| <input type="checkbox"/> Hotel Key Cards          | \$15,000 |
| <input type="checkbox"/> Escalator Branding       | \$15,000 |
| <input type="checkbox"/> Meeting Bags             | \$15,000 |
| <input type="checkbox"/> Elevator Door Branding   | \$10,000 |
| <input type="checkbox"/> Mobile App               | \$10,000 |
| <input type="checkbox"/> Photobooth               | \$10,000 |
| <input type="checkbox"/> Wi-Fi Sponsorship        | \$10,000 |
| <input type="checkbox"/> Directional Footprints   | \$7,500  |
| <input type="checkbox"/> Journal Notebooks        | \$7,500  |
| <input type="checkbox"/> Door Drop                | \$7,500  |
| <input type="checkbox"/> Sunrise Yoga             | \$5,000  |
| <input type="checkbox"/> Exhibit Hall Passport    | \$1,000  |
| <input type="checkbox"/> Mobile App Advertisement | \$1,000  |

### PAYMENT

#### METHOD OF PAYMENT:

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Visa             | <input type="checkbox"/> Mastercard |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Check      |

#### PAYMENT DEADLINES

Minimum cancellation penalty is \$1,000. Greater penalties may apply. See below for full details.

If paying by credit card, the SCALE team will send a secure payment link to pay online after receipt of completed application.

If paying by check, please make the check payable to **Music City Scale LLC** and mail the check to the following address:

Compass Management and Consulting  
 6816 Southpoint Parkway, Suite 1000  
 Jacksonville, FL 32216  
 Phone (904) 309-6235 | Fax (904) 677-7843  
 info@scalemusiccity.com  
 www.scalemusiccity.com

Signature of company representative

\*Agrees to the terms and conditions

Full payment must be received per invoice due date as noted. Cancellation must be made in writing. Cancellation received before February 1, 2025 will be subject to a 50% penalty. Cancellation after February 1, 2025 will not receive any refund. 50% of payment will be applied to next year's meeting.

NOTE THAT YOUR OPPORTUNITY IS NOT RESERVED UNTIL PAYMENT IS RECEIVED. NO REFUNDS AFTER 2/1/25; ALL CANCELLATIONS SUBJECT TO PENALTY.

### ADDITIONAL SUPPORT OPPORTUNITIES

- |   |          |
|---|----------|
| <input type="checkbox"/> Faculty and Industry Cocktail Event    | \$50,000 |
| <input type="checkbox"/> Faculty Dinner                         | \$50,000 |
| <input type="checkbox"/> Lunch Sponsor                          | \$30,000 |
| <input type="checkbox"/> Exhibit Hall Cocktail Event/ Reception | \$20,000 |
| <input type="checkbox"/> Faculty Cocktail Event                 | \$15,000 |
| <input type="checkbox"/> Faculty Lounge                         | \$15,000 |
| <input type="checkbox"/> Breakfast Sponsor                      | \$15,000 |
| <input type="checkbox"/> Meeting Break Sponsor                  | \$10,000 |

# 2025 MUSIC CITY SCALE

EXHIBITOR / SPONSOR SUPPORT TERMS AND CONDITIONS

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. All matters and questions not covered by these Rules and Regulations are subject to the decision of SCALE or its designated agents.

**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** Full payment must be received per invoice due date as noted. 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** Cancellations must be made in writing. The minimum cancellation penalty is \$1000. Cancellations received before January 1, 2025 will be subject to a 50% penalty and the balance will be refunded. Cancellations made after January 1, 2025 will not receive any refunds. 50% of your fees will be applied to next year's meeting. Note that Processing fees may be additionally charged.

**ATTENDANCE.** SCALE may estimate the number and type of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number or type of conference attendees.

**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**

All exhibits must be installed by 4:00 pm on Thursday, May 16, 2024. 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 Saturday, May 17, 2025 and may not be dismantled or removed until that time. Exhibits must be removed by 8:00 pm Saturday, May 17, 2025. **Exhibitors must follow the setup and breakdown times posted. If a company's exhibit booth is not set up by the posted times or is broken down before**

**the posted breakdown times without prior agreement, a fine of \$1,000 will be assessed to that company.**

**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.

**OUTSIDE EVENTS** No outside events involving SCALE Faculty or Attendees are permitted without the express written consent of SCALE/Compass Management and Consulting.