



April 29–May 3, 2021 • Exhibits: May 1–3, 2021

Miami Beach Convention Center • Miami Beach, FL

Industry Hosted Events Form

In an effort to provide excellent service to The Aesthetic Meeting attendees, The Aesthetic Society requires all exhibiting companies to register events when an Aesthetic Meeting attendee(s) is invited to a function being hosted by an exhibiting company. This includes, but is not limited to industry dinners, receptions, meetings, advisory board meetings, etc.

Hosting Company: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Third Party Organizer: _____

Designated Contact: _____ Email: _____

Proposed Event Date: _____ Time: _____ Estimated Attendance: _____

The undersigned hereby acknowledges that The Aesthetic Society is not responsible for this Industry Hosted Event, its content, speakers, overall outcome or attendance. The views expressed, and quality of the content are of those presenting, hosting company and are not a reflection of The Aesthetic Society's opinions. By signing this application, you acknowledge and agree with all the terms and conditions of the Industry Hosted Event Guidelines on the following page, and understand you are reserving time to hold your own event. All Industry Hosted Events are reserved on a first-come, first-served basis on availability.

Requests must be received no later than: March 26, 2021

Return this form or address questions to Kathleen McClemmy, CMP, Director of Meetings
Phone 562.799.2356 • Email kathleen@surgery.org



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Industry Hosted Events Guidelines

Industry Hosted Event Rules

- Industry is REQUIRED to register any/all events that will be held between April 29 – May 3, 2021 and are within a 25-mile radius of The Aesthetic Meeting 2021.
- The Aesthetic Society will not approve functions held before 8:30 pm on Saturday, May 1st during The Aesthetic Society Presidential Welcome event or during any official function of The Aesthetic Meeting, including official educational Programming.
- The Aesthetic Society will enforce all aspects of guidelines surrounding Industry Hosted Events as noted in the rules and guidelines
- Companies found in breach of the guidelines will receive a warning on the first offense and will lose 20% of their preferred booth points on the second offense. Exhibitors will be removed from the exhibit hall for 1 year upon the third offense
- **The Aesthetic Society does not assess a fee on Industry Hosted Events booked prior to March 26, 2021.** This includes a completed application and signed form. After March 26, 2021, a fee of \$2,000 will apply.

Distinction between “Corporate Satellite Symposia” and “Industry Hosted Events”

Industry Hosted Events are **strictly social or a small employee meeting (i.e. training meeting)** while Corporate Satellite Symposia are educational or promotional in nature and may or may not include a social function. The Aesthetic Society does not provide marketing opportunities for Industry Hosted Events. The Aesthetic Society will assist companies hosting Corporate Satellite Symposia with a complete marketing program. Please contact jackie@surgery.org for limited available opportunities.

No Implied Endorsement

Industry Hosted Events are considered unofficial, separate events and are not endorsed by The Aesthetic Society. Therefore, the use of any The Aesthetic Society or ASERF logos or seals, or any language other than “Held during The Aesthetic Meeting 2020” is strictly prohibited in all marketing and promotional materials, including websites.

Audio Visual/Food and Beverage Service

The hosting company is responsible for contracting with the hotel, or location of choice, and paying the associated fees for food and beverage, audio/visual rental, room rental fees, and any additional management costs. Fees are paid by the hosting company directly to the provider. Not paid by The Aesthetic Society.

Industry Hosted Event Review and Acceptance

- The application will be processed once the completed application is received

COVID-19 Safety Protocols

The Aesthetic Society's top priority is the health and safety of attendees, vendors, and staff. The Miami Beach Convention Center adheres to all the CDC COVID-19 guidelines. The Aesthetic Society will be establishing the following wellness protocols:

- Wellness check upon entering the building for all attendees, staff, and vendors that include temperature checks
- Masks must always be worn except for eating or drinking
- Physical distancing room sets with attendees 6' feet apart
- Hand sanitizer stations throughout the meeting and exhibit space
- Contact tracing procedures
- Audio Visual safety measures for use of microphones and equipment

Given our safety concerns, paid in-person attendance will be limited to 600 registrants minimum. As the situation evolves with COVID, the Society will be evaluating and adjusting this in-person limitation always with safety as our top priority. Updates on these restrictions will be provided once we get closer to the actual meeting dates.

We encourage everyone who hosts an event to adhere by all of the state, local and CDC guidelines.