



Mission: To find a cure for psoriasis and psoriatic arthritis
and to eliminate their devastating effects through research, advocacy and education.

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The National Psoriasis Foundation is hosting its 2009 National Conference Aug. 14-15 just steps from the Alamo in the most visited city in Texas, San Antonio. We hope you'll join us!

This year's event will bring together hundreds of people with psoriasis and psoriatic to not only learn more about their diseases and treatments, and to find out how they can become part of the movement towards a cure. This is a great opportunity for exhibitors to interact with the psoriasis and psoriatic arthritis community in person and promote products or services directly to your target audience.

Experience the heart of the Riverwalk at the Hyatt Regency San Antonio. It is the only hotel on the Riverwalk that directly overlooks the historic Alamo, connecting two of San Antonio's top destinations. You will be in the center of the action by taking advantage of this unequalled location at the center of dining and entertainment venues.

This year's exhibit hall will be located next door to the general session area in the hotel. Food and breaks as well as a one-hour health fair will be scheduled in the exhibit hall to maximize attendees' ability to visit your booth throughout the conference.

The enclosed materials include information on how to register and participate in the Conference. **Please reserve your space by July 10.** We hope you will take advantage of this unique opportunity to interact with the psoriasis and psoriatic arthritis community.

Hope to see you on the exhibit floor!

Sincerely,

A handwritten signature in black ink that reads "Jackie Groah".

Jackie Groah
Corporate Relations Manager
National Psoriasis Foundation

Encl.
Exhibit Rules and Regulations



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Exhibit and registration information

Grand opening welcome reception

The exhibit hall will open with lots of fanfare Friday night by way of a Texas-sized reception and welcome from 5 to 8 p.m. Appetizers will be served and a no-host bar will be available. During the exhibit hall opening reception, we encourage exhibitors to be creative, give away prizes and conduct fun, engaging activities at their booth. Our goal is to create an entertaining evening to kick off the opening of the conference and give attendees a chance to meet and mingle with exhibiting companies, Foundation staff and other members.

Registration cost

The cost of exhibiting is \$1,000. This includes an 8' x 10' booth with 6' skirted/covered table, two chairs and a wastebasket. Electrical service and Internet are not included, but may be purchased for a fee (see application form for details). A double booth (8' x 20') can be purchased for \$1,500.

Registration also covers the Friday night reception, buffet Saturday breakfast, box lunch on Saturday and admittance to lectures, presentations and workshops throughout the conference for two exhibiting representatives (or four representatives for double booths). Any additional attendees from your company must register separately and pay \$95 per person.

Sample bag option

We can distribute samples of your product or discount coupons for your product or service to all attendees for a cost of \$350. You have the option of including one product OR one discount coupon in the sample bag. All applications for participation in sample bags are due by July 10, 2009. Four weeks prior to the conference, you will be mailed instructions on how and where to send your product samples or discount coupons.

Remember! If you are unable to exhibit this year, you are still welcome to include samples in our sample bag.

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Exhibit hall hours and schedule

Friday, Aug. 14

Exhibitor registration	Noon - 3 p.m.
Booth set-up	Noon - 4 p.m.
Exhibit hall welcome reception	5 - 8 p.m.

Saturday, Aug. 15

Exhibit hall opens	7 a.m.
Breakfast provided inside the exhibit hall	7:30 - 8:30 a.m.
Exhibit hall closes for general session	8:30 - 10 a.m.
Exhibit hall re-opens	10 a.m.
Exhibit hall closes for exhibitor lunch	11:30 a.m. - 12:45 p.m.
<i>(Attendee lunch served 12 p.m., down the hall from the exhibit hall)</i>	
Exhibit hall re-opens	1:15 p.m.
Attendee Health Fair in exhibit hall	4:30 - 6:30 p.m.
Exhibit hall closes	6:30 p.m.
Dismantle	6:30 - 8 p.m.



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Exhibit rules and regulations

Deadlines

Applications must be completed and returned to the National Psoriasis Foundation by **July 10**. Notification of acceptance will be e-mailed upon receipt of application and payment.

Payment

You may pay by credit card or check. If paying by credit card, please submit credit card information on the application. If paying by check, please include the check with the registration form. No exhibit space will be guaranteed until full payment is received.

Cancellation / refund

Notification of an exhibitor's decision to cancel or reduce space must be received in writing on company letterhead to the National Psoriasis Foundation. **A full refund, less a \$100 processing fee, will be granted for cancellations received in writing to the Psoriasis Foundation office prior to July 24. No refund will be granted for cancellations received on or after July 24, nor after the conference for no-shows.**

Booth assignment

Booth space assignment will be determined by the Foundation. Premium placement will be reserved for 2009 National Conference sponsors.

Exposition company and materials handling fee

Four weeks prior to the conference, you will receive an exhibitor kit from the exposition company. This communication will provide you with all the details and specific information needed for shipping and handling of your materials, fees associated with the exposition company, storage, set-up, teardown and electrical and Internet service options.

Exhibit registration cost does not cover handling fees of exhibit materials brought in and out of the exhibit hall by the exposition company. The exposition company will charge each exhibitor for any handling of exhibitor materials. The National Psoriasis Foundation has no control over handling fees, union rates or any costs associated with the exposition company.

Pre-show payment is expected either by check or credit card by the exposition company, with full payment by the end of the show. Approximately six weeks prior to the event, you will receive detailed information from the exposition company outlining these specific guidelines, fees and rates. *Please carefully review this information before the show.*



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Acceptance criteria

Permission to exhibit may be granted to companies only if the proposed exhibit meets the following criteria: products or services are related specifically to the medical or scientific aspects of psoriasis or psoriatic arthritis; products or services to be displayed are safe when used in accordance with the instructions or recommendations of the applicant; products or services to be displayed contribute significantly to the educational goal of the conference.

All applications for exhibit space will be reviewed by the National Psoriasis Foundation to determine whether they satisfy the criteria for acceptance. Please note that each applicant must supply, with the exhibit application, specific information concerning the products or services to be displayed. When deemed necessary, we may request additional supporting data from the applicant.

Staff at exhibit booth

Each exhibiting company is entitled to have two representatives staff each exhibit booth (four staff for a double booth). They may attend the sessions, workshops and social functions. Additional representatives must register and pay all applicable fees.

Subletting / sharing of space

No part of any exhibit space may be reassigned, sublet or shared with any party outside the registered exhibitor.

Advertising

The National Psoriasis Foundation trademarks or other similar property rights may not be used in connection with any product or advertising materials displayed or disseminated at the 2009 National Conference.

Insurance

It is the responsibility of each exhibitor to maintain insurance against injury to a person or damage to or loss of property in such amounts as the exhibitor deems adequate. Insurance protection will not be afforded to the exhibitor by the meeting organizers or by the Hyatt Regency San Antonio—Riverwalk.

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 the National Psoriasis Foundation.



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Psoriasis Foundation staff contact

Send all completed registration forms and payment to

Eve-Maridy Rice
National Psoriasis Foundation
6600 SW 92nd Ave., Suite 300
Portland, OR 97223

Please make all checks payable to National Psoriasis Foundation.

You may also fax completed application forms to 503.245.0626.

Please direct all questions regarding the exhibit and sample bag program to
Eve-Maridy Rice, 503.546.8386 or erice@psoriasis.org.