



masterclasses
in dermatology
APP institute

September 26–27, 2026
Marriott Marquis, New York City

October 17–18, 2026
The Ritz-Carlton Dallas, Las Colinas

Integrated education for APPs in dermatology



Supporter Prospectus

Progress starts here

Using a focused and immersive educational model that blends clinical case reviews, real-time exam-style questioning, and dynamic expert-led discussions, APP Institute will help attendees gain a deep and actionable understanding of dermatologic and immunologic conditions. Designed specifically for Advanced Practice Providers (APPs), this event delivers not only clinical excellence but also practical tools for integrating emerging therapies into interdisciplinary care.

APPs have never before been more engaged or essential to frontline decision-making, and this program equips them with the expertise to lead with confidence. Participants will engage with current challenges in the management of dermatologic and immunologic disorders—gaining exposure to novel therapeutic strategies, nuanced diagnostic pathways, and cutting-edge developments in patient care.

Guided by a distinguished faculty, the APP Institute provides a comprehensive and clinically relevant learning environment. From psoriasis to psoriatic arthritis, atopic dermatitis to itch, hidradenitis suppurativa to lupus, pruritus to pustular psoriasis, the full spectrum of inflammatory and autoimmune conditions and their comorbidities will be addressed in depth.

This is more than an educational program—it is a platform for elevating APP knowledge while enhancing practice-based interactions. We look forward to working with you to further your brand-awareness initiatives within this important provider community.

Our target audience of dermatology HCPs, MSLS, and TLLs is integral to the practice and interactions between the pharmaceutical industry and providers.

Co-Chairs



Alice Gottlieb, MD, PhD
Professor and Director
of Clinical Trials,
UT Southwestern (UTSW)
Medical Center

Triple Board-certified in
Dermatology, Rheumatology,
and Internal Medicine



**Joseph Merola, MD, MMSc,
FAAD, FACR**
Chair of Dermatology, Professor
of Dermatology, UT Southwestern
(UTSW) Medical Center

Triple Board-certified in
Dermatology, Rheumatology,
and Internal Medicine



**Victor Czerkasij, DNP, DCNP,
FNP-C, CWCP, MA, MSN**
Vanderbilt University

Specializing in Dermatology



Rosemary Son, MPAS, PA-C
Physician Assistant,
UT Southwestern (UTSW)
Medical Center

Specializing in Dermatology



Cynthia Trickett, MPAS, PA-C
Dermatology Physician Assistant,
North Dallas Dermatology
Associates

Specializing in Dermatology

Program highlights

This program features 2 days of comprehensive dermatology and interdisciplinary learning, analyzing emerging data, and discovering innovative treatment methods. Attendees will engage in high-impact sessions covering:

Cutaneous and systemic lupus

Vitiligo, alopecia areata, and urticaria treatment updates

Innovations in atopic dermatitis, itch and prurigo, and hidradenitis suppurativa

Holistic care for psoriatic disease, including cardiovascular comorbidities, GLP-1 therapies, and specialty-specific treatment updates

Clinical pearls on high-impact psoriasis sites and phototherapy

Updates in psoriatic arthritis and ultrasound imaging

Best practices for prior authorizations and navigating payer systems

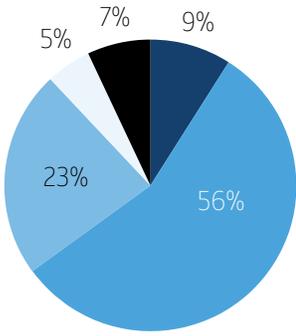
Essentials of vulvar dermatoses, skin cancer management, and CTCL

Practical guidance on drug safety in pregnancy and IBD management for dermatology/rheumatology patients

Cultural competency in hair and scalp care for various ethnicities

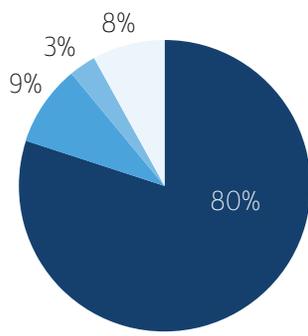
Insights on botanicals and must-have clinical apps for APPs

Participant demographics



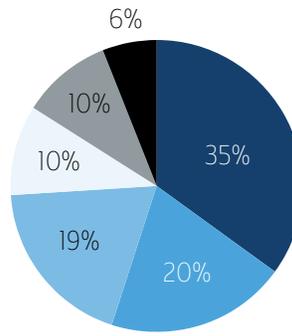
Attendees by Profession

- Physicians
- Physician Associates
- Nurse Practitioners
- Nurses, RNs
- Residents/Students/Fellows



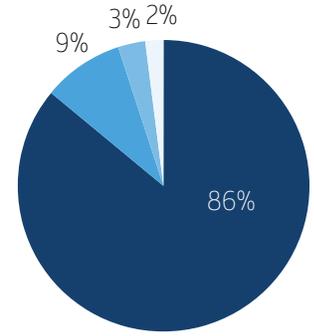
Attendees by Specialty

- Dermatology
- Family Practice
- Rheumatology
- Other



Years in Practice

- 5 years or fewer
- 6 to 10
- 11 to 15
- 16 to 20
- 21 to 30
- 31+



Practice Setting

- Group/Private Practice
- Research/Academic
- Community/Hospital-based
- Retired/Not in clinical practice

Attendee Average Weekly Prescriptions: 57

Attendee Average Biologically Prescribed Quarterly: 32

Meeting and Content Satisfaction

| | |
|--|------|
| Content and information was timely and up-to-date | 100% |
| Achievement of learning objectives | 100% |
| Education format was clearly presented and organized | 100% |
| Overall activity rating and effectiveness | 100% |
| The activity was relevant to practice needs | 100% |



Did this activity increase your knowledge?

100%
yes

Did this activity increase your competence or confidence in your abilities and skills?

95%
yes

Support opportunities

There are many support options, designed to fit any budget and need. Each level of support offers unique opportunities to reach all APP Institute attendees.

Limited Availability—First Come, First Served

| Package | Platinum supporter \$50,000 | Gold supporter \$30,000 | Silver supporter \$20,000 |
|--|--------------------------------|----------------------------|------------------------------|
| Industry exhibitor badges | 8 | 5 | 3 |
| Full conference registrations | 3 | 2 | 1 |
| Promotional recognition on website and signage | ✓ | ✓ | ✓ |
| Pre-meeting eBlast | ✓ | ✓ | ✓ |
| Post-meeting eBlast | ✓ | ✓ | |
| Pre-meeting social post | ✓ | ✓ | |
| Collateral materials in attendee tote | ✓ | | |
| Text alert during the meeting | ✓ | | |
| Booth | ✓ | | |

**Platinum supporter
+ innovation theater
\$105,000**

**Gold supporter
+ innovation theater
\$95,000**

Masterclasses in Dermatology APP Institute will review all materials (print and electronic) to ensure compliance with all relevant guidelines.

Customer engagement

Innovation Theater Opportunities

Limited Availability—First Come, First Served

1 hour of exclusive podium time, unopposed by educational sessions

Topic and speaker of your choice*

Unbranded or branded presentations welcome

Program organizer is responsible for all marketing/audience generation for the event

Masterclasses in Dermatology APP Institute Management is responsible for basic AV equipment

Masterclasses in Dermatology APP Institute Management is responsible for coordinating food and beverage**

Lead retrieval and badge scanning included

1 bag insert included

1 Custom eBlast (HTML provided by supporter)

Option to make presentation enduring (on demand). Inquire with sales for more details

* Subject to approval by event management.

** Food and beverage are paid for by attendees as a part of their registration fee.

Marketing materials must include the following disclaimer:

This Innovation Theater non-CME presentation is taking place during the Masterclasses in Dermatology APP Institute. The opinions and recommendations expressed do not necessarily reflect the views of the Masterclasses in Dermatology APP Institute or HMP Education. This program is not intended or eligible for continuing education (CME/CE) credits and does not meet guidelines governing CME/CE. By having your badge scanned, you agree to share/receive information with/from the sponsor. Please speak with a representative of the Masterclasses in Dermatology APP Institute if you wish to opt out.

September 26 NYC | October 17 Dallas

| SERVICE | ATTENDEE GOAL | FEE | AVAILABILITY |
|----------------|---------------|----------|--------------|
| SATURDAY AM | 70 | \$75,000 | |
| SATURDAY PM #1 | 70 | \$75,000 | |
| SATURDAY PM #2 | 70 | \$75,000 | |

September 27 NYC | October 18 Dallas

| SERVICE | ATTENDEE GOAL | FEE | AVAILABILITY |
|--------------|---------------|----------|--------------|
| SUNDAY AM | 70 | \$75,000 | |
| SUNDAY PM #1 | 70 | \$75,000 | |
| SUNDAY PM #2 | 70 | \$75,000 | |

A signed **Letter of Agreement** is required to reserve your preferred slot(s). Applications are considered in the order they are received.

Please contact **Matthew Brown** at 469.235.3385 or mbrown@hmpglobal.com for the application.

Support opportunities Marketing & branding

6' Tabletop Booth

\$6,000

- 6' table, 2 chairs, wastebasket, sign
- 2 Exhibitor Badges

As a courtesy, nonprofit organizations and publishers are eligible for a 50% discount off the booth fee.

6' Tabletop Booth Package

\$15,000

- 6' table, 2 chairs, wastebasket, sign
- 2 Exhibitor Badges
- Pre-Event eBlast
- Post-Event eBlast

Attendee Tote Bags

\$12,500

EXCLUSIVE

- Each APP Institute attendee will receive a Tote Bag at registration
- White corporate or brand logo imprint on attendee Tote Bag
- 150 bags included

Badge Lanyards

\$15,000

EXCLUSIVE

- Your logo, front and center!
- Support of the required APP Institute Badge Lanyards
- White lanyard with two-color logo
- Corporate branding
- 150 lanyards

Faculty Dinner

**\$30,000 (exclusive)
\$15,000 (up to 3 sponsors)**

- Recognition as supporter of the Saturday night dinner and event
- Option to have a tabletop exhibit in entryway
- Dinner, beer, and wine will be served

Welcome Reception

\$30,000

- Supporter of the opening night reception
- Acknowledgment of support on Bag Insert inviting all attendees to the reception, plus signage around the room
- Option to have a tabletop exhibit in the entryway
- Beer, wine, and heavy hors d'oeuvres will be served

WiFi Support

\$15,000

EXCLUSIVE

- Exclusive supporter of the APP Institute WiFi
- Custom login and password codes
- Acknowledgment of sponsorship on printed postcards distributed during APP Institute Registration

Support opportunities Continued

Bag Insert \$7,500

- Option to supply a Brochure to be placed in the APP Institute bag
- Can promote a product or ancillary event or contain information on a clinical trial
- Must be approved by Masterclasses in Dermatology APP Institute Management
- Printed and delivered to the APP Institute venue in time for bag stuffing (details to follow)
- Minimum 150 pieces required

APP Institute Mobile App and Interactive Program Planner \$10,000

- Attendees can create their own APP Institute agenda on the Mobile App
- Attendees access key event information and speaker e-materials, tag slides, take notes, and interact with colleagues and the faculty
- Available for iOS and Android

Breaks \$15,000 per break

- Provide refreshments to APP Institute attendees with support of the Institute Breaks
- All breaks will be held in the Exhibit Hall to ensure high traffic and high visibility
- Supporter will be acknowledged through logo signage during each break

Custom eBlast \$10,000

- eBlast promoting your products or ancillary event sent to all attendees
- HTML file must be provided to Masterclasses in Dermatology APP Institute Management for approval

Daily eNL \$25,000

EXCLUSIVE

- Banner ad placement on our daily eNewsletters during the meeting

Featured: APP Institute Hotel Keycards \$25,000

EXCLUSIVE

- A great way to present your brand logo to attendees—they won't miss it!
- Keycards specially designed for the Masterclasses in Dermatology APP Institute will feature your company logo or product

"Know Before You Go" Email \$12,500

EXCLUSIVE

- Banner ad placement on our preconference email with important agenda details

Meeting Pad Folios \$10,000

Room Door Drops \$17,500 per drop \$50,000 (three drops)

- Three drop times are available: Saturday AM, Saturday PM, Sunday AM
- The brochure can be company and/or product-branded
- Brochures will be placed in a clear plastic bag
- Supporter is responsible for submitting brochures to Masterclasses in Dermatology APP Institute Management for approval prior to printing, printing the number of pieces specified by the APP Institute organizer, and shipping to the Expo organizer by the communicated deadline

Masterclasses in Dermatology APP Institute will review all materials (print and electronic) to ensure compliance with all relevant guidelines.

Important items & dates

CME Accreditor: HMP Global

Attendees can earn up to 9.75 CE credits by attending this program.

Recognition

All companies that provide commercial support to the Masterclasses in Dermatology APP Institute will be acknowledged in on-site materials and signage. Commercial exhibit acknowledgments will include company logo.

Initial agreement

Supporters that show interest in a marketing opportunity must commit to it in writing by completing the Marketing Opportunities Application form. Upon receipt of the form, the support level/slot will be reserved for 30 days from the date of the form, and a Letter of Agreement (LOA) will be issued by HMP Omnimedia.

Executed LOA guidelines

A fully executed LOA must be received at the HMP Omnimedia office within 30 days of the LOA's issue date, or the item will be made available to other interested supporters. All signed agreements are final. All commitments are non-cancellable, non-transferable, and non-refundable.

Payment guidelines

Invoices are generated upon receipt of the fully executed LOA, with payment due 30 days from the date of the signed agreement or prior to the start of the APP Institute. Payments not received by this deadline are subject to late fees. Companies with an unpaid invoice at the start of the APP Institute will not have clearance to set up exhibits and/or hold any ancillary events.

Remit payment to

HMP Omnimedia

P.O. Box 22151

New York, NY 10087-2151

Please include a copy of the invoice and/or purchase order with payment.

Supporter opportunity contact

Matthew Brown

Senior National Account Manager

469.235.3385

mbrown@hmpglobal.com

Congress organizer

HMP Omnimedia

70 E Swedesford Road

Suite 100

Malvern, PA 19355

610.560.0550

hmpglobal.com

Exhibit application

COMPANY NAME

COMPANY ADDRESS

CITY STATE ZIP/POSTAL CODE COUNTRY

COMPANY PHONE COMPANY WEBSITE

CONTACT NAME CONTACT TITLE

CONTACT EMAIL CONTACT PHONE

AUTHORIZED SIGNATURE DATE

Please note that by submitting this form, you agree that your sponsorship is subject to the conditions and terms provided, which, upon acceptance by Masterclasses in Dermatology APP Institute, will become a binding contract between you, as the Sponsor, and Masterclasses in Dermatology APP Institute Management.

Support Levels

- Innovation theater
\$75,000 per theater
- Platinum support
\$50,000
- Platinum support +
innovation theater
\$105,000
- Gold support
\$30,000
- Gold support +
innovation theater
\$95,000
- Silver support
\$20,000

Engagement/Branding Opportunities

- Booth \$6,000
- Booth Package \$15,000
- Lanyards (exclusive) \$15,000
- Bag Tag \$12,500
- Faculty Dinner (exclusive) \$30,000
- Faculty Dinner (up to 3 sponsors) \$15,000
- Welcome Reception \$30,000
- WiFi Support (exclusive) \$15,000
- Bag Insert \$7,500
- APP Institute App \$10,000
- Break \$15,000
- Custom eblast \$10,000
- Daily eNL (exclusive) \$25,000
- Hotel Keycards (exclusive) \$25,000
- "Know Before You Go" Email \$12,500
- Meeting Pad Folios \$10,000
- Room Door Drop (1) \$17,500
- Room Door Drops (3) \$50,000

Please complete this form and send to

Matthew Brown
mbrown@hmpglobal.com

This form indicates the policies and regulations set forth as part of the contract for the conference referenced in this contract, part of HMP Education. Conference Management reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. Conference management reserves the right to decline, prohibit, and/or deny any exhibit or sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

1. Exhibitor's Information Kit A complete Exhibitor's Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor after confirmation of space assignments. The official decorating company of the Event will also provide instructions within the Kit so forms may be processed online.

2. General Exhibit Information All exhibits must be set up by the time and date in the conference Exhibitor Information Kit. The exhibits officially close at the time and date in the Exhibitor Information Kit. No exhibitors may dismantle exhibits until the official closing time. Conference management reserves the right to assign booth space.

3. Exhibitor Services The official decorating and drayage company of the Event will provide and distribute an Exhibitor Information Kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

4. Display Rules and Regulations The conference follows the [IAEE Guidelines for Display Rules and Regulations](#).

5. Exhibit Coordinator The Exhibitor Information Kit will provide an exhibitor contact. For identified events, the official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle: Exhibitor's Information Kit distribution, furnishings, labor, rent or exhibit displays, signage, material handling services, and transportation services.

6. Photography in the Exhibit Hall The use of cameras (including but not limited to cell phones, film, digital, video taking, or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from the conference.

7. Subletting of Space The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

8. Arrangement of Exhibits The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the conference as to what constitutes such obstruction or interferences will be final.

9. Care of Space The exhibitor agrees not to deface, injure, or mar the exhibition hall of the venue, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor will be liable to the conference and/or the venue for any damage resulting to such exhibition hall, furniture, and fixtures contained therein, and/or such property placed therein by the conference, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless the conference from all claims and suits against the conference arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the Fire Department of the city in which the venue is located.

10. Insurance The conference assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense. EACs/ Non-Official Contractors must provide a Certificate of Liability Insurance naming the conference, official decorating company, HMP Global, and the conference venue, its subsidiaries, affiliates and their Directors, Officers and Employees as additional insured where required by contract, regarding the conference being held. The Certificate of Liability Insurance must include the following insurance coverages: • Workers' Compensation Insurance in accordance with applicable law covering the Group's employees. • Employer's Liability Insurance in minimum limits of One Million Dollars (\$1,000,000) per occurrence. • Commercial General Liability Insurance includes contractual liability, personal injury, and property damage coverage with limits of liability of at least Two Million Dollars (\$2,000,000) per occurrence.

11. Security The conference and the venue are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the exhibit floor.

12. Liability The conference will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Exhibit Hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the venue.

13. Children Under no circumstances will children under the age of 18 be allowed in the Exhibit Hall during installation or dismantle. For reasons of insurance children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

14. Shipping Instructions Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the Exhibitor's Information Kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.

15. Conduct of Exhibits Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Conference management reserves the right to monitor and reduce any exhibitor sound system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of the conference. No part of the display including products is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment, and display at all times, and the exhibitor will indemnify and hold the conference and the venue harmless against all such claims arising out of Exhibitor's goods, materials, equipment and display. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the conference or its service contractor.

16. Utilities and Services Rates and data for electrical power, telephone connections, and internet will be provided in the Exhibitor's Information Kit.

17. Booth Relocation Conference management reserves the right to rearrange the floor plan at any time. Conference management reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the conference, or advisable in the best judgment of the conference. After assignment of space, exhibitor agrees to accept relocation to other comparable space if the conference deems such a relocation to be necessary or appropriate.

18. Cancellation by Exhibitor Any cancellation of or reduction in space must be communicated to the conference in writing. Cancellation of or reduction in space in no way relieves Company of its financial obligations as outlined herein. A full one hundred percent (100%) of the total Contract amount will be due for any cancellations received less than six months before the date of the Event as outlined herein. Management may, at its sole discretion, reassign any cancelled space.

19. Cancellation by the Event Organizer In the event that the conference be cancelled by the conference, the conference will refund the exhibit booth fee(s), including deposit(s), previously paid by Exhibitor, minus any expenses already incurred by the conference. Exhibitor may choose to transfer any remaining balance of fees (after incurred expenses by the conference have been deducted from previously paid fees) to a future live or virtual event, or toward print or digital products. The conference shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as the result thereof.

20. Changes by the Event Organizer In the event that the conference is postponed or converted to a virtual event by the conference, the conference will transfer all previously paid fees to the new event (live or virtual). Should Sponsor be unable to participate in the postponed or virtual event, previously paid fees will be transferred to a future event, or toward print or digital products. The conference shall be under no liability to the Sponsor or any other person or company in respect of any actions, proceedings, claims, demands, losses (including consequential losses), costs, or expenses whatsoever which may be brought against or suffered or incurred by the Sponsor as the result thereof. If the meeting remains in person, but a virtual component is added in by the conference (i.e., Hybrid Event), the refund and transfer policy stated in this clause is not applicable. If the event has not been cancelled in its entirety, a fully executed agreement cannot be cancelled within 90 days of the event.

21. Payment If the conference has not received payment in full before the date of the Event, Company may be refused the opportunity to participate until its financial obligation is satisfied.

a. For any signed Contract received more than six (6) months before the date of the Event outlined herein, Company will remit payment to the conference according to the following schedule:

i. A nonrefundable fifty percent (50%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

ii. The remaining fifty percent (50%) of the total Contract amount is due no less than six (6) months before the date of the Event as outlined herein. Payment not made in full via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

b. For any signed Contract received within six (6) months before the date of the Event outlined herein, Company will remit payment to the conference according to the following schedule:

i. A nonrefundable one hundred percent (100%) of the total Contract amount is due upon signing this Contract. Payment not made via credit card upon signing this Contract will be invoiced. Payment must be received by the conference according to the payment terms stated on the Invoice. Until payment is received, conference management may, at its sole discretion, reassign any exhibit space or sponsorship outlined herein.

c. Payment can be made by credit card or by check. A link to the payment portal will be emailed to make payment by credit card or ACH/Wire. Instructions for mailing a check will be on the invoice.

22. Rigging Additional rigging fees may apply for hanging signs in booths. Rates will be provided in the Exhibitor's Information Kit.

23. Intellectual Property Exhibitor grants the conference a limited, nonexclusive, nontransferable license to use exhibitor's name and marks in connection with the Event. Exhibitor may not use the conference's name, trademarks, logos, or research in its booth or in any information it provides to its clients, except to inform clients that it will be participating as an exhibitor or sponsor of the event. The use of the conference logo/ name or the event logo/name by exhibitor before, during or after the event is strictly forbidden without the prior written consent of the conference.

24. Decoration The conference shall have full discretion in the placing, arrangement, and appearance of all items displayed by exhibitor and may require the replacing, rearrangement, or redecoration of any item or of any booth, and no liability shall attach to management for costs that may devolve upon exhibitor thereby.

25. Outside Activities Exhibitor shall not conduct any event that will take qualified show attendees from the Event. Exhibitor shall not conduct or sponsor at any time during the Event any off-site hospitality events, including during any Event function such as an official evening networking party, opening Exhibit Hall reception, or similar activities.

26. Lotteries and Contests The operation of games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and upon the conference written approval.

27. Admission The conference shall have sole control over admission policies at all times. Both personnel are restricted to exhibitor's employees and authorized representatives. All exhibitor personnel must wear an Exhibitor badge at all times. Conference management reserves the right to limit the number of booth personnel at any time. Exhibitor's booth must be staffed during Exhibit Hall hours.

Any person who attends an HMP Education or HMP Omnimedia organized event grants permission to HMP Education or HMP Omnimedia, its employees, and agents to record his or her visual/ audio images, including, but not limited to, photographs, digital images, voices, sound or video recordings, audio clips, or accompanying written descriptions, and, without notifying such person, to use his or her name and such images for any purpose of HMP Education or HMP Omnimedia, including advertisements for HMP Education or HMP Omnimedia and its programs.

28. Sponsorship & Advertising Restrictions Sponsoring/exhibiting organizations agree not to purchase any advertising or sponsorship space, either directly or indirectly, in any media or platform within the same metropolitan area as the event, for the purpose of targeting the event's audience, without prior written consent from HMP Global. All sponsorships, promotional activities, and advertising targeting the event audience must be arranged exclusively through HMP Global. Any violation of this restriction will be considered a breach of contract and may result in immediate termination of the sponsorship agreement and forfeiture of all sponsorship fees. Furthermore, any breach of this provision will result in the loss of priority points for booth and sponsorship selections for the following year's event.