

# THE MAC

@THEMACONFERENCE

# 2025 | MULTISPECIALTY AESTHETIC CONFERENCE

March 27-30, 2025 | The Westin Hilton Head



Presented by:  
The Multi-Specialty Foundation

Endorsed by:  
Cosmetic Surgery Forum



# EXHIBITOR PROSPECTUS



## Exhibit Booth Rental

1 TABLE TOP	\$3,500
2 TABLE TOPS	\$7,000
* Please note: Exhibit Tables are sold on a first-come, first-served basis.	
* Table locations may be subject to change.	
* Tables must be paid for in full in order to guarantee space (no exceptions). Partial payments do not guarantee table space. A 50% deposit will hold your table space for 30 days. After 30 days if full payment is not received, the hold on that table space will be released.	

## The Exhibit Fee Includes the Following:

- (1) 6' table, (2) chairs, (1) wastepaper basket OR
- (2) 6' tables, (4) chairs, (1) wastepaper basket
- Conference registration for 2 company representatives (for 1 Table), 4 company representatives (for 2 Tables). Purchase additional exhibitor badges for \$400/ea.
- Each exhibitor badge allows daily admission to the exhibit hall and 1 ticket daily to lunch served in the exhibit hall
- Mention with company weblink on the meeting's website

## Exhibit Location and Hours

### Westin Hilton Head : FOYER

Thursday MARCH 27, 2025 Move In	6:00am - 7:00am
Thursday MARCH 27, 2025 Exhibit Hours	7:00am - 2:00pm
Friday MARCH 28, 2025 Exhibit Hours	7:00am - 2:00pm
Saturday MARCH 29, 2025 Exhibit Hours	7:00am - 2:00pm
Sunday MARCH 30, 2025 Exhibit Hours (optional) Tear Down	7:00am - 12:00pm 12:00pm - 2:00pm

\* Exhibit Hours are Subject to Change

## Meeting Site and Headquarter Hotel

Westin Hilton Head Island Resort & Spa  
MARCH 27-30, 2025  
Two Grasslawn Ave  
Hilton Head Island, SC 29928

Reservations: A limited block of rooms are available at a discounted group rate starting at \$375/night, plus taxes and \*fees. Rooms are available on a first-come, first-served basis. The room block closes MARCH 10, 2025, or whenever it becomes full, whichever comes first. After March 10, 2025 the discounted rate is no longer available. A credit card is required to create your reservation. All reservations will incur a one night's room & tax deposit 30 days prior to arrival. This deposit will be non-refundable. All rooms are subject to local taxes and hotel fees.

**\*Resort Amenity Package Fee \$25/day + tax**  
All Hotel policies apply.

## Competing Events/Marketing

It is strictly against the rules of our exhibit hall to distribute anything which markets any event that competes in any manner with the scheduled activities of this meeting. This includes any event or function not sanctioned by the Multispecialty Aesthetic Conference (MAC) being held on property or at adjacent properties between MARCH 27-30, 2025. Violations will result in immediate expulsion from the exhibit hall and permanent exclusion from any function of MAC.

## Installation Schedule

Exhibitors will begin set up on Thursday, March 27, 2025 at 6:00am. The hall will open promptly at 7:00am on Thursday, March 27, 2025.

## Contracts for Space

Full payment for booth fees must be submitted with the application. The signed application and full payment for exhibit fees constitute a contract for the right to use the space allocated only.

- \* Telephone requests will only be honored if payment is made over the phone at the time of booth reservation request.
- \* Applications are considered complete when submitted with a fully completed Exhibitor application and FULL payment.

## Booth Assignments

Exhibit tables are assigned on a first-come, first-served basis. Specific table designations will be assigned and agreed upon at time of table purchase. Changes can be made at the discretion of management.

Dismantling of tables prior to the official closing of the Exhibit Hall is strictly prohibited and will result in barring of the company from exhibiting at future MAC events plus a \$2,000 fine.

## Admission to Hall/Badge Policy

Exhibitors must be a paid employee of the company they are representing. Only properly badged exhibitors will be admitted to the exhibit hall thirty minutes before exhibit hall opening each day and may remain up to one half-hour after exhibit hall closing each evening. All exhibitors must wear their issued Multispecialty Aesthetic Conference badges at all times. Representatives must be able to present photo identification that matches the name on the badge they are wearing upon request by MAC staff. **No badges will be issued without personal identification and company name. Each exhibitor must pick up their own badge. No exhibitor will be allowed to pick up multiple badges. Badge swapping is strictly prohibited.** This is a zero tolerance policy. Any company caught badges swapping will face a \$2,000 fine and a one year suspension from the exhibit hall. A PHYSICIAN BADGE is required for MD/DO company representatives. \$400 Exhibitor Badges are non-refundable. Badge names are editable through MARCH 21, 2025. Name of Representative receiving exhibitor badge must be submitted by **MARCH 21, 2025.**

## Corporate Representatives

Those companies unable to exhibit, but who would like to send a representative, can pre-register the individual by contacting MAC (877)622-2283 and purchasing the Industry Badge. This registration entitles representatives to complete access to the meeting. Representative badges may be picked up at the Registration Desk.

## Exhibits

Identification badges may be picked up at the registration desk. Each company representative must check in at exhibitor registration and will need to present a valid photo ID in order to pick up their badge. Additional badges are available for \$400. Badge exchange between exhibitor representatives is not permitted. Exhibitors who lose their badge will be required to pay \$400 for a new badge before they are allowed to reenter the exhibit hall. MAC requires all representatives to be registered for the meeting. **Anyone representing an exhibiting company must be a full-time employee of the exhibit company and not currently affiliated with any Physician's office or university. Proof of employment will be required.**

## Cancellation of Exhibit Space

Exhibitors are requested to telephone or e-mail the Multispecialty Aesthetic Conference office with cancellations. However, the cancellation is not effective until it has been received in writing at the MAC office. No refunds will be granted after JAN 1, 2025. If the Exhibitor cancels before or on JAN 1, 2025, 50% of the total cost of booth space plus a 3% transaction fee will be retained by MAC. If the Exhibitor cancels on JAN 2, 2025 or later MAC will retain 100% of the total contract obligation. Any space not claimed and occupied, or for which special arrangements have not been made by 10:00am on Thursday, MARCH 27, 2025, will be forfeited. Full payment for all booth space assigned is due upon registration. Payments made may not be applied toward tuition for future MAC conferences, nor other meetings or products offered by MAC. No refunds are offered for sessions that may be suspended or shortened due to weather or other conditions or circumstances beyond MAC's control. However, if Multispecialty Aesthetic Conference, acting in its sole discretion, determines that the MARCH 2025 Event shall be cancelled or postponed, all booth registrations will be transferred to the next scheduled event.

## Non-Contracted Exhibit Space

Any person, firm or organization not having contracted with Multispecialty Aesthetic Conference for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute Advertising materials in the exhibit hall or in any part of the hotel used by MAC. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. Any person canvassing in any part of the Exhibit Hall will be required to leave the building. No exhibit will be permitted in a hotel room without written permission from the organizers.

## Eligible Exhibits & Restrictions

The Multispecialty Aesthetic Conference reserves the right to deny or cancel the registration of any exhibitor or program attendee(s) whom the Board of Directors, in its sole discretion, feels would not be in the best interest of MAC. MAC reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with MAC headquarters. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of the show. The same restrictions apply to medical journal advertisements or other displayed publications and all promotional literature.

By signing below, I acknowledge that I understand the policies as contained herein:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Sales and Order Taking

Exhibitors are free to solicit sales and take orders, but must at all times maintain professional behavior. Multispecialty Aesthetic Conference reserves the right to limit or restrict sales activities if such activities are causing a disturbance in the exhibit hall. **RULE: All exhibitors who sell merchandise in the exhibit hall, or who take orders on either a wholesale or retail basis, must meet city, Department of Revenue requirement for the city/state in which the exhibit takes place.**

## Operation and Conduct in Exhibits

Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from the latter. At no time may anyone enter an exhibit space that is not staffed. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms, or other facilities of meeting/exhibitsite. Exhibitors are required to dress, at minimum, in a business casual fashion. Any exhibitor who does not follow dress code will not be permitted to enter the exhibit hall until they have satisfied dress code guidelines. The management reserves the right to restrict exhibits which, because of sound, method of operation, materials, content or any reason, become objectionable. This includes the right to prohibit or evict any exhibit that, in the opinion of the management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character which the management determines objectionable to the exhibit. In the event of such restriction or eviction, Multispecialty Aesthetic Conference is not liable for any refunds of rental fees or other exhibit expenses. As a condition for exhibiting, each exhibitor agrees to observe all policies stated in this document. Violations will result in the ineligibility to exhibit at future MAC meetings.

## In Booth Demos/Presentations

Live demonstrations on any individual in the exhibit booth must be pre-approved by Multispecialty Aesthetic Conference. Company must schedule accordingly with MAC. All other activities (i.e. videos or presentations) must be confined to the limits of the exhibit booth. Exhibitors are responsible for monitoring and controlling attendance to prevent aisle congestion. In situations where overflow continues to be a problem, presentations will be limited or eliminated. Exhibits that include the use of musical instruments, sound projection equipment or any other type of sound must receive advanced approval from meeting management and must be operated so as to not disturb adjacent exhibitors and their patrons. Music may not be played without the proper license of copyrighted music. Any violation to these policies can lead to immediate dismissal from the show floor without a refund.

## Food and Drug Administration (FDA)

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

## Non-FDA Approved Drugs and Devices

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs or devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) pre-market notification. Any investigational product (including any product subject to a pending 510(k) that is displayed or graphically depicted within the exhibit must:

Contain only objective statements about the product: contain no claims of safety, effectiveness or reliability; Contain no comparative claims to other marketed products; Display the statement "Caution: Investigational Devices. Limited to "Investigational Use" In prominent size and placement; and Not be sold or be the subject of order taking or lead retrieval until approved.

Signage that is easily visible should be placed near the devices themselves and on any graphic depicting the device stating: "This device is not cleared by the FDA for distribution in the United States," or "This device is limited by Federal Law for investigational use only."

By signing below, I acknowledge that I understand the policies as contained herein:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Insurance**

Insurance on all exhibits is the responsibility of the exhibitor. Multispecialty Aesthetic Conference will not assume any responsibility for property loss or damage to personal property, as states in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

**Limitation of Liability**

It is mutually agreed by and between Multispecialty Aesthetic Conference and the exhibitor that MAC will have no liability whatsoever to any exhibitor, his employees, or his business invitees, or any liability for the loss or damage to the property of the exhibitor, his employee or business travel invitees resulting from any cause. It is further understood and agreed that all claims against Multispecialty Aesthetic Conference for any such damage, loss, or injury are expressly waived by the exhibitor as the exhibitor's responsibility. Space is leased with the understanding that MAC and the contracted meetings service contractor will act for the exhibitor and his representatives only in the capacity of agent, and not as principal, and that the MAC contracted Office Service Contractor assumes no liability whatsoever for damage for any act or omission or commission in connection with the said agency, and the exhibitor and his representative(s) hereby keep forever harmless Multispecialty Aesthetic Conference, its officers, directors, employees, and agents from any and all liability or loss ensuing from any cause.

It is further understood and agreed that Multispecialty Aesthetic Conference will in no event be liable to an exhibitor for any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due from a breach of its contract. It is understood and agreed that the sole liability of Multispecialty Aesthetic Conference to its exhibitor for any breach of its contract will be the refund of all amounts paid by the exhibitor pursuant to the contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the city and state where the exhibits are being held, as may be amended from time to time.

**WESTIN Hotel Limitation of Liability**

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the Hotel premise and agrees to indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

**Security**

Exhibitors are cautioned to have a representative in attendance during all set-up hours. The possibility of theft or "mysterious disappearance" of equipment will be greatly reduced if exhibitor takes this precaution. All exhibitors are well advised to follow this same procedure when dismantling exhibits. Be sure a representative is present until boxing and crating of exhibit materials has been completed. Multispecialty Aesthetic Conference and the San Diego hotel are not responsible for any loss, damage, or theft of exhibitor property. It is highly recommended that a representative be present at their booth thirty minutes before the opening of the exhibit hall to ensure the safety of material goods from other exhibitors and attendees. There should always be a company representative present at the exhibit booth until the exhibit hall closes.

**Americans with Disabilities Act**

Exhibitors will be responsible for compliance with the Americans with Disabilities Act within their booth and assigned exhibit space.

**Gifts and Promotional Items**

Exhibitors are permitted to give gifts and promotional items, but the item MUST be approved by the MAC office. Exhibitors must follow the AMA Guidelines on "Gifts to Physicians from Industry." Any gift accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payment may not be offered. Shopping bags are permitted.

An exhibitor may not photograph or videotape the exhibits. Photographs or videotaping is not permitted in the general session or meeting rooms without the explicit approval of Multispecialty Aesthetic Conference.

**Material Handling**

There are no storage facilities available for crates, skids, containers, cartons, or vehicles at show site. All Exhibitors are required to ship booth materials to the advance warehouse. See Exhibitor Services Manual for more detailed information. All Exhibitors are required to abide by the rules and regulations set forth in the Exhibitor Services Manual by the official service contractor regarding the shipping, setup, and tear down of booth space. Exhibitors may hand carry show materials through the entrance of the hotel. If you choose to carry your own materials into your booth you are forfeiting the material handling service provided by Show Management. Hand carry can ONLY come through Hotel Lobby. Exhibitors may hand carry their merchandise from a privately-owned vehicle. All vehicles must be parked in a parking lot; no curbside parking allowed. Now wheeled carts of any kind are allowed through Hotel Lobby. You cannot use dollies, carts or hand trucks to load in your show material through the hotel.

**Shipping & Packages**

See: 2025 Exhibitor Services Manual

**Electrical, Phone and Internet Request**

See: 2025 Exhibitor Services Manual

**Credit Card Payments**

Exhibitors agree that in consideration of MAC's agreement to accept payment by credit card, should any dispute arise between the parties, Exhibitors will not submit a "charge back" or otherwise dispute the charge to the credit card company. Should Exhibitors submit a chargeback, in violation of this contract, Exhibitors agree that this paragraph will be submitted to the credit card company in response to such chargeback and that the charge back shall be denied as a result.

**EXHIBITION BOOTH RENTAL**

The exhibit hall will be located in the Marriott Grand Ballroom #'s 6, 7, 9, 12, 13 (T-shaped). Book your preferred location as soon as possible. Table Assignment will be decided on a "first-come, first-served" basis.

SIZE	Cost
1 TABLE TOP	\$3,500 includes 2 badges
2 TABLE TOP	\$7,000 includes 4 badges

The exhibit fee includes the following:

- 1 TABLE TOP, plus 17" x 11" exhibitor ID sign, (2) chairs, (1) wastepaper basket
- 2 TABLE TOP, plus 17" x 11" exhibitor ID sign, (2) chairs, (1) wastepaper basket

- Exhibitor Badges (Exhibit Hall Access only):
  - for 2 company representatives for 1 TABLE TOP SPACE
  - for 4 company representatives for 2 TABLE TOP SPACE
  - additional badges may be purchased for \$400 each

- 1 Lunch Ticket per exhibitor badge per show day
- Mention with company weblink on the meeting's website
- Booths must be PAID IN FULL in order to guarantee space (no exceptions). Partial Payments do not guarantee booth space. A 50% deposit will hold your booth space for 30 days. After 30 days if full payment is not received, the hold on that booth space will be released.

**CALL US TODAY TO BUILD YOUR CUSTOMIZED SPONSORSHIP PACKAGE! 877-622-2283 BUNDLE PRICING AVAILABLE**

**ADVERTISING & SPONSORSHIP OPPORTUNITIES**

Multispecialty Aesthetic Conference offers several advertising opportunities designed to maximize your investment.

All sponsorship offerings and details subject to change.

By signing below, I acknowledge that I understand the policies as contained herein:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



### Lunch & Learn

Host a lunch and give a company sponsored presentation.

- Brunch & Learn .....\$15,000

Available Thursday, Friday, and Saturday 8:30am-9:30am. Price includes Catering and basic A/V.

Additional A/V costs may apply. Please ask for details.

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### Dinner Symposium

Host the featured Evening Events of 2023.

- Dinner Symposium .....\$5,000 + Catering (full dinner)

Available Thursday and Friday 7:00pm-9:00pm. Additional A/V costs may apply. Please ask for details.

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### Cocktail Workshop

Host a 1-Hour Cocktail Reception and give a company presentation.

- 1-Hour Cocktail Reception..... \$5,000 + Catering

Available Friday ONLY 6pm-7pm. Additional A/V costs may apply. Please ask for details.

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All sponsorship offerings and details subject to change.

### Event Lanyards

Your company's logo printed on all attendee event badge lanyards.

- Lanyard Sponsorship..... \$2,500
- 

### Padfolios

Display your company logo on the front of every padfolio. Padfolios are included in each attendee bag.

- Padfolios ..... \$2,500
- 

### Company Notepads

Customized Notepad with your logo and website included in every attendee bag!

- Notepad..... \$2,500
- 

### Flash Drives

Have your company logo placed on flash drives given out to all attendees. They will see your name or logo every time they save a file to that drive!

- Flash Drive Sponsorship..... \$2,500
- 

### Golf Scramble

Sponsor a Golf Scramble hole and participate with a team of up to 4 players.

- Sponsor a Hole & Play..... \$2,500
- 

### Premium Signage

Space provided in Exhibit Hall Foyer for your retractable banner.

- Placement of your promotional signage..... \$2,000
- 

All sponsorship offerings and details subject to change.



# Multispecialty Aesthetic Conference EXHIBITOR REGISTRATION

Venue: Westin Hilton Head Island Resort & Spa Hotel - Hilton Head Island, SC

Address: Two Grasslawn Ave, Hilton Head Island, SC 29928

Conference Dates: MARCH 27-30, 2025

EXHIBITBOOTH <small>(please check booth type)</small>	PRICE	EXHIBIT BOOTH INCLUDES
<input type="checkbox"/> 1 Table : (1) 6' table	\$3,500	<ul style="list-style-type: none"> <li>• space plus 17"x11" exhibitor ID sign, (2) chairs, (1) wastepaper basket, (1) six foot table OR (2) six foot tables for 2 Table Booth</li> <li>• 2 exhibitor badges (4 badges for 2 Table Booth)</li> <li>• Company listed on website and onsite signage</li> </ul>
<input type="checkbox"/> 2 Tables : (2) 6' tables	\$7,000	

Additional Sponsorship Items:

all fields required

## EXHIBITOR Information (PLEASE PRINT CLEARLY)

## ADDRESS

Contact Name: \_\_\_\_\_ Desired Booth # \_\_\_\_\_

\*Representative Name(1): \_\_\_\_\_ Street address 1: \_\_\_\_\_

\*Representative Name(2): \_\_\_\_\_ Street address 2: \_\_\_\_\_

\*Company Name: \_\_\_\_\_ City: \_\_\_\_\_

Email: \_\_\_\_\_ State: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

\*Website: \_\_\_\_\_ Country: \_\_\_\_\_

*\*Please write it exactly as you would like it to be seen on event materials.*

all fields required

## PAYMENT Information (PLEASE PRINT CLEARLY)

Card #: \_\_\_\_\_ Street address 1: \_\_\_\_\_

Exp: \_\_\_\_\_ Street address 2: \_\_\_\_\_

CSV: \_\_\_\_\_ City: \_\_\_\_\_

Name: \_\_\_\_\_ State: \_\_\_\_\_

Signature: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

Make checks payable to:  
 Multispecialty Aesthetic Conference  
 3288 Eagle View Ln, Suite 300  
 Lexington, KY 40509  
 Phone: 877-622-2283

**Important information!** Booth space is 50% refundable only if a written cancellation notice is received by JAN 1, 2025. After JAN 1, 2025 no refunds will be granted. No shows are considered to be an onsite cancellation. Our room block expires MARCH 10, 2025 so please book your hotel room in advance to guarantee a room.

**Send in the following with your registration form or complete the form online:**

- Complete / signed form with full payment
- All pages of the prospectus signed