



DALLAS RHINOPLASTY & COSMETIC MEETINGS

EXHIBITOR KIT

We are delighted that you will join us as an exhibitor at the Dallas Cosmetic™ - Surgery and Medicine and Dallas Rhinoplasty™ Meetings, March 9-12, 2023. The meeting will also be available virtually, on demand. Please note that the Virtual Meeting will not be live-streamed, which means it will not be held simultaneously with the live meeting. Additional information about the virtual meeting is included in the Virtual Meeting Format section.

The exhibitor kit has been designed to help you prepare for the event. *We strongly recommend you have a copy of your exhibitor agreement in hand as you read through this exhibitor kit as inclusions may vary.*

- **AGENDA:** [DALLAS COSMETIC SURGERY AND RHINOPLASTY MEETINGS AGENDA*](#)
*Agenda is subject to change
- **LOCATION:** [Westin Galleria Dallas, 13340 Dallas Parkway, Dallas, TX 75240 | \(972\) 934-9494](#)

IMPORTANT CONTACTS

EXHIBITOR AND EXHIBIT HALL QUESTIONS:

MEETING DESIGNS | Gail Riley | griley@mdmeetingdesigns.com | Phone 781-793-0088

WESTIN GALERIA EXHIBITOR FORMS:

WESTIN GALERIA | Amanda Westlake | Amanda.Westlake@westin.com | Phone 972-450-2944
FAX 972-450-2979

WESTIN AUDIOVISUAL & ELECTRIC VENDOR:

Encore | Naomi Lomelin | naomi.lomelin@encoreglobal.com | Phone 469-432-1869

IMPORTANT DATES & DEADLINES

EXHIBIT HALL-Live Meeting

Exhibit Hall Installation	Wednesday, March 8	12:00pm – 5:00pm
Exhibit Hall Dismantle	Saturday, March 11	7:00pm – 9:00pm

EXHIBIT HALL-Virtual Meeting

Virtual Booth Set-up	Complete by February 8
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SUPPORT INCLUSIONS

Promotional Emails (if applicable)	Due February 1
Meeting App Notifications (if applicable)	Due February 1
Live - Meeting Badge Registration	Due February 1
Virtual - Add Representatives to your Virtual Booth	Begins on February 8
Discount Code for Complimentary Live Meeting Badges	Expires March 6

SHIPPING

Material Delivery Dates	March 1-6
Tracking Information for Tote Bag Inserts Shipments	Due February 22
Delivery Deadline for Tote Bag Material Inserts (if applicable)	Due by March 6 @3:00PM

EXHIBIT HALL SCHEDULE

The Exhibits are open during all meeting times. Breakfast, Lunch, Breaks, and Receptions are key opportunities to connect with attendees and faculty. Please refer to the current [Agenda](#) for meeting details. Note that the agenda is subject to change.

INSTALLATION: Wednesday, March 8 12:00pm – 5:00pm
DISMANTLE: Saturday, March 11 7:00pm – 9:00pm

Wednesday, March 8	
12:00pm – 5:00pm	EXHIBIT HALL INSTALLATION
Thursday, March 9	
6:30am	EXHIBIT HALL OPENS
6:30am – 7:30pm	Exhibit Hall Hours – Breakfast, Lunch, Breaks, Reception
Friday, March 10	
6:30am – 7:30pm	Exhibit Hall Hours – Breakfast, Lunch, Breaks, Reception
1:30pm-2:45pm**	** Cosmetic Meeting ONLY Supporters – You are welcome to stay in the Exhibit Hall until the conclusion of the Rhinoplasty meeting on March 11. <i>If you do wish to leave after the Cosmetic portion of the meeting, please do not dismantle prior 1:30pm when lunch ends. Dismantle must be completed by 2:45pm.</i>
Saturday, March 11	
6:30am – 6:30pm	Exhibit Hall Hours – Breakfast, Lunch, Breaks, Reception
6:30pm – 9:00pm	EXHIBIT HALL DISMANTLE All exhibits must remain intact until after the reception on Saturday, March 11 ends at 6:30pm and may not be dismantled or removed until that time. <i>All Exhibits must be completely dismantled by 9:00pm on March 11.</i>
Sunday, March 12	
7:00am-12:00pm	Rhinoplasty Meeting Continues
12:00pm	Rhinoplasty Meeting Concludes

EXHIBIT HALL (Live Meeting)

1. Exhibits are located in the **Fort Worth Ballroom and Foyer**.
2. INCLUDED in Exhibit Space:
 - (1) 6-foot skirted table
 - (2) chairs
 - (1) wastebasket
 Exhibit hall is carpeted
3. What is NOT included in Exhibit Space: **Electrical outlets will NOT be provided**
4. To Order Electric or AV for your exhibit space, submit your order online, using this link: https://eventnow.encoreglobal.com/myevents/result/index/show_id/42472906-f095-ed11-aad1-0022482b247c/ These charges will be at your own expense.
Encore Contact: Encore | Naomi Lomelin | naomi.lomelin@encoreglobal.com | Phone 469-432-1869
5. Backdrops are permitted but should be no wider than your allotted exhibit space, e.g. **6 foot table = 6 foot backdrop**. All backdrops should be self-standing. You must contact the hotel in advance for permission and instructions if you wish to have anything hanging from a wall. **NOTE:** If backdrops are wider than your exhibit space, you may be asked to remove them.
6. If you plan to have a custom booth, please contact griley@mdmeetingdesigns.com regarding the approval process by January 10.
7. If your support is for both meetings, but you do not plan to stay for both, please notify Gail Riley, griley@mdmeetingdesigns.com.
8. Your final location on the exhibit floor will be emailed to you by February 1.
9. Exhibitors will NOT be able to change the location of their exhibit space onsite without prior approval.

VIRTUAL MEETING BOOTH

We Suggest You Complete Your Virtual Booth Set-up by February 8 so that if any issues arise there will be time to work with you. However, you can continue to make changes to your virtual booth until June 10, 2023, when the virtual meeting closes.

You will receive a separate email with a *Unique Set-up Link* for your Virtual Booth.

Booth inclusions for the virtual meeting are outlined below. We invite you to edit your exhibitor booth profile on our official event platform, Whova. By setting up your booth profile, you can better showcase your company and your products to attract more visitors to your booth. If you need more guidance to set up your booth profile, please visit [Whova Exhibitor Guide](#).

The following categories are included in your support. **If you prefer not to use one, that is at your discretion. If you choose not to include something, then the heading for that item will not be visible in your virtual booth.**

Promotional Offer:

This is a great way to get traffic to your booth!

Choose between the 2 types of promotions available: Raffles/Giveaways and Coupons.

- **Raffle/Giveaway:** you will need to provide a description and simple rules if you have any.
- **Coupons:** in addition to the description, you will also need to provide the coupon image.

Company Showcase:

- **Product Video: Use a Video Link** (e.g., YouTube, Vimeo)
We ask that you use a **video link** and do not upload a file.
- **Handouts:** 2 pdf documents (e.g., new products, ads, etc.), 10 MB file size limit
- ~~Product Demo~~ – *not included in your support - do not use*

Company Information: Enter your company information in the fields provided.

- **Logo:** We've uploaded the logo we have on file for you. You are free to replace it with one of your own choosing:

Recommended size: 256px x 256px (Max 1000px x 1000px)

Accepted file types: .jpg, .jpeg, .png

Company & Product Photos

- File type: **jpg, jpeg, png**
- Suggested size: **500px x 500px**
- You can upload a maximum of 50 photos with 10 MB file size limit

CHAT FUNCTION:

- There is a chat function in the virtual booth. **If you wish to monitor the chat in your booth, you must register the reps who will be "chatting" and add them to your booth. See page 5 for instructions.**
- **Monitoring the chat in your booth is not required.** If you will not have someone monitoring the chat, you may wish to notify attendees by adding "This chat is not monitored, please email _____@_____ to contact us directly" into the chat box where it says, "Write a reply." You could also add this information into the booth description area as well.

Virtual Meeting Format –Not Live Streamed

- The virtual meeting agenda sessions will be available on-line 1 week after the live meeting and ongoing for 90 days. The Virtual Meeting will not be live-streamed, which means it will not be held simultaneously with the live meeting.
- The virtual meeting platform is also the live meeting app, which gives live meeting attendees access to your virtual booth during the live meeting.
- The virtual meeting agenda sessions and the virtual exhibit hall will be available on-line 1 week after the live meeting and ongoing for 90 days.

What does this mean for you?

Live Meeting:

- Both live meeting attendees and virtual attendees will have access to visit your virtual booth(s) and will be able to view all your information during the live meeting.
- Both live meeting attendees and virtual attendees will be able to contact you, either using the chat function or the email contact info in your booth.
- Monitoring the chat in your booth is not required, but if you wish to do so you can register reps and add them to your booth.
- Agenda sessions will not be available to view through the virtual meeting platform *until 1 week after the live meeting*.

Virtual Meeting Content:

- **Available 1 week after live meeting and continuing for 90 days.**
- Both people who registered for only the virtual meeting and attendees from the live meeting will have access to all agenda sessions and to the virtual exhibit hall. They will be able to view all the information in your booth and if they wish to contact you, they can use the contact info in the booth and email you.

REPRESENTATIVE BADGE REGISTRATION* (Live & Virtual Meeting)

***Support levels and number of complimentary badges included in support:**

Diamond: 6 | Ruby: 4 | Emerald: 3 | Sapphire: 2 | Topaz: 2

Inclusions may vary – please refer to your exhibitor letter of agreement.

STEP 1: Registration Instructions for Live and Virtual Meetings:

February 1 – We ask that you register by this date. Registration for all industry attendees will be via our online system, as noted below.

Discount Code for Complimentary Badges*: **EXHIBITOR**

March 6 – Discount Code for Complimentary Badges for Live Meeting EXPIRES

- *Registrations for the Live Meeting made on or after **March 6** will be subject to the full registration fee of \$500.00.*
 - **Please note, any exhibitor that registers on-site will be required to pay the full exhibitor registration fee of \$500.00.**
 - No discount code is needed for Virtual meeting registration.
1. Go to [DALLAS COSMETIC AND RHINOPLASTY EXHIBITOR REGISTRATION 2023](#)
 2. Enter the First and Last name of attendee and THEIR OWN EMAIL ADDRESS**.
Please note: The email address is the unique identifying feature for attendees. Each person **MUST have their own specific email address. You can include your email as the CC email address if you would like, but please note that this may lead to the receipt of multiple emails.
 3. Complete entering registration information.
 4. Indicate if the registration is to attend the Virtual meeting or the Live meeting in Dallas.
 5. All Live meeting registrations will also have access to the Virtual Meeting – a separate registration is not needed.
 6. On the **Order Summary/Payment Page** – type the Discount Code **EXHIBITOR** for complimentary badges.
 7. Your support includes a limited number of complimentary badges - please refer to your letter of agreement. If you wish to register additional representatives, the registration fee is \$500.00 and can be paid during the registration process.

STEP 2: Adding Representatives to your Virtual Booth:

February 8 – Representatives can be added to your booth beginning on **February 8**, and you can continue to add or make changes until the meeting closes.

Your support includes 3 virtual meeting registrations.

For representatives that will be in your virtual booth in order to interact (chat) with attendees, registration is a **2-step process**. You must register them **and add to your booth**, or they will not be able to interact with attendees in your virtual booth.

PLEASE NOTE: After registering your reps, it takes 1 business day for them to be added to the virtual platform. Please wait 1 business day and then follow the directions below.

- Representatives can be added to your booth on or after **February 8**.
- For instructions to add staff to your booth, please refer to the Whova Exhibitor Guide under the Heading “Adding Booth Staff.” <https://whova.com/pages/whova-app-exhibitor-guide/>
- Please note that you need to use the Whova Mobile app to add booth staff. Instructions to log into the app are also included in the Exhibitor Guide.

You will receive a separate email with a Unique Set-up Link for your Virtual Booth.

PROMOTIONAL EMAIL TO ATTENDEES* Sent Prior to the Live Meeting

***Support levels and number of custom promotional emails included in support:**

Diamond & Ruby: **2** | Emerald: **1**

Inclusions may vary – please refer to your exhibitor letter of agreement.

Due February 1 - Submit to griley@mdmeetingdesigns.com

Specifications:

1. **Your promotional email must be in JPEG format** - maximum file size 2MB
If your email is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. (CME Session promotions cannot include sponsoring company name).
2. **Subject** line for your email.
3. **Hyperlink** if you would like one included. (maximum quantity 1).
4. *Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible in case there are changes to exhibit hall locations or symposia times.*

MEETING APP NOTIFICATIONS* Sent During the Live Meeting

***Support levels and number of text alerts included in support:**

Diamond: **3** | Ruby & Emerald: **2** | Sapphire: **1**

Inclusions may vary – please refer to your exhibitor letter of agreement.

Due February 1 - Submit to griley@mdmeetingdesigns.com

Text alerts will be sent through the mobile meeting app.

Specifications:

1. **Content** for the meeting app notification is limited to **140 characters or less including spaces**.
 - *Special formatting can NOT be included (bold, italics, separate font).*
 - If your meeting app notification is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. If you would like to promote a CME session, you can do so but it cannot include your company name.
2. **Subject line for notification**
3. **Date and time** for notification to be sent (during event).

LEAD RETRIEVAL (Live Meeting)

Discount Deadline – February 3. Submit to American Tradeshow Services (ATS)

Lead Retrieval is available to purchase through American Tradeshow Services (ATS) for this meeting. ATS is offering the **LeadsPlus™ App**, that you can download and use on your own device to capture leads. Information about ordering and pricing are on the ATS Order Form. Please direct all questions about ordering to ATS.

TO ORDER:

1. Complete the [ATS Lead Retrieval Order Form](#).
2. Information regarding payment and where to return the form are included on the form. You will work directly with the vendor, American Tradeshow Services.
3. Submit your order form to American Tradeshow Services by **February 3** in order to receive the discount.
4. For more information about the **LeadsPlus™ App**, you can download this [ATS Lead Retrieval Information Sheet](#).

Questions? Contact: American Tradeshow Services | orders@american-tradeshow.com | 985-240-5507

LCD TV ADS* (Live Meeting)

*Support levels and number of Full Screen Size Ads included in support:

Diamond & Ruby: **3** | Emerald & Sapphire: **2** | Topaz: **1**

Inclusions may vary – please refer to your exhibitor letter of agreement.

If you wish to increase your ad space please contact griley@mdmeetingdesigns.com by January 3.

Due February 1 – Submit to griley@mdmeetingdesigns.com

LCD TV AD SPECIFICATIONS

- **Full Screen Ad: 1920 px (height) x 1080 px (width)** (portrait orientation)
- **File type: png or jpg**
Ads are static – *not* video.

Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible in case there are changes to exhibit hall locations or symposia times.

SHIPPING

SHIPPING DEADLINES

Materials must arrive between March 1-6.

1. Materials that arrive before March 1 may incur storage fees.
2. For large items, please review the [Westin Elevator and Loading Dock Specifications](#).
3. Please provide tracking information to your on-site representatives.

REQUIRED HOTEL FORM

Due February 22 – Submit to The Westin Galleria

1. Completion of the [Westin Exhibitor Box Delivery Form](#) is required for all exhibitors shipping materials to the hotel, in order to make arrangements for package handling fees.
2. Credit card payment information and box delivery prices are included on the form.
3. Complete and return the form by **February 14**.

Westin Contact: Amanda.Westlake@westin.com | Phone 972-450-2944 | FAX 972-450-2979

REQUIRED SHIPPING LABEL

1. The Westin requires that all shipments have the appropriate **Exhibitor Package Label** (*see pages 9 & 10*) affixed to all items shipped to the hotel.
2. Exhibit space materials and attendee tote bag inserts (as applicable) should be packaged separately and labeled appropriately using the Exhibitor Package Labels (pages 9 & 10)
3. For package labels you will be able to edit, download here: [Exhibitor Package Labels](#).

SHIPPING ADDRESS

The Westin Galleria Dallas
13340 Dallas Parkway
Dallas, TX 75240
Dallas Cosmetic and Rhinoplasty Meetings March 9-12, 2023
Hold for Karen Dennis, Meeting Designs
Exhibitor/Company Name: _____
Box ___ of ___

SHIPPING AND TRACKING MATERIALS FOR ATTENDEE TOTE BAGS*

***Support levels with attendee tote bag insert materials included in support:**

Diamond, Ruby, Emerald, and Sapphire

Inclusions may vary – please refer to your exhibitor letter of agreement.

Topaz level supporters interested in adding this opportunity, please contact griley@mdmeetingdesigns.com by February 1 for pricing.

Materials for Attendee Tote Bags must arrive between March 1 and March 6 at 3:00pm. Items arriving after 3:00pm on Monday, March 6 will not be placed in tote bags.

QUANTITY 350

1. Attendee tote bag inserts must be packaged separately from exhibit materials and labeled appropriately using the Exhibitor Package Labels (pages 9 & 10).
2. For package labels you will be able to edit, download here: [Exhibitor Package Labels](#).
3. If tote bag insert items are not packaged separately from exhibit materials and labeled appropriately we cannot guarantee your materials will be included in the tote bags.

Tracking Numbers for Attendee Tote Bag Materials are Due February 23.

Submit to Griley@mdmeetingdesigns.com

1. **If we do not receive tracking information by February 23 we cannot guarantee your collateral will be included in the attendee tote bags.**
2. Indicate that the tracking information is for attendee tote bag inserts to ensure proper placement of your materials.
3. We are requesting the tracking numbers in order to route the materials appropriately onsite. *We will not be tracking your shipments.*
4. Please do not send tracking information for exhibit space shipments. Provide that information to your onsite representatives.

OUTGOING SHIPPING

1. All outgoing packages must be packed, sealed, and clearly labeled prior to shipping.
2. You are responsible for packing your boxes and should bring all shipping supplies you will need.
3. **FedEx** has an automatic pick up at the hotel. *Pick up by all other couriers is your responsibility to arrange.*
4. Notify the Westin Galleria staff onsite to request they pick-up your package from your exhibit space. The Westin Galleria will hold your packages for Monday pick-up.

THE WESTIN GALLERIA
DALLAS

13340 Dallas Parkway
Dallas, TX 75240

Exhibitor Package Label – for EXHIBIT SPACE

Please affix to all **Exhibit Space** items shipped to the hotel

Dates of Meeting/Exhibits and Meeting Name	March 9-10, 2023 DALLAS COSMETIC™ - SURGERY AND MEDICINE MEETING March 10-12, 2023 DALLAS RHINOPLASTY™ MEETING
Exhibiting Company Name	
Exhibitor On-Site Contact	
Total Number of Boxes	

Place at EXHIBIT SPACE

Box _____ *of* _____

THE WESTIN GALLERIA
DALLAS

13340 Dallas Parkway
Dallas, TX 75240

Exhibitor Package Label – for TOTE BAG INSERTS

Please print on COLORED PAPER and affix to all TOTE BAG INSERT items shipped to the hotel

Dates of Meeting/Exhibits and Meeting Name	March 9-10, 2023 DALLAS COSMETIC™ - SURGERY AND MEDICINE MEETING March 10-12, 2023 DALLAS RHINOPLASTY™ MEETING
Exhibiting Company Name	
Exhibitor On-Site Contact	
Total Number of Boxes	

FOR ATTENDEE TOTE BAGS

Box _____ *of* _____