

THE **MAC**

April 29 - May 2, 2027
The Bellagio Hotel, Las Vegas

2027 EXHIBITOR PROSPECTUS

Presented by:
The Multi-Specialty Foundation

In Conjunction with:
The AAFPRS



MACONFERENCE.ORG

Exhibit Booth Rental

BOOTH (8'x10')	\$4,900
BOOTH (8'x20')	\$9,800

- * Please note: Exhibit Booths are sold on a first come, first served basis
- * Booths locations may be subject to change
- * **Booths must be paid for 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.

The Exhibit Fee Includes the Following:

- An 8' x 10' exhibit: (2) chairs, (1) wastepaper basket, (1) six foot table and an exhibitor ID sign
- An 8' x 20' exhibit: (2) chairs, (1) wastepaper basket, (1) six foot table and an exhibitor ID sign
- Conference registration for 2 company representatives if in an 8' x 10' booth, and 4 company representatives if in an 8' x 20' booth (additional badges \$400).
- **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

The Bellagio Las Vegas - Bellagio Ballroom

Wednesday APRIL 28, 2027	
Move In	6:00pm - 10:00pm
Thursday APRIL 29, 2027	
Exhibit Hours	9:30am - 5:30pm
Friday APRIL 30, 2027	
Exhibit Hours	9:30am - 5:30pm
Saturday MAY 1 2027	
Exhibit Hours	9:30am - 4:00pm
Tear Down	4:00pm - 7:00pm

* Exhibit Hours are Subject to Change

Meeting Site and Headquarter Hotel

The Bellagio Las Vegas
APRIL 28 - MAY 2 2027 (Exhibit Show Days April 28 - May 1, 2027)
3600 Las Vegas Blvd South
Las Vegas, NV 89109

Reservations: A limited Block of rooms are available at a discounted group rate starting at **\$397/night, plus taxes and *fees. Rooms are available on a first-come, first-served basis.** The room block closes **MARCH 26, 2027** at 5pm eastern (local time), **or whenever it becomes full, whichever comes first.** After March 26, the discounted rate is no longer available. **A credit card is required at the time of booking to secure your reservation. The Cancellation Policy requires guests to cancel by 4pm local time 30 (thirty) days before arrival to avoid penalty fee of 1 night's room & tax.** All rooms are subject to local taxes and hotel fees. Group rates are subject to availability.

All Bellagio 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 MAC being held on property or at adjacent properties between April 28-May 2, 2027. Violations will result in immediate expulsion from the exhibit hall and permanent exclusion from any function of The MAC.

Installation Schedule

Exhibitors will begin set up on Wednesday April 28, 2027 at 6:00pm. The hall will open promptly at 9:30am on Thursday, April 29, 2027.

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

Dismantling of booths prior to the official closing of the Exhibit Hall is strictly prohibited and may result in barring of the company from exhibiting at future Multi-Specialty Aesthetic Conference events.

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 MAC 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 badge swapping will face a \$2000.00 fine and a one year suspension from the exhibit hall. A PHYSICIAN BADGE is required for MD/DO representatives. \$400 Exhibitor Badges are **non-refundable.**

Badge names are editable through **MARCH 1, 2027.** Name of Representative receiving exhibitor badge must be submitted by **MARCH 1, 2027.**

Corporate Representatives

Those companies unable to exhibit, but who would like to send a representative, can pre-register the individual by contacting Dee Smith / Multi-Specialty Foundation at (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.

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

Signature: _____ Date: _____

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.** The MAC requires that all representatives must 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 MAC 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 **December 31, 2026**. If the Exhibitor cancels before or on **December 31, 2026**, 50% of the total cost of booth space plus a 3% transaction fee will be retained by the MAC. If the Exhibitor cancels on JANUARY 1, 2027 or later the 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 9:00am on Thursday, April 29, 2027, 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 the Multi-Specialty Foundation. 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 the MAC, acting in its sole discretion, determines that the 2027 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 the MAC 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 The 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 MAC 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 The MAC. The 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 The 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.

Sales and Order Taking

Exhibitors are free to solicit sales and take orders, but must at all times maintain professional behavior. The MAC 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/exhibit site. 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, The MAC 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 The MAC meetings.

In Booth Demos/Presentations

Live demonstrations on any individual in the exhibit booth must be pre-approved by The MAC. Company must schedule accordingly with The 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 violations 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 produce 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. The MAC 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 The MAC and the exhibitor that The 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 The MAC 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 The MAC and the contracted meeting service contractor will act for the exhibitor and his representatives only in the capacity of agent, and not as principal, and that the Devices The MAC and the contracted Office Service. Contractor assume 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 The MAC, its officers, directors, employees, and agents from any and all liability or loss ensuing from any cause.

It is further understood and agreed that The MAC 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 The MAC 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.

The Bellagio 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 exhibitors take 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. The MAC and the Loews Miami Beach 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 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 The MAC.

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 teardown 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. No wheeled carts of any kind are allowed through Hotel Lobby. **You cannot** use dollies, carts or handtrucks to load in your show materials through the hotel.

Shipping & Packages

See: 2027 Exhibitor Services Manual

Electrical, Phone and Internet Request

See: 2027 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 charge back, in violation of this contract, Exhibitors agree that this paragraph will be submitted to the credit card company in response to such charge back and that the charge back shall be denied as a result. There will be a 2.5% charge for credit card payments.

Attendance

The MAC Conference coordinators may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees or number of attendees at specific conference events.

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

Signature: _____ Date: _____

SPONSORSHIP LEVELS

	 DIAMOND	 PLATINUM	 GOLD	 SILVER	 BRONZE
INVESTMENT	\$100,000 +	\$70,000- \$99,999	\$45,000- \$69,999	\$25,000 - \$44,999	\$13,000 - \$24,999

EXHIBITION BOOTH RENTAL

The exhibit will be located in the Bellagio Ballroom.
Book your preferred location as soon as possible.
Booth Assignment will be decided on a "first-come, first served" basis.

SIZE	Cost	BOOTH PACKAGE + SPONSORED WORKSHOP
8' x 10'	\$4,900 includes 2 badges	\$11,900
8' x 20'	\$9,800 includes 4 badges	\$16,800

Booth Package Price includes Booth, 1-hr Sponsored Workshop, Space Onsite for 1 Retractable Banner, 1 Virtual Bag Insert (PDF on Mobile App), Website Listing, 1 Mobile App Push Notification. Signage, Banner, and Listing supplied by sponsoring company.

The exhibit fee includes the following:

- 8' x 10' exhibit: (2) chairs, (1) wastepaper basket, (1) six foot table and an exhibitor ID sign
- 8' x 20' exhibit: (2) chairs, (1) wastepaper basket, (1) six foot table and an exhibitor ID sign
- Badges (Exhibit Hall Access only):
 - for 2 company representatives if in a 8' x 10' booth
 - for 4 company representatives if in a 8' x 20' booth
 - additional badges may be purchased for \$400 each
- Each registered exhibitor will receive daily admission to the exhibit hall
- 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.

*Booth locations may be subject to change

CALL US TODAY TO BUILD YOUR CUSTOMIZED
SPONSORSHIP PACKAGE! 877-220-1783
BUNDLE PRICING AVAILABLE

ADVERTISING & SPONSORSHIP OPPORTUNITIES

The MAC Conference offers several advertising opportunities
designed to maximize your investment.

Dinner Symposium

Host a featured event of MAC 2027. Available Thursday or Friday night. Please ask for details.

- Dinner Symposium\$20,000 + Catering
Additional A/V costs may apply. Please ask for details.
-

Cocktail Workshop

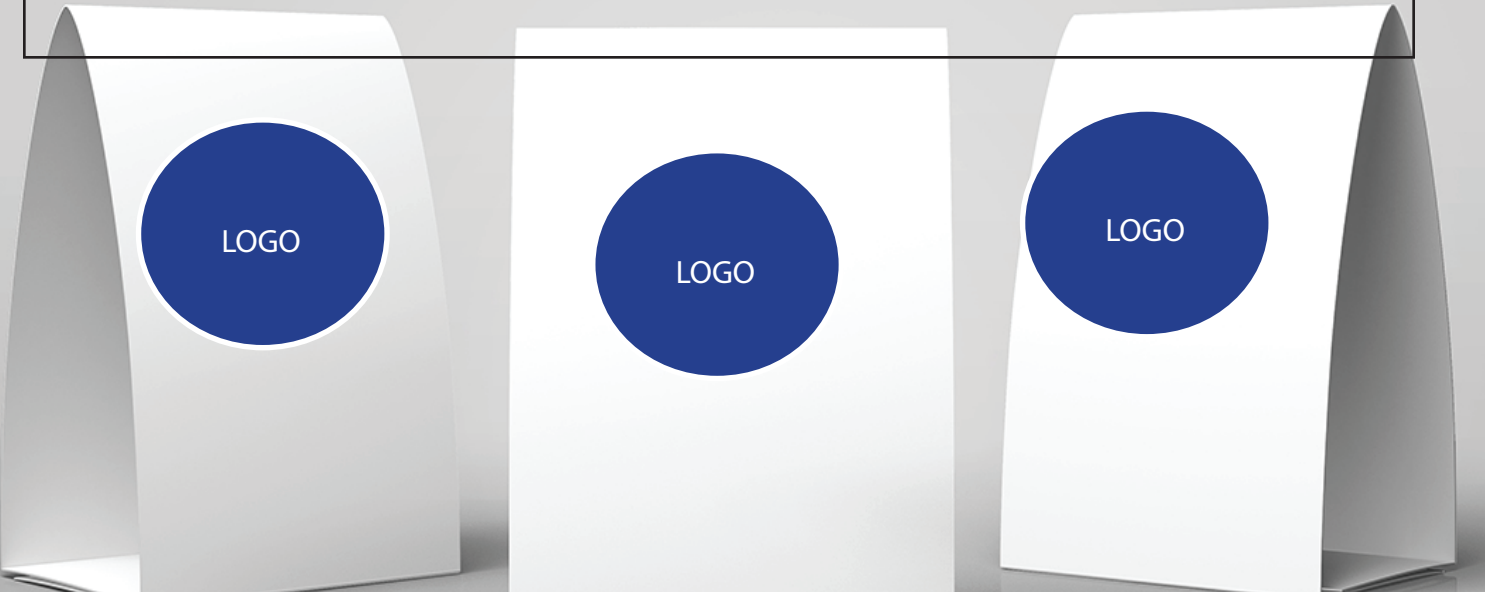
Host a 1-Hour Cocktail Reception and give a company presentation.

- 1-Hour Cocktail Reception..... \$10,000 + Catering
Available Thursday-Saturday. Additional A/V costs may apply. Please ask for details.
-

Party on Americana Lawn

- Sponsor the Lawn PartyContact Us For Pricing
Additional A/V costs may apply. Please ask for details.

All sponsorship offerings and details subject to change.



LOGO

LOGO

LOGO

MAC App

Have your company information included in the intro splash page and banner ad on the app
Everyone on the app will see your company name/logo/info every time they open!

- App Sponsorship..... \$10,000
-

Conference WiFi

Have your company name included in WiFi name/password.
Everyone on-site will see your information, which will also be included on the app!

- WiFi Sponsorship..... \$20,000
-

Advisory Board Meeting

Host a private Ad Board Meeting in the Executive Board Room.

- Ad Board Meeting..... \$5,000
Price does not include Catering or A/V. Please ask for details.
-

Presidential Suite Reception

Reserve the Presidential Suite for a Private Event for 75 people or less.

- 1 Presidential Suite Reception\$15,000
Select Invitees only. Not open to full attendee list.
Price does not include Catering or A/V.
-

Attendee Badges

Have your company logo/information placed on the back of Attendee Badges.
You may include a QR code or additional information for all attendees to see!

- Badge Sponsorship..... \$10,000
-

Event Lanyards

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

- Lanyard Sponsorship..... \$15,000
-

Padfolios

Display your company logo on the front of every padfolio.
Provided to every attendee

- Padfolios \$15,000

All sponsorship offerings and details subject to change.

Company Notepads

Customized Notepad with your logo and website
for every attendee

- Notepad..... \$5,000
-

Table Tents

Exclusive sponsorship - Place table tents on all tables in exhibit space and exhibit foyer for duration of conference.

- Table Tents\$5,000/day

(Table Tents production and install are the responsibility of Sponsor.)

Column Wraps

Company branding displayed on select columns in the conference space
(Price includes space only. Production and Install are the responsibility of Sponsor.)

- Column Wrap..... \$5,000 per column
-

Window Clings

Company branding displayed on windows in the conference space
(Production and Install are the responsibility of Sponsor.) Please ask for details.

- Window Clings..... \$3,000 per section
-

Premium Signage

Premium Space in Exhibit Hall Foyer to place your retractable banner.
(Production and Install are the responsibility of Sponsor.)

- Placement of your promotional signage..... \$3,000
-

Floor Stickers

Drive traffic to your booth by placing directional floor stickers with your company's name or logo
throughout the exhibit hall.
(Production and Install are the responsibility of Sponsor.)

- Floor Sticker Sponsorship \$5,000
-

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..... \$5,000

The MAC EXHIBITOR REGISTRATION



GLOBAL AESTHETICS
FOUR AESTHETIC SPECIALTIES • ONE WORLD

Venue: The Bellagio Las Vegas Hotel

Address: 3600 Las Vegas Blvd South, Las Vegas, NV 89109

Conference Dates: April 28 - May 2, 2027

EXHIBIT BOOTH (please check booth type)	PRICE	EXHIBIT BOOTH INCLUDES
☐ Booth (8'x20')	\$9,800.00	• Booth Space with 6' table, 2 chairs, ID sign, wastepaper basket • 2 exhibitor badges (4 badges 8'x20') • Company listed on website
☐ Booth (8'x10')	\$4,900.00	

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 list exactly as you would like it seen in all 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:

The Multispecialty Aesthetic Conference
3288 Eagle View Ln, Suite 300
Lexington, KY 40509
Phone: 877-220-1783

Important information! Booth space is 50% refundable only if a written cancellation notice is received by DEC 31, 2026. After DEC 31,

