

THE Aesthetic Academy™

TheAestheticAcademy.com

LOS ANGELES
JUNE

MIAMI
NOVEMBER

Sponsorship Prospectus **2012**



THE Aesthetic Academy[™] (TAA) is designed as a one-day comprehensive practice development and procedural training program that certifies practices to the highest standards of excellence in medical aesthetics. This unique educational series includes regionally based, live events dedicated to offering:

- Advanced live procedural training demonstrations providing the opportunity to showcase your techniques to the top experts in the field
- A focus on cutting edge treatments, products and technologies that deliver high return on investment (ROI) opportunities
- Best-in-class instruction and curriculum focused on building a more efficient and profitable practice
- High-quality interaction with each attendee via scheduled time in the exhibit area

We encourage you to participate in our 2012 program and invite you to take advantage of the valuable sponsorship packages that will maximize your visibility and sales at our upcoming events.



Michael Moretti
Program Chairman
THE Aesthetic Academy

GENERAL INFORMATION



Los Angeles
June 2012



Miami
November 2012

To learn more about *THE Aesthetic Academy*, please visit www.TheAestheticAcademy.com or contact:

Bill Martin
Medical Insight, Inc.
120 Vantis, Suite 470
Aliso Viejo, CA 92656 USA
Tel. +1 (949) 830-5409 Fax +1 (949) 830-8944
bill@miinews.com

The Mission of *THE Aesthetic Academy*

Our mission is to provide leading aesthetic manufacturers with a premium venue to interact with established practices on multiple levels. At these full-day events, attendees enjoy a well-balanced program that highlights key aesthetic services, with live treatment workshops and the marketing strategies necessary to build a dominant practice. Each event draws approximately 200 attendees and has become the ultimate practice training day – as opposed to single manufacturer sponsored events focused solely on one topic with one speaker. *THE Aesthetic Academy* offers sponsors the unique ability to communicate the compelling benefits of their products via a best-in-class training program.



SPONSORSHIP BENEFITS

- Access to podium presentations
- Live patient demonstrations
- One on one interaction with aesthetic professionals
- Opportunity to showcase your products and services
- A feature article on *THE Aesthetic Practice Association*™ (TAPA) member website
- Banner ad on TAPA website
- Corporate exposure on *THE Aesthetic Academy* website with a link to company website
- Company logo and recognition on all meeting collateral materials
- THE Aesthetic Awards™



THE Aesthetic Academy 2012 Delivers High Return on Investment Events

Why Should Your Company Sponsor?

- Generate immediate sales, establish new accounts and obtain qualified leads – *THE Aesthetic Academy* is a sales-oriented event that brings new procedures, products and technologies to an elite audience of medical professionals, prospective buyers and potential partners.
- Educate attendees on your products and services – *THE Aesthetic Academy* attendees come to obtain the information required to make informed buying decisions on the products and services they need to succeed in aesthetic medicine.
- Interact with medical aesthetic professionals in a relaxed networking environment – *THE Aesthetic Academy* encourages attendees to visit the exhibits and to interact extensively with our commercial supporters by scheduling dedicated breaks, lunches and social events in the exhibitor area.
- Additionally, this meeting provides a unique opportunity for companies to promote their products and technologies through live demonstrations on the program agenda.

Who are THE Aesthetic Academy Attendees?

THE Aesthetic Academy attracts physicians, nurses and office staff from all medical sub-specialties including:

- Dermatology
- Plastic and Cosmetic Surgery
- Otolaryngology
- Family Practice
- Internal Medicine
- Obstetrics/Gynecology
- MedSpa Owners

THE Aesthetic Academy draws attendees from the greater metropolitan regions of the largest aesthetic epicenters in

the country. Our marketing and promotional campaigns are the broadest and most effective in the industry.

- Direct mail: Over 100,000 medical personnel targeted
- Trade Advertising: Ads and brochures placed in *THE Aesthetic Guide*® publications
- E-mail Campaigns: Highly targeted e-mail broadcasts featuring informational messages including incentives to create excitement and draw attendees



High Program Satisfaction

- 93% of 2011 event attendees reported, "*THE Aesthetic Academy* met or exceeded expectations."
- 86% of 2011 event attendees are, "Highly likely to recommend the program to colleagues."
- 98% of attendees reported that, "*THE Aesthetic Academy* program met or exceeded expectations."
- 91% of attendees responded that, "*THE Aesthetic Academy* program increased their skills to more effectively expand the practice's growth and procedural revenue."



Medical Advisors



Maurice Adatto, M.D.
Medical Director
Skinpulse Dermatology & Laser Center
Geneva, Switzerland



Henry Chan, M.D., Ph.D., M.B.B.S., F.R.C.P., F.H.K.C.P., F.H.K.A.M.
Dermatologist
Honorary Professor
Li Ka Shing Faculty of Medicine
University of Hong Kong
Hong Kong, China



Klaus Fritz, M.D.
Director, Dermatology and Laser Centers
Landau, Germany
Associate Professor
Carol Davila University of Medicine and Pharmacy
Bucharest, Romania
President, European Society of Laser Dermatology



Macrene Alexiades-Armenakas, M.D., Ph.D., F.A.A.D.
Assistant Clinical Professor
Yale University School of Medicine
New Haven, CT, USA
Director
Dermatology and Laser Surgery
New York, NY, USA



Steven R. Cohen, M.D.
Medical Director
FACES+ Plastic Surgery
Skin and Laser Center
Clinical Professor of Plastic Surgery
University of California, San Diego
La Jolla, CA, USA



Michael H. Gold, M.D.
Gold Skin Care Ctr.
Tennessee Clinical Research Ctr.
Clinical Assistant Professor
Vanderbilt University
School of Medicine
Nashville, TN, USA



Tina Alster, M.D.
Washington Institute of
Dermatologic Laser Surgery
Washington, D.C., USA



Angelo Cuzalina, M.D., D.D.S.
President
American Academy of
Cosmetic Surgery, 2011
Diplomate
American Board of Cosmetic Surgery
Tulsa, OK, USA



David J. Goldberg, M.D.
Clinical Professor of Dermatology
Mount Sinai School of Medicine
New York, NY, USA



Benjamin Ascher, M.D.
Plastic Surgeon
Clinique IENA
Lecturer and Clinical Assistant
Paris Academy
Paris, France



Doris J. Day, M.D.
Clinical Assistant Professor
of Dermatology
NYU Langone Medical Center
Director
Day Dermatology and Aesthetics
New York, NY, USA



Alberto Goldman, M.D.
Board Certified Plastic Surgeon
Clinica Goldman
Porto Alegre, Brazil



Leslie Baumann, M.D.
Chief
Division of Cosmetic Dermatology
Associate Professor of Dermatology
University of Miami
Miami, FL, USA



Koenraad De Boule, M.D.
Director
Aalst Dermatology Group
Aalst, Belgium



Miles Graivier, M.D., F.A.C.S.
Plastic and Reconstructive Surgeon
North Atlanta Plastic and
Reconstructive Surgery
Roswell, GA, USA



Peter Bjerring, M.D., Ph.D.
Professor of Dermatology
Aarhus University Hospital
Vejle, Denmark



Jason B. Diamond, M.D., F.A.C.S.
Diplomate
American Board of Facial Plastic and
Reconstructive Surgery
Los Angeles, CA, USA



Sanjay Grover, M.D., F.A.C.S.
Diplomate
American Board of Plastic Surgery
Newport Beach, CA, USA



Frederic S. Brandt, M.D.
Dermatologist
Miami, FL and New York, NY, USA



Barry DiBernardo, M.D., F.A.C.S.
New Jersey Plastic Surgery
Montclair, NJ, USA



Per Hedén, M.D., Ph.D.
Associate Professor of Plastic Surgery
Karolinska Institutet
Founder and Chairman
Akademikliniken Private
Hospital Group
Stockholm, Sweden



Martin Braun, M.D.
Medical Director of
Cosmetic Rejuvenation
The Vancouver Laser and
Skin Care Centre, Inc.
Vancouver, BC, Canada



Christine Dierickx, M.D.
Medical Director
Laser and Skin Center of Boom
Boom, Belgium



Bruce Katz, M.D.
Clinical Professor of Dermatology
Mount Sinai School of Medicine
New York, NY, USA



Daniel Cassuto, M.D.
Professor of Plastic Surgery
University of Catania
Catania, Italy



Richard Fitzpatrick, M.D.
La Jolla Cosmetic Surgery Centre
La Jolla, CA, USA



Arielle Kauvar, M.D.
Clinical Associate Professor
of Dermatology
New York University
School of Medicine
New York, NY, USA



Suzanne Kilmer, M.D.
The Skin Surgery Center
of Northern California
Sacramento, CA, USA



Amir Moradi, M.D.
Face Beautiful Plastic and
Cosmetic Surgery
Vista, CA, USA



**Deborah S. Sarnoff, M.D.,
F.A.A.D., F.A.C.P.**
Clinical Professor of Dermatology
NYU Langone Medical Center
New York, NY, USA



Lorrie Klein, M.D.
President
Lorrie Klein, M.D. - Dermatology
& Laser Center
Euro Day Spa, Inc.
Laguna Niguel, CA, USA



Ronald Moy, M.D.
UCLA Medical School
Los Angeles, CA, USA



Gordon H. Sasaki, M.D., F.A.C.S.
Clinical Professor
Department of Plastic Surgery
Loma Linda Medical University Center
Private Practice
Pasadena, CA, USA



Sean Lanigan, M.D.
Group Medical Director
Sk:n Clinics
Edgbaston, Birmingham, England



Rhoda S. Narins, M.D.
Clinical Professor of Dermatology
NYU Medical Center
Medical Director
Dermatology Surgery and
Laser Center
Manhattan and White Plains, NY, USA



Gerhard Sattler, M.D.
Founder and Medical Director
Rosenpark Klinik
Darmstadt, Germany



Moshe Lapidoth, M.D., M.P.H.
Head of Laser Unit
Rabin Medical Center
Tel Aviv, Israel



Joseph Niamtu, III, D.M.D.
Cosmetic Facial Surgeon
Richmond, VA, USA



Ava Shamban, M.D.
Laser Institute for Dermatology
Santa Monica, CA, USA
Assistant Clinical Professor
of Dermatology
University of California, Los Angeles
Los Angeles, CA, USA



Jean Luc Levy, M.D.
Dermatologist
Hospital de la Croix Rouge
Marseille, France



Jason Pozner, M.D., F.A.C.S.
Medical Director
Sanctuary Medical
Aesthetic Center and
Sanctuary Plastic Surgery
Boca Raton, FL, USA



Mark B. Taylor, M.D., F.A.A.D.
Director
Gateway Aesthetic Institute
and Laser Center
Salt Lake City, UT, USA



**David Matlock, M.D.,
M.B.A., F.A.C.O.G.**
The Laser Vaginal Rejuvenation
Institute of Los Angeles
Los Angeles, CA, USA



E. Victor Ross, M.D.
Director
Cosmetic and Laser Dermatology Unit
Scripps Clinic
San Diego, CA, USA



Mario A. Trelles, M.D., Ph.D.
President and Medical Director
Medical Institute of Vilafortuny
Cambrils, Spain



Tess Mauricio, M.D., F.A.A.D.
Founder
Scripps Ranch Dermatology
and Cosmetic Center
San Diego, CA, USA



Mark G. Rubin, M.D.
Assistant Clinical Professor
of Dermatology
University of California, San Diego
Private Practice
Beverly Hills, CA, USA



Robert Weiss, M.D.
Associate Professor of Dermatology
Johns Hopkins University
School of Medicine
Hunt Valley, MD, USA



Jean Michel Mazer, M.D.
Dermatologist
Medicine of Paris
Paris, France



Berthold Rzany, M.D., Sc.M.
dEBM, Klinik für Dermatologie
Charité-Universitätsmedizin Berlin
Berlin, Germany



**William Philip Werschler, M.D.,
F.A.A.D., F.A.A.C.S.**
Assistant Clinical Professor of
Medicine/Dermatology
University of Washington
School of Medicine
Seattle, WA, USA



David McDaniel, M.D.
Laser Center of Virginia
Virginia Beach, VA, USA



Neil Sadick, M.D.
Clinical Professor of Dermatology
Weill Cornell Medical College
New York, NY, USA



Sabine Zenker, M.D.
Dermatologist
Dermatology Surgery Clinic
Munich, Germany

Sponsorship Package Overview

Maximize your company's visibility at *THE Aesthetic Academy* with a sponsorship package:

PLATINUM \$50,000	GOLD \$25,000	SILVER \$10,000
<ul style="list-style-type: none">• One hour podium presentation and live patient treatment demonstration during main program at two 2012 events with approved speaker* (*excludes speaker fees)• Table top exhibit at two 2012 events• Sponsor of breakfast or lunch with podium presentation at one 2012 event* (*Sponsorship package does not include catering expenses)• Opportunity to broadcast a 2-3 minute promotional video presentation during breaks at two 2012 events (video must be provided)• Ten complimentary attendee registrations per meeting location• Logo on TAA website with link to company website• Company logo and recognition as a sponsor on all 2012 marketing materials• Four complimentary sponsor registrations per event• <i>THE Aesthetic Practice Association</i> (TAPA) sponsorship• TAPA website banner ad• TAPA website feature article	<ul style="list-style-type: none">• 25 minute podium presentation during main program at two 2012 events with approved speaker* (*excludes speaker fees)• Table top exhibit at two 2012 events• Opportunity to broadcast a 2-3 minute promotional video presentation during breaks at two 2012 events (video must be provided)• Ten complimentary attendee registrations per meeting location• Logo on TAA website with link to company website• Company logo and recognition as a sponsor on all 2012 marketing materials• Four complimentary sponsor registrations per event• <i>THE Aesthetic Practice Association</i> (TAPA) sponsorship• TAPA website banner ad• TAPA website feature article	<ul style="list-style-type: none">• Table top exhibit at two 2012 events• Logo on TAA website with link to company website• Company logo and recognition as a sponsor on all 2012 marketing materials• Two complimentary sponsor registrations per event• <i>THE Aesthetic Practice Association</i> (TAPA) sponsorship• TAPA website banner ad• TAPA website feature article

The Aesthetic Academy Attendee Feedback Indicates High Satisfaction

"I learned something new from every speaker."

– Coni Moldar, Derm Aesthetics and Laser Center

"Came to the event not knowing how much I could learn. Totally surprised, loved the information I picked up."

– Janet Allen, Oculofacial Plastic Surgery

"So much information. Really enjoyed all components of the presentation. Very personalized."

– Cynthia Wiley, Beauty Thru Health Dermatology

Considering your overall experience of *THE Aesthetic Academy*, how satisfied are you?

Satisfied/Highly Satisfied 99%

If asked about *THE Aesthetic Academy*, how likely are you to recommend it to others?

Likely/Highly Likely 97%

Did you find the topics informative?

Informative/Very Informative 98%

"Overall excellent event."

– Linda Williams, R.N., Skintastic

"It was great concise information."

– Belinda Padilla, M.D., Belle Y Sal Med Spa

"Fantastic conference, very beneficial information."

– Karla Hudson, Jeffrey Adelglass, M.D.

"Speakers really expressed to physicians how important it is to participate in the CAC program."

– Rachel Sangster, Woodrome Medical

THE Aesthetic Awards

THE Aesthetic Academy™ 2012 will host THE Aesthetic Awards™ in Beverly Hills and Miami. This ceremony will be hosted by celebrity physicians who are thought leaders in the medical aesthetic industry. As a sponsor or exhibitor, THE Aesthetic Awards offer great promotional visibility for your physicians and brand, along with professional recognition. The awards feature a wide-range of categories including:

- Best Non-Surgical Facial Enhancement
- Best Surgical Facial Enhancement
- Best Non-Surgical Body Shaping
- Best Surgical Body Shaping
- Best Overall Patient Enhancement
- Best Aesthetic Practice



What physicians said about THE Aesthetic Awards Las Vegas 2011:



"THE Aesthetic Awards is a great concept. It recognizes the best work out there from different categories in aesthetic medicine and surgery. It validates the participant's work."

Andrew P. Ordon, M.D., F.A.C.S.



"I don't know of another meeting that does this. I think THE Aesthetic Awards is a great concept because you can get recognized for doing good work and it is wonderful for the business."

Michael H. Gold, M.D.



"THE Aesthetic Awards are great. I like to see what other people are doing. I like to look at the competition. And I like to see someone awarded who has done a great job."

David Matlock, M.D., F.A.C.O.G., M.B.A.

Our Sponsors

PLATINUM



GOLD



SILVER

