

THE AESTHETIC MEETING 2015

Experience the Global Gathering of Innovators and Aesthetic Experts

Palais des Congrès, Montréal, Québec, Canada

May 14–19, 2015

REGISTER TODAY!

EXCEPTIONAL EDUCATION

Delivering the latest in techniques and clinical education, The Aesthetic Meeting has long been the gold standard in aesthetic plastic surgery training. Interact with colleagues from around the world and explore new and exciting developments in the aesthetic specialty.

Special Presentations:

■ Tailoring Facelift Approaches to Individual Patients.

Groundbreaking surgeon Daniel C. Baker presents his 75 minute interactive video exclusively at The Aesthetic Meeting 2015! Educating fellow surgeons for over 25 years, this is *your* chance to learn from him in person. His presentation will include such topics as: Short Scar vs. Classical, Closed vs. Open Neck, Plication vs. SMASectomy, Volume Addition vs. Volume Reduction, Chin Implant, Buccal Fat Excision, and Simultaneous Full Face Skin Resurfacing. *This must-see event, available only at The Aesthetic Meeting, will not be recorded.*

■ The Science of Fat Grafting.

As Director of Programs in Regenerative Medicine and Co-Director of the Institute for Stem Cell Biology and Regenerative Medicine at the Stanford University School of Medicine, researcher and plastic surgeon Michael Longaker brings a wealth of expertise to The Aesthetic Meeting. Tap into his knowledge and learn more about the science of fat grafting.

■ The Anatomy of Facial Aging.

An internationally respected figure in aesthetic plastic surgery, Bryan C. Mendelson's original research has resulted in facial techniques that obtain results that are not only natural looking, but are also inherently lasting. His many years of research into facial anatomy, which is ongoing, provides the scientific foundation for the techniques developed, which he will share in this special presentation.

■ How to Get Patients in the Door: Exposing the Motivations Behind Beauty.

With over 30,000 patients and four books to his credit, including the well-known "Fillers, Neurotoxins and Beyond," facial plastic surgeon Steve H. Dayan is well-versed on the choices patients make. Through his presentation, learn how you too can step into the mind of your prospect and turn that person into a patient.

■ Premier Global Hot Topics.

Things get even hotter than normal as the popular course steps into the Scientific Sessions. Included as part of your registration fee, you won't want to miss this two part discourse of the most cutting edge treatments and techniques in the aesthetic specialty.

IMMERSE & EXPLORE: AIM

With the Aesthetic Immersion Modules (AIM), your education doesn't stop when the course is over. Perfect for those aesthetic surgeons who want to intensify their learning experience by continuing the dialog throughout the year, this is your opportunity to learn from recognized leading experts in aesthetic education through interactive settings.

■ Select a teaching course

in Face, Body, Breast, or Rhinoplasty. You can take courses in all four areas at The Aesthetic Meeting 2015.

■ Commit to at least one webinar per year, per topic.

For example, if you choose the breast module you will be invited to one webinar on the topic that expands on what the teaching course covered.

■ Join your colleagues in online discussion groups

using a private social media platform designed just for AIM participants.

■ AIM Certificates of Completion

will be received by those who fulfill the requirements in their field of study.

To apply for the appropriate courses, look for the AIM logo in the Registration Brochure. Your registration fee covers course attendance, participation in the follow-up webinar, all online discussions, and the module completion certificate for those who qualify. For courses and more information on AIM, please go to www.surgery.org/aim

SEE YOUR PRACTICE THRIVE

Develop a more efficient and successful practice by encouraging your staff to attend the special practice management sessions—The Business Side—on Sunday, Monday and Tuesday. Topics include:

- Lead Management—From Email Inquiry to the Waiting Room
- Where Should You Spend Your Money?
- Internet Marketing in 2015
- Legal Issues We Face in the Digital Age
- Practice Management Pearls
- Branding Your Aesthetic Practice
- Reputation Management
- Leverage ASAPS to the Max
- Price Transparency
- Social Media in 2015
- Fraud in Your Aesthetic Practice—How to Protect Yourself
- EHR/EMR—Why Bother?
- PR—Considering a Publicist?
- Exiting Your Practice—Retirement Strategy
- Business Solutions for Your MedSpa
- Medical Inventions

PRACTICE CHANGERS THEATER

Your world could change in an instant by what you learn in these quick, 15-minute presentations. Held in The Aesthetic Marketplace, these lively and informative talks cover an array of practical steps you can take immediately which could further strengthen your practice. Topics include:

- Abstract Presentations. Colleagues from around the world share important insights gained through their research, which could make a difference in how you approach patient care.
- RADAR 2.0 Demonstrations. ASAPS medical research library is now available on a variety of platforms, making it an essential tool for ASAPS Members, Candidates for Membership, Residents, and ASJ subscribers. Learn how to make the most from this complimentary Aesthetic Society benefit.
- Search Engine Optimization (SEO). ASAPS Director of Web Strategy & Development Kevin Charles shares informative tips on how to strengthen your online presence and ensure that prospects find your practice *before* they discover your competition.

For your convenience, plastic surgeons may register online at www.surgery.org/meeting2015. All others must submit this form with documentation as requested.

1 REGISTRANT INFORMATION

By providing your fax and/or email address, you are hereby authorizing ASAPS/ASERF to contact you via these methods.

First Name _____ Middle Initial _____ Last Name _____ ID# _____

Address _____ City/State/Zip _____ Country _____

☐ Male ☐ Female Your 10-digit NPI# _____ (required by CMS for Sunshine Act Compliance)

Telephone (_____) _____ Fax (_____) _____ Office Contact _____

Email Address _____ Badge Nickname _____

Registered Spouse/Guest Name _____ Badge Nickname _____

After April 23, 2015 you must register on-site.

2 SURGEON REGISTRATION FEES	Postmark Dates:		Amount Paid
	Early Bird by February 16, 2015	Pre-Registration February 17– April 23, 2015	
☐ ASAPS Member (Active/International)	\$695	\$850	\$ _____
☐ ASAPS Life Member (Registration only, no social events)	\$150	\$150	\$ _____
☐ ASAPS Candidate/International Candidate for Membership	\$850	\$995	\$ _____
☐ Guest Surgeon Written verification of ABPS certification or of membership in an international society is required	\$1425	\$1550	\$ _____
☐ Active US Military Duty (50% off applicable registration fee.)	50% off above	50% off above	\$ _____
☐ Resident/Fellow Provide written verification of participation in an approved plastic surgery residency or fellowship. Must include expected date of graduation and be signed by your Program Director or Chief of Service. International Residents must also supply verification that your Program Director or Chief is a member of your country's national plastic surgery society.	\$0	\$0	\$ _____

TOTAL SURGEON REGISTRATION FEES \$ _____

3 ALLIED HEALTH PERSONNEL REGISTRATION FEES

☐ Plastic Surgical Nurse*	\$695	\$850	\$ _____
☐ Physician Assistant/Nurse Practitioner* *A letter from your board-certified plastic surgeon employer indicating that you are currently employed as a nurse or physician assistant in his/her office and a copy of your RN, NP or PA license are required.	\$695	\$850	\$ _____
☐ Medical Student A letter of verification from the Dean of Admissions is required.	\$0	\$0	\$ _____

TOTAL ALLIED HEALTH PERSONNEL REGISTRATION FEES ... \$ _____

4 SPOUSE/ACCOMPANYING GUEST FEES

☐ ASAPS Member Spouse/Guest*	\$350	\$410	\$ _____
☐ Life Member Spouse/Guest (includes social events)*	\$350	\$410	\$ _____
☐ Candidate/International Candidate Spouse/Guest*	\$350	\$410	\$ _____
☐ Guest Surgeon Spouse/Guest*	\$350	\$410	\$ _____
☐ Resident/Fellow Spouse/Guest* *Spousal registration does not include CME credits used for professional credentials. To earn credits, register as your designated profession.	\$350	\$410	\$ _____
☐ Special 3-Day "The Business Side" Session for Staff Includes entrance to The Aesthetic Marketplace and Presidential Welcome Cirque Spectacular	\$200	\$250	\$ _____
☐ Educational Courses/Aesthetic Marketplace Only A letter from the employing board certified plastic surgeon is required. Social events and teaching courses must be purchased separately.	\$75	\$100	\$ _____
☐ Aesthetic Marketplace Only Pass A letter from the employing board certified plastic surgeon is required.	\$35	\$35	\$ _____

TOTAL SPOUSE/GUEST REGISTRATION FEES \$ _____

5 OTHER FEES

☐ Presidential Welcome Cirque Spectacular Life Member Only	\$100 ea	\$135 ea	\$ _____
☐ S3** Women Aesthetic Surgeons' Symposium— Dinner Included	\$125	\$125	\$ _____
☐ S3D** Women Aesthetic Surgeons' Dinner ONLY	\$60	\$60	\$ _____
☐ S3D** Women Aesthetic Surgeons' Dinner Additional Guest **Meeting Registration not required for attending S3 and S3D	\$60	\$60	\$ _____
☐ ASPSN Aesthetic Symposium	\$250	\$275	\$ _____
TOTAL OTHER FEES			\$ _____

SECTIONS 2-5 FEES SUBTOTAL \$ _____

☐ Please check here if you are disabled and require special services to fully participate.

By registering for **The Aesthetic Meeting 2015**, I agree to fully disclose all relevant commercial/financial relationships with entities prior to asking a question from the floor of the Scientific Session and optional course(s).

Signature Required _____

Course Discounts Please note—If you signed up for four or more courses to receive the 20% discount and you later cancel courses, dropping below the needed four course minimum, your fees will be adjusted to reflect the full fee for each remaining course.

NPI National Provider Identifier—With the introduction of the Sunshine Act, pharmaceutical and device companies are now asking for an NPI number for those who stop at their booths. New regulations require companies to publicly share anything of value they give to health care providers, including an item as simple as a cup of coffee. Companies will be able to identify your NPI number through a badge scan which will help them be compliant and which demonstrates the value they bring to the meeting by helping us control your registration fees. Don't know your number? Go to <https://nppes.cms.hhs.gov/NPPESRegistry/NPIRegistry/Home.do>

Liability Waiver—Please read and check box. I agree and acknowledge that I am undertaking participation in the ASAPS/ASERF Annual Meeting events and activities as my own free and intentional act and I am fully aware that possible physical injury might occur to me as a result of my participation in these events. I give this acknowledgement freely and knowingly and that I am, as a result, able to participate in ASAPS/ASERF Annual Meeting events and I do hereby assume responsibility for my own well-being. I also agree not to allow any other individual to participate in my place.

Required ☐ By checking this box, I certify that I have read and understood the Liability Waiver above.

Photographs—Please read and check box. I agree and acknowledge that ASAPS/ASERF plan to take photographs at **The Aesthetic Meeting 2015** and reproduce them in ASAPS/ASERF educational, news or promotional material, whether in print, electronic or other media, including the ASAPS/ASERF website. By participating in **The Aesthetic Meeting 2015**, I grant ASAPS/ASERF the right to use my name, photograph and biography for such purposes without compensation to me.

Required ☐ By checking this box, I certify that I have read and understood the Photograph information above.

To preserve medical privacy, photography during scientific sessions and teaching courses is strictly prohibited. Additionally, all meeting attendees, guests and media are expected and required to maintain any revealed patient details in the strictest of confidence.

Receive \$50 Discount—Pre-Register for Educational Courses in Advance!
Receive 20% discount on four or more courses during Pre-Registration only.

6 COURSES WITH SPECIAL DISCOUNTED PRE-REGISTRATION FEES

Limited Space Available

		Pre-Reg	On-Site	
☐ S1	Staying Out of Trouble in Facial Rejuvenation—Cadaver Workshop			
(Thur)	7:30am-4:00pm	\$1995	\$2045	\$ _____
☐ S2	Endoscopic Forehead & Mid-Face—Cadaver Workshop			
(Thur)	7:30am-1:00pm	\$1500	\$1550	\$ _____
☐ S4	Facial Rejuvenation by MACS Lift—Cadaver Workshop			
(Thur)	2:00pm-6:00pm	\$1500	\$1550	\$ _____
☐ S5	Open/Closed Rhinoplasty—Cadaver Workshop			
(Thur)	2:00pm-6:00pm	\$1500	\$1550	\$ _____
☐ S6	Re-Designing Your Aesthetic Practice			
(Fri)	8:00am-12:00pm	\$275	\$325	\$ _____
☐ S7	Residents & Fellows Forum			
(Fri)	8:00am-1:00pm	\$0	\$0	\$ _____
☐ S8	Rhinoplasty Symposium			
(Fri)	8:00am-5:00pm	\$450	\$500	\$ _____
☐ S9	Cosmetic Medicine 2015			
(Fri)	7:30am-5:00pm	\$175	\$225	\$ _____
☐ S10	Medical Life Drawing and Sculpture: The Human Figure			
(Fri)	8:00am-5:00pm	\$600	\$650	\$ _____
☐ S11A	AAAASF Inspector Training			
(Fri)	8:00am-12:00pm	\$350	\$400	\$ _____
☐ S11B	AAAASF Medicare Inspector Training			
(Fri)	1:00pm-5:00pm	\$350	\$400	\$ _____
☐ S210	ASJ Workshop			
(Fri)	4:30pm-6:30pm	\$25	\$50	\$ _____
☐ S12	Cocktails and Complications (Free to New Members)			
(Fri)	6:30pm-7:30pm	\$85	\$135	\$ _____
☐ S13	Skills for Successful Patient Coordinators			
(Sat)	9:00am-4:30pm	\$600	\$650	\$ _____
☐ S14	Innovators Luncheon—The Most Interesting Luncheon in the World			
(Sat)	12:30pm-2:00pm	\$85	\$135	\$ _____
☐	ASERF Members Only (Innovators Luncheon)	\$42.50	\$135	\$ _____
☐ S15	Medical Students Interested in Plastic Surgery (Medical Students Only)			
(Sat)	12:30pm-3:00pm	\$0	\$0	\$ _____
☐ S16	Financial Management for Spouses & Managers			
(Sun)	12:00pm-1:00pm	\$85	\$135	\$ _____
☐ S17A	Physician Extender Injector Course – Level 1			
(Sun)	12:00pm-2:30pm	\$175	\$225	\$ _____
☐ S17B	Physician Extender Injector Course – Level 2			
(Sun)	3:00pm-5:30pm	\$175	\$225	\$ _____
☐ S712	Patient Coordinator Alums			
(Mon)	4:30pm-6:30pm	\$325	\$375	\$ _____

TOTAL COURSES WITH SPECIAL FEES \$ _____

7 EDUCATIONAL COURSES

	Pre-Registered	On-Site
1-Hour Courses	\$85	\$135
2-Hour Courses	\$140	\$190
3-Hour Courses	\$200	\$250
4-Hour Courses	\$250	\$300
AIM 2-Hour Courses	\$200	\$250

For more information on the Aesthetic Immersion Modules, please go to www.surgery.org/AIM

Friday – Monday Educational Courses—Please complete the chart below indicating your first and second choice.

Watch out! Many course times overlap—Don't double book yourself!			
	1st choice	2nd choice	Fee
FRIDAY			
2:00pm-6:30pm			
100/200 Series (\$250 pre-reg)	_____	_____	\$ _____
2:00pm-4:00pm			
1000 AIM Series (\$200 pre-reg)	_____	_____	\$ _____
100 Series (\$140 pre-reg)	_____	_____	\$ _____
4:30pm-6:30pm			
2000 AIM Series (\$200 pre-reg)	_____	_____	\$ _____
200 Series (\$140 pre-reg)	_____	_____	\$ _____
SATURDAY			
12:30pm – 1:30pm			
300 Series (\$85 pre-reg)	_____	_____	\$ _____
SUNDAY			
1:30pm – 4:30pm			
400/500 Series (\$200 pre-reg)	_____	_____	\$ _____
2:00pm-6:30pm			
400/500 Series (\$250 pre-reg)	_____	_____	\$ _____
2:00pm-4:00pm			
4000 AIM Series (\$200 pre-reg)	_____	_____	\$ _____
400 Series (\$140 pre-reg)	_____	_____	\$ _____
4:30pm-6:30pm			
5000 AIM Series (\$200 pre-reg)	_____	_____	\$ _____
500 Series (\$140 pre-reg)	_____	_____	\$ _____
MONDAY			
2:00pm-6:30pm			
600/700 Series (\$250 pre-reg)	_____	_____	\$ _____
2:00pm-4:00pm			
600 Series (\$140 pre-reg)	_____	_____	\$ _____
4:30pm-6:30pm			
700 Series (\$140 pre-reg)	_____	_____	\$ _____

TOTAL EDUCATIONAL COURSES FEES \$ _____

NEW! 8 EDUCATION ON DEMAND ONLINE VIEWING—SPECIAL PRICE FOR MEETING REGISTRANTS ONLY

Post Meeting Viewing of Scientific Session Panels through April 2016

Pre-Reg	\$199	On-Site	\$249	\$ _____
---------	-------	---------	-------	----------

Course Fees Subtotal (Page 2) \$ _____

Less 20% discount off 4 or more courses (Only Available during Pre-Registration) \$ _____

Subtotal \$ _____

Registration & Other Fees (Page 1, Sections 2–5) \$ _____

TOTAL REGISTRATION FEES \$ _____

9 PAYMENT

Check/Bank Draft # _____ Amount \$ _____

Card Number: _____ ☐ VISA ☐ MasterCard ☐ American Express Signature: _____

Name on Card _____ Expiration Date: _____ Billing Zip Code _____

PLEASE ALLOW 10 BUSINESS DAYS FOR AN EMAIL OR FAXED ACKNOWLEDGEMENT.

Fees for full Surgeon Registration include the Presidential Welcome Cirque Spectacular, Scientific Sessions, Exhibits, Lunch in the Exhibits, morning and afternoon coffee breaks, and the Program Book.
Registration must be postmarked no later than April 23, 2015 to qualify for discounted fees.

✉ RETURN BY MAIL TO: The Aesthetic Society, 11262 Monarch Street, Garden Grove, CA 92841 USA

☎ OR FAX TO: (562) 799-1098 OUR EMAIL ADDRESS IS: asaps@surgery.org

Refunds not considered unless a written request is mailed to the ASAPS Central Office and postmarked by April 23, 2015. Refunds subject to a minimum 15% administrative fee.

☎ For additional information, call the ASAPS Central Office (800) 364-2147 or (562) 799-2356 or visit www.surgery.org/meeting2015

THE AESTHETIC MEETING 2015

CME/ACCREDITATION AND DESIGNATION STATEMENTS

- Choose from more than 120 teaching courses, including 15 exciting new topics!
- Up to 50.75 *AMA PRA Category 1 Credits™*
- Attend the entire 2015 Scientific Session and earn 21.75 CME credits, of which 8 are patient safety CME. An additional 17.25 patient safety CME credits can be earned by attending select Optional courses.

This educational meeting has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the sponsorship of the American Society for Aesthetic Plastic Surgery (ASAPS) and the Aesthetic Surgery Education and Research Foundation (ASERF). The Aesthetic Society is accredited by the ACCME to provide continuing medical education for physicians.

The American Society for Aesthetic Plastic Surgery designates this live activity for a maximum of 50.75 *AMA PRA Category 1 Credits™*. Physicians should claim only credit commensurate with the extent of their participation in the activity.

WHO MAY ATTEND?

For information on who may attend this global gathering of innovators and aesthetic experts, please go to www.surgery.org/whomayattend

EDUCATION FOR YOUR STAFF

Whether your staff is in need of the latest clinical education or tips on how to create a more efficient and effective practice, The Aesthetic Meeting 2015 has just what you're looking for!



"The Business Side"

May 17–19
Palais des Congrès, Montréal, Québec, Canada

Three informative Practice Management Sessions await your staff on Sunday, Monday, and Tuesday. Covering everything from Lead Management, Internet Marketing, Legal Issues, to Branding, Reputation Management, and a whole lot more, these educational sessions are essential for maintaining a well-run practice.



Society of Plastic Surgical Skin Care Specialists (SPSSCS) Annual Meeting

May 12–14
Le Westin Montréal & Palais des Congrès.
www.spsscs.org

With expanded membership opportunities, now is the ideal time for your skin care professionals to join SPSSCS. This informative Skin Care Meeting will help ensure your patients are receiving the very best care in cosmetic medicine.



American Society of Plastic Surgical Nurses (ASPSN) Meeting

Friday, May 15–Sunday, May 17
Palais des Congrès de Montréal
www.aspsn.org

At the 12th Annual ASPSN Aesthetic Symposium your nurses will learn the latest in education and research to help promote practice excellence, nursing leadership, optimal patient safety, and outcomes.

NEW MEMBERSHIP OPPORTUNITIES

At The Aesthetic Society, we are aesthetics and we are here for you, at any stage of your professional development, with an array of opportunities for you to learn and grow. With expanded opportunities and benefits for both members and non-members alike, The Aesthetic Society is completely dedicated to the medical and professional education of the aesthetic plastic surgeon. We invite you to explore all the knowledge and tools that The Aesthetic Society offers to ensure that you stay one step ahead of the rest.

AESTHETIC SOCIETY BENEFITS

While benefits vary according to your level of engagement, The Aesthetic Society offers an array of educational opportunities, products and services focused on ensuring those with aesthetic practices have the tools they need to thrive. Many of these products and services are offered as complimentary or discounted benefits, depending on your membership category.

Education

- The Aesthetic Meeting
- *Aesthetic Surgery Journal*
- *Aesthetic Society News*
- ASAPS Las Vegas Aesthetic Symposium
- RADAR Resource
- The Aesthetic Cruise
- Webinars

Marketing

- Smart Beauty Guide
- Referral Sources
- ASAPS Enhanced Practice Profile (EPP) with Video
- Aesthetic Society Product Discounts
- Ask-a-Surgeon
- Aesthetic Society Logos
- Smart Beauty Guide Logos
- Social Media and Digital Content

Services

- Legal Counsel
- Endorsed Member Service Providers

JOIN US TODAY!

To learn more about:

- ASAPS Active Membership, please visit www.surgery.org/professionals/membership/application
- ASAPS Candidates for Membership, please visit www.surgery.org/professionals/candidate-for-membership
- ASAPS Residents Program, please visit www.surgery.org/professionals/residents
- Donating to the Aesthetic Surgery Education and Research Foundation, please visit www.aserf.org
- Opportunities for Skin Care Professionals, please visit www.spsscs.org

CHECKLIST FOR THE AESTHETIC MEETING 2015

- ☒ Pre-register by April 23 for significant discounts
- ☒ Sign up for 4 or more Educational Courses to receive 20% off course fees (Only available during Pre-Registration)
- ☒ Sign up for AIM Courses and learn all year long!
- ☒ Premier Global Hot Topics, included in Registration Fees, takes place in two parts, Saturday and Tuesday. Make sure to plan your travel accordingly!
- ☒ Pre-register online: www.surgery.org/meeting2015
- ☒ Book your hotel reservation by April 17, or until the room block is filled