2017 Partnership Opportunities

Partner with the AAD to:

- Enhance patient care by advancing dermatology through education and research
- Educate the public about conditions dermatologists treat and skin, hair and nail health
- Make a difference through humanitarian and service programs
American Academy of Dermatology
2017 Partnership Opportunities

Since its inception in 1938, the American Academy of Dermatology has led the way in enhancing patient care, advancing the diagnosis and treatment of the skin, hair and nails, and advocating high standards in clinical practice, education and research in dermatology. Through the decades, the impact on the specialty has been phenomenal.

Today, the AAD is the largest, most influential and representative dermatology group in the United States, with a membership of over 19,000 worldwide. The AAD wherein 93% of those certified with the American Board of Dermatology are members, is pleased to offer the following projects and programs available for support on an annual or ongoing basis. Descriptions and support levels are provided under each heading.

Corporations that have previously supported an Annual or Summer Meeting opportunity are given first right of refusal for that activity. All other partnering opportunities are filled on a first-come, first-served basis.

The AAD recognizes corporate support at the following levels, based on total cash support in one year at the $25,000 level and above:

- **Diamond** $500,000+
- **Sapphire** $250,000+
- **Ruby** $100,000+
- **Emerald** $50,000+
- **Bronze** $25,000+

In addition, the AAD recognizes companies providing support at the $100,000 (Ruby Level) and above for three consecutive years with membership in the AAD’s Corporate Partner Circle, the highest level of recognition given to a corporation by the AAD.
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The AAD Annual Meeting, the largest dermatologic scientific meeting in the world, provides quality education for dermatologists. The 2013 AAD Annual Meeting broke all former AAD Annual Meeting attendance records with more than 19,400 registrants, over 11,000 of whom were medical personnel. The 2017 AAD Annual Meeting is scheduled to take place in Orlando, FL from March 3-7. The AAD is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

The AAD encourages efforts that help dermatologists meet their educational and informational needs. AAD members are traditionally highly supportive of attending scientific meetings. These programs offer the opportunity to support our mutual goal…to provide the best educational and professional development opportunities for members.

The following are programs and activities that support the AAD Annual Meeting. For more information on resident opportunities, please see page 39.

<table>
<thead>
<tr>
<th>Past AAD Annual Meeting Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician</td>
</tr>
<tr>
<td>6,211</td>
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<tr>
<td>Resident/Medical Student/Applicant for Membership</td>
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<td>Exhibitor Reps</td>
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<tr>
<td>1,413</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>...</td>
</tr>
</tbody>
</table>

**Resident Programs**

A. **Resident Access to Education Program**

**Various Amounts**

This program will ensure more than 1,000 first, second, and third-year residents in dermatology benefit from attendance at the Transitioning to Practice Symposium for Residents (tentative program title), held on Thursday, and surrounding activities at the AAD Annual Meeting. Residents are able to supplement their education in sessions led by the experts in dermatology at the AAD Annual Meeting. They are exposed to the latest research and gain knowledge and skills that cannot be found in the classroom. All of this helps prepare participating residents for life beyond the classroom and provides them the best possible start in the field of dermatology. Our residents are extremely grateful for the opportunity to attend the largest dermatologic scientific meeting in the world.

**Support:** Sole or multiple supporters.

**Recognition:** Based on level of support/sponsorship (additional details are available).
B. Transitioning to Practice Symposium for Residents
$25,000 minimum per supporter

Preceding the AAD Annual Meeting, the Transitioning to Practice Symposium for Residents (tentative program title) is a regional half-day program, held on Thursday, offered to residents who will finish in 2017, 2018 and 2019. This course is anticipated to focus on transitioning to practice. Attendees have indicated in post-course surveys that the content presented in the symposium will help them improve patient safety and navigate a changing socio-economic and regulatory landscape. Typically, approximately 350 residents participate.

Support: Multiple supporters.

Recognition: Supporting company is recognized in the program brochure (if supported prior to printing), program syllabus, signage at the designated symposium location, and acknowledged in the Program Announcement (pending publication date) and other AAD publications. Two representatives from supporting company may attend the symposium as observers.

C. Residents’ Reception
$35,000

This reception is held on Thursday preceding the AAD Annual Meeting and is open to all residents in dermatology programs. The reception provides the opportunity for residents to network and build professional relationships with their colleagues. Approximately 350 residents attend this reception.

Supporter: Sole supporter.

Recognition: Supporting company is recognized in AAD correspondence to all program directors and residents and in the Program Announcement (pending publication date) and other AAD publications. Supporting company will also be acknowledged in signage with company logo and five representatives from supporting company may attend the reception.

D. Residents’ Reception - Friday Evening
$35,000

Approximately 1,600 residents are invited to the Residents’ Reception. AAD leaders are also invited, offering residents the opportunity to expand their professional networks. The Residents’ Reception is held on Friday, typically in conjunction with Reception Row at the AAD Annual Meeting. Hosted by the Residents and Fellows Committee, the reception provides residents with the opportunity to network and socialize with colleagues and AAD leadership in a casual setting.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
E. **Residents’ Lunch**
   **$25,000**

   This lunch is held on Thursday preceding the AAD Annual Meeting and is open to all residents in dermatology programs. The lunch provides the opportunity for residents to network and discuss various topics of interest with their fellow residents. Approximately 350 residents are expected to attend this lunch.

   **Support:** Sole supporter.

   **Recognition:** Supporting company is recognized in AAD correspondence to all program directors and residents and the *Program Announcement* (pending publication date) and other AAD publications. Supporting company will also be acknowledged in signage with company logo and five representatives from supporting company may attend the lunch.

**International Programs**

F. **International Annual Meeting Registration Scholarships**
   **$60,000 ($2,000 per scholarship)**

   The AAD offers approximately 30 scholarships per year to young dermatologists from countries outside the US and Canada to attend the AAD Annual Meeting. Recipients receive a stipend towards travel and housing, complimentary meeting registration, and admission to one postgraduate course – ticketed session at the AAD’s meeting. Applicants must be dermatologists and endorsed by their national dermatologic society. A maximum of two scholarships are awarded for each country. These scholarships increase the quality of dermatologic education, disseminate research throughout the world, and provide educational opportunities to international dermatologists.

   **Support:** Sole or multiple supporters in varying amounts.

   **Recognition:** Supporting company is acknowledged in AAD correspondence to award recipient and on the web-based application and portal on the AAD’s website. Supporting company will also be acknowledged in *Program Announcement* (pending publication date) and AAD publications.

G. **International Member Reception**
   **$35,000**

   This reception is hosted by the International Affairs Committee to welcome international members to the AAD Annual Meeting. The reception provides an excellent opportunity for AAD members from around the world to network and build valuable professional relationships with their colleagues as well as members of the host committee and AAD leadership. The reception is attended by approximately 500 members.

   **Support:** Sole supporter.

   **Recognition:** Supporting company will be acknowledged in signage with company logo, and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.
H. International Scholarship Dinner
$35,000

Hosted by the International Affairs Committee and the World Congress Fund Review Task Force, international scholarship recipients are invited to a reception and dinner each year during the AAD Annual Meeting to celebrate their achievements. International dermatologists meet other international scholarship recipients, network and meet members of the AAD’s leadership and staff. They also receive a small gift and a group picture in addition to their scholarship.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo at the international scholarship dinner and reception. Two representatives from the supporting company may attend the reception and dinner. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

Continuing Professional Development

I. E-Posters Exhibit Area
$35,000 minimum per supporter

This area features the fully searchable, web-based Electronic Poster Exhibits, which are displayed on monitors for viewing by the registrants of the meeting, as well as live presentations by authors of select posters. In addition, a site is hosted at aad.org, and is available for one year following the meeting.

Support: Multiple supporters.

Recognition: Supporting company will be acknowledged in signage with company logo in the e-Posters Exhibit area, company logo appears on the log-in screen of each computer and on the AAD Annual Meeting e-Posters section of the AAD website. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Meeting Enrichments

J. AAD Networking Center

Sole Support: $75,000
Level A: $40,000 (includes logo on internet stations)
Level B: $40,000 (includes logo on recharge stations)

The AAD Networking Center is a specially-designated area or areas in the meeting facility with computer/internet stations where registrants have the opportunity to retrieve and leave messages for other meeting attendees, along with the ability to access email while attending the AAD Annual Meeting. The area is equipped with comfortable seating, where meeting attendees may use their laptop computers to access the Internet, as well as recharge counters with built-in electrical outlets where attendees may simply charge their devices. This area is also ideal for general networking among meeting attendees. Subject to AAD approval, the supporter may supply items such as mouse pads, which display the supporter's logo, at its own expense.

Support: Sole supporter or multiple supporters.

Recognition:
Sole supporter includes Level A and B recognition with supporting company's logo placed on the internet stations and recharge stations, and if space permits on signage in the Networking Center.

Multiple supporters include logo placement as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

K. WiFi

$75,000

All attendees are expected to use on-site Wi-Fi, a crucial element to their meeting experience. Your support allows attendees to enjoy wireless internet throughout the convention center. Connected with this sponsorship is an opportunity for a giveaway of a screen cleaner with the supporting company's logo at an additional cost.

Support: Sole supporter.

Recognition:
Supporting company’s name will be featured prominently in the SSID when attendees go to access the WiFi (e.g. AADWIFIBYCOMPANYNAME, AAD17AMWIFIBYCOMPANYNAME, 17AMWIFIBYCOMPANYNAME, AAD17COMPANYNAME, etc. to be mutually agreed upon). SSID may be limited to 14 characters or less for readability on devices. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
L. **Mobile App for Annual and Summer Meetings**  
$30,000

Be the sole sponsor of the mobile app for the AAD Annual and Summer Meetings and capture the attention of thousands of leading dermatologists before, during and after the meetings by supporting this opportunity. Attendees will access session schedules, general information, attendee listings, exhibitor listings, speaking listings, session evaluations, and much more. The app includes an iOS version, Android version, and mobile web version.

**Support:** Sole supporter.

**Recognition:** Supporting company will be recognized with name and logo on the splash page which appears each time an attendee launches the app, with “*Mobile App sponsored by [Company Logo/Company Name]. Visit Booth #__.*” In addition, an icon (company logo) with a listing of “Mobile App Sponsor” can take viewers to the supporting company’s website. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

M. **Nursing Mother’s Room**  
$15,000

The mother’s room is a designated area at the convention center that provides a private, discreet, secure, clean space for nursing mothers.

**Support:** Sole supporter.

**Recognition:** Supporting company will be acknowledged in signage with company logo for the Mother’s Rooms. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications. In addition, sponsoring company may place some product in the room.
N. Meeting Concierge Program

Sole Support: $50,000
Level A: $35,000 (includes logo on concierge information booth)
Level B: $25,000 (includes logo on concierge vests)

The Meeting Concierge Program delivers a superior level of customer service directly to the attendee throughout the convention center, where they need assistance most. Professional, uniformed, trained representatives, dressed in distinctive, branded clothing, greet attendees as they enter the convention center through main access points (shuttle drop off, main lobbies, registration/exhibit hall entrance, and busy corridors outside session rooms). These professionals are equipped with I-Pad technology armed with all of the tools and information including the meeting mobile app, to answer questions and provide assistance to all attendees on any subject related to attending the meeting.

Support: Sole or multiple supporters.
Recognition: Sole support includes Level A and Level B recognition with supporting company’s logo placed on the concierge information booths and vests.

Multiple supporters include logo placement as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

O. Pocket Guide

$40,000

This informative guide features a condensed schedule of events and is a quick reference tool small enough to fit in a shirt or pants pocket. It includes an overview of the educational program. The pocket guide is available to all meeting attendees.

Support: Sole supporter.
Recognition: Supporting company’s logo appears on the front panel of the pocket guide. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

P. Hotel Key Cards

$35,000

Hotel Key Cards are distributed to registrants for entry into their hotel room upon check-in at the AAD Annual Meeting headquarter hotel(s) and designated hotel(s). Additional hotels, based on a minimum room block, may be included at the sole discretion of the AAD.

Support: Sole supporter.
Recognition: Supporting company’s logo appears on front of the key card in four-color along with the AAD logo. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Q. Attendance Verification Monitors
$30,000

A series of computer terminals located throughout the major traffic areas of the meeting. These terminals are utilized by meeting registrants to verify their attendance at the meeting. These terminals remain operational onsite during the entire meeting.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo for the attendance verification monitors. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

R. Advance Registration Mailer
$20,000

All advance registered attendees will have their name badge, and tickets mailed to them in advance of the meeting and can use the folder to carry their meeting tickets throughout the week.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged with logo placed on the mailer along with the AAD logo. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

S. Airline Kiosks
$15,000

Stations are set up in general areas beginning on Saturday/Sunday for registrants to access their flight information, and update their reservation or print their boarding pass.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo for the airline kiosks. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Communications

T. Annual Meeting News Post Edition
Sole Support: $45,000 (includes advertisements on the center spread and back cover)
Level A: $30,000 (includes advertisements on the center spread, two pages)
Level B: $20,000 (includes advertisement on the back cover, one page)

This publication is mailed after the AAD Annual Meeting and has a circulation of approximately 19,000. It reports on the meeting scientific program, presenting clinical and research news discussed during courses, focus sessions, forums, and the plenary session.

Support: Sole supporter or multiple supporters (two).
Recognition: Sole support includes Level A and Level B advertisements, on the center spread (two pages) and on the back cover (one page).

Multiple supporters include advertisement in the supported piece as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

U. Annual Meeting News Preview Edition
Sole Support: $45,000 (includes advertisements on the center spread and back cover)
Level A: $30,000 (includes advertisements on the center spread, two pages)
Level B: $20,000 (includes advertisement on the back cover, one page)

This publication is mailed prior to the AAD Annual Meeting and has a circulation of approximately 19,000. It provides news and information about the upcoming meeting, including interviews with speakers, session highlights, details on registration, and information on the host city.

Support: Sole supporter or multiple supporters (two).
Recognition: Sole support includes Level A and Level B advertisements, on the center spread (two pages) and on the back cover (one page).

Multiple supporters include advertisement in the supported piece as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
V. **Press Office and Media Appreciation Luncheon**

$25,000

This opportunity is ideal for corporate supporters whose objective is to increase visibility of their company with AAD members and the media who report on dermatology. The AAD Press Office at the AAD Annual Meeting hosts approximately 100 representatives of consumer and trade media from all over the world. The Media Appreciation Luncheon, held in the Press Office on Saturday, provides an opportunity for the AAD to thank the media for educating the public about the importance of skin, hair and nail health, and motivating them to take action to improve their quality of life.

**Support:** Sole supporter.

**Recognition:** Supporting company will be acknowledged in signage with company logo at the entrance of the busy AAD Press Office and additional signage on Saturday near the Media Appreciation Luncheon. Supporting company also may attend the Media Appreciation Luncheon to network with the media. Supporting company will be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

**Networking**

W. **Guest Speaker**

$25,000

The Guest Speaker at the AAD Annual Meeting presents during the Plenary Session on Sunday morning for 30 minutes. This is typically a high-profile individual from the healthcare or other industries. Opportunity for a meet and greet in the “Green Room,” as well as book signings (if applicable) are available.

**Support:** Sole or multiple supporters.

**Recognition:** Supporting company will be acknowledged in signage with company logo at the entrance of the Plenary Session and will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

X. **Young Physician and New Member Reception**

$30,000

Hosted by the Young Physicians Committee, this event welcomes early career dermatologists and new members to the AAD. The event provides an evening of food, fun, and networking with colleagues and AAD leadership. It is typically held in conjunction with Reception Row at the AAD Annual Meeting.

**Support:** Sole supporter.

**Recognition:** Supporting company will be acknowledged in signage with company logo and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.
Y. Stars of the Academy Award Reception
$30,000

This reception held on the Thursday preceding the AAD Annual Meeting, recognizes the prestigious award recipients of the Gold Medal; Master Dermatologist; Honorary Membership; Thomas G. Pearson, Ed.D. Memorial; Young Investigators in Dermatology; Presidential Citations and other award recipients.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

Z. Leadership and Mentoring Reception
$15,000

Over 700 AAD members are invited to the Leadership and Mentoring Reception. This reception is a great opportunity for up and coming leaders in dermatology to expand their network of contacts with experienced AAD leaders and connect with their colleagues in a relaxed setting. Invitees include: AAD Board of Directors, AAD/A Council chairs, current and past participants and mentors of the Leadership Forum and Academic Dermatology Leadership programs.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo and two representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

AA. Sharing Mentoring Experiences Breakfast
$15,000

The Sharing Mentoring Experiences Breakfast is designed to help new and established dermatologists understand the benefits of a mentoring relationship and to develop skills to become effective mentors and mentees. Attendees learn the essentials of finding a mentor, establishing expectations for both sides and discussing ways to maintain positive mentoring relationships. Participants include the American AAD of Dermatology officers, Board of Directors, other AAD leaders and early career dermatologists. The event is held at the AAD Annual Meeting.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo and two representatives from the supporting company may attend the breakfast. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Industry Non-CME Programs (INC Programs)

BB. Industry Non-CME Programs (INC Programs)  
$35,000

The AAD is offering companies the right to hold an Industry Non-CME Program (INC Program). There will be a number of INC Programs available on different evenings during the AAD Annual Meeting. These are non-CME on-label programs. The AAD will provide the room. Food, beverage, audio visual, etc. is additional and the responsibility of the company, and set-up must be through AAD vendors. INC Programs will take place in the evening – for a 2-3 hour period and will be in one or more of the AAD block hotels.

Support: Multiple supporters.

Recognition: See the Industry Non-CME Programs Application for complete list of opportunities and recognition at aad.org/ampipapplication.

Booth Events

CC. Host a Booth Event at the AAD Annual Meeting  
Various Dollar Amounts

Booth events may be conducted on behalf of approved AAD programs. These booth events are hosted by a supporting company, and must be approved by and coordinated with the AAD’s Community, Corporate & Philanthropic Relations Department, and be in compliance with exhibit booth activities policies. Proceeds or donations from the booth event will be designated to the approved AAD program chosen by the booth event host.

Support: Sole or multiple supporters.

Recognition: Supporting company will be acknowledged in AAD publications.
II. 2017 AAD Summer Meeting

The AAD Summer Meeting is the second largest AAD dermatologic scientific meeting during the year and provides quality education for dermatologists. The 2017 AAD Summer Meeting will take place in New York, NY from July 27-30, 2017. The meeting historically hosts approximately 3,000 registrants, 1,900 of whom are medical personnel. The AAD is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

The AAD encourages efforts that help dermatologists meet their educational and informational needs. AAD members are traditionally highly supportive of attending scientific meetings. These programs offer the opportunity to support our mutual goal…to provide the best educational and professional development opportunities for members.

The following are programs and activities that support the AAD Summer Meeting. For more information on resident opportunities, please see page 39.

### Past AAD Summer Meeting Attendance

<table>
<thead>
<tr>
<th>2015 AAD Summer Meeting (New York, NY)</th>
<th>2014 AAD Summer Meeting (Chicago, IL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician ........................................ 1,438</td>
<td>Physician ........................................ 1,356</td>
</tr>
<tr>
<td>Resident/Medical Student/Applicant for Membership .......... 429</td>
<td>Resident/Medical Student/Applicant for Membership .......... 315</td>
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<tr>
<td>RN/NP/PA/Office Staff ..................... 85</td>
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<tr>
<td>Spouse/Guest ................................. 195</td>
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<td>Press ............................................. 31</td>
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<td>Adjunct, Non Member-Non Physician ........ 74</td>
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<td><strong>Total</strong> ..................................... <strong>3,306</strong></td>
<td><strong>Total</strong> ..................................... <strong>2,878</strong></td>
</tr>
</tbody>
</table>

### Resident Programs

#### A. Residents’ Reception

$20,000

Approximately 300 residents are invited to the Residents’ Reception. AAD leaders are also invited, offering residents the opportunity to expand their professional networks. Hosted by the Residents and Fellows Committee, the reception provides residents with the opportunity to network and socialize with colleagues and AAD leadership in a casual setting.

**Support:** Sole supporter.

**Recognition:** Supporting company will be acknowledged in signage with company logo and two representatives from the supporting company may attend the reception. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Continuing Professional Development

B. E-Posters Exhibit Area  
$20,000 minimum per supporter

This feature fully searchable, web-based Electronic Poster Exhibits, which are displayed on monitors for viewing by the registrants of the meeting, as well as live presentations by authors of select posters. In addition, a site is hosted at www.aad.org, and is available for one year following the meeting.

Support: Multiple supporters.

Recognition: Supporting company will be acknowledged in signage with company logo in the e-Poster Exhibit area, company logo appears on the log-in screen of each computer and on the AAD Summer Meeting e-Posters section of the AAD’s website. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

Meeting Enrichments

C. WiFi  
$35,000

Your support allows attendees to enjoy wireless internet through the venue. Connected with this sponsorship is an opportunity for a giveaway of a screen cleaner with the supporting company’s logo at an additional cost.

Support: Sole supporter.

Recognition: Supporting company’s name will be featured prominently in the SSID when attendees go to access the WiFi (e.g. AADWIFIBYCOMPANYNAME, AAD17SMWIFIBYCOMPANYNAME, 17SMWIFIBYCOMPANYNAME, AAD17COMPANYNAME, etc. to be mutually agreed upon). SSID may be limited to 14 characters or less for readability on devices. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
D. AAD Networking Center

Sole Support: $25,000
Level A: $15,000 (includes logo on internet stations)
Level B: $15,000 (includes logo on recharge stations)

The AAD Networking Center is a specially-designated area or areas in the meeting facility with computer/internet stations where registrants have the opportunity to retrieve and leave messages for other meeting attendees, along with the ability to access email while attending the Summer Meeting. The area is equipped with comfortable seating, where meeting attendees may use their laptop computers to access the Internet, as well as recharge counters with built-in electrical outlets where attendees may simply charge their devices. This area is also ideal for general networking among meeting attendees. Subject to AAD approval, the supporter may supply items such as mouse pads, which display the supporter’s logo, at its own expense.

Support: Sole supporter or multiple supporters.

Recognition: Sole supporter includes Level A and B recognition with supporting company’s logo placed on the internet stations and recharge stations, and if space permits on signage in the Networking Center.

Multiple supporters include logo placement as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

Informational Resources

E. Attendance Verification Monitors

$15,000

A series of computer terminals located throughout the major traffic areas of the meeting. These terminals are utilized by meeting registrants to verify their attendance at the meeting. These terminals remain operational onsite during the entire meeting.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo for the attendance verification monitors. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
F. **Advance Registration Mailer**
   **$5,000**

   All advance registered attendees will have their name badge, and tickets mailed to them in advance of the meeting and can use the folder to carry their meeting tickets throughout the week.

   **Support:** Sole supporter.

   **Recognition:** Supporting company will be acknowledged with logo placed on the mailer along with the AAD logo. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

G. **Pocket Guide**
   **$10,000**

   This informative guide features a condensed schedule of events and is a quick reference tool small enough to fit in a shirt or pant pocket. It includes an overview of the educational program. The pocket guide is available to all meeting attendees.

   **Support:** Sole supporter.

   **Recognition:** Supporting company’s logo appears on the front panel of the pocket guide. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

H. **Meeting Concierge Program**
   **$15,000**

   The Meeting Concierge Program delivers a superior level of customer service directly to the attendee throughout the convention center, where they need assistance most. Professional, uniformed, trained representatives, dressed in distinctive, branded clothing, greet attendees as they enter the convention center through main access points (shuttle drop off, main lobbies, registration/exhibit hall entrance, and busy corridors outside session rooms). These professionals are equipped with I-Pad technology armed with all the tools and information, including the meeting mobile app, to answer questions and provide assistance to all attendees on any subject related to attending the meeting.

   **Support:** Sole supporter

   **Recognition:** Supporting company’s logo is placed on the information booth and concierge vests. Supporting company will also be acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.
I. Hotel Key Cards
$15,000

Hotel Key Cards are distributed to registrants for entry into their hotel room upon check-in at the Summer Meeting headquarter hotel(s).

Support: Sole supporter.

Recognition: Supporting company’s logo appears on front of the key card in four-color along with the AAD logo. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

Networking

J. Guest Speaker
$25,000

The Guest Speaker at the Summer Meeting presents during the Plenary Session on Friday morning for 30 minutes. This is typically a high-profile individual from the healthcare or other industries. Opportunity for a meet and greet in the “Green Room,” as well as book signings (if applicable) are available.

Support: Sole or multiple supporters.

Recognition: Supporting company will be acknowledged in signage with company logo at the entrance of the Plenary session and will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.

K. Leadership and Mentoring Reception
$15,000

Over 700 AAD members are invited to the Leadership and Mentoring Reception. This reception is a great opportunity for up and coming leaders in dermatology to expand their network of contacts with experienced AAD leaders and connect with their colleagues in a relaxed setting. Invitees include: AAD Board of Directors, AAD/A Council chairs, current and past participants and mentors of the Leadership Forum and Academic Dermatology Leadership programs.

Support: Sole supporter.

Recognition: Supporting company will be acknowledged in signage with company logo and two representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Program Announcement (pending publication date) and other AAD publications.
Industry Non-CME Programs (INC Programs)

L. Industry Non-CME Programs (INC Programs)
   $15,000

   The AAD is offering companies the right to hold a Promotional Information Industry Non-CME Program (INC Program). There will be a number of INC Programs available on different evenings during the AAD Summer Meeting. These are non-CME on-label programs. The AAD will provide the room. Food, beverage, audio visual, etc. is additional and the responsibility of the company, and must be set-up through AAD vendors. INC Programs will take place in the evening – for a 2-3 hour period and will be in one of the AAD block hotels.

   Support: Multiple supporters.

   Recognition: See the Industry Non-CME Programs Application for complete list of opportunities and recognition at www.aad.org/sampipapplication.

Booth Events

M. Host a Booth Event at the AAD Summer Meeting
   Various Dollar Amounts

   Booth events may be conducted on behalf of approved AAD programs. These booth events are hosted by a supporting company, and must be approved by and coordinated with the AAD’s Community, Corporate & Philanthropic Relations Department, and be in compliance with exhibit booth activities policies. Proceeds or donations from the booth event will be designated to the approved AAD program chosen by the booth event host.

   Support: Sole or multiple supporters.

   Recognition: Supporting company will be acknowledged in AAD publications.
III. Practice Management

A. Derm Coding Consult Newsletter Subscription
$45,000

*Derm Coding Consult* enjoys an avid readership of over 10,000 dermatologists and dermatology residents per issue and is retained and referenced on a regular basis by dermatologists and their office staff.

This is a quarterly, eight-page medical coding and Medicare reimbursement newsletter. Each issue’s content is reviewed by a dermatologist advisory panel to ensure accuracy. The latest AAD Member Needs Assessment Survey shows that *Derm Coding Consult* is consistently categorized by member respondents as a valued and/or highly valued member benefit.

**Support:** Sole supporter.

**Recognition:** Supporting company receives one full-page corporate recognition ad (cannot be for a branded product), and its logo is printed on the back panel.
IV. Professional Resources / Publications

A. Aspire Magazine

**Sole support:** $100,000 annual  
**Multiple supporters:** $25,000 per issue

Aspire is a quarterly glossy print magazine that shares the stories about all of us in the dermatology community: individual dermatologists volunteering skin care to needy patients or supporting a cause or organization near to their hearts; corporations and their employees dedicating themselves professionally and personally to advancing skin health; the AAD, with its wealth of programs and services; and recognize those who support our mission through donations and volunteerism. Aspire has a circulation of 18,000 recipients.

**Support:** Sole or multiple supporters.

**Recognition:** Supporting company receives one full-page corporate recognition ad (cannot be for a branded product). The following language is printed on the inside on the table of contents page of the newsletter with the supporting company’s logo: “Support for Aspire provided by (company logo).” The webpage with electronic access to Aspire will also indicate support: “The American Academy of Dermatology thanks (company name) for supporting the publication of Aspire.”

B. Health Policy Fellowship Program

**$150,000**

The AAD is in the process of developing a health care policy fellowship program, to be made available on an annual basis to one qualified applicant chosen by an AAD selection committee. The program, in development, is founded on the strong belief that the complexity of the health care environment is driving the need for more dermatologists with a strong, experiential understanding of the health policy process to help lead the AAD in decision-making. Current leaders of the AAD who have this understanding and knowledge have been instrumental in positioning the specialty to be more proactive and appropriately reactive to this changing environment.

The funding is designed to supplement a practicing dermatologist’s participation in this program. The target launch date for applications is Fall 2016 for a Fall 2017 fellowship program, to be repeated on an annual basis.

**Support:** Sole or multiple supporters.

**Recognition:** Supporting company will be recognized on the web-based application and portal on the AAD’s website. Supporting company will be recognized in other AAD publications as the program is reported out.
C. *Dermatology World (DW)* to Dermatology Nurses Subscription

$75,000

Support will provide an annual subscription to *Dermatology World* (12 issues for one year) to the 3,000+ members of the Dermatology Nurses Association, a professional nursing organization comprised of RNs, NPs, LPN/LVNs, medical assistants, and others in the nursing profession. *DW*, the official magazine of the AAD, is rated highly by AAD members, with 96 percent saying it is useful in helping them stay informed about the specialty. Strong editorial includes regular clinical features, how-to advice on optimizing offices, vital billing and coding information, advice on dealing with tough legal, regulatory, and technology issues, and monthly guidance on translating the latest research into better patient care.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in each issue stating the subscription is complimentary and is provided by the supporting company.

D. *Dermatology World (DW)* to Dermatology Physician Assistants Subscription

$75,000

Support will provide an annual subscription to *Dermatology World* (12 issues for one year) to the 2,000+ members of the Society of Dermatology Physician Assistants, the primary professional organization for physician assistants in the specialty of dermatology. *DW*, the official magazine of the AAD, is rated highly by AAD members, with 96 percent saying it is useful in helping them stay informed about the specialty. Strong editorial includes regular clinical features, how-to advice on optimizing offices, vital billing and coding information, advice on dealing with tough legal, regulatory, and technology issues, and monthly guidance on translating the latest research into better patient care.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in each issue stating the subscription is complimentary and is provided by the supporting company.

E. *Dermatology World (DW)* to Dermatology Residents Subscription

$75,000

Support will provide an annual subscription to *Dermatology World* (12 issues for one year) to the 1,700+ dermatology residents. *DW*, the official magazine of the AAD, is rated highly by AAD members, with 96 percent saying it is useful in helping them stay informed about the specialty. Strong editorial includes regular clinical features, how-to advice on optimizing offices, vital billing and coding information, advice on dealing with tough legal, regulatory, and technology issues, and monthly guidance on translating the latest research into better patient care.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in each issue stating the subscription is complimentary and is provided by the supporting company.
F. **Directions in Residency Newsletter Subscription**
$45,000

This quarterly newsletter is a popular resource for dermatology residents providing news, information, and analysis to help them prepare for their careers. Topics covered include preparing for the board exam, selecting a career path, managing debt and more. This eight-page newsletter is produced and distributed to all dermatology residents (approximately 1700) and more than 120 residency programs directors.

**Support:** Sole supporter.

**Recognition:** Supporting company receives one full-page advertisement within the publication, and its logo is printed on the back panel.

G. **Young Physician Focus eNewsletter Subscription**
$45,000

This monthly, electronic newsletter provides news and information pertinent to young dermatologists’ interests, fosters leadership, and facilitates the exchange of information between young physicians and the AAD. The e-newsletter is produced and distributed to approximately 3,800 young dermatologists, defined as those up to age 40 or in the first eight years out of residency.

**Support:** Sole Supporter.

**Recognition:** Supporting company receives one skyscraper-sized banner advertisement within the publication and on the publication’s landing page on the AAD’s website.

H. **AAD Cochrane Scholarship Award**
$20,000

The Cochrane Scholarship Award will expand training of dermatologists in evidence-based medicine and application to the practice of dermatology, increase high quality evidence available for the development of clinical guidelines and appropriate use criteria (AUC), and identify gaps in research. Award recipients attend the annual Cochrane Colloquium, sponsored by the prestigious Cochrane Collaboration. Post-meeting, award recipients develop a systematic review in an area of dermatology that will support an AAD clinical guideline or AUC effort. Reviews will be submitted to the *Journal of the American Academy of Dermatology* for publication. Oversight for the award program is provided by the AAD’s Clinical Guidelines Committee. Awardees will be introduced to the Cochrane Skin group, a dermatology-specific arm of the Cochrane Collaboration to foster continued growth in the development of systematic reviews to support evidence-based medicine. Two award recipients are anticipated in 2016 and each award will be $10,000.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in communication to award recipient and on the web-based application and portal on the AAD’s website. Supporting company will be acknowledged in AAD publications.
V. Leadership Institute

The AAD believes each of its 19,000 professional members has the potential to make a difference as a leader. Leadership requires a range of skills that medical schools and residency programs do not teach—but that can be learned. Dermatologists, with busy practices in high demand, require focused, high quality leadership training that has been developed with their unique needs in mind. Programs are designed to address comprehensive skill development against competencies identified as necessary in a variety of dermatology leadership settings. The Leadership Institute offers a range of specialized training opportunities to help dermatologists thrive as leaders in organized medicine, advocacy and policy, academic medicine and private practice. In order to realize the Leadership Institute’s great potential, the AAD will need the philanthropic support of generous individuals and organizations that share the AAD’s vision of leadership in dermatology.

The following are programs and activities that support the Leadership Institute.

A. Leadership Forum Event

$250,000 total program ($50,000 minimum per supporter)

The annual Leadership Forum programs are an intense, interactive weekend forum designed to educate and inspire dermatologists to seek and take on leadership roles and responsibilities where they can impact the future of dermatologic medicine. The Leadership Forum is broken into two tracks (Leadership Forum and Advanced Leadership Forum) geared towards young-career and mid-career physicians. The Leadership Forum provides an excellent opportunity for young physicians to develop their leadership skills and build connections that will help them succeed in their career and further the specialty of dermatology. The Leadership Forum event is scheduled to be held March 31-April 2, 2017 in Itasca, IL. The over 50 Leadership Forum participants of this event come from a variety of practice settings, and are selected through an application process.

The Advanced Leadership Forum program is designed specifically to address the needs of mid-career physicians. This program is run concurrently with the AAD’s Leadership Forum and the approximately 25 participants receive training in both the practice and advocacy realms. The topics and skills presented are in-depth and address topics such as: self-awareness, building and maintaining your work teams, negotiation, gaining influence, and work-life balance.

Outside consultants and experienced member leaders will lead the sessions during the program. The program will also include hands-on, interactive activities where you will practice the skills presented in a small group setting. As with any of the Leadership Institute programs, networking with AAD leaders (AAD’s Board, Officers and some committee members) throughout the weekend is an important component of this event. An overall attendance of 130 is anticipated.

Support: Sole or multiple supporters.

Recognition: Supporting company’s name and logo appears in the Leadership Forum program book and be featured on prominently displayed signage at the meeting. Supporting company will also be acknowledged in other AAD publications. Two representatives from supporting company are invited to attend the Leadership Forum.
B. Mastery Physician Leadership Program
$115,000

The Mastery Physician Leadership Program is presented in conjunction with the Center for Creative Leadership (CCL). This program is an intensive, interactive, and self-reflective 2.5 day training program where participants will use self-assessment and uniquely designed development tools to advance their leadership skills. Participants learn practical skills to use in their professional lives as well as in the leadership roles within the AAD. The retreat takes place at the Center for Creative Learning (CCL) in Colorado Springs (2017 dates to be determined). Sixteen attendees are selected annually by invitation only (including to Board members, Council chairs, members of the Leadership Development Steering Committee and Leadership Advisory Board). Each participant also receives three follow-up coaching sessions.

Support: Sole or multiple supporters.

Recognition: Supporting company’s name and logo are featured on prominently displayed signage at the training. Supporting company will also be acknowledged in other AAD publications.

C. Academic Dermatology Leadership Program
$50,000

The Academic Dermatology Leadership Program (ADLP) is a year-long program for young academic dermatologists who have expressed strong commitment to the field and are recognized as emerging leaders in academic dermatology. The ADLP was designed to be an extremely comprehensive program, and it requires a full-year commitment. It includes participation in the Leadership Forum, sessions at the AAD Annual and Summer Meetings, and participating in a formal mentoring program.

Support: Sole supporter.

Recognition: Supporting company’s name and logo will appear in the Leadership Forum program book and be featured on prominently displayed signage at the Leadership Forum and the mid-year educational session. Supporting company will also be acknowledged in other AAD publications. Two representative from supporting company may attend the Leadership Forum and Mentoring Dinner held at the Leadership Forum.

D. Diversity Mentorship Program for Medical Students
$30,000

This mentorship encompasses 160 hours during the course of one month. Medical students commonly participate in this program in the summer months, but it must be complete by Dec. 1. The mentorship may be completed in a choice of environments such as a medical center or private practice. The program is for first- through fourth-year medical students from underrepresented racial groups in the field of dermatology. A modest stipend is provided to the up to 20 participants.

Support: Sole or multiple supporters.

Recognition: Supporting company is acknowledged in AAD correspondence to award recipient and on the web-based application and portal on the AAD’s website. Supporting company will also be acknowledged in AAD publications.
VI. Public Education

A. Public Education/Awareness Campaigns
$100,000 minimum (plus varying fees depending on program elements)

The AAD participates in public awareness campaigns about specific conditions and/or issues related to dermatology which are supported by industry. The specific campaigns are determined by the AAD and its industry supporters. The AAD determines and develops all public education program content.

The specific amount of support is contingent upon the scope of the campaign and tactics implemented. Base support of $100,000 covers AAD coordination of and member communication about the program. Individual program elements are an additional expense. Other AAD public education tools available for support such as websites and print and e-pamphlets are a perfect complement to a public awareness campaign.

Previous public education/awareness campaigns have focused on Actinic Keratosis, Acne, Hair Loss, Psoriasis and Skin Cancer.

Support: Generally sole support; however, multiple supporters may be accepted.

Recognition: Supporting company receives recognition in various public awareness campaign materials. Example of recognition language: “(Condition) Awareness Campaign supported by a grant from (supporting company’s name).”

B. “Video of the Month” Series
$85,000 for 12 videos

The AAD’s “Video of the Month” series offers relatable videos that demonstrate tips people can use to properly care for their skin, hair and nails at home. Each month, a new video in the series posts to the AAD website and YouTube channel and is promoted through national media relations, social media and member communications. The videos have been shared on many influential websites, including TIME, Chicago Tribune, Huffington Post, TODAY, and U.S. News & World Report.

Support: Sole or multiple supporters.

Recognition: The supporting company will be acknowledged at the end of each of the 12 videos for supporting the video production. Upon request, the supporting company may receive a report that summarizes video statistics, including the number of likes and shares each video receives on Facebook and Twitter and the number of YouTube views.
C. Key Messages Booklet

$40,000

The Key Messages booklets are created biannually (next available printing is in 2018) and distributed to all U.S. AAD members to support their efforts to educate the public about dermatologic conditions and the range of valuable services that dermatologists offer. The booklets contain the most up-to-date evidence-based information on the skin, hair and nail topics most commonly requested by the media, as well as tips for media interviews. A PDF version of the booklet is posted to the AAD’s website so that members may have access to the information at any time.

Support: Sole or multiple supporters.

Recognition: The following language is printed on the inside back cover of the booklet with the supporting company’s logo: “The printing and distribution of this publication is made possible, in part, by the generous support of (company logo).” In addition, the supporting company will be recognized in the cover letter that is sent to more than 11,500 AAD members with the booklet and in other AAD publications as appropriate. Supporting company will be acknowledged in AAD publications.
D. Patient Education Pamphlets

One-year support: $30,000 per title
Two-year support: $60,000 per title

Help educate thousands of patients every day by supporting a patient education pamphlet. Each year, AAD members distribute millions of AAD pamphlets to patients through their offices, both print and digitally. The AAD also distributes pamphlets in response to public inquiries through the AAD’s website (aad.org) and the toll-free referral line (1-888-462-DERM).

With content solely developed by expert board-certified dermatologists, each pamphlet addresses the symptoms, diagnosis, and treatment options for various dermatologic conditions. While specific products are not mentioned, the latest treatments and therapies are discussed. The support includes an exclusive statement of support for a one or two-year period, your company logo on the back cover of the printed pamphlet and the final page of the digital pamphlet and the right of first refusal on reprints or renewal. Support fees cover an approximate one- or two-year period beginning with the first printing or publishing of the title.

Companies can complement their support of a pamphlet by also funding other AAD public education tools, such as a condition-specific awareness campaign and/or a condition listed in Dermatology Diseases and Treatments, the AAD’s public education hub at aad.org. If both a pamphlet and a condition listed in Dermatology Diseases and Treatments are supported, recognition of both items would appear on the pamphlet and on each web page of the Dermatology condition.

Support: Sole or multiple supporters (two).

Recognition: The following language is used on the back cover of the printed pamphlet and on the final page of the digital pamphlet with supporting company logo in color: “Supported by (company logo in color).” Supporting company will be mentioned in various AAD publications and will receive 250 or 500 copies of printed pamphlet for use depending on level of support.

The following pamphlet titles are available for support (organized by category):

Common Dermatologic Conditions
- Acne
- Alopecia Areata
- Bullous Disease
- Common Growths
- Fungal Infections of the Skin
- Granuloma Annulare
- Hair Loss & Hair Restoration
- Hyperhidrosis
- Lichen Planus
- Lupus and the Skin
- Melasma
- Moles
- Nail Fungus & Nail Health
- Perioral Dermatitis
- Pityriasis Rosea
- Pruritus
- Psoriasis & Psoriatic Arthritis
- Rosacea
- Scabies
- Seborrheic Dermatitis
- Seborrheic Keratosis
- Tinea Versicolor
- Vascular Birthmarks
- Vitiligo
- Warts

General Dermatology Topics
- Cosmeceutical Facts & Your Skin
- Skin of Color
- Your Dermatologist & Insurance

Cosmetic Surgery Topics
- Chemical Peels
- Dermatologic Surgery
- Facial Skin Rejuvenation
- Laser Hair Removal
- Mature Skin
- Soft Tissue Fillers
- Spider Vein, Varicose Vein Treatment
- Tattoos, Body Piercings, and Other Skin Adornments
- Tumescent Liposuction
- Scars
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<th>Common Dermatologic Conditions</th>
<th>Sun Protection Topics</th>
<th>Sun Reaction Topics</th>
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<td>Basal Cell Carcinoma</td>
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<td>Herpes Zoster (Shingles)</td>
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<td>Sun Protection for Children</td>
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E. **Website Support: Dermatology Diseases and Treatments**  
*$20,000 per year, per condition*

Support opportunities are available through the AAD on a 12-month basis for Dermatology Diseases and Treatments, the AAD’s public education hub at aad.org that encourages healthy behaviors by providing educational information about dermatologic conditions.

Dermatology Diseases and Treatments pages are visited more than 1 million times a month by people seeking trustworthy information that will help them make informed health decisions. The AAD determines and develops all content for Dermatology Diseases and Treatments and all content is reviewed and approved by expert dermatologists.

Dermatology Diseases and Treatments is promoted through all media relations activities, public education materials, a monthly e-newsletter, social media (Facebook and Twitter), and many of the AAD’s member publications.

Dermatology Diseases and Treatments can be complemented by supporting other AAD public education tools such as public awareness campaigns, videos, and pamphlets.

**Support:** Multiple supporters for Dermatology Diseases and Treatments section of site; sole support for a condition.

**Recognition:** The supporting company may receive a monthly report upon request that summarizes the monitoring statistics, including the most popular pages and the number of unique visits made to the supported condition.

In addition, the supporting company’s name and logo appears on each page of the Dermatology condition. The supporting company has the option of including links to its non-branded and branded websites on the supported pages.
VII. Humanitarian Programs

A. Resident International Grant Program
$60,000

The AAD offers funding to 15 dermatology residents from the United States and Canada to participate in an international elective in Gaborone, Botswana (East Africa) to practice tropical and HIV-related dermatology at the Princess Marina Hospital and at outreach clinics in the surrounding areas. Grants recipients are selected based on merit and experience. They educate primary healthcare workers on the basics of dermatology and help develop a teledermatology network all year round. The AAD covers airfare for the grant recipients in addition to providing a stipend for housing and other incidentals. The program aims at expanding the access to dermatologic care for patient populations located in underserved areas.

Support: Sole or multiple supporters
Recognition: Supporting company will receive recognition in correspondence to grant recipients and on the web-based application and portal on the AAD’s website. Supporting company will be acknowledged in AAD publications.

B. SkinCare for Developing Countries
$25,000

Launched in 2012, the SkinCare for Developing Countries program awards grants to individuals and organizations to implement projects that support the AAD’s International Leadership Strategic Initiative. Five grants (ranging from $2,500 - $5,000) are awarded to members of the AAD, reaching areas in need in Africa, Central America, and South America with innovative health care ideas and solutions. Past volunteer and humanitarian projects have included: teledermatology in underserved areas, community dermatology, dermatology training for primary health workers and evaluation of volunteer host program.

Support: Sole or multiple supporters
Recognition: Supporting company will receive recognition in correspondence to grant recipients, and on the web-based application and portal on the AAD’s website. Supporting company will be acknowledged in AAD publications.

C. Native American Health Service Resident Rotation
$7,000

Through the Native American Health Services Resident Rotation, four dermatology residents from the United States volunteer for a 1- to 2-week rotation in Chinle, Arizona at a government run facility.

Support: Sole or multiple supporters
Recognition: Supporting company will receive recognition in correspondence to grant recipients, and on the AAD’s website. Supporting company will be acknowledged in AAD publications.
D. Camp Discovery  
*Various Sponsorship Levels*

AAD Camp Discovery was founded in 1993 to provide children with chronic skin diseases an opportunity to experience a full-range of overnight summer camp activities. Many of these children cannot attend other summer camps because of physical and financial limitations, as well as due to fear of rejection because of their appearance. Through participation in arts and crafts, sports, and social activities, campers build self-esteem and confidence, and develop a new outlook on life.  **Campers look forward to this single week every year.**

Participation in AAD Camp Discovery is made possible by contributions from AAD members, industry supporters, groups/organizations and others. All gifts are deeply appreciated and offer these children a life-changing experience. There is no fee for camp. The AAD pays for all expenses associated with attending Camp Discovery, including round-trip transportation. The average cost to send one camper to Camp Discovery is $1,800.

**Support:** Multiple supporters.

**Recognition:** The contribution is counted towards cumulative giving, and recognition is provided based on level of support.

E. President’s Gala Sponsorship  
*Various Sponsorship Levels*

In its fifth year, the AAD’s President’s Gala will recognize AAD president, Abel Torres, MD, JD, FAAD’s governance and leadership over the last year. As the premier AAD event, the President’s Gala brings together AAD leaders and supporters in celebration of our accomplishments in dermatologic care and the impact of our humanitarian programs domestic and abroad. Net proceeds from the 2017 President’s Gala will support the AAD’s critical programs and services that meet the needs of patients.

Attended by more than 650 members, guests and industry representatives, the President’s Gala is the premier event held during the 2017 AAD Annual Meeting. The event will be held during the evening of Saturday, March 4, 2017, in Orlando, Fla.

**Support:** Multiple supporters.

**Recognition:** The contribution is counted towards cumulative giving, and recognition is provided based on level of support.
F. Shade Structure Grant Program

Various Sponsorship Levels

The Shade Structure Grant Program drives home the message to seek shade when the sun’s rays are strongest, and makes this simple, healthy behavior a little bit easier in towns and cities across the US. The program provides grants to schools and non-profit organizations serving children and teens under the age of 18 to install permanent shade structures in outdoor locations which are not protected from the sun, such as playgrounds, pools, eating areas and other locations. AAD members play an integral role by encouraging local organizations to apply for grants and by writing letters of support, a requirement for consideration. Since 2000, the AAD has awarded a total of 307 shade structure grants to organizations across the country.

Each shade structure grant is valued up to $8,000, which includes the cost for a shade structure and installation. In addition to the grant, the AAD also provides a permanent sign (at an additional cost) near the shade structure.

Support: Multiple supporters.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support. If $8,000 is provided, sponsoring company will have their logo included on a permanent sign near a shade structure.

G. Skin Cancer, Take a Hike! Sponsorship

Various Sponsorship Levels

Join us and help reduce the incidence of skin cancer. With 8,500 people in the United States diagnosed with skin cancer every day, it is critical to provide valuable public education and awareness campaigns, access to shade structures, and free skin cancer screenings to reduce mortality rates. AAD’s SPOT Skin Cancer™ campaign is leading the fight against skin cancer.

The AAD launched its first Skin Cancer, Take a Hike!™ in 2014 with a hike up Mt. Kilimanjaro to raise awareness and funds for AAD’s SPOT Skin Cancer™ campaign. We have since expanded to hosting hike events in Florida, Georgia, New York, Colorado, Northern California and Southern California. Dates and locations for 2017 are being reviewed.

During these hikes, teams are comprised of AAD members (dermatologists), their office staff, patients and families, the public, companies and anyone who wants to show their commitment to reducing skin cancer incidence. Corporate teams can also be formed by gathering employees together for this worthy cause.

AAD counts on the involvement of corporate supporters in regional events like this one. We invite you to join us as we engage our members, their patients, the public and other stakeholders to tell skin cancer to take a hike!

Support: Multiple supporters.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support.
H. SPOT Skin Cancer Program
Various Sponsorship Levels

The AAD’s SPOT Skin Cancer™ campaign strives to create a world without skin cancer. SPOT Skin Cancer™ is the AAD’s signature program to combat the prevalence of skin cancer diagnosis and reduce mortality rates. As skin care experts, the AAD is uniquely positioned to educate the public about skin cancer and motivate individuals to make positive behavior changes to prevent and detect skin cancer. The core message of the campaign – Prevent. Detect. Live.™ – empowers individuals to monitor their skin’s health and seek out dermatologic care. SPOT Skin Cancer™ provides an overarching framework for our public awareness, education, outreach and humanitarian program. These programs include:

- **Shade Structure Grant Program:** Schools and 501(c)(3) non-profit organizations can apply for grants to build shade structures for outdoor locations that are not protected from the sun. More than 325 shade structures have been built shading over 600,000 individuals.

- **SPOTme®:** More than 2.57 million people have received free skin cancer screenings since 1985. In that time, more than 28,800 suspected melanomas have been detected by our member dermatologists volunteering in the program.

- **Good Skin Knowledge:** The goal of the AAD’s youth education campaign, Good Skin Knowledge, is to teach young people the facts about common skin, hair, and nail conditions in order to prevent misunderstanding that can lead to teasing and bullying, which can cause anxiety and depression. The lesson plans and accompanying handouts are designed to be easily implemented in a variety of settings for the two age groups of 8-10 year olds and 11-13 year olds. Each subject area has various subtopics from which to choose, with a lesson plan and coordinated activity.

- **Latino Outreach Program:** Launched in 2014, the program includes several outreach elements designed to educate Latino outdoor workers about skin cancer and how to prevent and detect it, including education materials (posters, pamphlets), educational sessions through community-based forums/organizations and access to screenings. Through these efforts we will educate, inform and screen Hispanic individuals in Arizona (Phoenix), California (Fresno, Los Angeles, Sacramento, and San Diego), Florida (Miami), Georgia, Illinois (Chicago), North Carolina (Raleigh) and Texas (Austin and Dallas) on an annual basis.

- **Public Awareness:** The AAD’s skin cancer public awareness 2010-2012 campaigns, which garnered 815 million gross impressions in the U.S. taught the public about the importance of sun protection and the dangers of indoor tanning.

- **Public Education:** Materials developed and distributed for youth to learn the importance of sun safety habits and the impact of indoor tanning to prevent skin cancer.

**Support:** Multiple supporters.

**Recognition:** The contribution is counted towards cumulative giving, and recognition is provided based on level of support.
I. SPOTme® Skin Cancer Screening Program
Various Sponsorship Levels

Early detection of skin cancer can mean the difference between a simple excision and a complicated surgery, and sometimes between life and death. That’s why SPOTme® is SPOT Skin Cancer’s cornerstone program. SPOTme® builds upon more than three decades of dermatologists providing skin cancer screenings. In that time, more than 2.49 million people have received free skin cancer screenings. These events save lives in communities across the US, detecting skin cancers that might otherwise have been left unnoticed, and untreated. More than 27,000 suspected melanomas have been detected by our member dermatologists volunteering in the program. SPOTme® also offers opportunities to educate about the importance of self-screening and preventative behaviors.

In June 2014, the AAD expanded its screening program thanks to a generous donation from Bristol-Myers Squibb. The donation, made through a charitable grant, includes Bristol-Myers Squibb’s Melanoma Exposed™ program, a public awareness campaign designed to raise awareness of melanoma, the deadliest form of skin cancer. The AAD has integrated this program into its national skin cancer screenings program, SPOTme®.

Support: Multiple supporters.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support.
VIII. Opportunities for Support Index

A. Index of Opportunities for Residents

For your convenience, this Support Index has been sorted by opportunities for residents and resident programs. For a complete description of each opportunity, please refer to the page number listed.

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On behalf of the AAD, its members,
and the patients who ultimately benefit
from supported activities and contributions,

Thank You!

To receive more information, please contact:

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