2016
Partnership Opportunities

Partner with the Academy 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
2016 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 Academy is the largest, most influential and representative dermatology group in the United States, with a membership of over 19,380 worldwide. The Academy, 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 opportunity are given first right of refusal for that activity for 45 days from date of the activity ending. All other partnering opportunities are filled on a first-come, first-served basis.

The Academy 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 Academy recognizes companies providing support at the $100,000 (Ruby Level) and above for three consecutive years with membership in the Academy's Corporate Partner Circle, the highest level of recognition given to a corporation by the Academy.
Table of Contents

I. Annual Meeting 2016 ........................................................................................................................................................................... 5

   Resident Programs ........................................................................................................................................................................... 5
   A. Resident Access to Education Program ................................................................................................................................. 5
   B. Practice Management Symposium for Residents..................................................................................................................... 6
   C. Residents’ Reception .................................................................................................................................................................. 6
   D. Residents’ Reception - Reception Row .................................................................................................................................. 6
   E. Residents’ Breakfast .................................................................................................................................................................... 7

   International Programs .................................................................................................................................................................... 7
   F. International Annual Meeting Registration Scholarships (NEW) .............................................................................................. 7
   G. International Member Reception ................................................................................................................................................ 7
   H. International Scholarship Dinner .................................................................................................................................................. 8

   Continuing Professional Development ........................................................................................................................................ 8
   I. E-Posters Exhibit Area .............................................................................................................................................................. 8

   Meeting Enhancements ................................................................................................................................................................. 8
   J. Mingle Zone ................................................................................................................................................................................... 8
   K. WiFi .............................................................................................................................................................................................. 9
   L. Mobile App for Annual and Summer Meetings (NEW) ........................................................................................................... 9
   M. Mother’s Room (NEW) ........................................................................................................................................................... 9

   Informational / Meeting Resources ................................................................................................................................................ 10
   N. Concierge Program ................................................................................................................................................................... 10
   O. Pocket Guide ................................................................................................................................................................................ 10
   P. Attendance Verification Monitors ........................................................................................................................................... 10
   Q. Hotel Key Cards ......................................................................................................................................................................... 11
   R. Advance Registration Mailer ....................................................................................................................................................... 11
   S. Airline Kiosks (NEW) ................................................................................................................................................................. 11

   Communications ............................................................................................................................................................................... 12
   T. Annual Meeting News Post Edition ........................................................................................................................................ 12
   U. Annual Meeting News Preview Edition .................................................................................................................................. 12
   V. Press Office and Media Appreciation Luncheon ....................................................................................................................... 13

   Networking ...................................................................................................................................................................................... 13
   W. Guest Speaker .............................................................................................................................................................................. 13
   X. Young Physician and New Member Reception .................................................................................................................... 13
   Y. Leadership and Mentoring Reception ...................................................................................................................................... 14
   Z. Sharing Mentoring Experiences Breakfast .................................................................................................................................. 14

   Non-CME Promotional Information Programs (PIPs) .................................................................................................................. 14
   AA. Non-CME Promotional Information Programs (PIPs) ........................................................................................................ 14

   Booth Events ................................................................................................................................................................................... 15
   BB. Host a Booth Event at the Annual Meeting ............................................................................................................................. 15

II. Summer Academy Meeting 2016 ..................................................................................................................................................... 16

   Resident Programs ............................................................................................................................................................................ 16
   A. Residents’ Reception .................................................................................................................................................................. 16

   Continuing Professional Development ........................................................................................................................................ 17
   B. E-Posters Exhibit Area .............................................................................................................................................................. 17

   Meeting Enhancements ................................................................................................................................................................. 17
   C. WiFi .............................................................................................................................................................................................. 17
   D. Mingle Zone ................................................................................................................................................................................... 17

American Academy of Dermatology
VII. Humanitarian Programs
A. Resident International Grant Program ........................................... 33
B. SkinCare for Developing Countries ........................................... 33
C. Native American Health Service Resident Rotation ......................... 33
D. AAD Camp Discovery ............................................................... 34
E. AAD Shade Structure Grant Program ......................................... 34
F. SPOTme® Skin Cancer Screening Program .................................. 35
G. AAD SPOT Skin Cancer Program ............................................. 36
H. Skin Cancer, Take a Hike! Sponsorship ...................................... 37
I. President’s Gala Sponsorship .................................................... 37
J. In-Kind Contributions for the Play Sun Smart™ Program ................. 38

IX. Opportunities for Support Index ..................................................... 39
A. Index of Opportunities for Residents .......................................... 39

www.SupportAAD.org
I. Annual Meeting 2016

The Academy Annual Meeting, the largest dermatologic scientific meeting in the world, provides quality education for dermatologists. The 2013 Annual Meeting broke all former Academy Annual Meeting attendance records with more than 19,400 registrants, over 11,000 of whom were medical personnel. The 74th Annual Meeting is scheduled to take place in Washington, D.C. from March 4-8, 2016. The Academy is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

The Academy encourages efforts that help dermatologists meet their educational and informational needs. Academy 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 Annual Meeting. For more information on resident opportunities, please see page 39.

### Past Annual Meeting Attendance

<table>
<thead>
<tr>
<th>2015 Annual Meeting (San Francisco, CA)</th>
<th>2014 Annual Meeting (Denver, CO)</th>
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<tbody>
<tr>
<td>Physician………………………………………6,472</td>
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<td>Resident/Medical Student/Applicant for Membership...3,102</td>
<td>Resident/Medical Student/Applicant for Membership...2,615</td>
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<tr>
<td>Spouse/Guest……………………………………837</td>
<td>Spouse/Guest……………………………………672</td>
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<tr>
<td>Press…………………………………………108</td>
<td>Press…………………………………………120</td>
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<tr>
<td>Exhibitor Reps…………………………………6,420</td>
<td>Exhibitor Reps…………………………………6,195</td>
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<td>Adjunct, Non Member-Non Physician………………1,137</td>
<td>Adjunct, Non Member-Non Physician………………952</td>
</tr>
<tr>
<td><strong>Total……………………………18,791</strong></td>
<td><strong>Total……………………………16,816</strong></td>
</tr>
</tbody>
</table>

### Resident Programs

**A. Resident Access to Education Program**

*Various Dollar Amounts*

This program will ensure that more than 1,000 first, second, and third-year residents in dermatology benefit from attendance at the Practice Management Symposium for Residents, surrounding activities, and the Academy’s Annual Meeting. Residents are able to supplement their education in sessions led by the experts in dermatology at the 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 following level of support/sponsorship (additional details are available):

- Premier Partner: $700,000+
- Partner: $500,000+
- Supporter: $300,000+
- Patron: $100,000+
B. Practice Management Symposium for Residents
$75,000

Preceding the Annual Meeting, the Practice Management Symposium for Residents is a regional program offered to residents who will finish in 2016, 2017 and 2018. This course presents practical solutions to some of the complexities experienced in the management of a practice. The goal of the one-day course, held on Thursday, is to ensure the highest quality of patient care through efficient operation of the front office. 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. Presentations at this course focus on efficient patient care, improved patient safety, accurate coding, effective contract negotiations to attract high-quality staff that will meet the needs of patients, electronic health records, medical and office staff training, and improved systems-based processes. Typically, approximately 350 residents participate.

Support: Sole or multiple supporters.
Recognition: Supporting company is recognized in the program brochure (if supported prior to printing), program syllabus, signage at the designated Practice Management Symposium for Residents location, and acknowledged in the Final Program and other Academy 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 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 Academy correspondence to all program directors and residents and in the Final Program and other Academy publications. Supporting company will also be acknowledged in signage with company name and logo. Five representatives from supporting company may attend the reception.

D. Residents’ Reception - Reception Row
$35,000

Approximately 1,600 residents are invited to the Residents’ Reception. Academy leaders are also invited, offering residents the opportunity to expand their professional networks. The Residents’ Reception is held on Friday, in conjunction with Reception Row at the 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 receives signage at the reception, and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Final Program and other Academy publications.
E. **Residents’ Breakfast**

$25,000

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

**Support:** Sole supporter.

**Recognition:** Supporting company is recognized in Academy correspondence to all program directors and residents and the *Final Program* and other Academy publications. Supporting company will also be acknowledged in signage with company name and logo. Five representatives from supporting company may attend the breakfast.

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**International Programs**

F. **International Annual Meeting Registration Scholarships (NEW)**

$60,000 ($2,000 per scholarship)

The Academy offers approximately 30 scholarships per year to young dermatologists from countries outside the US and Canada to attend the Annual Meeting. Recipients receive a stipend towards travel and housing, complimentary meeting registration, and admission to one postgraduate course – ticketed session at the Academy’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 Academy correspondence to award recipient and on the web-based application and portal on the Academy’s website. Supporting company will also be acknowledged in *Final Program* and Academy publications.

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G. **International Member Reception**

$30,000

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

**Support:** Sole supporter.

**Recognition:** Supporting company receives signage at the reception, and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the *Final Program* and other Academy publications.
H. International Scholarship Dinner  
$25,000

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 Annual Meeting to celebrate their achievements. International dermatologists meet other international scholarship recipients, network, and meet members of the Academy’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 receives signage 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 Final Program and other Academy publications.

Continuing Professional Development

I. E-Posters Exhibit Area  
$75,000

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

Support: Sole or multiple supporters.
Recognition: Supporting company receives signage in the e-Posters Exhibit area, company logo appears on the log-in screen of each computer and on the Annual Meeting e-Posters section of the Academy website. Supporting company will also be acknowledged in the Final Program and other Academy publications.

Meeting Enhancements

J. Mingle Zone  
$75,000

The Mingle Zone is a specially-designated area or areas in the meeting facility with computer terminals where registrants have the opportunity to retrieve and leave messages for other meeting attendees, along with the ability to access email while attending the Annual Meeting. The also equipped with comfortable seating, where meeting attendees may use their laptop computers to access the Internet. Subject to Academy approval, the supporter may supply items such as mouse pads, which display the supporter’s logo, at its own expense.

Support: Sole supporter.
Recognition: Supporting company’s logo is placed on the computer monitors and on signage in the Mingle Zone. Supporting company will also be acknowledged in the Final Program and other Academy publications.
K. WiFi
$75,000

Your support allows attendees to enjoy wireless internet through 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 incorporated into the SSID when attendees go to access the WiFi (e.g. AADWIFIBYCOMPANY, AAD16AMWIFIBYCOMPANY, 16AMWIFIBYCOMPANY, etc. to be mutually agreed upon). Supporting company will also be acknowledged in the Final Program and other Academy publications.

L. Mobile App for Annual and Summer Meetings (NEW)
$30,000

Be the sole sponsor of the mobile app for the Annual and Summer meetings. Capture the attention of thousands of leading dermatologists before, during and after the Annual and Summer 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, 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 Final Program and other Academy publications.

M. Mother’s Room (NEW)
$20,000

A separate area at the Washington Convention Center that provides a private, secure, clean space for mothers to take of baby. There will be an attendant to monitor the room.

Support: Sole supporter.

Recognition: Supporting company recognized on signage for the Mother’s Rooms. Supporting company will also be acknowledged in the Final Program and other Academy publications. In addition, sponsoring company may place some product in the room.
N. Concierge Program
Level A: $35,000 (includes logo on information booth)
Level B: $25,000 (includes logo on concierge vests)
Sole Support: $50,000

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, 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-Pads with all the tools 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 place on the information booths and concierge vests.

Multiple supporters include logo placement as listed above.

Sole supporter or multiple supporters will also be acknowledged in the Final Program and other Academy 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 suit 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 name and logo appears on the front panel of the pocket guide. Supporting company will also be acknowledged in the Final Program and other Academy publications.

P. Attendance Verification Monitors
$30,000

A series of computer terminals located throughout the major traffic areas of the meeting. These terminals will be utilized by Medical and Allied Health Personnel to verify their attendance at the meeting. These terminals will remain operational onsite during the entire meeting.

Support: Sole supporter.
Recognition: Supporting company receives recognition on signage for the attendance verification monitors. Supporting company will also be acknowledged in the Final Program and other Academy publications.
Q. Hotel Key Cards
$30,000

Hotel Key Cards are distributed to registrants for entry into their hotel room upon check-in at the 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 Academy.

Support: Sole supporter.
Recognition: Supporting company’s logo appears on front of the key card in four-color along with the Academy logo. Supporting company will also be acknowledged in the Final Program and other Academy 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 will use the folder to carry their meeting tickets throughout the week.

Support: Sole supporter.
Recognition: Supporting company receives a credit line with name and logo placed on the mailer along with the Academy logo. Supporting company will also be acknowledged in the Final Program and other Academy publications.

S. Airline Kiosks (NEW)
$20,000

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 receives recognition on signage for the airline kiosks. Supporting company will also be acknowledged in the Final Program and other Academy publications.
Communications

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

This publication is mailed after the 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 Final Program and other Academy publications.

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

This publication is mailed prior to the 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 Final Program and other Academy 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 Academy members and the media who report on dermatology. The AAD Press Office hosts approximately 100 representatives of consumer and trade media from all over the world at the Annual Meeting. The buffet luncheon, held in the Press Office on Saturday, provides an opportunity for the Academy 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 receives signage at the entrance of the busy AAD Press Office and additional signage on Saturday near the Media Appreciation Luncheon. Supporting company may also come to the Media Appreciation Luncheon to network with the media. Supporting company will be acknowledged in the Final Program and other Academy publications.

Networking

W. Guest Speaker
$30,000

The Guest Speaker at the Academy’s Annual Meeting presents during the Plenary Session on Sunday morning for 30 minutes. The Guest Speaker will be Johnny Bench, Baseball Player Hall of Fame. 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 receives signage at the entrance of the Plenary Session and will also be acknowledged in the Final Program and other Academy 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 Academy. The event provides an evening of food, fun, and networking with colleagues and AAD leadership. It is held in conjunction with Reception Row at the Annual Meeting.

Support: Sole supporter.

Recognition: Supporting company receives signage at the reception, and five representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Final Program and other Academy publications.
Y. Leadership and Mentoring Reception  
* $15,000*

Approximately 600 Academy 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 Academy leaders and connect with their colleagues in a relaxed setting. Invitees include: Academy 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 receives signage at the reception, and two representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the *Final Program* and other Academy publications.

Z. 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 Academy of Dermatology officers, Board of Directors, other Academy leaders and early career dermatologists. The event is held at the Academy’s Annual Meeting.

**Support:** Sole supporter.

**Recognition:** Supporting company receives signage at the event, and two representatives from the supporting company may attend the breakfast. Supporting company will also be acknowledged in the *Final Program* and other Academy publications.

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Non-CME Promotional Information Programs (PIPs)

AA. Non-CME Promotional Information Programs (PIPs)  
* $35,000*

The Academy is offering companies the right to hold a Promotional Information Program (PIP). There will be a number of PIPs available on different evenings during the Annual Meeting. These are non-CME on-label programs. The Academy 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. PIPs 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 Non-CME Promotional Information Programs Application for complete list of opportunities and recognition at [www.aad.org/ampipapplication](http://www.aad.org/ampipapplication).
Booth Events

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

Booth events may be conducted on behalf of approved Academy programs. These booth events are hosted by a supporting company, and must be approved by and coordinated with the Academy’s Community, Corporate and 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 Academy program chosen by the booth event host.

Support: Sole or multiple supporters.

Recognition: Supporting company will be acknowledged in Academy publications.
II. Summer Academy Meeting 2016

Summer Academy Meeting is the second largest Academy dermatologic scientific meeting during the year and provides quality education for dermatologists. Summer Academy Meeting 2016 will take place in Boston, MA from July 28-31, 2016. The meeting historically hosts approximately 3,000 registrants, 1,600 of whom are medical personnel. The Academy is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

The Academy encourages efforts that help dermatologists meet their educational and informational needs. Academy 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 Summer Academy Meeting. For more information on resident opportunities, please see page 39.

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### Past Summer Academy Meeting Attendance

<table>
<thead>
<tr>
<th>Summer Academy Meeting 2014 (Chicago, IL)</th>
<th>Summer Academy Meeting 2013 (New York, NY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician .................................................. 1,356</td>
<td>Physician .................................................. 1,510</td>
</tr>
<tr>
<td>Resident/Medical Student/Applicant for Membership ... 315</td>
<td>Resident/Medical Student/Applicant for Membership ... 432</td>
</tr>
<tr>
<td>RN/NP/PA/Office Staff ................................. 101</td>
<td>RN/NP/PA/Office Staff ................................. 111</td>
</tr>
<tr>
<td>Spouse/Guest ............................................... 177</td>
<td>Spouse/Guest ............................................... 241</td>
</tr>
<tr>
<td>Press .......................................................... 18</td>
<td>Press .......................................................... 32</td>
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<tr>
<td>Exhibitor Reps ......................................... 837</td>
<td>Exhibitor Reps ......................................... 917</td>
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<td>Adjunct, Non Member-Non Physician ............... 74</td>
<td>Adjunct, Non Member-Non Physician ............... 110</td>
</tr>
<tr>
<td><strong>Total ....................................................... 2,878</strong></td>
<td><strong>Total ....................................................... 3,353</strong></td>
</tr>
</tbody>
</table>

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### Resident Programs

#### A. Residents’ Reception

$15,000

Approximately 300 residents are invited to the Residents’ Reception. Academy 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 receives signage at the reception, and two representatives from the supporting company may attend the reception. Supporting company will also be acknowledged in the Final Program and other Academy publications.
Continuing Professional Development

B. E-Posters Exhibit Area
$35,000

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

Support: Sole supporter.

Recognition: Supporting company receives signage in the e-Poster Exhibit area, company logo appears on the log-in screen of each computer and on the Summer Academy Meeting e-Posters section of the Academy’s website. Supporting company will also be acknowledged in the Final Program and other Academy publications.

Meeting Enhancements

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 incorporated into the SSID when attendees go to access the WiFi (e.g. AADWIFIBYCOMPANY, AAD16AMWIFIBYCOMPANY, 16AMWIFIBYCOMPANY, etc. to be mutually agreed upon). Supporting company will also be acknowledged in the Final Program and other Academy publications.

D. Mingle Zone
$25,000

The Mingle Zone is a specially-designated area or areas in the meeting facility with computer terminals, where registrants have the opportunity to retrieve and leave messages for other meeting attendees, along with the ability to access e-mail while attending the Summer Academy Meeting. The area is also equipped with general seating where meeting attendees may use their laptop computers to access the Internet. Subject to Academy approval, the supporter may supply items such as mouse pads, which display the supporter’s logo, at its own expense.

Support: Sole supporter.

Recognition: Supporting company’s logo is placed on the computer monitors and on signage in the Mingle Zone. Supporting company will also be acknowledged in the Final Program and other Academy publications.
Informational / Meeting Resources

E. Attendance Verification Monitors (NEW)  
$20,000

A series of computer terminals located throughout the major traffic areas of the meeting. These terminals will be utilized by Medical and Allied Health Personnel to verify their attendance at the meeting. These terminals will remain operational onsite during the entire meeting.

**Support:** Sole supporter.

**Recognition:** Supporting company receives recognition on signage for the attendance verification monitors. Supporting company will also be acknowledged in the Final Program and other Academy publications.

F. Advance Registration Mailer  
$10,000

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

**Support:** Sole supporter.

**Recognition:** Supporting company receives a credit line with name and logo placed on the mailer along with the Academy logo. Supporting company will also be acknowledged in the Final Program and other Academy 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 suit 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 name and logo appears on the front panel of the pocket guide. Supporting company will also be acknowledged in the Final Program and other Academy publications.
H. 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, 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-Pads with all the tools 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 Final Program and other Academy 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 Academy 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 Academy logo. Supporting company will also be acknowledged in the Final Program and other Academy publications.

Networking

J. Guest Speaker
$30,000

The Guest Speaker at the Summer Academy 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 receives signage at the entrance of the Plenary session and will also be acknowledged in the Final Program and other Academy publications.
K. Leadership and Mentoring Reception

$15,000

Approximately 600 Academy 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 Academy leaders and connect with their colleagues in a relaxed setting. Invitees include: Academy 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 receives signage at the reception, and two representatives from supporting company may attend the reception. Supporting company will also be acknowledged in the Final Program and other Academy publications.

Non-CME Promotional Information Programs (PIPs)

L. Non-CME Promotional Information Programs (PIPs)

$15,000

The Academy is offering companies the right to hold a Promotional Information Program (PIP). There will be a number of PIPs available on different evenings during the Summer Academy Meeting. These are non-CME on-label programs. The Academy 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. PIPs 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 Non-CME Promotional Information Programs Application for complete list of opportunities and recognition at www.aad.org/sampipapplication.

Booth Events

M. Host a Booth Event at the Summer Academy Meeting

Various Dollar Amounts

Booth events may be conducted on behalf of approved Academy programs. These booth events are hosted by a supporting company, and must be approved by and coordinated with the Academy’s Community, Corporate and 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 Academy program chosen by the booth event host.

Support: Sole or multiple supporters.

Recognition: Supporting company will be acknowledged in Academy publications.
III. Regional Meetings

A. Essentials of Cosmetic Dermatology Reception and Exhibit Opportunity (NEW) $25,000

Essentials of Cosmetic Dermatology is an educational course focused on addressing and closing cosmetic dermatology gaps in residency training and to increase dermatology residents’ knowledge, competence and performance in cosmetic dermatology. The course is designed for dermatology residents in need of training in cosmetic dermatology beyond what is available in residency training programs. We anticipate 125 attendees at the course. The course is tentatively scheduled for October 22-23, 2016 in a suburb close to Chicago’s O’Hare Airport. The reception will occur on the evening of the first full-day of the course, October 22.

Support: Multiple supporters.

Recognition: Supporting companies receive signage at the reception, may have a table top display, and may have two representatives from supporting company attend the reception to network with attendees. Supporting companies will also be acknowledged in Academy publications.

B. Essentials of Medical Dermatology Reception and Exhibit Opportunity (NEW) $25,000

Essentials of Medical Dermatology is an educational course designed to provide practical medical dermatology information to residents in dermatology training programs as well as practitioners who see patients with medical dermatologic problems. Topics will include treatment and care of patients with psoriasis, eczema, acne, atopic dermatitis, blistering diseases, and collagen vascular diseases. Particular attention will be paid to drug interactions and setting up a practice in medical dermatology. We anticipate 125 attendees at the course. The course is tentatively scheduled for August 19-21, 2016 in a suburb close to Chicago’s O’Hare Airport. The reception will occur on the evening of the first full-day of the course, August 19.

Support: Multiple supporters.

Recognition: Supporting companies receive signage at the reception, may have a table top display, and may have two representatives from supporting company attend the reception to network with attendees. Supporting companies will also be acknowledged in Academy publications.
IV. Practice Management

A. Quality Improvement for Clinical Practice (NEW)
   $55,000 per year

Quality Improvement (QI) is a growing topic of discussion and expectation of providers across the house of medicine. To better support the Academy members needs for QI resources, to further service members who wish to implement QI in their practice, and to facilitate expanding the culture of QI in both practice and publication, the Academy desires to build a comprehensive QI resource center for clinical practice.

The Academy quality improvement platform will allow facilitated and relevant data collection for both regulatory reporting and QI in practice. Bringing this data to a provider will allow for the idea of and tailored needs for QI to be identified. The platform can then direct providers to the QI resource center for direction on actually improving. This piece supports a two-prong system:

1) Quality Improvement Innovation Award
   A member who wishes to embark on innovative QI will submit for funding of the project. This will be supported through an online application hosted on the Academy’s QI resource center webpage and would include a rolling submission deadline. The resulting project and/or idea will be shared in the Dermatology QI Idea database and potentially become a template project for other dermatologists. The goal is to be able to provide resources to a provider who would not otherwise be able to implement an innovative QI project in their practice, to improve patient care within their practice, and to bring QI ideas to the dermatology community. Up to ten $5,000 awards are anticipated to be distributed.

2) Young Dermatologists Quality Improvement Innovation Award
   Residents who complete QI can submit their project findings to the Academy for a “Young Dermatologists Quality Improvement Innovation Award” which will provide a stipend for travel and presentation of said project. This will be supported through an online application hosted on the Academy’s QI resource center webpage and will include an annual submission deadline. The resulting presentation will be shared with residency programs and in the Dermatology QI database. The goal is to provide an incentive for residents to pursue meaningful QI projects which will engage them in the culture of QI and hopefully lead to increased publications of QI work. Up to two $2,000 awards are anticipated to be distributed.

Support: Sole or multiple supporters.

Recognition: Supporting company will be recognized on the QI materials at Annual/Summer Academy meetings, as well as continually on the QI area of the Academy’s website. Supporting company will be recognized on the web-based application and portal.
B. *Derm Coding Consult* Newsletter Subscription

$45,000

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.

*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.

**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.
V. Professional Resources / Publications

A. Aspire Magazine (NEW)

Sole support: $150,000 annual
Multiple supporters: $37,500 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 Academy, with its wealth of programs and services; and recognize those who support our mission through donations and volunteerism. Aspire has a circulation of 17,000 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 (NEW)

$150,000

The American Academy of Dermatology 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 Academy 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 Academy in decision-making. Current leaders of the Academy 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 2015 for a Fall 2016 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 Academy’s website. Supporting company will be recognized in other Academy 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/LVN, medical assistants, and others in the nursing profession. DW, the official magazine of the Academy, 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 Academy, 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 Academy, 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 American Academy of Dermatology. 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 Academy’s website.

H. AAD Cochrane Scholarship Award (NEW)
$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 Academy 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 Academy’s website. Supporting company will be acknowledged in Academy publications.
VI. Leadership Institute

The American Academy of Dermatology believes that 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 Academy will need the philanthropic support of generous individuals and organizations that share the Academy’s vision of leadership in dermatology.

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

A. Leadership Forum

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

The annual Leadership Forum is an intense, interactive weekend forum designed to educate and inspire early career 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, 101 and 201. The Leadership Forum 101 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 is scheduled to held in April 2016 in Oak Brook, IL. The 50 participants in this event come from a variety of practice settings and are selected through an application process. Networking with Academy leaders throughout the weekend is an important component of this event, and the Academy’s Board, Officers and some committee members are in attendance.

The Leadership Forum 201 program is designed specifically to address the needs of mid-career physicians. This program is run concurrently with the AAD’s Leadership Forum and attendees are divided into a Practice Track or an Advocacy Track. 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, participants will have the opportunity to meet and network with Academy leaders and colleagues from across the country throughout the weekend.

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 Academy publications. Two representatives from supporting company are invited to attend the Leadership Forum.
B. Mastery Course in Leadership Development
$115,000

The Mastery Course in Leadership Development is offered via 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 Academy. The retreat takes place at the Center for Creative Learning (CCL) in Colorado Springs. Each participant receives three follow-up coaching sessions. The retreat dates are to be determined for 2016. By invitation only (including to Board members, council chairs and members of the Leadership Development Steering Committee and Leadership Advisory Board), there are approximately 16 participants annually. 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 Academy 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 Annual and Summer Academy 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 Academy 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 1st - 4th 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 Academy correspondence to award recipient and on the web-based application and portal on the Academy’s website. Supporting company will also be acknowledged in Academy publications.
VII. Public Education

A. Public Education/Awareness Campaigns

$100,000 minimum (plus varying fees depending on program elements)

The Academy 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 Academy and its industry supporters. The Academy 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 Academy coordination of and member communication about the program. Individual program elements are an additional expense. Other Academy 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 Keratoses, 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 an educational grant from [supporting company’s name].”
B. 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 printed or electronic patient education pamphlet. Each year, Academy members distribute millions of Academy pamphlets to patients through their offices. The Academy also distributes pamphlets in response to public inquiries through the Academy’s website (www.aad.org) and the toll-free referral line (1-888-462-DERM).

With content solely developed by 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, inclusion of your company logo on the back cover or final web page 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 Academy public education tools, such as a condition-specific awareness campaign and/or a Dermatology A to Z condition on the Academy’s website. If both a pamphlet (printed and electronic) and a condition on Dermatology A to Z on www.aad.org are supported, recognition of both items would appear on the pamphlet and on the Dermatology A to Z condition pages.

Support: Sole or multiple supporters (two).

Recognition: The following language is used on the back cover of the printed pamphlet and on the final web page of the electronic pamphlet with supporting company logo in color: “Supported by (company logo in color).” Supporting company will be mentioned in various Academy 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

**Common Dermatologic Conditions**
- Scabies
- Seborrheic Dermatitis
- Seborrheic Keratosis
- Tinea Versicolor
- Vascular Birthmarks
- Vitiligo
- Warts

**Cosmetic Surgery Topics**
- Chemical Peeling
- 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

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

**Sun Reaction Topics**
- Allergic Contact Rashes
- Dry Skin and Keratosis Pilaris
- Eczema/Atopic Dermatitis
- Poison Ivy, Oak & Sumac
- Hives (Urticaria)

**Viral Disease Topics**
- Genital Warts
- Herpes Simplex
- Herpes Zoster (Shingles)
- Molluscum Contagiosum
- Sexually Transmitted Infections (STIs)

**Sun Protection Topics**
- Actinic Keratosis
- Atypical Nevus
- Basal Cell Carcinoma
- Dangers of Tanning
- Melanoma
- Mohs Surgery
- Skin Cancer
- Squamous Cell Carcinoma
- Sun Protection for Children
- Sunscreens & Sun Protection
- The Sun & Your Skin
- Vitamin D
C. **Website Support: Dermatology A-Z: Diseases and Conditions A to Z**

$20,000 per year, per condition

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

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

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

Dermatology A-Z: Diseases and Conditions A to Z can be complemented by supporting other Academy public education tools such as public awareness campaigns, videos, and pamphlets.

**Support:** Multiple supporters for Dermatology A-Z section of site; sole support for a condition.

**Recognition:** The supporting company will receive a monthly report 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 A-Z condition. The supporting company has the option of including links to its non-branded and branded websites on the supported pages.

D. **Key Messages Booklet (NEW)**

$40,000

The Key Messages booklets are created biannually (next available printing is in 2016) and distributed to all U.S. Academy members to support their efforts to educate the public about the specialty of dermatology. The booklets contain the most up-to-date evidence-based information on common dermatologic conditions, as well as tips for media interviews. The Key Messages also are posted to the Academy’s website so that members have immediate 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: “Printing and distribution supported by (company logo).” In addition, the supporting company will be recognized in the cover letter that is sent to more than 10,500 Academy members with the booklet and in other Academy publications as appropriate. Supporting company will be acknowledged in Academy publications.
VIII. Humanitarian Programs

A. Resident International Grant Program

$60,000

The Academy 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 Academy 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 Academy’s website. Supporting company will be acknowledged in Academy 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 Academy’s International Leadership Strategic Initiative. Five grants (ranging from $2,500 - $7,500) 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 Academy’s website. Supporting company will be acknowledged in Academy publications.

C. Native American Health Service Resident Rotation

$7,000

Through the Native American Health Services Resident Rotation, Academy 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 Academy’s website on the Academy’s website. Supporting company will be acknowledged in Academy publications.
D. **AAD 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. Participation in AAD Camp Discovery is made possible by contributions from Academy 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 Academy 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. **AAD 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. Academy 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 Academy 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 Academy 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.
F. 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 initiative. 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 Academy 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 Academy 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.
G. AAD SPOT Skin Cancer Program

Various Sponsorship Levels

The Academy’s SPOT Skin Cancer™ initiative strives to create a world without skin cancer. SPOT Skin Cancer™ is the Academy’s signature program to combat the prevalence of skin cancer diagnosis and reduce mortality rates. As skin care experts, the Academy 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 initiative – 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. 307 shade structures have been built shading over 600,000 individuals.

- **SPOTme®**: More than 2.49 million people have received free skin cancer screenings since 1985. In that time, more than 27,000 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 Outdoor Worker Outreach**: Launched in 2014, the program includes several outreach elements designed to educate 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 California, Texas, Arizona and Florida on an annual basis.

- **Play Sun Smart™**: Since 1999, the Academy has partnered with Major League Baseball to raise awareness about skin cancer and offer detection and prevention tips to baseball players, team staff and fans. Through Play Sun Smart™, more than 31,000 individuals were screened overall.

- **Public Awareness**: The Academy’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.
H. Skin Cancer, Take a Hike! Sponsorship
Various Sponsorship Levels

In 2014, Dr. Ellen Marmur, having had her own personal battle with skin cancer, partnered with the American Academy of Dermatology (AAD) to educate the public about skin cancer prevention and detection in a visible way by hiking up Mt. Kilimanjaro in July 2014 with 10 friends. Her successful launch of Skin Cancer, Take a Hike!™ raised funds for the AAD’s SPOT Skin Cancer™ campaign. AAD’s Skin Cancer, Take a Hike!™ earned national media attention, reaching hundreds of thousands of people through newspaper, radio, magazine and online coverage.

AAD is pleased to launch the 3rd Annual Skin Cancer, Take a Hike!™ event to benefit the SPOT Skin Cancer™ campaign. We are expanding to hold the Hike in markets across the nation. Hikers will hike trails around lakes, over hills and up mountains. Each hike will have teams 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.

Skin Cancer, Take a Hike!™ is a participant-driven fundraising event, attracting adults and families who are active in outdoor activities and excited to promote sun safety and skin cancer awareness. Hikers register in advance, then solicit donations from friends and family using a personal fundraising page on www.aad.org/SCTAH. They are supported in their endeavors by regular coaching emails from AAD staff, and a suite of fundraising tools and resources.

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.

I. President’s Gala Sponsorship
Various Sponsorship Levels

In its fourth year, the Academy’s President’s Gala will recognize AAD president, Mark Lebwohl, MD, FAAD’s governance and leadership over the last year. As the premier Academy 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 2016 President’s Gala will support the Camp Discovery program and other programs/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 Academy’s Annual Meeting. The event will be held during the evening of Saturday, March 5, 2016, in Washington, D.C.

Support: Multiple supporters.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support.
J. **In-Kind Contributions for the Play Sun Smart™ Program**

*Various Products*

The Play Sun Smart™ program is a public service partnership between the Academy, Major League Baseball, and the Major League Baseball Players Association to raise awareness about the importance of sun safety and the early detection of skin cancer. Through this program, dermatologists volunteer to conduct skin cancer screenings and offer prevention tips to baseball players, coaches, staff and family members. Nearly 2,500 people are screened each year. Each person screened receives a complimentary assortment of consumer products. Product donations are requested in the fall/winter of each year for the upcoming baseball season.

**Support:** Multiple supporters.

**Recognition:** Supporting company will be recognized on the Academy’s website (www.SupportAAD.org) and in other Academy publications as appropriate.
IX. Opportunities for Support Index

A. Index of Opportunities for Residents

*How to Use this Support Index (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.

<table>
<thead>
<tr>
<th>Opportunities for Residents</th>
<th>Dollar Amount</th>
<th>Page Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident Access to Educational Program (at Annual Meeting)</td>
<td>Various Dollar Amounts</td>
<td>5</td>
</tr>
<tr>
<td><em>Dermatology World</em> to Dermatology Residents Subscription</td>
<td>$75,000</td>
<td>25</td>
</tr>
<tr>
<td>Practice Management Symposium for Residents</td>
<td>$75,000</td>
<td>6</td>
</tr>
<tr>
<td>Resident International Grant Program</td>
<td>$60,000</td>
<td>33</td>
</tr>
<tr>
<td><em>Directions in Residency</em> Newsletter Subscription</td>
<td>$45,000</td>
<td>26</td>
</tr>
<tr>
<td>Residents’ Reception (at Annual Meeting)</td>
<td>$35,000</td>
<td>6</td>
</tr>
<tr>
<td>Residents’ Reception – Reception Row (at Annual Meeting)</td>
<td>$35,000</td>
<td>6</td>
</tr>
<tr>
<td>Essentials of Cosmetic Dermatology Reception and Exhibit Opportunity (<em>NEW</em>)</td>
<td>$25,000</td>
<td>21</td>
</tr>
<tr>
<td>Essentials of Medical Dermatology Reception and Exhibit Opportunity (<em>NEW</em>)</td>
<td>$25,000</td>
<td>21</td>
</tr>
<tr>
<td>Residents’ Breakfast (at Annual Meeting)</td>
<td>$25,000</td>
<td>7</td>
</tr>
<tr>
<td>Residents’ Reception (at Summer Academy Meeting)</td>
<td>$15,000</td>
<td>16</td>
</tr>
<tr>
<td>Native American Health Service Rotation</td>
<td>$7,000</td>
<td>33</td>
</tr>
</tbody>
</table>
On behalf of the Academy, its members, and the patients who ultimately benefit from supported activities and contributions,

Thank You!

To receive more information, please contact:

Miriam J. St. Jon, MS
Senior Manager, Corporate and Foundation Relations
American Academy of Dermatology
Phone: (847) 240-1401
Fax: (847) 240-1916
Email: mstjon@aad.org

or

Fran Hackler
Senior Project Specialist, Corporate and Foundation Relations
Phone: 847/240-1437
Fax: 847/240-1916
Email: fhackler@aad.org

Website: www.SupportAAD.org