Global Educational Day of Dermatology at the 2018 AAD Annual Meeting is an opportunity for international societies who are member organizations of the International League of Dermatological Societies (ILDS) to hold an independent educational session the day before the official start of the AAD Annual Meeting on Thursday, February 15, 2018. These unique sessions provide international societies the opportunity to highlight their members’ work and network with fellow dermatologist from around the world.

These sessions may or may not be eligible for continuing medical education credit. Offering such is at the sole discretion of the sponsoring organization.

GENERAL GUIDELINES
The AAD Global Education Day of Dermatology provides an opportunity for international societies of the ILDS to hold an independent educational session to dermatologists attending the Annual Meeting. Each society will be responsible for developing all programming, promotion, advance and on-site registration, and for all program-related expenses not included in the participation fee. Including, but not limited to, speakers, additional audio visual, meeting room re-sets, and catering.

ELIGIBILITY
Confirmed ILDS members are eligible to hold a two (2) or four (4) hour session.

APPLICATION PROCESS
Applications must be received by August 31, 2017, to allow time for approval and ensure inclusion in the Annual Meeting program materials. Due to the extensive planning and logistics required, applications cannot be considered after this date.

• Global Education Day sessions may only be conducted upon approval of the Academy.
• Applications are processed on a first-come, first-served basis. The request requires a 1st, 2nd, and 3rd choice of date. Space is limited for this activity
• Applications will not be accepted from meeting planning or other third-party companies.
• The Academy will notify the society of acceptance of the application, and will provide an assigned time for their program in September 2017.
• IMPORTANT! Full payment of the fee must be received within thirty (30) days of receipt of approval of the application or the Global Education Day Session will be considered to be cancelled and space will be released to another society.
PARTICIPATION FEE & INCLUSIONS

The fee to conduct a Global Education Day (2-Hour or 4-Hour) Session is $2,500 USD.

The above fee includes the following for each Global Education Day session at the San Diego Convention Center:

- Crescent seating for up to 100 people
- Head table for 4ppl (on a riser, if applicable)
  *Room set can be changed at presenting societies’ expense
  One (1) sign – Placed outside the session room
- One (1) six-foot table and 2 chairs – Placed outside the session room
- A/V Equipment:
  - Podium and microphone
  - One (1) table top microphone on head table
  - One (1) 5500 lumen LCD projector
  - One (1) 16:9 wide format screen
  - One (1) Digital Signal Distribution Kit
  - One (1) speaker timer
  - One (1) Lenovo T520 15” laptop at AV technicians table
  - One (1) Presentation Assistance Kit (includes a mouse and keyboard at the podium for the presenters)
  - One (1) confidence monitor at the podium
  - One (1) audio visual technician to assist with session logistics
  *Additional A/V may be ordered at presenting societies’ expense
- Global Education Day Session promotion on the AAD 2018 Annual Meeting website that includes:
  - Date
  - Time
  - Title
  - Link to each society’s website or a PDF, including program & registration information. **NOTE:** Attendees must register through the respective society’s website, not through the AAD.
PARTICIPATION FEE & INCLUSIONS (continued)

- The AAD will send out email blasts promoting the Global Education Day to AAD members. The email will be comprised of information regarding the Global Education Day, including a list of each society’s session title, time, and a link to each society’s educational session information. The society is responsible for providing the AAD with a link to their website or a PDF that will include program & registration information. If the link or PDF is not provided by October 13, 2017 the society forfeits this opportunity.

- As part of the agreement to hold a session, each international society will receive the complimentary use of one AAD mailing list. Click here for Membership Mailing Lists Information.

  *NOTE: All mailings must first be approved by the AAD prior to mailing.*

- As part of the agreement to hold a session, each international society will receive the complimentary use of one advance registrant mailing list (available approximately 3 weeks prior to the Meeting). Click here for Attendee/Member Mailing Lists information.

  *NOTE: All mailings must first be approved by the AAD prior to mailing.*

**Note:** The retail value of the Global Education Day package is over $5,700.

**CANCELLATION POLICIES**

Cancellations are accepted in writing only and should be directed to: Debra Barret, AAD Senior Meetings Manager, at dbarrett@aad.org.

- For cancellations received and acknowledged on or before 5:00pm Central Standard Time, December 15, 2017, **no fees will be incurred**.

- For cancellations received and acknowledged between December 15, 2017 and 5:01pm Central Standard Time and 5:00pm Central Standard Time, January 16, 2018, there will be a **25% ($625 USD) cancellation fee**.

- For cancellations received and acknowledged on or after 5:01pm Central Standard Time, January 16, 2018, **the $2,500 fee will be forfeited**.
AAD Global Education Day of Dermatology
(formerly International Day)
Policies & Guidelines

SCHEDULE
All Global Education Day sessions will take place in the San Diego Convention Center the day before the 2018 AAD Annual Meeting, on Thursday, February 15, 2018. Sessions will be available for either 2 hours or 4 hours in length. Set-up time will be 45 minutes prior to the start time of the session.

*AVAILABLE TIMES:

Thursday, March 2
8:00 am to 10:00 am (2 hours)
10:00 am to 12:00 pm (2 hours)
8:00 am to 12:00 pm (4 hours)
1:00 pm to 3:00 pm (2 hours)
2:00 pm to 6:00 pm (4 hours)
4:00 pm to 6:00 pm (2 hours)

*NOTE: Times will be assigned to societies on a first-come, first serve basis.

AAD PROMOTION OF GLOBAL EDUCATION DAY:
In an effort to assist societies with promoting & building attendance for their session, a link from the 2018 AAD Annual Meeting website to each society’s Web page detailing the program information will be provided. In addition, societies may wish to consider other additional advertising and marketing opportunities. They can be found at: https://www.aad.org/about/advertise-with-aad/other-opportunities/aad-mailing-lists. These promotional activities are in addition to the COMPLIMENTARY mailing lists available to you by the AAD as noted in the PARTICIPATION FEE AND INCLUSIONS section.

SOCIETY PROMOTION
International societies may promote their sessions by any of the aforementioned means, as well as, display and/or distribute flyers, meeting agenda & materials, from their designated table located immediately outside of the meeting room where their session is being conducted. Flyers, promotional items, etc. may not be distributed from any other part of the meeting facility.

REQUIRED DISCLAIMERS
The following statement should appear on any promotional material:
"The content of this session and opinions expressed by presenters are those of the respective presenting society or presenters and do not represent an endorsement by, nor imply that the session content has been evaluated or approved by the American Academy of Dermatology."
REQUIRED DISCLAIMERS (continued)
Promotional materials of any kind may not use the Academy’s logo, meeting graphics, or name/mention the American Academy of Dermatology (AAD) or the Annual Meeting. Wording such as “presented in conjunction with,” “preceding” or “prior to the Academy Meeting” is prohibited. The only exception is that presenting Society may reference “[Society Name] Global Education Day Session, [Date, Time] in the San Diego Convention Center at the Annual Meeting.” These rules apply to materials developed for use before, during, and after the Annual Meeting.

MEETING PROGRAM:
The creation of each society’s session program and content is the responsibly of the society directly. The AAD will include all society meetings in the Annual Meeting Advance Announcement. This listing will only include the society name. The AAD will include more detailed information on the AAD Annual Meeting website and on the Annual Meeting Mobile App. This listing will include the society name, session title, location and time for each session. Also included will be a link to the Society’s website or a PDF of their program including information on how to register, if received by October 14, 2017.

NEW this year, if your society is interested in partnering with another society in programming, please indicate so on the submission form. The AAD will then assist in facilitating initial communications between interested societies. The AAD will not be responsible for your programing, organizing, registration, etc.

Live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. Over The Counter (OTC) cosmetics and non-prescription skin care products may be demonstrated.

OWNERSHIP OF COPYRIGHT FOR CONTENT OF GLOBAL EDUCATIONAL DAY EDUCATIONAL SESSION PRESENTATIONS:
Copyright of the content presented at the Global Education Day of Dermatology shall be owned by the individual society’s Presenter(s) with all rights intact. The Global Education Day of Dermatology session presenter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Global Education Day of Dermatology program.

REGISTRATION AND HOUSING FOR THE 2017 AAD ANNUAL MEETING:
Attendees, speakers and guests of your society’s session are NOT REQUIRED to be registered for the AAD Annual Meeting; however, the AAD encourages everyone to register and stay for the Annual Meeting. AAD Annual Meeting registration information can be found at www.aad.org/meetings. In order to receive discounted housing rates, individuals must be registered for the 2018 AAD Annual Meeting.
RESPONSIBILITIES:
The following are the responsibilities of the Society and the AAD in preparation and execution of the Global Education Day of Dermatology at the 2018 AAD Annual Meeting.

<table>
<thead>
<tr>
<th>ACTIVITY/ACTION</th>
<th>SOCIETY RESPONSIBILITY</th>
<th>AAD RESPONSIBILITY</th>
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<tbody>
<tr>
<td>Session Pre-Registration and Onsite Registration (if required)</td>
<td>X</td>
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<td>Session program Contents and print materials</td>
<td>X</td>
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<td>Payment for program-related expenses not included in the participation fee</td>
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<td>(including but not limited to additional audio visual, Food and beverage, room</td>
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<td>set/turns)</td>
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<td>Funds are payable in USD Only.</td>
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<tr>
<td>Onsite session staffing and coordination</td>
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<tr>
<td>Coordination of meeting event order with detailed requirements</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Venue &amp; Room Assignment</td>
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<td>Session signage (1 per meeting, outside room)</td>
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<td>Submission of Meeting Event order &amp; guarantee to venue</td>
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<td>Society to provide AAD a link to website or PDF outlining program and</td>
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<td>registration information</td>
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<td>Society listing on AAD’s Annual Meeting Website</td>
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TERMS AND CONDITIONS
Presenting Societies agree to abide by all terms, policies, and guidelines as outlined in the AAD Global Education Day of Dermatology Terms & Guidelines and the AAD Annual Meeting.

For More Information, Contact:
Debra Barrett, CMP
Senior Manager, Meetings and Conventions
American Academy of Dermatology
Phone: 847/240-1477
Fax: 847/330-1090
Email: dbarrett@aad.org