



**AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION**

# **2020 Corporate Partnership Opportunities**

*Revised 8.08.2019*

**For the most up-to-date  
opportunities, please contact:**

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# I. 2020 AAD Annual Meeting

The American Academy of Dermatology (AAD) Annual Meeting, the largest dermatologic scientific meeting in the world, provides quality education for dermatologists. The AAD Annual Meeting averages 18,000 registrants, approximately 10,000 of whom are medical personnel. **The 2020 AAD Annual Meeting is scheduled to take place in Denver, Colorado from March 20<sup>th</sup> to 24<sup>th</sup>.** The AAD is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

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

The following are programs and activities that support the AAD Annual Meeting.

## Past AAD Annual Meeting Attendance

2019 AAD Annual Meeting (Washington, D.C)	2018 AAD Annual Meeting (San Diego, CA)
Physician.....6,325	Physician.....6,311
Resident/Medical Student/Applicant for Membership...3,078	Resident/Medical Student/Applicant for Membership...3,329
RN/NP/PA/Office Staff.....249	RN/NP/PA/Office Staff.....213
Scholarship Recipients.....121	Scholarship Recipients.....106
Day Passes.....26	Day Passes.....23
Spouse/Guest.....392	Spouse/Guest.....515
Press.....104	Press.....92
Exhibitor Reps.....6,254	Exhibitor Reps.....6,418
Adjunct, Non Member-Non Physician.....1,887	Adjunct, Non Member-Non Physician.....1,823
<b>Total .....18,436</b>	<b>Total .....18,830</b>

## Resident Programs

### A. Resident Access to Education Program

#### *Various Amounts*

This program ensures that over 1,000 residents in dermatology who will complete their residencies in 2020, 2021 and 2022 benefit from attending the sessions and activities at the Annual Meeting, as well as the Life After Residency: A Toolkit for Success Program held on Thursday. Residents can supplement their education in sessions led by the experts in dermatology at the AAD Annual Meeting. They are exposed to the latest research and gain knowledge and skills that cannot be found in the classroom. All of this helps prepare participating residents for life beyond the classroom and provides them for the best possible start in the field of dermatology. AAD residents are extremely grateful for the opportunity to attend the largest dermatologic scientific meeting in the world.

**Support:** Multiple supporters.

**Recognition:** Based on level of support/sponsorship (additional details are available).

## **B. Life After Residency: A Toolkit for Success Program**

*\$25,000 minimum per supporter*

Preceding the AAD Annual Meeting, the Life After Residency: A Toolkit for Success Program is a half-day program, held on Thursday, offered to residents who will complete their residencies in 2020 and 2021. This course focuses on transitioning to practice. Following the program, attendees should be able to recognize different types of dermatology practice models, negotiate contracts for both academic and private practice settings, identify ways to maintain financial and mental health while entering the workforce, and develop strategies to succeed in the first five years of practice. Typically, approximately 200 residents participate.

**Support:** Multiple supporters.

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

## **International Programs**

### **C. Registration Scholarships Program**

*\$60,000*

The AAD's International Affairs Committee offers attendance scholarships to international dermatologists to encourage their participation at the Academy's Annual Meeting. Dermatologists from all countries (except for the U.S. and Canada) are eligible to apply. Recipients receive complimentary meeting registration and admission to one ticketed half-day course at the AAD's meeting. Applicants must be dermatologists and endorsed by their national dermatologic society. A maximum of two scholarships are awarded for each country. These scholarships increase the quality of dermatologic education, disseminate research throughout the world, and provide educational opportunities to international dermatologists.

**Support:** Sole supporter or multiple supporters.

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

#### D. International Member Reception

\$35,000

Hosted on Friday by the International Affairs Committee to welcome international members to the AAD Annual Meeting, the reception provides an excellent opportunity for AAD members from around the world to congregate and build valuable professional relationships with their colleagues and AAD leadership. The reception is attended by approximately 350-400 members.

**Support:** Sole supporter.

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

#### E. International Scholarship Reception and Dinner

\$35,000

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

**Support:** Sole supporter or multiple supporters.

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

### Continuing Professional Development

#### F. E-Posters Exhibits

\$25,000 *minimum per supporter*

This area features the web-based electronic posters (e-Posters), which are displayed on monitors for viewing by all meeting registrants. Additionally, live presentations are given in mini classrooms by authors of select posters. A **fully-searchable e-Poster site is hosted at AAD.org** and is available for one year following the meeting.

**Support:** Multiple supporters.

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

## Meeting Enrichments

### G. Wi-Fi (at the Convention Center)

\$85,000

All attendees are expected to use on-site Wi-Fi, a crucial element to their meeting experience. Your support allows attendees to enjoy wireless internet throughout the convention center. At the 2019 Annual Meeting, approximately more than 14,000 wireless devices connected to the internet.

**Support:** Sole supporter.

**Recognition:** Supporting company's name is featured prominently in the SSID when attendees go to access the WIFI (e.g. AADWIFIBYCOMPANYNAME, etc. to be mutually agreed upon) at the Convention. The SSID may be limited for readability. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### H. Wi-Fi (at the Main Hotel)

\$25,000

Attendees in the main hotel are expected to use on-site Wi-Fi, a crucial element to their meeting experience. Your support allows attendees to enjoy wireless internet throughout the main hotel. At the 2019 Annual Meeting, approximately more than 4,000 wireless devices could connect to the main hotel internet.

**Support:** Sole supporter.

**Recognition:** Supporting company's name is featured prominently in the SSID when attendees go to access the WIFI at the main hotel (e.g. AADWIFIBYCOMPANYNAME, etc. to be mutually agreed upon). The SSID may be limited for readability. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

## I. E-Centers

\$75,000

This includes sponsorship of the Meeting's e-Centers in both the AAD's Connection/Networking Lounge and in the Registration area. The *Connection* area has an e-Center with computer/internet stations where registrants can access the internet, claim CME, vote in the AAD election, and access their airline information. The area is equipped with comfortable seating, where meeting attendees may use their laptop computers to access the Internet and stations with built-in electrical outlets where attendees may recharge their devices. This area is ideal for general networking among meeting attendees.

There is an additional e-Center in a specially-designated area located in or near the registration area (open Saturday through Tuesday of the Meeting).

**Support:** Sole supporter.

**Recognition:** Sole supporter includes the supporting company's logo placed on the internet stations in the e-Centers in the AAD's Connection/Networking Lounge and in the Registration area.

Subject to AAD approval, the supporter may supply items displaying the supporter's logo, such as mouse pads, at their own expense. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

## J. Mobile App for Annual and Summer Meetings

\$100,000

Be the sole sponsor of the new and improved mobile app for the AAD Annual and Summer Meetings and capture the attention of thousands of leading dermatologists and other medical personnel before, during, and after the meetings by supporting this opportunity. Attendees will access session schedules, general information, attendee listings, exhibitor listings, speaking listings, session evaluations, Continuing Medical Education (CME) courses, facility maps, and much more. The app includes an iOS version and Android version.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged with name, logo, and booth # on the navigation page which appears each time an attendee launches the app (i.e. "*Mobile App sponsored by [Company Logo/Company Name]. Visit Booth #\_\_*"). Additionally, a tile (company logo) with a listing of "Mobile App Sponsor" can take viewers to the supporting company's website. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### **K. Pens for Annual and Summer Meetings (limited availability)<sup>1</sup>**

\$40,000

With sponsored pens, your company's name and logo is placed in the hands of every attendee. Colors are determined based upon the AAD's Meeting branding color scheme.

**Support:** Sole supporter.

**Recognition:** Supporting company's name and logo, combined with the AAD and/or meeting logo is printed on the pen. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### **L. Dialogues in Dermatology Recording Studio**

\$20,000

The *Dialogues in Dermatology* recording studio is a designated area at the convention center that provides AAD the opportunity to record on various topics for future issues of *Dialogues in Dermatology*. Some topics we may want to cover at the meeting include psoriasis, acne, melanoma, inflammatory skin disease, pediatric skin surgery, systemic therapies, dermatopathology, chronic urticaria, pediatric dermatology, skin cancer – surgical / cosmetic / treatment, and hyperhidrosis. While the studio will remain in place through Monday, recordings will occur Friday through Sunday.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in signage with company logo for the *Dialogues in Dermatology* recording studio and along the smart panels of the recording studio. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### **M. Be Well Lounge**

\$20,000

Professional massage therapists provide an upper body massage on a special massage chair. Stationed in a very high-traffic location, Annual Meeting attendees enjoy the respite this Lounge offers. Therapists relax the classic tension areas of the neck, back, shoulders and arms and help attendees feel more welcome, appreciated, refreshed, alert and energized. Foot Massage Stations are available in the waiting area.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged in signage at the *Be Well* Lounge location. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications. Subject to AAD approval, the supporter may supply at its own expense shirts for massage staff to wear and/or bottled water displaying the supporter's logo (must be ordered through the Convention Center's catering department).

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<sup>1</sup> The AAD follows the Council of Medical Specialty Societies (CMSS) Code for Interactions with Companies. As such, this opportunity is not available for sponsorship to companies/for-profit entities that develop, produce, market or distribute drugs, devices, services or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions.

## **N. Nursing Mother's Room**

\$15,000

The Nursing Mother's Room is a designated area at the convention center that provides a private, discreet, secure, clean space for nursing mothers.

**Support:** Sole supporter.

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

## **Informational Resources**

### **O. Meeting Concierge Program**

*Sole Support: \$50,000*

*Level A: \$35,000 (includes logo on concierge information booth)*

*Level B: \$25,000 (includes logo on concierge vests)*

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

**Support:** Sole supporter or multiple supporters.

**Recognition:** Sole support includes Level A and Level B recognition with supporting company's logo placed on the concierge information booths and vests.

Multiple supporters include logo placement as listed above. Sole supporter or multiple supporters are also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### **P. Pocket Guide**

\$40,000

This informative guide featuring a condensed schedule of the educational program is a quick reference tool small enough to fit in a shirt or pants pocket. The pocket guide is available to all meeting attendees – approximately 10,000 copies are distributed.

**Support:** Sole supporter.

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



**Q. Hotel Key Cards**

\$40,000

Hotel key cards are distributed to registrants for entry into their hotel room upon check-in at the AAD Annual Meeting designated hotels. For the 2020 Annual Meeting, approximately 2700 rooms are anticipated at the following hotels: Hyatt Regency Denver, Sheraton Denver Downtown, and other nearby hotels.

**Support:** Sole supporter.

**Recognition:** Supporting company's logo appears on front of the key card in four-color along with the AAD logo. Supporting company is also acknowledged in the *Program Announcement* (pending publication date)

**R. Attendance Verification Monitors**

\$30,000

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

**Support:** Sole supporter.

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

**S. Advance Registration Mailer**

\$20,000

All Early Bird registrants will have their name badge and tickets mailed to them in advance of the meeting in this handy mailer and can use the folder to carry their meeting tickets throughout the week.

**Support:** Sole supporter.

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

## Communications

### T. Dermatology World Meeting News Post Edition

*Sole Support: \$45,000 (includes advertisements on the center spread and back cover)*

*Level A: \$30,000 (includes advertisements on the center spread, two pages)*

*Level B: \$25,000 (includes advertisement on the back cover, one page)*

This publication is mailed after the AAD Annual Meeting and has a circulation of 19,000 AAD member (domestic and international). 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 are also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

### U. Dermatology World Meeting News Preview Edition

*Sole Support: \$45,000 (includes advertisements on the center spread and back cover)*

*Level A: \$30,000 (includes advertisements on the center spread, two pages)*

*Level B: \$25,000 (includes advertisement on the back cover, one page)*

This publication is mailed prior to the AAD Annual Meeting and has a circulation of 19,000 AAD members (domestic and international). 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 are also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

## V. Press Office

\$25,000

This opportunity is ideal for corporate supporters whose objective is to increase their company's visibility with media who report on dermatology. The AAD Press Office at the AAD Annual Meeting hosts approximately 100 representatives of consumer and trade media from all over the world.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged with company logo on signage with company logo at the entrance of the busy AAD Press Office throughout the meeting, the supporting company is acknowledged in the *Program Announcement* (pending publication date), as well as and other AAD publications.

## W. Media Appreciation Luncheon

\$5,000

The Media Appreciation Luncheon, held in the Press Office on Saturday, provides an opportunity for the AAD to thank the media for educating the public about the importance of skin, hair and nail health. This opportunity is ideal for corporate supporters whose objective is to increase their company's visibility with media who report on dermatology.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged with company logo on signage on Saturday near the Media Appreciation Lunch buffet. Supporting company also may attend the Media Appreciation Luncheon to network with the media. Supporting company is acknowledged in the *Program Announcement* (pending publication date), as well as and other AAD publications.

## Networking

### X. Stars of the Academy Awards Ceremony

\$40,000

This reception held on the Thursday preceding the AAD Annual Meeting, recognizes the prestigious award recipients of the Gold Medal; Named Lectureships, Master Dermatologist; Honorary Membership; Thomas G. Pearson, Ed.D. Memorial; Young Investigators in Dermatology; Presidential Citations and other award recipients. In 2019, more than 600 members were invited and approximately 250 attended.

**Support:** Sole supporter.

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

## Y. Donor Lounge

\$40,000

The Donor Lounge will be open to the Academy's donors to recognize their commitment to skin health through their philanthropic and humanitarian support.

**Support:** Sole supporter.

**Recognition:** Supporting company is acknowledged with company logo on signage with company logo at the entrance of the new Donor Lounge.

## Z. Guest Speaker

\$25,000

The guest speaker at the AAD Annual Meeting presents during the plenary session on Sunday morning for 30 minutes. This is typically a high-profile individual from the healthcare or other industries. Opportunity for a meet and greet in the "green room," as well as book/autograph signings (if permitted) may be available.

**Support:** Sole supporter.

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

## AA. Leadership and Mentoring Reception

\$20,000

This reception is a great opportunity for up and coming leaders in dermatology to expand their network of contacts with experienced AAD leaders. Invitees include: AAD Board of Directors, AAD/A Council chairs, current and past mentors of the Leadership Forum (approx. 800 invited).

**Support:** Sole supporter.

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

## BB. Mentoring and Networking Breakfast

\$20,000

Held on Friday morning, the Mentoring and Networking 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 AAD officers, Board of Directors, other AAD leaders and early career dermatologists. More than 3,800 members are invited and approximately 100 AAD members attend.

**Support:** Sole supporter.

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

## Industry Non-CME (INC) Programs

### CC. Industry Non-CME (INC) Programs

\$37,500

The AAD is offering companies the right to hold Industry Non-CME (INC) Programs. There are a limited number of INC Programs available on various evenings during the AAD Annual Meeting. These are non-CME, on-label programs. The AAD will provide the room. Food, beverage, audio visual, etc. is the responsibility of the company, and set-up must be conducted through AAD vendors. INC Programs will take place in the evening – between 7-10 p.m. and are in one or more of the AAD block hotels.

**Support:** Multiple supporters.

**Recognition:** See the Industry Non-CME Programs Application for complete list of opportunities and recognition at [www.aad.org/incapplication](http://www.aad.org/incapplication).

## Booth Events

### DD. Host a Charitable Booth Event at the AAD Annual Meeting

*Various Dollar Amounts*

Charitable booth events may be conducted on behalf of approved AAD programs. These booth events are hosted by a supporting company and must be approved by the AAD in advance and follow exhibit booth activities policies. Proceeds or donations from the booth event must be designated to an AAD program chosen by the booth event host.

**Support:** Multiple supporters.

**Recognition:** Supporting company is acknowledged in AAD publications.