



**AMERICAN ACADEMY of
DERMATOLOGY | ASSOCIATION**

2020 Corporate Partnership Opportunities

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

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Table of Contents

I. 2020 AAD Annual Meeting

Resident Programs

- A. Resident Access to Education Program.....4
- B. Life After Residency: A Toolkit for Success Program5

International Programs

- C. Registration Scholarships Program.....5
- D. International Member Reception6
- E. International Scholarship Reception and Dinner6

Continuing Professional Development

- F. e-Posters Exhibits6

Meeting Enrichments

- G. Wi-Fi (at the Convention Center)7
- H. Wi-Fi (at the Main Hotel)7
- I. e-Centers8
- K. Mobile App for Annual and Summer Meetings.....8
- L. Pens for Annual and Summer Meetings (limited availability)9
- M. *Dialogues in Dermatology* Recording Studio9
- N. *Be Well* Lounge9
- O. Nursing Mother's Room10

Informational Resources

- P. Meeting Concierge Program10
- Q. Pocket Guide.....10
- R. Hotel Key Cards11
- S. Attendance Verification Monitors11
- T. Advance Registration Mailer11

Communications

- U. Dermatology World Meeting News Post Edition12
- V. Dermatology World Meeting News Preview Edition12
- W. Press Office.....13
- X. Media Appreciation Luncheon.....13

Networking

- Y. Stars of the Academy Awards Ceremony13
- Z. Donor Lounge14
- AA. Guest Speaker14
- BB. Leadership and Mentoring Reception14
- CC. Mentoring and Networking Breakfast14

Industry Non-CME (INC) Programs

- DD. Industry Non-CME (INC) Programs15

Booth Events

- EE. Host a Charitable Booth Event at the AAD Annual Meeting.....15

II. 2020 AAD Innovation Academy

Meeting Enrichments

- A. Wi-Fi.....16
- B. e-Centers17

Informational Resources

- C. Hotel Key Cards17
- D. Meeting Concierge Program18
- E. Pocket Guide.....18
- F. Advance Registration Mailer18

Networking

- G. Keynote Speaker.....19
- H. Leadership and Mentoring Reception19

Industry Non-CME (INC) Programs	
I. Industry Non-CME (INC) Programs	19
III. Regional Meetings	
A. Diversity Champions Workshop	20
B. Career Launch Boot Camp	20
IV. Professional Resources / Publications	
A. <i>Aspire</i> Magazine	21
B. Dermatology World Directions in Residency Newsletter Subscription	21
C. Young Investigators Award	22
D. AAD Cochrane Scholarship Award	22
V. Leadership Institute	
A. Leadership Forum Event.....	23
B. Mastery Physician Leadership Program	24
C. Academic Dermatology Leadership Program	24
D. Diversity Mentorship Program for Medical Students	24
VI. Public Education	
A. Public Education/Awareness Campaigns	25
B. "Video of the Month" Series	26
C. Key Messages Booklet.....	27
D. Patient Education Pamphlets	28
E. Website Support: Dermatology Diseases and Treatments	29
F. Website Support: Acne Resource Center	29
G. Website Support: Eczema Resource Center.....	30
H. Website Support: Psoriasis Resource Center	30
I. Website Support: Find a Dermatologist/Find a Member	31
J. Website Support: Ask A Dermatologist	31
VII. Humanitarian Programs	
International Grants	
A. Resident International Grant Program	32
B. Skin Care for Developing Countries	32
Native American Health Service Resident Rotation.....	32
AccessDerm	33
Youth Programs	
A. Camp Discovery	33
B. Good Skin Knowledge.....	33
SPOT Skin Cancer™ Program	
A. Latino Outreach Program	34
B. Skin Cancer, Take a Hike!™ (<i>continued pg. 34</i>)	34
C. Shade Structure Grant Program (<i>continued pg. 33</i>)	34
D. SPOTme® Skin Cancer Screening Program	34
E. Sunscreen Dispensers	34
VIII. Fundraising Events	
President's Gala Sponsorship	35
Skin Cancer, Take a Hike!™ Sponsorship.....	36

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 20th to 24th.** 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)

Physician.....	6,325
Resident/Medical Student/Applicant for Membership....	3,078
RN/NP/PA/Office Staff.....	249
Scholarship Recipients.....	121
Day Passes.....	26
Spouse/Guest.....	392
Press.....	104
Exhibitor Reps.....	6,254
Adjunct, Non Member-Non Physician.....	1,887
Total	18,436

2018 AAD Annual Meeting (San Diego, CA)

Physician.....	6,311
Resident/Medical Student/Applicant for Membership....	3,329
RN/NP/PA/Office Staff.....	213
Scholarship Recipients.....	106
Day Passes.....	23
Spouse/Guest.....	515
Press.....	92
Exhibitor Reps.....	6,418
Adjunct, Non Member-Non Physician.....	1,823
Total	18,830

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)¹

\$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).

¹ 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.

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.

II. 2020 AAD Innovation Academy

The 2020 Innovation Academy (formerly known as Summer Meeting) is the second largest AAD dermatologic scientific meeting during the year and provides quality education for dermatologists. **The 2020 AAD Innovation Academy will take place in Seattle, WA from August 13-16.** The meeting historically hosts approximately 3,000 registrants, 1,500 of whom are medical personnel. The AAD is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education credit for physicians.

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

Past AAD Summer Meeting Attendance

2018 AAD Summer Meeting (Chicago, IL)

Physician.....	1,279
Resident/Medical Student/Applicant for Membership.....	230
RN/NP/PA/Office Staff.....	70
Spouse/Guest.....	81
Press.....	10
Exhibitor Reps.....	748
Adjunct, Non Member-Non Physician.....	189
Total	2,607

2017 AAD Summer Meeting (New York, NY)

Physician.....	1,545
Resident/Medical Student/Applicant for Membership.....	324
RN/NP/PA/Office Staff.....	49
Spouse/Guest.....	127
Press.....	29
Exhibitor Reps.....	956
Adjunct, Non Member-Non Physician.....	198
Total	3,228

Meeting Enrichments

A. Wi-Fi

\$35,000

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 meeting facility.

Support: Sole supporter.

Recognition: Supporting company's name is featured prominently in the SSID when attendees go to access the Wi-Fi (e.g. AADWIFIBYCOMPANYNAME, AAD20IAWIFIBYCOMPANYNAME, etc. to be mutually agreed upon). The SSID may be limited to 14 characters or less for readability on devices. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

B. e-Centers

Sole Support: \$35,000

This includes sponsorship of the Academy'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.

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.

Informational Resources

C. Hotel Key Cards

\$15,000

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

Support: Sole supporter.

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

D. Meeting Concierge Program

\$15,000

The Meeting Concierge Program delivers a superior level of customer service directly to 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 meeting facility through main access points (main lobbies, registration/exhibit hall entrance, and busy corridors outside session rooms). These professionals are equipped with iPad technology armed with all tools and information, including the meeting mobile app, to answer questions and provide assistance to all attendees on any subject related to attending the meeting.

Support: Sole supporter.

Recognition: Supporting company's logo is placed on the concierge vests. Supporting company is also acknowledged in the *Program Announcement* (pending publication date) and other AAD publications.

E. Pocket Guide

\$10,000

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.

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.

F. Advance Registration Mailer

\$7,500

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.

Networking

G. Keynote Speaker (NEW for 2020's Innovation Academy)

\$75,000

The Keynote Speaker will present during the Thursday Innovation Day (NEW at the AAD's 2020 Innovation Academy). This will be a high-profile innovator, within or outside of the healthcare industry, or from a different industry. This individual will kick off the innovation concept for the Academy. There will be an opportunity for a meet and greet in the "green room." There may be an additional photo/signing opportunity if permitted.

Support: Sole supporter or multiple supporters.

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

H. Leadership and Mentoring Reception

\$15,000

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

Support: Sole supporter.

Recognition: Supporting company 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.

Industry Non-CME (INC) Programs

I. Industry Non-CME (INC) Programs

\$15,000

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

Support: Multiple supporters.

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

III. Regional Meetings

A. Diversity Champions Workshop

\$75,000 sole supporter

\$25,000 per supporter

The dermatology specialty ranks near the bottom of medical specialties in the ethnic diversity of practicing physicians which has a direct impact on access to high quality dermatologic care and the health outcomes of minority populations. In 2017, a Conference on Diversity in Dermatology was convened by then President Dr. Henry W. Lim, resulting in several initiatives to address this issue, including increasing awareness of the dermatology specialty among underrepresented minorities pre-med and med students; increasing the number of underrepresented minorities in residency programs and increasing awareness and support of a diverse physician work force among members. One such initiative is the Diversity Champion program, which has been in place at the University of Texas, SW for several years. This program engages faculty and community dermatologists to proactively reach out to underrepresented minority pre-med, medical and even high school students and introduce them to a career in medicine and specifically to dermatology. Hosted over 1 ½ days, the Diversity Champion Workshop welcomes dermatology resident program faculty to share, discuss, and identify the most effective approaches to increasing the number of underrepresented minorities in dermatology residencies. All attendees are interested in championing dermatology to diverse student populations for training, sharing of best practices, and inspiration.

Support: Sole supporter or multiple supporters.

Recognition: Supporting companies are recognized in the select event materials and signage. Supporting companies are also acknowledged in AAD publications.

B. Career Launch Boot Camp

\$25,000 sole supporter

\$5,000 per supporter

Data tell us that young physicians in their first few years out of residency need more support and relevant resources as they transition into practice. Young physicians also have a desire for local connections. The Career Launch Boot Camp's target audience is third-year residents and young physicians 3 to 5 years out of residency. The boot camp is piloting in October 2019 with a goal of expanding to two sites in 2020. These regional meetings, in an area with a state or local society, are designed to be highly interactive with topics that directly address early career needs and angst.

Support: Sole supporter or multiple supporters.

Recognition: Supporting companies are recognized in the select event materials and signage. Supporting companies are also acknowledged in AAD publications.

IV. Professional Resources / Publications

A. *Aspire Magazine*

Sole support: \$100,000 annual

Multiple supporters: \$25,000 per issue

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

Support: Sole or multiple supporters.

Recognition: Supporting company receives one full-page corporate recognition ad (cannot be for a branded pharmaceutical 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. *Dermatology World Directions in Residency Newsletter Subscription*

\$45,000

This quarterly newsletter is a must-read resource for dermatology residents, providing news, information, and analysis to help them prepare for their careers. Each issue includes Boards Fodder, a study chart to help residents prepare for the all-important board exam, with bonus charts and an archive online. Topics covered include exam preparation, selecting a career path, managing debt, and more. This eight-page newsletter is produced and distributed to all 1,700+ dermatology residents 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 and is recognized in the quarterly email of Dermatology World to residents (which has an open rate above 50%). Supporting company recognized on the Boards Fodder archive for a 12-month period.

C. Young Investigators Award

\$18,000

Recent recipients of the Young Investigator Awards have a track record of scholarship reflected by publications in research-focused and clinical journals, presentations at scientific and academic meetings, and receipt of National Institutes of Health and other prestigious research and career grants. Awardees have developed research programs which poise them to become independent leaders in the field. There have been significant advances in the treatment of dermatologic conditions as the result of their efforts.

The AAD Young Investigator Awards recognize outstanding basic, translational, and clinical research by young dermatology investigators in the United States and Canada. The Awards acknowledge significant research advances in the science and practice of dermatology by those beginning their research careers and who demonstrate the potential to become established, independently-funded investigators in dermatology. Two award tracks will allow the Academy to encourage future leaders across the spectrum of dermatology research. The awards are presented at the Stars of the Academy Awards Ceremony held during the Annual Meeting.

Support: Sole supporter.

Recognition: Supporting company is acknowledged in various AAD publications. One representative from supporting company may attend the Stars of the Academy Awards Ceremony held at the Annual Meeting.

D. AAD Cochrane Scholarship Award

\$7,000

The Cochrane Scholarship Award is expanding the training of dermatologists in evidence-based medicine and application to the practice of dermatology, increase high quality evidence available for the development of clinical guidelines and appropriate use criteria (AUC), and identify gaps in research. Award recipients attend the annual Cochrane Colloquium, sponsored by the prestigious Cochrane Collaboration. Post-meeting, award recipients develop a systematic review in an area of dermatology that will support an AAD clinical guideline or AUC effort. Reviews are 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 are 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. The awards are presented at the Stars of the Academy Awards Ceremony held at the Annual Meeting.

Support: Sole supporter.

Recognition: Supporting company is acknowledged in communication to award recipient and on the web-based application and portal on the AAD's website. Supporting company is acknowledged in AAD publications.

V. Leadership Institute

The AAD 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 AAD will need the philanthropic support of generous individuals and organizations that share the AAD's vision of leadership in dermatology.

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

A. Leadership Forum Event

Sole support: \$250,000 total program

Multiple supporters: \$50,000 minimum per supporter

The annual Leadership Forum programs are an intense, interactive weekend forum designed to educate and inspire dermatologists to seek and take on leadership roles and responsibilities where they can impact the future of dermatologic medicine. The Leadership Forum is broken into two tracks (Leadership Forum and Advanced Leadership Forum) geared towards young-career and mid-career physicians. The Leadership Forum provides an excellent opportunity for young physicians to develop their leadership skills and build connections that will help them succeed in their career and further the specialty of dermatology. The Leadership Forum event is scheduled to be held May 1 - 3, 2020 in Itasca, IL at the Eaglewood Resort. The over 75 Leadership Forum participants of this event come from a variety of practice settings and are selected through an application process.

The Advanced Leadership Forum program is designed specifically to address the needs of mid-career physicians. The topics and skills presented are in-depth and address topics such as: self-awareness, building and maintaining your work teams, negotiation, gaining influence, and work-life balance. Outside consultants and experienced member leaders will lead the sessions during the program.

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

Support: Sole supporter or multiple supporters.

Recognition: Supporting company's name and logo appears in the Leadership Forum program book and featured on prominently displayed signage at the event. Supporting company will also be acknowledged in other AAD publications. Two representatives from supporting company are invited to attend the Leadership Forum.

B. Mastery Physician Leadership Program

\$115,000

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

Support: Sole supporter or multiple supporters.

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

C. Academic Dermatology Leadership Program

\$50,000

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

Support: Sole supporter.

Recognition: Supporting company's name and logo will appear in the Leadership Forum program book and be featured on prominently displayed signage at the Leadership Forum and the mid-year educational session. Supporting company will also be acknowledged in other AAD publications. Two representatives 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

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

Support: Sole 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 AAD publications.

VI. Public Education

A. Public Education/Awareness Campaigns

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

The AAD participates in public awareness campaigns about specific conditions and/or issues related to dermatology which are supported by industry. The specific campaigns are determined by the AAD and its industry supporters. Previous public education/awareness campaigns have focused on actinic keratosis, acne, hair loss, psoriasis and skin cancer. The AAD determines and develops all public education program content.

The specific amount of support is contingent upon the scope of the campaign and tactics implemented. Base support of \$100,000 covers AAD coordination of and member communication about the program.

Other AAD public education tools available for support such as websites and print and digital pamphlets are a perfect complement to a public awareness campaign. Individual program elements are additional expenses.

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

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

B. “Video of the Month” Series

\$82,000 for 12 videos (\$7,000 per video)

The AAD’s popular “Video of the Month” series in English and Spanish offers relatable videos that demonstrate tips people can use to properly care for their skin, hair and nails at home. Each month, a new video in the series posts to the AAD’s website, and [YouTube channel](#) and is promoted through national media relations, social media and member communications. To date, the videos have been shared on many influential websites, including [HealthDay](#), [Dateline NBC](#), [Men’s Health](#), [Consumer Affairs](#), [Reader’s Digest](#), [MSN](#), and [Men’s Fitness](#).

The videos in the Video of the Month series are short (one minute in length or less), direct and easy to understand without any sound. Although the videos feature background music, all tips in the video are communicated through text and graphics instead of voiceover. This video format has been very effective in increasing exposure and engagement on social media.

Video Title	Date
How to prevent skin infections at the gym	January
How to trim your nails	February
How to prevent rosacea flare-ups	March
How to prevent skin problems while gardening	April
How to avoid common sunscreen mistakes	May
Vitiligo skin care tips	June
How to bathe your newborn	July
How to catch head lice early	August
Tattoo removal: tips for recovery	September
How to treat eczema in babies	October
Skin care tips dermatologists use	November
Makeup tips for acne-prone skin	December

Support: Sole supporter or multiple supporters.

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

C. Key Messages Booklet

Level A: \$40,000 (includes distribution to all AAD Fellows in the U.S.)

Level B: \$15,000 (includes distribution to AAD leadership and members who work closely with the media)

The Key Messages booklet is updated biennially (the next available update is in 2020) and distributed to AAD members to support their efforts to educate the public about dermatologic conditions and the range of valuable services that board-certified dermatologists offer. The booklet contains the most up-to-date evidence-based information on the skin, hair and nail topics most commonly requested by the media, as well as tips for media interviews. An online version of the booklet is available on AAD's website so members may access the information at any time.

Support: Sole supporter or multiple supporters.

Recognition: The following language is printed on the inside back cover of the booklet and on the Key Messages website with the supporting company's logo: "The printing and distribution of this publication is made possible, in part, by the generous support of (company logo)." The supporting company is acknowledged in AAD publications as appropriate.

D. Patient Education Pamphlets

One-year support: \$30,000 per title

Two-year support: \$60,000 per title

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

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

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

Support: Sole supporter or multiple supporters (two).

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

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

Common Dermatologic Conditions

- Acne
- Alopecia Areata
- Bullous Disease
- Common Growths
- Fungal Infections of the Skin
- Granuloma Annulare
- Hair Loss & Hair Restoration
- Hidradenitis Suppurativa
- Hyperhidrosis (Excessive Sweating)
- Lichen Planus
- Lupus and Your Skin
- Melasma

- Moles
- Nail Diseases & Nail Health
- Perioral Dermatitis
- Pityriasis Rosea
- Pruritus (Itch)
- Psoriasis & Psoriatic Arthritis
- Rosacea
- Scabies
- Seborrheic Dermatitis
- Seborrheic Keratosis
- Tinea Versicolor
- Vitiligo
- Warts

Cosmetic Surgery

- Chemical Peels
- Mature Skin
- Spider Vein/Varicose Vein Treatment

Sun Protection

- Actinic Keratosis
- Atypical Moles
- Basal Cell Carcinoma
- Dangers of Tanning
- How to Protect Yourself from the Sun
- Melanoma
- Mohs Surgery
- Skin Cancer
- Squamous Cell Carcinoma
- Sun Protection for Children

Sun Reaction

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

Viral Disease

- Genital Warts
 - Herpes Simplex
 - Herpes Zoster (Shingles)
- Molluscum Contagiosum

E. Website Support: Dermatology Diseases and Treatments

\$20,000 per year, per condition

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

Dermatology Diseases and Treatments pages are visited more than 2 million times a month by people seeking trustworthy information that will help them make informed health decisions. The AAD determines and develops all content for Dermatology Diseases and Treatments and all content is reviewed and approved by expert dermatologists.

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

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

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

Recognition: The supporting company's name and logo appears on each page of the dermatology condition. The supporting company has the option of including links to its non-branded and branded (branded for OTC product) websites on the supported pages.

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

F. Website Support: Acne Resource Center

\$50,000

The information on the Acne Resource Center, launching as part of the redesign of AAD.org at the end of 2019, comes from the latest scientific research and the experience of dermatologists who treat patients with acne. More than 50 pages bring information covering such topics as: types of acne; tips for controlling acne; acne scar treatment; medication and other therapies; dealing with severe acne, and much more. The resource center includes dozens of Ask A Dermatologist videos on acne topics.

Support: Sole supporter.

Recognition: The supporting company's name and logo appears on each page of the dermatology condition. The supporting company has the option of including links to its non-branded and branded (branded for OTC product) websites on the supported pages.

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

G. Website Support: Eczema Resource Center

\$50,000

Launched in June 2016, the information on the [Eczema Resource Center](#) comes from the latest scientific research and the experience of dermatologists who treat children with eczema. More than 80 pages bring information covering such topics as: types of eczema; controlling eczema; caring for a child with eczema; medical treatments; self-care treatments, and much more. The resource center includes dozens of Ask a Dermatologist videos answering questions about eczema.

Support: Sole supporter.

Recognition: The supporting company's name and logo appears on each page of the dermatology condition. The supporting company has the option of including links to its non-branded and branded (branded for OTC product) websites on the supported pages.

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

H. Website Support: Psoriasis Resource Center

\$50,000

The information on the [Psoriasis Resource Center](#) comes from the latest scientific research and the experience of dermatologists who treat patients with psoriasis. More than 60 pages bring information covering such topics as: types of psoriasis; controlling psoriasis; medical treatments; self-care; and much more. The resource center includes dozens of Ask a Dermatologist videos answering questions about psoriasis.

Support: Sole supporter.

Recognition: The supporting company's name and logo appears on each page of the dermatology condition. The supporting company has the option of including links to its non-branded and branded (branded for OTC product) websites on the supported pages.

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

I. Website Support: Find a Dermatologist/Find a Member

\$50,000 per year

\$5,000 per month

Redesigned and enhanced in 2018, *Find a Dermatologist* allows patients to find dermatologists to match their needs and greatly improves the profile information supplied by member dermatologists. The app will also allow members to more easily locate other dermatologists. (*Find A Dermatologist* receives more than 1 million visitors annually.

Support: Sole supporter or multiple supporters.

Recognition: The supporting company's name and logo will appear on the banner of the app, which means it will appear above every search result page and member profile. The supporting company has the option of including a link to from its logo to non-branded and branded (branded for OTC product) website.

Find a Derm sponsored by [logo].

In addition, the supporting company may receive a monthly report upon request that summarizes the monitoring statistics.

J. Website Support: Ask A Dermatologist

\$50,000 per year

\$5,000 per month

Launched in 2018, [Ask a Dermatologist](#) is a new feature that allows the public to ask questions to member dermatologists. The feature includes:

1. A widget that allows the public to submit questions
2. Videos of dermatologists answering questions
3. Articles with written answers to questions from the public.

Support: Sole supporter or multiple supporters.

Recognition: The supporting company's name and logo appears on each page of Ask a Dermatologist. The supporting company has the option of including a link to its non-branded and branded (branded for OTC product) website on the supported pages.

A sponsorship slide may be added to the videos of dermatologists answering questions, which are shared on social media and within various content on AAD.org.

In addition, the supporting company may receive a monthly report upon request that summarizes the monitoring statistics.

VII. Humanitarian Programs

International Grants

Multiple supporters

Dermatology care is global, and the need is vital. Our members are making an impact in Botswana, Chile, in the U.S., and around the world. Take that journey with us by becoming a supporter.

A. Resident International Grant Program

\$70,000

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

Recognition: Supporting company will receive recognition in correspondence to grant recipients and on the web-based application and portal on the AAD's website. Supporting company is acknowledged in AAD publications.

B. Skin Care for Developing Countries

\$25,000

Launched in 2012, the SkinCare for Developing Countries program awards grants to individuals and organizations to implement projects that support the AAD's International Leadership Strategic Initiative. Grants ranging from \$2,500 - \$5,000 are awarded to members of the AAD and individuals and organizations within the dermatology or global health care field, 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.

Recognition: Supporting company will receive recognition in correspondence to grant recipients, and on the web-based application and portal on the AAD's website. Supporting company is acknowledged in AAD publications.

Native American Health Service Resident Rotation

\$7,000

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

Support: Sole supporter or multiple supporters.

Recognition: Supporting company will receive recognition in correspondence to grant recipients, and on the AAD's website. Supporting company is acknowledged in AAD publications.

AccessDerm

Various Sponsorship Levels

AccessDerm is an AAD-sponsored teledermatology program that allows AAD dermatologists to provide care to underserved populations in the United States. By participating in the program, members and residents can consult remotely on dermatology cases using mobile devices and the Internet.

Primary care providers in participating clinics submit consultations that AAD dermatologists then receive on their personal mobile devices or the Internet via HIPAA-secure and compliant means. Due to licensure requirements, an AAD dermatologist only can provide remote consultation on cases that originate in a state where he or she is licensed. Currently being used in 16 states, the AAD seeks to increase participation by clinics in all 50 states.

Support: Multiple supporters.

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

Youth Programs

Various Sponsorship Levels

A. Camp Discovery

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

[Campers look forward to this single week every year.](#)

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

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

B. Good Skin Knowledge

Good Skin Knowledge is the AAD's youth education campaign. Good Skin Knowledge lesson plans and accompanying handouts are designed to be easily implemented in a variety of settings for the two age groups of 8- to 10-year-olds and 11- to 13-year-olds. The goal is to teach young people the facts about common skin, hair, and nail conditions. Misunderstanding can lead to teasing and bullying, which is associated with anxiety and depression.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support. Based on the contribution, recognition on the Good Skin Knowledge landing page on AAD.org may be available.

SPOT Skin Cancer™ Program

Various Sponsorship Levels

The AAD's SPOT Skin Cancer™ initiative strives to create a world without skin cancer. SPOT Skin Cancer™ is the AAD's signature program to combat the prevalence of skin cancer diagnosis and reduce mortality rates. As skin care experts, the AAD is uniquely positioned to educate the public about skin cancer and motivate individuals to make positive behavior changes to prevent and detect skin cancer. The core message of the 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 programs. These programs include:

A. Latino Outreach Program

Launched in 2014, the program includes several outreach elements designed to educate Latino outdoor workers about skin cancer and how to prevent and detect it, including education materials (posters, pamphlets), educational sessions through community-based forums/organizations and access to screenings. Through these efforts we have educated, informed and screened Hispanic individuals in Arizona (Phoenix and Yuma), California (Fresno, Los Angeles, Sacramento, and San Diego), Florida (Boynton Beach and Miami), Georgia (Atlanta), Illinois (Chicago), North Carolina (Raleigh), Pennsylvania (Philadelphia), Puerto Rico, and Texas (Austin and Dallas) on an annual basis.

B. Skin Cancer, Take a Hike!™ (continued pg. 37)

A participant-driven fundraising event dedicated to raising awareness and funds for the American Academy of Dermatology's SPOT Skin Cancer™ campaign. Together, we are working to create a world without skin cancer, with one destination hike and six local hikes throughout the country each year.

C. Shade Structure Grant Program (continued pg. 36)

Schools and 501(c)(3) non-profit organizations can apply for grants to build shade structures for outdoor locations that are not protected from the sun. More than 368 shade structures have been built shading over 900,000 individuals.

D. SPOTme® Skin Cancer Screening Program

More than 2.7 million people have received free skin cancer screenings since 1985. In that time, more than 30,000 suspected melanomas have been detected by our member dermatologists volunteering in the program.

E. Sunscreen Dispensers

Piloted in 2017, the AAD provided 52 sunscreen dispensers to pools throughout all five boroughs of New York City. The program will continue to identify communities where sunscreen dispensers can best be utilized.

Support: Multiple supporters.

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

Shade Structure Grant Program

Various Sponsorship Levels

The Shade Structure Grant Program drives home the message to seek shade when the sun's rays are strongest, and makes this simple, healthy behavior a little bit easier in towns and cities across the US. The program provides grants to schools and non-profit organizations serving children and teens under the age of 18 to install permanent shade structures in outdoor locations which are not protected from the sun, such as playgrounds, pools, eating areas and other locations. AAD members play an integral role by encouraging local organizations to apply for grants and by writing letters of support, a requirement for consideration. Since 2003, the AAD has awarded a total of 368 shade structure grants to organizations across the country.

Each shade structure grant is valued up to \$10,000, which includes the cost for a shade structure and installation. In addition to the grant, the AAD also provides a permanent sign (at an additional cost) near the shade structure.

Support: Multiple supporters.

Recognition: The contribution is counted towards cumulative giving, and recognition is provided based on level of support. If \$10,000 is provided, the sponsoring company will have their logo included on a permanent sign near a shade structure.

Fundraising Events

President's Gala Sponsorship

Various Sponsorship Levels

The AAD's President's Gala recognizes AAD president, George J. Hruza, MD, MBA, FAAD's governance and leadership over the last year. As the premier AAD event, the President's Gala brings together AAD leaders and supporters in celebration of our accomplishments in dermatologic care and the impact of our humanitarian programs domestic and abroad. Net proceeds from the 2020 President's Gala will support the AAD's critical programs and services that meet the needs of patients.

Attended by more than 500 members, guests and industry representatives, the President's Gala is the premier event held during the 2020 AAD Annual Meeting. The event will be held during the evening of Saturday, March 21, 2020, in Denver, Colorado.

Support: Multiple supporters.

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

Skin Cancer, Take a Hike!™ Sponsorship

Various Sponsorship Levels

Join us and help reduce the incidence of skin cancer. With **9,500 people in the United States diagnosed with skin cancer every day**, it is critical to provide valuable public education and awareness campaigns, access to shade structures, and free skin cancer screenings to reduce mortality rates. AAD's SPOT Skin Cancer™ campaign is leading the fight against skin cancer.

The AAD launched its first Skin Cancer, Take a Hike!™ in 2014 with a hike up Mt. Kilimanjaro to raise awareness and funds for AAD's SPOT Skin Cancer™ campaign. What started as one destination hike has expanded to 6 additional hikes throughout the country. Dates and locations for 2020 are being reviewed. Dates and locations for 2020 are being reviewed.

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

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

Support: Multiple supporters.

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