

2026 AAD Annual Meeting

Corporate Prospectus



AAD Annual Meeting

Shape the conversation. Build relationships.
Be seen by thousands.

The **AAD Annual Meeting** is the epicenter of dermatologic education, attracting more than **17,000 attendees**, including nearly **8,000 medical professionals** from around the globe. With hundreds of cutting-edge sessions and immersive learning experiences, this event is where the specialty comes together—and where your corporate brand can shine.

Showcase. Sponsor. Engage.

The following sponsorship opportunities offer unparalleled access to a highly engaged audience. These packages are designed to elevate the attendee experience, support resident education, and align your corporate brand with the AAD's mission.

aad.org/AM26

900+
expert speakers
and key opinion
leaders



Annual Meeting Receptions

Showcase your leadership and commitment to the field.

Sponsoring the 2026 receptions positions your corporate brand in front of over **2,500 AAD members**, including leadership, residents, faculty, and honorees. These high-profile events offer exclusive access to decision-makers and thought leaders.

Your sponsorship includes engagement opportunities at:



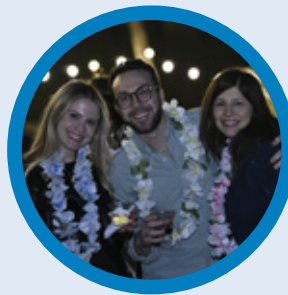
Member Welcome Reception

An exclusive event that kicks off the Annual Meeting in a vibrant, engaging atmosphere. More than 1,500 guests include AAD leaders, members, residents, and industry partners.



Stars of the Academy Awards Ceremony

Held on the eve of the Annual Meeting, this event gathers 200 guests to celebrate the champions of AAD and recognize their commitment and service to the specialty of dermatology.



Faculty Reception

An event that thanks approximately 700 AAD faculty for their contributions to both the Annual Meeting and the field of dermatology.



Resident Networking Event

This networking opportunity will provide up to 400 residents attending Annual Meeting with the chance to connect with other residents and dermatologists from around the world in a fun and casual environment.

Annual Meeting Reception Sponsorship Levels

Platinum Level Sponsorship
Multiple Supporters: \$75,000 (2 available)

Gold Level Sponsorship
Multiple Supporters: \$50,000

Silver Level Sponsorship
Multiple Supporters: \$25,000

Bronze Level Sponsorship
Multiple Supporters: \$10,000

	Platinum \$75,000	Gold \$50,000	Silver \$25,000	Bronze \$10,000
	8	6	4	2
Invitation for company representatives to attend receptions	Member, Faculty, Stars of the Academy & Resident Networking event	Member, Faculty, Stars of the Academy & Resident Networking event	Member, Faculty, Stars of the Academy & Resident Networking event	Member Welcome Reception & Resident Networking event
Logo placement on event signage at all four receptions	✓ Tier 1 logo placement	✓ Tier 2 logo placement	✓ Tier 3 logo placement	✓ Tier 4 logo placement
Logo placement on email communications to attendees	✓ Tier 1 logo placement	✓ Tier 2 logo placement	✓ Tier 3 logo placement	
Recognition during AAD President's remarks at the Opening Ceremony	✓			
Optional: Opportunity to contribute small giveaway item or attendee goody bag distributed at the Member Welcome Reception (1,500 needed)	✓	✓		

Annual Meeting Brand Exposure

Maximize your presence beyond the exhibit floor.

Want to connect with meeting attendees outside of the exhibit hall? The AAD has multiple sponsorship opportunities that enable companies to engage with attendees throughout the Annual Meeting.

- **Brand Visibility** – Your company’s logo prominently displayed for over 17,000 attendees.
- **Widespread Exposure** – High visibility of items that meeting attendees use throughout the event, such as our meeting app, hotel key cards, and lanyards for name badges.
- **High Retention** – Attendees often keep their lanyards and key cards as souvenirs, ensuring long-term exposure.
- **Exclusivity** – These opportunities are limited to ONE sponsor.



AAD Meeting App Sponsorship

Exclusive Supporter: \$150,000

Be the digital gateway to the meeting.

The AAD Meeting App is the primary resource for navigating the world’s largest dermatologic scientific meeting. **With an expected attendance of over 17,000**, your corporate brand will be front and center as exclusive app supporter making you a part of every interaction attendees have during their meeting experience at both Annual Meeting and Innovation Academy. Brand exposure includes:

- Exclusive logo placement at top of app navigation page.
- Logo placement on web version of the app on AAD.org.
- Company logo tile on app linking to supporter’s home page.
- Discounted rate for advertising tile on app navigation page (one of three).
- Post-meeting usage and analytics report.

Wi-Fi Sponsorship

Exclusive Supporter: \$100,000



Power the connection to promote your brand.

Wi-Fi access is essential—and so is the opportunity to brand it. With more than **15,000 expected users**, your company’s name becomes the digital access point for thousands of dermatology professionals throughout the convention center and headquarters hotel for the full duration of the meeting. Brand exposure includes:

- Exclusive company name on wireless network SSID for all internet users to see when they join the network from their phone/tablet/laptop/etc.
- Post-meeting usage and analytics report.

Hotel Key Card Sponsorship

Exclusive Supporter: \$75,000

Place your brand in every guest’s hand.

Upon check-in at AAD-block hotels, attendees receive key cards imprinted with the supporter’s corporate logo. This simple, high-exposure item travels with attendees throughout their stay—reinforcing your message every time they enter their room. Brand exposure includes:

- Exclusive logo placement on every hotel key card in a select AAD hotel room block (approximately **2,000 key cards**).

Lanyard Sponsorship

Exclusive Supporter: \$50,000



High-visibility brand exposure worn all day, every day.

With over **17,000 lanyards** distributed, this exclusive opportunity offers extensive visibility across both Annual Meeting and Innovation Academy events. Lanyards are picked up in the registration area and worn continuously—ensuring repeated corporate brand exposure. Designed in compliance with AAD brand guidelines, this hands-free item keeps your brand top-of-mind. Brand exposure includes:

- Prominent logo placement on each lanyard.



Annual Meeting Resident Engagement Opportunities

Invest in the future of dermatology.

Residents represent the next generation of dermatologic leaders—and the AAD Annual Meeting is often their first major step into the profession’s broader community. Support their growth and introduce them to your corporate brand through meaningful engagement opportunities.

Resident Education Grant Program

Multiple Supporters: \$25,000

Foster inclusion. Support the future.

Every year, approximately 1,500 dermatology residents are eligible to receive travel grants that enable them to attend the Annual Meeting. Your support helps offset costs and increases resident participation in education, networking, and industry interaction. Sponsorship includes:

- Four invitations to the Member Welcome Reception and Resident Networking event.
- Logo placement on award letters.
- Logo placement on email communication to residents.
- Logo placement on signage during the stipend check distribution.

Annual Meeting Continuing Medical Education Support Opportunities

The AAD sets the gold standard for educating dermatologists and its Annual Meeting is the largest dermatologic scientific meeting in the world. The meeting offers over 270 sessions and addresses over 50 disease specific topics. We encourage companies to offer medical education grants in support of this robust scientific program.

For more details, please contact CorporateTeam@aad.org.

Additional Annual Meeting Engagement Opportunities

The Donor Lounge Exclusive Supporter: \$75,000

An exclusive space for influential donors and AAD leaders. Located in a prime area of the convention center, the Donor Lounge offers meals, refreshments, and exclusive programming for approximately 800 invited guests.

- Tier 1 logo placement at entrance and inside the lounge.
- Tier 1 logo placement on e-invitations to members, and other engagement activities throughout the lounge throughout duration of entire Annual Meeting.
- Host a Lunch and Learn presentation or special activity in the lounge on a day of sponsor’s choice and entrance passes for up to 12 representatives.

The President’s Gala

AAD’s flagship celebration honoring the leadership of President Susan Taylor, MD, FAAD and Vice President Kevin Cooper, MD, FAAD. This prestigious event unites member donors, corporate partners, and AAD dignitaries in support of vital community programs. For more information on this engagement opportunity at CorporateTeam@aad.org.



NOTE: A 40% fee will be assigned to non-exhibiting sponsors. Only exhibitors have access to many meeting planning resources, such as additional room requests, sleeping rooms in the AAD hotel block, exhibitor badges, and more.

For any questions or more information please
contact us at CorporateTeam@aad.org.

