



# Industry Non-CME Program Sponsorship Prospectus

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## Organizational Overview and Mission

Founded in 1938, the American Academy of Dermatology (AAD) is the largest, most influential and most representative dermatology group in the United States. With a membership of more than 20,500, it represents virtually all practicing dermatologists in the United States, as well as a growing number of international dermatologists. The mission of the AAD is to promote leadership in dermatology and advance excellence in patient care through education, research and advocacy. The AAD works tirelessly to improve access to quality dermatologist-led patient care, strengthen the specialty and advance the next generation of thought leaders.

## AAD Meetings and Industry Non-CME Programs

The AAD Annual Meeting is the largest dermatologic scientific meeting in the world, with an average 18,000 in attendance, approximately 10,000 of whom are medical personnel. AAD Meetings gather the specialty together for immersive learning with a wide variety of educational sessions and innovative showcases covering the breadth of dermatology. The Industry Non-CME (INC) Programs at AAD Meetings provide you with the chance to reach AAD members and other meeting attendees in the AAD space and larger meeting program with the latest research, clinical data, and innovations. Sponsoring an INC program gives you the chance to develop and deliver content to this audience. INC programs are independent of the official AAD Meeting planned by its Scientific Assembly Committee and do not qualify for continuing medical education (CME) credit.

## Benefits of INC Program Sponsorship

- Raise awareness and get new information and offerings to the AAD Dermatologists and other meeting attendees.
- The AAD will promote all INC programs to members, registrants, and attendees; plus, there are [individual program advertising opportunities](#) available to your specific program (at a la carte rates).
- Meeting space in the AAD hotel block during the AAD Meeting and lead retrieval tool.
- INC sponsorship is included in the AAD's corporate partner program for exhibiting companies (seen as a philanthropic partner of the AAD).



## Industry Non-CME Program Sponsorship Levels

	Platinum	Gold
Program listed in Mobile App schedule	●	
Mobile App push notification	●	
Program details listed on convention center digital signage	●	
Program listed in Advance Mailer	●	
Priority in program date selection	●	
Complimentary pre-registration mailing list	●	●
Program details on INC Program landing page on AAD.org	●	●
Lead Retrieval Access	●	●

*Included in the following promotions: (these tactics promote all INC programs, not individual programs. AAD will design and manage these tactics).*

Mobile App tile linked to landing page on AAD.org	●	●
Mentioned in 2 E-blasts to registrants	●	●
Signage in convention center and hotels	●	●
Instagram stories	●	●
<b>Exhibitor Price</b>	<b>\$100,000</b>	<b>\$75,000</b>
<b>Non-Exhibitor Price</b>	<b>\$140,000</b>	<b>\$105,000</b>

Available Programs <i>(registration may start at 6:30 pm.)</i>	Times
Thursday, March 7, 2024	7:00 p.m. to 9:00 p.m.
Friday, March 8, 2024	7:00 p.m. to 9:00 p.m.
Saturday, March 9, 2024	7:00 p.m. to 9:00 p.m.
Sunday, March 10, 2024	7:00 p.m. to 9:00 p.m.

### Interested in a program on the exhibit floor?

Industry Product Sessions (formerly Product Theaters) are also available in addition to Industry Non-CME (INC) Programs. Industry Product Sessions provide exhibiting companies the opportunity to conduct product demonstrations and present new research findings, details, and information on products. These promotional sessions are open to exhibitors and are hosted on the exhibit floor. For more information, please visit [this page](#) and click "Industry Sessions" under the Exhibitor Planning Resources tab.



## Key Dates

Registration may start at 6:30 pm.

- **October 13th, 2023** – completed INC applications due (applications received after this date may not be eligible for all benefits).
- **October 27th, 2023** – INC space and times assigned by AAD.
- **November 17th, 2023** – Letter of Agreement finalized and signed by both parties.
- **November 20th, 2023** – Last day for program be included in Advance Mailer (Platinum only).
- **Early January** – INC Program landing page on AAD.org launched.
- **Mid-January** – Final program names due; name changes after this may not be reflected on signage.
- **Mid-February** – Complimentary one-time use pre-registration mailing list sent to sponsors (pending mailer approval by AAD).
- **March 8th-12th, 2024** – AAD Annual Meeting in San Diego, California.
- **March 29th, 2024** – Post-meeting survey due.

Complete the [application](#) online or send the application at the end of this document to [INCprograms@aad.org](mailto:INCprograms@aad.org) today!

## INC Program Sponsorship Details 2024 AAD Annual Meeting | March 8-12 in San Diego, CA

The INC Program sponsorship includes a **right-to-hold at the 2024 AAD Annual Meeting**: covered room rental in AAD Meeting space in AAD hotels near the convention center, the Academy's promotion of the entire INC Program (program as a whole) to members and meeting registrants, and lead retrieval access.

### INC Program Sponsor, Platinum Level

**\$100,000 (exhibitor price), \$140,000 (non-exhibitor price) – four available**

- All benefits of the Gold-level INC Program Sponsorship
- Priority in program date assignment.
- Plus, opportunities to add your individual INC Program to the following:
  - **AAD Mobile App:**
    - This mobile app is now the meeting's program guide. The Academy will include your INC Program's title, company name, date & time, and location in the mobile and web-based app, giving users the option to "favorite" it.
    - A push notification will be sent to mobile app users approximately an hour before program registration starts with information about the program.
  - **Digital Signage:** The AAD will highlight your INC program on digital signs in central locations the convention center that scroll through the upcoming session schedule on the day that it will take place.



- o **AAD Advance Mailer:** This mailer includes the attendee badge and “top things to know before you go” insert for approximately 8,000 meeting registrants. Pending publication specs and deadline (November 20th 2023), the Academy will include your INC Program’s title/topic, company name (or logo pending space), date and time in addition to the hotel name and QR code to registration information on AAD.org.

### INC Program Sponsor, Gold Level

**\$75,000 (exhibitor price), \$105,000 (non-exhibitor price)**

- Complimentary pre-registration mailing list (no emails). Sponsors are sent one advance registrant mailing list approximately 4 weeks before the meeting for a single mailing after their mailer is approved.
- Complimentary access to 1 lead retrieval mobile app login to scan attendee badges on the night of the program.
- AAD promotion of the overall INC Program, as a whole:
  - o **Website:** INC program landing page on AAD.org to promote the details of each INC program on one central AAD.org webpage
  - o **Mobile App:** INC program landing page linked to tile on the main page of the mobile app.
  - o **E-Blasts:** Included in two AAD Meeting News e-Previews. One e-Preview will be dedicated to promoting the INC program. All e-Previews that include the INC Program will direct meeting registrants to the AAD.org landing page for individual INC details.
  - o **Signage:** Digital and/or print signage in the convention center and hotel promoting all INC programs.
  - o **Social Media:** Inclusion in Instagram story (1 per day) during Innovation Academy with details for each program that day.

### INC Program Guidelines

#### Application Process:

- Only completed applications from companies (“sponsor”) will be considered. Resources for INC Programs are only available to exhibiting companies, such as: meeting space requests, sleeping rooms at hotels in the AAD Meeting block, and more.
- Application with all requested details (not just topic) must be completed by the potential sponsor by October 13th, 2023 to be considered for the available slots. Applications received after that date may not be eligible for all benefits and may not receive their preferred date.
- All completed (full details on topic, not just condition/disease state) INC Program applications received by the deadline will be reviewed for balance. AAD will not approve more than one program on the same topic on the same evening.

#### Approval Process:

- All approved applicants received by the due date will receive a notification regarding approval and space availability by or before EOD October 27th, 2023. Space will be assigned based on sponsorship level and then by date the application received. Applicants not approved due to space will be added to a waiting list.
- If suitable space for the approved program is allocated, the sponsor will receive the AAD INC Program Letter of Agreement (LOA). The Exhibit A of this LOA is not changeable or omissible. If changes to the rest of the LOA are needed, approval by both parties is needed by November 17, 2023. Otherwise, the held spot may be released.



- Agreements signed after that date may not be eligible for all benefits.
- Once the LOA is signed by both organizations, the sponsor may hire a third-party company to promote and execute their INC program. Agreements signed after that date may not be eligible for all benefits.

### **Additional Guidelines and Areas of Note:**

- The sponsor and any third-party company hired by the sponsor must demonstrate ethical business practices, as evidenced by its compliance with all applicable laws and codes of ethics.
- The sponsor and any hired third-party company must adhere to the rules, regulations and guidelines in the AAD Technical Exhibit Prospectus. The AAD organization's or meeting's name and logo are not for use. INC Sponsors may record their INC Program only (nothing of the AAD Meeting) and use post-meeting with advanced AAD approval.
- If INC speakers are also AAD Meeting session directors or speakers, they cannot repurpose a presentation on the same topic for the INC program.
- Required disclaimers that list how the INC Program does not qualify for continuing medical education (CME) credit and is independent of the official AAD Meeting as planned by the Scientific Assembly Committee are required on all promotional materials about your INC for the live program.

Any violations of the above industry and/or AAD standards will result in the sponsor being prohibited from presenting future INC Programs at AAD Meetings.

### **INC Sponsors are responsible for:**

- All INC Program expenses (except for room rental and lead retrieval access) including audio visual (AV equipment, technicians, and internet/wi-fi fees), food and beverage (including F&B minimums), room set-up and reset charges, and individual advertising costs (outside of promotional benefits of their sponsorship level).
- All INC Program arrangements including individual advertising opportunities and meeting-planning & set-up services and resources. Sponsors may be required to use the AAD AV vendor and other contractors/vendors identified by the AAD or assigned convention center or hotel.

### **INC Sponsors are required to:**

- Obtain advance AAD approval (3 business day notice) for all directional, informational and promotional materials with required disclaimers for their INC Program in advance of use.
- Complete the post-program survey sent by the AAD after your INC Program to track attendance and summary of attendee evaluations. Sponsors who do not complete the required survey within 2 weeks post program will be ineligible to sponsor an INC Program at the next AAD Meeting.



Available INC Program Slots:	Times
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Friday, March 8, 2024	7:00 p.m. to 9:00 p.m.
Saturday, March 9, 2024	7:00 p.m. to 9:00 p.m.
Sunday, March 10, 2024	7:00 p.m. to 9:00 p.m.

To apply, please complete the [Online Application Form](#) or send the form on the next page to [INCprograms@aad.org](mailto:INCprograms@aad.org).

*Please note that the non-exhibiting company INC sponsorship rate reflects a 40% non-exhibitor fee, which is applicable to companies who don't purchase a booth at the Meeting, including medical education companies receiving funding from exhibitors. The AAD will review completed INC applications from medical education companies and non-exhibiting companies for balance of content for the overall Program. 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.*



## 2024 AAD Annual Meeting

March 8-12, 2024 in San Diego, CA

Industry Non-CME (INC) Program Application

**Date:**

**Company Name:**

**2024 AM Exhibitor?**      Yes                      No

**Address:**                                      **City:**                                      **State**                                      **Zip:**

**Contact Name & Title:**

**Phone:**                                      **E-mail:**

**Title or Brief Description:**

**INC Program Details/Full Description:**

**Anything else the AAD should know about your program?**

**List preference order (1 – 4)**

Thursday, March 7

Friday, March 8

Saturday, March 9

Sunday, March 10

**SPONSOR LEVEL:**      PLATINUM\*                      GOLD

\*If Platinum is requested but not available, application will be considered for Gold sponsorship.

Email your completed application to [INCprograms@AAD.org](mailto:INCprograms@AAD.org). Only completed applications (INC Program details/full description) will be considered.