

2027 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 **19,000 attendees**, including nearly **9,000 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 brand with the AAD's mission.

aad.org/AM27

900+
expert speakers
and key opinion
leaders



Annual Meeting Receptions

Showcase your leadership and commitment to the field.

Sponsoring the Academy's official 2027 Annual Meeting receptions positions your corporate brand in front of over **2,000 AAD members**, including both distinguished and emerging leaders. These high-profile events offer exclusive access to decision-makers and thought leaders.

Your sponsorship includes engagement opportunities at:



AAD Annual Meeting 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.



AAD Annual Meeting Faculty Reception

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

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
Invitation for company representatives to attend AAD's official 2027 Annual Meeting receptions	8 Member Welcome and Faculty Receptions	6 Member Welcome and Faculty Receptions	4 Member Welcome and Faculty Receptions	2 Member Welcome and Faculty Receptions
Logo placement on event signage at 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 19,000 attendees.
- **Widespread Exposure** – High visibility of items that meeting attendees use at AAD Signature events such as the Annual Meeting, including our meeting app, Wi-Fi network, 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 19,000**, your brand will be front and center as exclusive app supporter making you a part of every interaction attendees have during their meeting experience at AAD signature events like the Annual Meeting. Brand exposure includes:

- Exclusive logo placement on registration page.
- Logo placement on the app on *AAD.org*.
- Company logo on app linking to supporter’s home page.
- Discounted rate for company ad placement (one of four).
- Enhanced visibility across AAD Signature meetings, such as the Annual Meeting.
- Post-meeting usage and analytics report.



Wi-Fi Sponsorship

Exclusive Supporter: \$100,000

Power the connection. 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 during the presentation of AAD signature events like the Annual Meeting. Brand exposure includes:

- Exclusive meeting Wi-Fi supported at AAD Signature meetings, such as the Annual Meeting.
- Exclusive company name on wireless network SSID for all internet users to see when they join the network from their phone/tablet/laptop/etc.
- Enhanced visibility across AAD Signature meetings, such as the Annual Meeting.
- 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 Signature meetings, attendees receive key cards. As an exclusive supporter, your corporate logo and name become an exposure item travels with them 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 **3,400 key cards**).



Lanyard Sponsorship

Exclusive Supporter: \$100,000

High-visibility branding—worn all day, every day.

With over **19,000 lanyards** distributed, this exclusive opportunity offers extensive visibility across AAD Signature events such as the Annual Meeting. Lanyards are picked up at the registration area and worn constantly throughout the meeting. In compliance with AAD guidelines, this hands-on approach keeps your brand top-of-mind. Brand exposure includes:

- Prominent logo placement on each lanyard.
- Enhanced visibility across AAD Signature meetings, such as the Annual Meeting.



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

Foster inclusion. Support the future.

	Gold \$50,000	Silver \$25,000	Bronze \$10,000
Invitation for company representatives to attend an AAD official 2027 Annual Meeting reception	6 AAD Resident Networking Event	4 AAD Resident Networking Event	2 AAD Resident Networking Event
Passes to Donor Lounge for Resident Day during 2027 Annual Meeting	3	2	1
Logo placement on award letters ¹	✓ Tier 1 logo placement	✓ Tier 2 logo placement	✓ Tier 3 logo placement
Logo placement on email communication to residents ¹	✓ Tier 1 logo placement	✓ Tier 2 logo placement	✓ Tier 3 logo placement
Logo placement on signage during stipend check distribution ¹	✓ Tier 1 logo placement	✓ Tier 2 logo placement	✓ Tier 3 logo placement
Logo placement on Annual Meeting resident stipends program website at AAD.org	✓	✓	✓
Logo placement on stipend envelopes	✓		

¹All sponsor logo recognition listed after AAD’s logo. Inclusion in recognition materials is pending date of fully executed contract.

Resident Tour in the Exhibit Hall

Saturday, March 20 | \$30,000/Sponsor (limit 5)

An industry favorite returns! The resident tour of the exhibit hall will be offered to 75 dermatology residents to experience an exclusive view of the impressive exhibits featured at the Annual Meeting. Experienced AAD leaders provide their insight and advice when navigating the exhibit hall, while introducing residents to their innovations and commitment to the specialty with an exclusive guided tour of the exhibit hall. Recognition includes:

- Logo placement on event signage.
- Logo placement in email communications.
- Exclusive "before hours" tour of your booth to up to 75 residents and AAD members guiding the tour.
- Opportunity to network with residents and AAD leaders at pre-tour continental breakfast.

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 CorporatePartnerships@aad.org.



Additional Annual Meeting Engagement Opportunities

Annual Meeting Donor Lounge

The Donor Lounge is an exclusive gathering space for dermatologists. The Academy invites the AAD member leaders and individual donors whose support advances excellence in dermatology. With 100+ guests visiting each day, Friday through Sunday, the Lounge offers mission-aligned companies a meaningful opportunity to connect with highly engaged members and recognize the Academy's valued supporters. This sponsorship offers the opportunity to build relationships with dermatologists in an informal, intimate setting.

Exclusive Donor Lounge Sponsor

Friday, March 19 or Saturday, March 20 | \$35,000/day

- Digital recognition as the Exclusive Donor Lounge Sponsor for the selected day.
- Printed tiered recognition on the Donor Lounge sponsor sign displayed Friday through Sunday.¹
- Invitation to introduce your company to dermatologists in welcome remarks before the selected day's thought leadership program, such as a Lunch & Learn.
- Opportunity to answer questions and engage with Lounge guests throughout the day.
- Opportunity to welcome gifts or takeaway materials for all Lounge guests to your table for the selected day.²
- Digital tiered recognition on a post-meeting thank you email to all Donor Lounge attendees.
- Available attendance and engagement highlights will be shared with the sponsor post-meeting. This will include the 2027 Donor Lounge invite list (without contact information) and available photos from the day.

¹Benefit pending date of fully executed contract and print deadline.
²All sponsor-provided bags, gifts, or takeaway materials are subject to prior AAD approval.

Donor Appreciation Sponsor

Sunday, March 21 | \$10,000

- Opportunity to celebrate expert care from dermatologists by sponsoring a Donor Appreciation Gift Bag from the Sponsor to Lounge guests on the selected day.²
- Opportunity to add company logo, name, and informational piece to each gift bag.
- Digital recognition as the Donor Appreciation Sponsor for the selected day.
- Printed tiered recognition on the Donor Lounge sponsor sign displayed Friday through Sunday.¹
- Digital tiered recognition on a post-meeting thank-you email to all Donor Lounge attendees.
- Available attendance information with a photo of the donor appreciation gift bags inside the Lounge will be shared with the sponsor post-meeting.

¹Benefit pending date of fully executed contract and print deadline.
²All sponsor-provided bags, gifts, or takeaway materials are subject to prior AAD approval.

The President's Gala

Saturday, March 20

The 2027 AAD President's Gala, held during the Annual Meeting, is the Academy's premier philanthropic event, honoring the leadership of President Murad Alam, MD, MSCI, MBA, FAAD & Vice President Lawrence Green, MD, FAAD. This prestigious event unites member donors, corporate partners, and AAD dignitaries in support of vital community programs. For more information on sponsorship opportunities review the [Sponsorship Prospectus](#) and contact CorporatePartnerships@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. This surcharge does not apply to non-exhibiting sponsors of the Donor Lounge, and President's Gala.



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

