

# 2026 Corporate Partnership Opportunities



# About the AAD

Founded in 1938, the American Academy of Dermatology (AAD) is the largest, most influential, and most representative dermatologic association in the world.

With a global membership of more than 21,000 physicians, the AAD is dedicated to advancing the diagnosis and treatment of skin, hair, and nail conditions across medical, surgical, and cosmetic dermatology.

The AAD promotes excellence in clinical practice, education, and research while supporting a lifetime of healthy skin for patients everywhere.

As a 501(c)(3) nonprofit organization, the AAD drives innovation and leadership in dermatology through education, advocacy, and community engagement.

**We welcome mission-aligned organizations to join us in shaping the future of dermatologic care.**



# Why Partner with the AAD?

AAD is at the forefront of dermatology, setting the gold standard in education, advocacy, patient and public outreach, and leadership development in the specialty that help dermatologists improve patient care and expand access to high quality dermatologic care for all.

- Align your corporate brand with the world's leading authority in dermatology.
- Gain visibility through premier education programs, high-impact meetings, and philanthropic events.
- Make an impact through year-round opportunities designed to advance skin health for all.

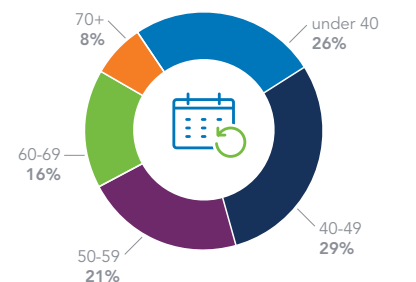


AAD Represents:  
**96.3%**  
of US ABD-certified derms



Total Membership  
**21,478**  
2024 Profile: 21,181

Percentage of USA Practicing Members by Age



# How to Partner with the AAD

The AAD offers a variety of strategic partnership opportunities designed to align your organization with dermatology's most trusted authority. From exclusive sponsorships to year-round engagement, partners gain access to leading dermatologists, key opinion leaders, and highly engaged member communities.



Explore the many ways your organization can collaborate with the AAD.

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# Join AAD's Corporate Partner Circle

Be part of the premier network advancing the future of dermatology.

The **AAD Corporate Partner Circle** is more than a sponsorship—it's a strategic alliance with the world's leading dermatologic association. Designed for organizations that demonstrate a strong, ongoing commitment to advancing skin health, the program recognizes annual support beginning at \$25,000, including sponsorships, grants, and philanthropic contributions.

## Top benefits include:

- **Recognition with AAD Members**, where corporate partners receive continuous visibility across AAD communications and activities beyond individual sponsorships.
- **Access to Exclusive AAD events**, including high-level gatherings at the AAD Annual Meeting, the world's largest dermatology conference.
- **Access to the AAD Corporate Partner Summit**, where corporate partners, AAD leaders, and key stakeholders shape the future of dermatologic care.
- **Direct connections to the AAD's patient-first programs** through storytelling and engagement opportunities that showcase the impact of philanthropic initiatives like Camp Discovery, Good Skin Knowledge, Shade Structures, and more.

## Corporate Partnership Levels

- Diamond Partnership**  
Annual Support Total: \$500,000 and above
- Sapphire Partnership**  
Annual Support Total: \$250,000 - \$499,999
- Ruby Partnership**  
Annual Support Total: \$100,000 - \$249,999
- Emerald Partnership**  
Annual Support Total: \$25,000 - \$99,999

For more information, please visit our [Corporate Partner webpage](#).

Interested in learning more about **philanthropic partnership opportunities to enhance your brand and deepen your network within the specialty?** Please contact us at [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org)



# Corporate Partner Circle – Annual Benefits

| Annual Total Support   | Diamond<br>\$500,000 and above | Sapphire<br>\$250,000 - \$499,999 | Ruby<br>\$100,000 - \$249,999 | Emerald<br>\$25,000 - \$99,999 |
|--|--------------------------------|-----------------------------------|-------------------------------|--------------------------------|
| Invites to the invitation-only Thank You Receptions at the AAD Annual Meeting and Innovation Academy with member leaders                                       | 6                              | 5                                 | 4                             | 2                              |
| AAD Annual Meeting and Innovation Academy meeting ribbons that highlight your organization's support and partnership   | ✓                              | ✓                                 | ✓                             | ✓                              |
| Recognition on <i>AAD.org</i> , the Annual Impact Report, and other AAD communications (AAD Meeting signage, updates, and more)                                | ✓                              | ✓                                 | ✓                             | ✓                              |
| Corporate Partner Circle icon use, per Academy guidelines  | ✓                              | ✓                                 | ✓                             | ✓                              |
| Invites to attend AAD's exclusive, collaborative Corporate Partner Summit to discuss topics pertinent to dermatology with AAD member leaders and staff         | 4                              | 3                                 | 2                             |                                |
| A monthly meeting cadence with your AAD liaison to support the partnership   | ✓                              | ✓                                 | ✓                             |                                |
| Invite(s) for a company representative to visit an AAD Camp Discovery site during the summer season and engage with campers and AAD leaders in camp activities | 2                              |                                   |                               |                                |



# Signature Education Events

- AAD Annual Meeting
- Innovation Academy



**900+**  
expert speakers  
and key opinion  
leaders

## 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 brand with the AAD's mission.

**AAD** annual  
MARCH 27–31, 2026 | MEETING  
DENVER, COLORADO

[aad.org/AM26](http://aad.org/AM26)



# 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:



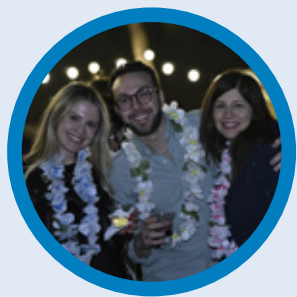
## Member Welcome Reception

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)

## Silver Level Sponsorship

Multiple Supporters: \$25,000

## Gold Level Sponsorship

Multiple Supporters: \$50,000

## Bronze Level Sponsorship

Multiple Supporters: \$10,000

|  | Platinum<br>\$75,000   | Gold<br>\$50,000   | Silver<br>\$25,000   | Bronze<br>\$10,000  |
|--|--|--|--|---|
| Invitation for company representatives to attend receptions  | 8<br>Member, Faculty, Stars of the Academy & Resident Networking event | 6<br>Member, Faculty, Stars of the Academy & Resident Networking event | 4<br>Member, Faculty, Stars of the Academy & Resident Networking event | 2<br>Member Welcome Reception & Resident Networking event |
| Logo placement on event signage at all four receptions   | ✓<br>Tier 1 logo placement   | ✓<br>Tier 2 logo placement   | ✓<br>Tier 3 logo placement   | ✓<br>Tier 4 logo placement                                |
| Logo placement on email communications to attendees  | ✓<br>Tier 1 logo placement   | ✓<br>Tier 2 logo placement   | ✓<br>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 **SOLD** of 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: \$100,000

#### Place your **SOLD** 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: \$100,000

#### High-visibility **SOLD** on 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 [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org).

# Additional Annual Meeting Engagement Opportunities

## The Donor Lounge Exclusive One-day Sponsorship: \$30,000

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.

- Logo placement at entrance and inside the lounge.
- 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 Friday, March 27 or Saturday, March 28, and All-Day Access entrance passes for up to 12 sponsor company 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. More information on this engagement opportunity, [CorporatePartnerships@aad.org](mailto: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.*

# AAD Innovation Academy

New York, NY | July 16–19, 2026

Where the specialty's future takes shape.

Held in New York, a perennial attendee favorite, **Innovation Academy** delivers trusted education in exciting new formats. Dermatologists look to this summer event to network with peers, exchange clinical insights, and stay ahead of the curve on the latest technologies and bold, new ideas shaping the future of the specialty.



[aad.org/IA26](http://aad.org/IA26)

## Innovation Academy Engagement Opportunities

With immersive sessions, idea-inspiring presentations, and daily networking in the **Experience Hub**—featuring exhibits, posters, receptions, and refreshment breaks—Innovation Academy is your opportunity to position your brand at the heart of the specialty's evolution.

## Innovation Academy Receptions

Invest in the future of dermatology.

The Innovation Academy offers sponsors exclusive opportunities to engage with AAD members in more intimate, high-impact settings. These receptions provide direct access to influential leaders and showcase your company's dedication to advancing dermatologic care.

### Welcome Reception

Thursday, July 16, 2026 | 6:00 PM | Experience Hub

Kick off Innovation Academy with an evening of networking and energy. Held immediately following the Keynote Lecture, this all-attendee reception fosters connections across the dermatologic community. The Welcome Reception provides a powerful moment to position your brand alongside education, collaboration, and progress.

### Faculty Reception

Friday, July 17, 2026 | 6:00 PM | Invitation-Only Event

Celebrate the contributions of Innovation Academy faculty during this exclusive evening reception. Designed to honor the educators who inspire and lead, this invite-only event offers sponsors a more personal environment for connecting with influential voices in dermatology.



# Innovation Academy Sponsorship Levels

## Platinum Level Sponsorship

Multiple Supporters: \$50,000 (2 available)

## Gold Level Sponsorship

Multiple Supporters: \$25,000 (3 available)

## Silver Level Sponsorship

Multiple Supporters: \$10,000

|  | Platinum<br>\$50,000       | Gold<br>\$25,000           | Silver<br>\$10,000         |
|--|----------------------------|----------------------------|----------------------------|
| Invitation for company representatives to attend both receptions   | 6                          | 4                          | 2                          |
| Logo placement on event signage at both receptions   | ✓<br>Tier 1 logo placement | ✓<br>Tier 2 logo placement | ✓<br>Tier 3 logo placement |
| Logo placement on email communications to attendees (pending contracted date)  | ✓<br>Tier 1 logo placement | ✓<br>Tier 2 logo placement | ✓<br>Tier 3 logo placement |
| Logo placement and verbal acknowledgment during Keynote Lecture closing remarks prior to Welcome Reception                       | ✓<br>Tier 1 logo placement | ✓<br>Tier 2 logo placement |                            |
| Optional: Opportunity to contribute small giveaway items or promotional flyers distributed at the Welcome Reception (500 needed) | ✓                          |                            |                            |

# Innovation Academy Continuing Medical Education Support Opportunities

Dermatologists attend the AAD Innovation Academy to learn about cutting-edge science, hot topics, and practice pearls from renowned researchers and speakers. The meeting offers more than 40 sessions addressing a variety of disease specific topics and highlights innovation and entrepreneurial practices. We encourage companies to offer medical education grants in support of this robust scientific program.

For more details, please contact [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org).



# Philanthropic Events

- President's Gala
- Skin Cancer, Take A Hike!™



## AAD President's Gala

Denver, CO | March 28, 2026

Hosted by President Susan C. Taylor, MD, FAAD and Kemel W. Dawkins & Vice President Kevin D. Cooper, MD, FAAD and Robin Cooper

### A Party with a Purpose.

The **2026 President's Gala**, hosted in recognition of current Academy President **Susan C. Taylor, MD, FAAD**, is the American Academy of Dermatology's (AAD) premier philanthropic event, held during the AAD's Annual Meeting. This signature evening of community and philanthropy brings together more than 500 of the most influential leaders in dermatology—including corporate partners, major donors, advocates, and Academy leadership—for a night of celebration, inspiration, and impact.

This year's Gala will honor Dr. Taylor and spotlight her future-focused vision to elevate the specialty by focusing on core pillars: **Advocacy, Education, and Access to Dermatologist-Led Care**. Central to Dr. Taylor's presidential theme is a commitment to supporting dermatologists so they may provide **compassionate and quality care to all patients**, ensuring that all patients, no matter their skin type or location, receive the expert care they need.

At the 2026 Gala, the AAD highlights vital programs that are transforming the future of dermatology and expanding access points to exceptional care from the experts:

- **Expanding outreach, education, and access to care** to set all kids up for a lifetime of healthy hair, skin, and nails. AAD community programs for youth open doors, particularly in communities that are traditionally underserved, with dermatologist-led education, resources, support, and care.
- **Empowering dermatologists in their communities** with AAD initiatives to provide high-quality care to all patient populations. By supporting dermatologists, residents, and future physicians, AAD access initiatives and education focus on reducing health disparities, advancing compassionate care, and meeting the needs of their patients and communities.



# President's Gala Sponsorship Impact

Net proceeds from this year's Gala will directly benefit the AAD's vital philanthropic programs, creating access and opportunities for youth and all patients, especially those in underserved communities. Your support will help the Academy build a stronger, more equitable future in skin health through:

- **Camp Discovery** – has served over 6,150 children and teens with chronic skin conditions, offering them the chance to experience an overnight summer camp where they can just be a kid while receiving the expert medical care they need.
- **Shade Structure Grant Program** – has funded more than 510 permanent shade structure projects across the United States, protecting over 4 million people—primarily school-aged children—annually from harmful UV exposure.
- **Good Skin Knowledge** – has educated and empowered over 16,500+ children with engaging, age-appropriate curriculum on how to care for their hair, skin, and nails.



## AAD President's Access to Care Fund

\$100,000

**We invite all President's Gala sponsors to consider deepening their impact in support of the 2026 President's Access to Care Fund.**

This sponsorship initiative is dedicated to honoring and advancing the remarkable decades-long career of Susan C. Taylor, MD, FAAD, current AAD President, and a trailblazing leader and advocate for equitable access to expert dermatologic care. The Access to Care Fund will go to support the work of vital AAD initiatives such as the nationwide Teledermatology Program, ensuring that every person, regardless of race, income or geography, has access to the high-quality dermatologic care they need.

**Together, we can amplify Dr. Taylor's impact and shape the future of dermatology for generations to come.**

2026 President's Access to Care Fund supporters will be recognized on the Teledermatology Program and Your Digital Health AAD.org sites for 12 months.

| Engagement Opportunities   | Presenting<br>\$500,000<br>(limit 3) | Premier<br>\$350,000 | Gold<br>\$200,000 | Silver<br>\$100,000 | Bronze<br>\$50,000 | President's<br>Access<br>Fund<br>\$100,000 |
|--|--------------------------------------|----------------------|-------------------|---------------------|--------------------|--|
| Participate alongside AAD member leaders in the live program during Private Reception <sup>1</sup> | ✓                                    |                      |                   |                     |                    |  |
| Invites to attend Leadership Forum in May 2026   | 2                                    |                      |                   |                     |                    |  |
| Invite to Camp Discovery site visit Summer 2026  | 1                                    |                      |                   |                     |                    |  |
| Highlight of commitment in Gala program video  | ✓                                    | ✓                    |                   |                     |                    |  |
| Passes to visit the AAD Donor Lounge for the duration of the Annual Meeting                        | 4                                    | 2                    |                   |                     |                    | 2  |
| Match member donations (up to \$50,000)  | ✓                                    | ✓                    |                   |                     |                    | ✓  |
| AAD distinguished guests at tables <sup>2</sup>  | 6                                    | 6                    | 4                 | 2                   |                    | +2   |
| Invites to Private Reception before Gala   | 24                                   | 24                   | 16                | 4                   |                    | +4   |
| Invitations to President's Gala Dinner & Reception   | 24                                   | 24                   | 16                | 8                   | 4                  | +8   |
| AAD leadership to visit your exhibit booth for photo op and meet & greet                           | ✓ <sup>3</sup>                       | ✓ <sup>3</sup>       | ✓ <sup>3</sup>    | ✓                   | ✓                  | ✓ <sup>3</sup>                             |
| Year-end impact communication  | ✓                                    | ✓                    | ✓                 | ✓                   | ✓                  | ✓  |
| <b>Brand Exposure</b>  |                                      |                      |                   |                     |                    |  |
| Logo included in branded event entrance  | ✓                                    |                      |                   |                     |                    |  |
| Company ad in event program book   | 2-page spread                        | 1-page               | Half-page         |                     |                    |  |
| Logo placement during Private Reception  | Top                                  | Tier 2               | Tier 3            | Tier 4              |                    | Tier 4                                     |
| Logo placement on event communications <sup>4</sup>  | Top                                  | Tier 2               | Tier 3            | Tier 4              |                    | Tier 4                                     |
| Quote from company executive on digital display  | ✓                                    | ✓                    | ✓                 | ✓                   | ✓                  |  |
| Logo placement on event signage  | Top                                  | Tier 2               | Tier 3            | Tier 4              | Tier 5             | Tier 4                                     |
| Logo placement in <i>Annual Meeting News</i>   | Top                                  | Tier 2               | Tier 3            | Tier 4              | Tier 5             | Tier 4                                     |
| President's Gala Sponsor ribbons for booth personnel distributed at 2026 Annual Meeting            | ✓                                    | ✓                    | ✓                 | ✓                   | ✓                  | ✓<br>+Access<br>Champion<br>ribbons        |
| Sponsorship will count towards 2027 Corporate Partner Circle recognition <sup>5</sup>              | ✓<br>Diamond                         | ✓<br>Sapphire        | ✓<br>Ruby         | ✓<br>Ruby           | ✓<br>Emerald       | ✓<br>Ruby                                  |

<sup>1</sup>Please note that the live speaking program will be held during the Private Reception. Additional video programming and Presenting Sponsor acknowledgment will be included during the general reception for all guests. <sup>2</sup>AAD Leader will be seated with their guest. <sup>3</sup>Priority timing for booth tour, including additional photo opportunities with AAD leaders. <sup>4</sup>Inclusion in pre-event communications is dependent on date of fully executed sponsorship agreement. <sup>5</sup>For more information on the AAD Corporate Partner, contact your AAD liaison or visit the AAD website.

# 2026 Skin Cancer, Take a Hike!™

Lace up for a lifesaving cause.

Every day in the U.S., **9,500 people** are diagnosed with skin cancer. Through **Skin Cancer, Take a Hike!™** we unite survivors, advocates, and dermatology professionals to raise awareness, fund prevention efforts, and provide life-saving screenings and education.

## Your sponsorship directly supports:

- Free public skin cancer checks across the country.
- National awareness campaigns and online educational resources.
- Outreach initiatives to prevent and detect skin cancer early.



## Impact to date:

- **517,246** free skin cancer checks performed since Skin Cancer, Take a Hike™ launched in 2014.
- **7,120** suspected melanomas detected.
- **242** shade structures built.

Together, we're not just taking a hike—we're taking action to end skin cancer.

# Skin Cancer, Take a Hike!™ Upcoming Hikes

| Date                | Location  | Participants |
|---------------------|---|--------------|
| March 28, 2026      | Denver, CO<br>(Held during Annual Meeting)                    | 200+         |
| July 18, 2026       | New York, NY<br>(Held during Innovation Academy)              | 100+         |
| September 14, 2026  | Washington, D.C.<br>(Held during AADA Legislative Conference) | 50+          |
| October 17-21, 2026 | Oregon, USA   | 12+          |

# Skin Cancer, Take a Hike!™ Sponsorship Levels

**Presenting Level Sponsorship**  
Multiple Supporters: \$75,000

**Premier Level Sponsorship**  
Multiple Supporters: \$50,000

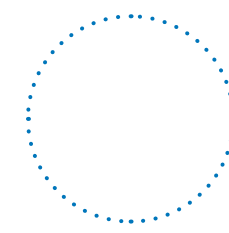
**Gold Level Sponsorship**  
Multiple Supporters: \$25,000

**Silver Level Sponsorship**  
Multiple Supporters: \$15,000



# Skin Cancer, Take a Hike!™ Sponsorship Benefits

| Benefits   | Presenting<br>\$75,000 | Premier<br>\$50,000 | Gold<br>\$25,000 | Silver<br>\$15,000 |
|--|------------------------|---------------------|------------------|--------------------|
| Send (1) rep on the Adventure Hike and participate alongside AAD members on a multi-day guided trek  | ✓                      |                     |                  |                    |
| Receive a Skin Cancer, Take a Hike!™ event toolkit to organize your own company-led or community-led Hike. Work with a local board-certified dermatologist to provide free skin cancer checks and sun safety education for employees at the company's headquarter office | ✓                      |                     |                  |                    |
| Speak at AAD-driven events alongside AAD leadership during opening program remarks on event day  | ✓                      |                     |                  |                    |
| AAD's Media/Social Media Toolkit to help spread the word about your support of Skin Cancer, Take a Hike!™  | ✓                      | ✓                   |                  |                    |
| Host informational/promotional booths at AAD-driven Skin Cancer, Take a Hike!™ events to engage with participants and provide product samples. AAD will provide one draped six-foot table and two chairs   | ✓                      | ✓                   | 2 Events         | 1 Event            |
| Form company teams to hike on event days as a great team building, employee engagement opportunity   | ✓                      | ✓                   | ✓                | ✓                  |
| <b>Brand Exposure</b>  |                        |                     |                  |                    |
| Logo included in downloadable marketing materials for AAD members to promote their free skin cancer checks   | ✓                      |                     |                  |                    |
| Logo included on web page for the free skin cancer check program and included in downloadable marketing materials for AAD members to promote their free skin cancer checks   | ✓                      | ✓                   |                  |                    |
| National Sponsor logo placement on official Skin Cancer, Take a Hike!™ t-shirts  | ✓                      | ✓                   | ✓                |                    |
| Logo placement on Skin Cancer, Take a Hike!™ website and event pages   | ✓                      | ✓                   | 2 Events         | 1 Event            |
| Logo placement in recruitment emails to AAD members  | ✓                      | ✓                   | 2 Events         | 1 Event            |
| Logo placement on signage  | ✓                      | ✓                   | 2 Events         | 1 Event            |
| Logo placement on communications to participants, as well as company shout-out during event day program remarks  | ✓                      | ✓                   | 2 Events         | 1 Event            |
| Invites to AAD's Thank You Reception during the next Annual Meeting  | 4                      | 4                   | 2                |                    |
| Invites to AAD's Thank You Reception during the next Innovation Academy  | 4                      | 4                   | 2                |                    |
| Sponsorship counted towards AAD's Corporate Partner Circle program. For more information on the AAD's Corporate Partner Circle program, visit <a href="http://aad.org/corporate-partners">aad.org/corporate-partners</a>   | ✓                      | ✓                   | ✓                |                    |





# Year-Round Engagement Opportunities

- Member Education & Engagement
- Continuing Medical Education (CME)
- Academy Advocacy
- Leadership Development
- Public Awareness & Patient Education



## Member Education & Engagement

The AAD sets the gold standard in dermatologic education—advancing excellence in clinical practice, research, and lifelong learning. Our year-round educational platforms create opportunities for collaboration, innovation, and impact.

### AAD Clinical Community

**Connect with dermatologists where learning happens every day.**

The AAD Clinical Community is a secure, members-only platform where more than 18,000 dermatologists exchange clinical insights, discuss emerging literature, and collaborate on patient care. With an 80% engagement rate among active members, this vibrant network represents the most valuable digital space for peer-to-peer learning in dermatology.

Corporate partners are invited to support educational modules within the Clinical Community, including:

- Expert-led clinical discussions on emerging topics.
- Case studies that foster peer-to-peer learning.
- Pre-recorded or live webinars addressing specific disease states.

#### Sponsorship Includes:

- Alignment with AAD to address an educational need, reflected through partner recognition on discussion and webinar pages.
- Biannual Programming Impact Reports highlighting engagement metrics and audience reach.
- Detailed transcript and engagement reports for sponsored content.

Sponsorships begin at \$50,000 per engagement; multiple engagement packages can be built.



## Dialogues in Dermatology

Stay top of mind with the AAD's official podcast.

*Dialogues in Dermatology* is the AAD's ACCME-accredited podcast, designed for busy physicians seeking the latest clinical updates and practice trends. Each week, dermatologists tune in for concise, expert-led discussions that enhance clinical knowledge and drive better patient outcomes.



### Sponsorship Includes:

- Verbal acknowledgment at the beginning and end of each episode.
- Written recognition in podcast descriptions across listening platforms.
- Transcript provided to sponsor post-air.

### Accredited Episode Sponsorship:

- \$25,000 per quarter (\$100,000 annually).
- Average 1,900 downloads per episode by 400 unique listeners.

### Bonus Episode Sponsorship:

- Sponsor two or more non-CME themed episodes (pending editorial approval).
- \$35,000 per two-episode series.
- Average 6,000 downloads per sponsored episode.

## AAD Learning Center Mobile App

Empowering lifelong learning at your fingertips.

Multiple Supporters: \$25,000 (limit 4)



The AAD Learning Center is the trusted destination for dermatology education and Continuing Medical Education (CME). Launching in app form in 2025, it provides seamless access for more than 21,000 members to on-demand courses, CME modules, and board-preparation content.

Partner with the AAD to amplify your on-demand education and align your brand with the gold standard in dermatologic education.

### Sponsorship Includes:

- Prominent logo placement on the app splash screen.
- Banner recognition within the Learning Management System.

## DermWorld Directions in Residency (DIR)

Empowering the next generation of dermatologic leaders.

Multiple Supporters: \$50,000 - \$75,000 (limit 3)

*DermWorld Directions in Residency* is the AAD's quarterly publication tailored for the next generation of dermatologists. Distributed to approximately 1,900 residents, DIR provides timely insights on professional development, clinical education, and the transition from residency to practice.

### Sponsorship Includes:

- Branded half-page or full-page ad in all four printed issues (Spring, Summer, Fall, Winter).
- Logo placement in all four printed issues, highlighting your organization's commitment to dermatology.
- Recognition in the resident edition of *DermWorld Weekly* and on AAD social channels.



## Continuing Medical Education (CME)

### JAAD Supplement

Deepening clinical insight to improve psoriasis care.

The *Journal of the American Academy of Dermatology* (JAAD) is the most cited and respected publication in the specialty. Each year, JAAD publishes a peer-reviewed supplement focused on a single disease area, offering in-depth insights that inform evidence-based care.

In 2026–2027, the AAD will publish a psoriasis-focused supplement supported by educational grants. Supplements attract more than 75,000 downloads and over 1,000 CME learners in their first year.

For support opportunities, contact [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org).





# Academy Advocacy

## Dermatology Advocacy in Action

The American Academy of Dermatology Association (AADA) champions policies that protect patients and strengthen the specialty. Advocacy efforts focus on:

- Advancing patient-centric models of care.
- Promoting access to dermatologist-led care, including in medically underserved areas.
- Positioning dermatologists as the owner of dermatological data and technology.

The AADA is developing new partnership and sponsorship opportunities for 2026. For updates, contact [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org).

# Leadership Development

## AAD Leadership Forum

**Cultivating leaders who will shape the future of dermatology.**

Multiple Supporters: \$25,000 (limit 4)

Designed to prepare new and emerging physician leaders to be successful in a leadership role, the Leadership Forum will provide important knowledge and skill building experiences for dermatologists ready to take the next step in their careers or increase their leadership presence in professional organizations.

This weekend-long program is intended to bring together senior leaders and participants to network and develop relationships, while leadership subject matter experts provide a thought-provoking and experiential opportunity to develop leadership in the specialty.

### Sponsorship Includes:

- Attendance for two company executives at the 2026 Leadership Forum (May 2026).
- Logo recognition on Leadership Forum resource pages, program materials, and signage.



# Public Awareness & Patient Education

The AAD leads public education efforts that empower patients and caregivers to make informed decisions about skin, hair, and nail health. Sponsorships support awareness initiatives that expand reach and influence, positioning dermatologists as the go-to experts for accurate, actionable information on dermatologic conditions that affect millions.

## Your Dermatologist Knows Campaign

**Advancing public understanding through trusted dermatologist-led education.**

Multiple Supporters: Starting at \$50,000 per campaign

The *Your Dermatologist Knows* (YDK) campaign is transforming how the public learns about skin, hair, and nail health—by connecting people directly to the expertise of board-certified dermatologists. YDK tactics capitalize on the AAD’s trusted and accessible public education resources and strategies such as educational hubs on more than 80 dermatologic conditions on *AAD.org*, social media awareness posts and campaigns, and educational videos.

### Sponsorship Includes:

- **Digital Recognition:** Prominent sponsor sidebar recognition with logo and company homepage link on every page of the sponsored YDK education hub(s) on *AAD.org*.
- **Year-Round Visibility:** Additional recognition opportunities throughout the 12-month YDK campaign which may include social media posts, educational videos and member communications.
- **Shared Impact Reporting:** this report includes detailed performance metrics and highlights opportunities for amplification and shared storytelling.



## Patient Education Handouts

### Educating patients. Elevating care.

Starting at \$75,000 per handout (limit 2 sponsors per title)

Developed and reviewed by board-certified dermatologists, AAD patient handouts provide clear, evidence-based information on diagnosis and treatment options. Topics available for sponsorship in 2026 include Psoriasis & Psoriatic Arthritis, Hives, Hidradenitis Suppurativa, Squamous and Basal Cell Carcinoma, and Atopic Dermatitis.

### Sponsorship Includes:

- Logo placement on the back cover of selected handouts (12-month term).
- National distribution through the AAD Clinical Community: The AAD will mail bundles of 50 handouts to 1,000 dermatologists at no cost to them. The mailing will include an insert recognizing the sponsor.



For any questions or more information please contact us at [CorporatePartnerships@aad.org](mailto:CorporatePartnerships@aad.org).

