



## 2024 AADA Advocacy Sponsorship Prospectus

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*The American Academy of Dermatology Association (AADA) advocates on behalf of members and patients with a focus on advancing state and federal legislation and regulations that:*

- Advance patient-centric models of care.
- Promote access to dermatologic care provided by FAADs, particularly in underserved, rural, and non-English speaking areas.
- Position dermatologists as the owner of dermatological data and technology.
- The AADA advocates on numerous issues, prioritizing work on those that are most pressing and impactful for our membership.

The Advocacy Sponsorship package outlines the ways sponsors can showcase their support of the [Academy's advocacy priorities](#) that ensures members' practices maintain financial stability and patients have continued access to dermatologic care. This package targets opportunities for sponsors to engage with AADA members, staff, patient advocates, and legislative and industry experts.

The [2024 AADA Legislative Conference](#) provides participating AADA members and residents (around 185+ every year) with a unique opportunity to:

- Learn about the AADA's advocacy process and how health policy affects dermatology practices and patients every day,
- Boost the ability of dermatologists to advocate on behalf of their patients and the specialty through participation in interactive training sessions, and
- Positions them as the experts with support from the AADA's grassroots staff throughout.



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### Platinum Sponsor - \$75,000 *(two sponsorships available)*

#### SPONSOR ENGAGEMENT OPPORTUNITIES:

##### 2024 AADA Legislative Conference

September 8-10, 2024, Washington D.C.

Platinum sponsors are invited to send **4 representatives** to the following events held during the AADA Legislative Conference:

- **9/7/24 State Society President's Summit:** held on **September 7 before the conference begins**, the summit brings together state advocacy leaders to network, share best practices, collaborate around issues that impact multiple state societies, and brainstorm to solve specific challenges.
- **9/8/24 conference opening** session, Welcome Reception, and dinner.
- **9/9/24 educational sessions** on advocacy topics and a SkinPAC\* reception.
- **9/10/24 AADA "home base"** on Tuesday on Capitol Hill, where breakfast and lunch will be provided to members.

Platinum sponsors are invited to **submit recommendations for up to 4 patients** to the AAD/Patient Advocate Task Force.

- These patients and their personal stories will be considered for inclusion at the Legislative Conference and other advocacy events if relevant to the AAD Advocacy Agenda.
- Additionally, platinum sponsorship funds will be used to support patient advocates' participation in the conference.

##### 2025 AAD Annual Meeting

March 7-11, 2025, Orlando, FL

Platinum sponsors are recognized at and invited to send **4 representatives** to the following events held during the Academy's Annual Meeting:

- **State Leaders Luncheon:** an open format networking and discussion opportunity among state leaders.
- **AADA Advocacy Collaboration Meeting:** a meeting with company advocacy representatives and AADA Advocacy team during the AAD Annual Meeting, or at the AADA Washington D.C. Office if scheduled at a mutually agreed upon date and time.



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### Gold Sponsor - \$50,000 (three sponsorships available)

#### SPONSOR ENGAGEMENT OPPORTUNITIES:

#### 2024 AADA Legislative Conference

September 8-10, 2024, Washington D.C.

Gold sponsors are invited to send **2 representatives** to the following events held during the AADA Legislative Conference:

- **9/7/24 State Society President's Summit:** held on **September 7 before the conference begins**, the summit brings together state advocacy leaders to network, share best practices, collaborate around issues that impact multiple state societies, and brainstorm to solve specific challenges.
- **9/8/24 conference opening** session, Welcome Reception, and dinner.
- **9/9/24 educational sessions** on advocacy topics and a SkinPAC\* reception.
- **9/10/24 AADA "home base"** on Tuesday on Capitol Hill, where breakfast and lunch will be provided to members.
- **In addition, Gold sponsors are invited to: Submit recommendations for up to 2 patients** to the Patient Advocate Task Force during the AADA Legislative Conference.

#### ADDITIONAL BENEFITS OF SPONSORSHIP

##### PLACEMENT AND SIZE PER SPONSORSHIP LEVEL:

- Electronic communications to all AADA members highlighting the Legislative Conference.
- On the Legislative Conference agendas and in attendee welcome packets, as well as able to include an insert with AADA-approved advocacy information in attendee conference packets.
- Logo recognition on Legislative Conference Welcome Reception signage.
- Logo recognition on event signage during the State Leaders Luncheon at the 2025 AAD Annual Meeting.

*\* Sponsorship funds will not be used to support SkinPAC. AADA and SkinPAC only solicit contributions from eligible members of SkinPAC's restricted class. Sponsor representatives who are not part of the restricted class will be invited to the reception as guests of the AADA and will not be asked to make a personal contribution to SkinPAC in connection with attendance.*