



Partner with the Trusted Voice in Dermatology

With a membership of more than 20,500 physicians worldwide, the AAD is the largest, most influential and representative dermatology group in the United States. Founded in 1938, the AAD is a 501(c)3 nonprofit organization dedicated to promoting leadership in dermatology and excellence in patient care through education, research and advocacy. The Academy invites organizations who support this mission to partner with the AAD.

Partners of the AAD are corporate members, sponsors and/or grantors that are recognized for their support of:

- Academy Initiatives and Mission
- Dermatology Education Review and Mastery (D.E.R.M.) for Industry
- Medical Education and Practice Management
- Patient and Public Health

The AAD has three corporate partnership programs (National Partner, Corporate Partner Circle, and Corporate Roundtable) to engage with and recognize industry partners. **Highlights of AAD**

Partner Program Benefits include:

- Invite to the Industry Summit with Academy Leadership
- Customized Academy Leadership Meeting
- Dedicated AAD Liaison to Stay Informed and Connected
- Recognition and Networking Events with the AAD's Corporate Relations Committee and other Member Leaders
- Recognition on AAD.org and in the Annual Impact Report and other AAD publications

To learn more about partnership opportunities, please visit <https://www.aad.org/corporate-partners> and email CorporateTeam@aad.org.

Overview of Corporate Partnership Benefits

	Corporate Partner Circle					National Partner Program					
	Membership is awarded to companies who support the Academy at \$100,000+ annually for at least 3 consecutive years.					Diamond Partner (\$500,000+ per year)	Sapphire Partner (\$250,000-499,999 per year)	Ruby Partner (\$100,000-249,999 per year)	Emerald Partner (\$50,000-99,999 per year)	Bronze Partner (\$25,000-49,999 per year)	
The Corporate Partner Circle includes unique recognition at the AAD Annual and Summer Meetings, and AAD publications as this is the highest level of recognition offered by the AAD.	<u>Pinnacle Circle</u> (\$750,000+ for 3 years)	<u>Diamond Circle</u> (\$500,000-749,999 for 3 years)	<u>Sapphire Circle</u> (\$250,000-499,999 for 3 years)	<u>Ruby Circle</u> (\$100,000-249,999 for 3 years)							
Engagement & Networking											
Request 3 survey questions to be asked to members	X										
AAD Industry Summit invites	4	3	2	2							
Opportunity for a company meeting with AAD Leadership	Every other year	Every other year	Every other year	Every three years							
Opportunity for standing monthly calls with AAD staff	X	X	X	X							
Customized Impact Report from Chair of Corporate Relations Committee	X	X	X	X		X	X	X			
Invitations to a virtual Lunch and Learn with AAD Member Leaders	6	5	4	3		4	3	2			
Complimentary post-2021 VMX or 2022 Annual Meeting traditional mailing list	X	X	X	X		X	X	X	X		
Invitations to Partner Recognition Reception at AAD Annual Meeting	8	7	6	5		6	5	4	2		
Invitations to Partner Networking Reception at AAD Summer Meeting	8	7	6	5		6	5	4	2	2	2
Dedicated AAD staff liaison to stay informed and connected	X	X	X	X		X	X	X	X	X	X
Recognition											
Corporate Partner Circle lapel pins at Annual Meeting	X	X	X	X							
AAD Partner Ribbons for booth personnel at Annual Meeting and Summer Meeting	X	X	X	X		X	X	X	X	X	
Placement on Recognition Module at Annual Meeting and Summer Meeting	X	X	X	X		X	X	X	X	X	X
Recognized on AAD.org, in <i>Dermatology World</i> , and in AAD Annual Impact Report	X	X	X	X		X	X	X	X	X	X



National Partner Program

This program recognizes the company's total annual commitment to AAD programs and services, including sponsorships, grants, and the D.E.R.M. program. The Academy's National Partner Program offers engaging benefits in addition to the recognition of sponsored program(s)/service(s). To review the highest level of recognition, **Corporate Partner Circle** membership, please view the next section.

DIAMOND | *Annual support total of \$500,000 and above*

- Additional invite to the Partner Networking Reception at Summer Meeting
- Additional invite (4 total) to a virtual Lunch and Learn with AAD Member Leaders
- Additional invite to the Partner Recognition Reception at the Annual Meeting
- **Sapphire Benefits**

SAPPHIRE | *Annual support total of \$250,000 - \$499,999*

- Additional invite to the Partner Networking Reception at Summer Meeting
- Additional invite (3 total) to a virtual Lunch and Learn with AAD Member Leaders
- Additional invite to the Partner Recognition Reception at the Annual Meeting
- **Ruby Benefits**

RUBY | *Annual support total of \$100,000 - \$249,999*

- Additional invite to the Partner Networking Reception at Summer Meeting
- Invite for 2 to a virtual Lunch and Learn with AAD Member Leaders
- Invite for 4 to the Partner Recognition Reception at the Annual Meeting
- A customized version of the Academy's Annual Impact Report from the Chair of the Corporate Relations Committee
- **Emerald Benefits**

EMERALD | *Annual support total of \$50,000 - \$99,999*

- Invite for 2 to the exclusive Partner Recognition Reception at the Annual Meeting
- Opportunity to link your recognition on AAD.org back to your company homepage
- Complimentary post-2021 VMX or 2022 Annual Meeting traditional mailing list (if not receiving as a part of an exhibitor package).
- **Bronze Benefits**

BRONZE | *Annual support total of \$25,000 - \$49,999*

- Invitations (2) to the Partner Networking Reception at Summer Meeting
- AAD ribbons for your booth personnel at Summer Meeting
- Recognition in the Academy's *Dermatology World* publication

Additionally, all National Partners receive the following:

- Logo recognition on AAD.org, the Annual Impact Report and other AAD publications (2021 Meeting Guide/Program: VMX and Summer Meeting; 2022 Annual Meeting)
- Dedicated AAD staff liaison to direct your company's questions and needs



Corporate Partner Circle

The AAD's Corporate Partner Circle membership is our highest level of recognition and is awarded to partners who support the Academy at \$100,000 annually and above for at least three consecutive years.

PINNACLE CIRCLE | \$750,000 and above per year for 3 years

- Opportunity to request 3 survey questions through the Academy's research department
- One additional invite (4 total for partnership) to the Academy's annual Industry Summit
- Additional invite (6 total) to a virtual Lunch and Learn with AAD Member Leaders
- One additional invite (8 total) to the Annual Meeting's Partner Recognition Reception and the Summer Meeting's Partner Networking Reception

- **Diamond Circle Benefits**

DIAMOND CIRCLE | \$500,000 - \$749,999 per year for 3 years

- One additional invite (3 total) to the Academy's annual Industry Summit
- Additional invite (5 total) to a virtual Lunch and Learn with AAD Member Leaders

- **National Partner Diamond-level Benefits**

- **Sapphire Circle Benefits**

SAPPHIRE CIRCLE | \$250,000 - \$499,999 per year for 3 years

- Opportunity for an AAD Leadership Visit every other year during awarded Circle membership.
- Additional invite (4 total) to a virtual Lunch and Learn with AAD Member Leaders

- **National Partner Sapphire-level Benefits**

- **Ruby Circle Benefits**

RUBY CIRCLE | \$100,000 - \$249,999 per year for 3 years

- Invite for 2 to attend the Academy's exclusive, collaborative Industry Summit to discuss topics pertinent to dermatology with Academy member leaders and staff.
- An AAD Leadership Visit: one opportunity for AAD member leaders to visit your company during awarded 3-year Circle membership

- New Member Orientation with Lead AAD Staff: one opportunity for a virtual orientation with executive AAD staff.
- Additional invite (3 total) to a virtual Lunch and Learn with AAD Member Leaders
- **National Partner Ruby-level Benefits**

Additionally, all Corporate Partner Circle members receive the following benefits:

- **One additional invite** (per level) to the Annual Meeting's Partner Recognition Reception and the Summer Meeting's Partner Networking Reception
- **Unique Circle recognition:**
 - Corporate Partner Circle icon on AAD materials/publications recognizing partners.
 - Corporate Partner Circle lapel pins distributed in advance of 2022 AAD Annual Meeting.
- **Annual Meetings with AAD Staff:** At least two customized virtual meetings with your AAD staff liaison and more on request (monthly standing calls available).

** Corporate Partner Circle benefits take effect after the criteria of three years of giving at that level has been met, or once a three-year commitment has been executed.*



Corporate Roundtable

The Academy's innovative, patient-first programs and services are helping dermatologists navigate the challenging practice landscape, improve the lives of patients, and strengthen the specialty. Corporate Roundtable members support our mission ***to promote leadership in dermatology and excellence in patient care through education, research, and advocacy.***

With an annual gift of \$15,000, Corporate Roundtable members receive the following benefits during the year of their support:

- **Insider Updates on Academy Priorities**
 - Invite for 2 to virtually meet with the AAD/A Executive Director & CEO and Corporate Relations Committee Chair on priorities for the year
 - Invite for 2 to join an advocacy and policy webinar with the Academy's D.C. office
 - Dedicated AAD staff liaison to answer any questions and provide additional information.
- **Recognition as an AAD Partner**
 - Invite for 2 to attend the Academy's Partner Networking Reception with fellow corporate partners and member leaders at the AAD Summer Meeting.
 - Name recognition as an AAD Corporate Roundtable member on AAD.org, in AAD Annual Impact Report and in Academy and Meeting publications.