



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 Annual Meeting

Education is the bedrock of the Academy; it's been our driving purpose for more than 75 years and we are proud to be the gold standard in dermatologic education. 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.

Industry Non-CME Program

The Industry Non-CME (INC) Program at AAD Meetings showcase the latest to members and other meeting attendees in the AAD space and larger meeting program. INC Program sponsorship gives the exhibiting organization (sponsor) the right to hold their INC Program during an AAD Meeting. INC Program content is developed and delivered by the sponsor, independent of the official AAD Meeting planned by its Scientific Assembly Committee and does not qualify for AAD continuing medical education (CME) credit.

Benefits of INC Program Sponsorship:

- Raise awareness and get new education to the AAD dermatologists and other meeting attendees.
- The AAD will promote the overall INC Program to members, registrants, and attendees; plus, there are individual advertising opportunities (at a la carte rates). More than 15,000 attended the 2022 AAD Annual Meeting, including more than 7,500 medical personnel, more than 3,000 members, and more than 2,000 residents/fellows.
- Space in the AAD hotel block during the AAD Meeting (2,756-6,912 sq ft. room rental in a hotel near the convention center is included in the sponsorship).
- INC sponsorship is included in the AAD's corporate partner program (seen as a philanthropic partner of the AAD) for exhibiting companies.



INC Program Sponsorship

2023 AAD Annual Meeting

March 17-21, 2023 in New Orleans, LA

The INC Program sponsorship includes a right-to-hold at the 2023 AAD Annual Meeting: covered room rental in AAD Meeting space in AAD hotels near the convention center, and the Academy's promotion of the entire INC Program (program as a whole) to members and meeting registrants.

INC Program Sponsor, Platinum Level, \$100,000* (4 available):

- All benefits of the Gold-level INC Program Sponsorship
- Plus, opportunities to add your individual INC Program to the following:
 - **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 (11/29/22), 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.
 - **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.
 - **Meeting News Central:** In addition to AAD promotion of all the INC programs, Platinum sponsors receive a complimentary sponsored ad on Meeting News Central. These “[Interesting Stories](#)” narrative ads are promoted to all AAD members and Annual Meeting registrants via ePreviews, eDailies and eHighlights (an \$8,000 value).

INC Program Sponsor, Gold Level, \$75,000*:

- **Pre-registration mailing list** (no emails). Sponsors are sent one complimentary advance registrant mailing list 4-6 weeks before the meeting for a single mailing.
- AAD promotion of the overall INC Program, as a whole:
 - **Website:** INC program landing page on AAD.org to promote the details of each INC program on one central AAD.org webpage.
 - **Mobile App:** INC program landing page linked to the “Ask Me” section of the mobile app.
 - **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.
 - **Signage:** Signage in the convention center and main hotel promoting the overall INC Program with QR code directing attendees to INC landing page on AAD.org.
 - **Social Media:**
 - **Instagram:** 1 story per day dedicated to the INC Programs during the Annual Meeting, with location and time details for each program that day on @AADMember (41,000+ followers).
 - **Twitter:** 1 tweet per day on @AADMember (17,000+ followers) directing people to the INC Landing page on AAD.org.



INC Program Guidelines

- Application Process:
 - Only completed applications from exhibiting companies (“sponsor”) will be time-stamped for consideration (*see additional details below). Resources for INC Programs are only available to exhibiting companies, such as: lead retrievals, meeting space requests, sleeping rooms at hotels in the AAD Meeting block, and more.
 - All requested details (not just topic) must be completed by the potential sponsor by **12 p.m. CT on Tuesday, October 18, 2022** to be considered for the available slots.
 - If the application is approved, an AAD INC Program Letter of Agreement (LOA) will be sent to the sponsor for review and signature. The Exhibit A of all INC LOAs is not changeable or omissible. If changes to the rest of the LOA are needed, approval by both parties is needed by **EOD 11/18/2022**. Otherwise, the held spot will be released.
 - Once the LOA is signed by both organizations, the sponsor may hire a third-party company to promote and execute their INC program.
- Approval Process:
 - All completed (full details on topic, not just condition/disease state) INC Program applications received by the deadline will be reviewed for balance.
 - All applicants will receive a notification regarding approval and space availability by EOD 10/28/2022.
 - 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. The sponsor’s signature or pre-approved changes (AAD approval of sponsor’s changes outside of Exhibit A) are due to the AAD by **12 p.m. CT on Tuesday, November 22, 2022** to keep the sponsor’s space.
- 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. Live streaming is not allowed.
 - 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 materials about your INC.
 - 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) 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 are 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 prohibited from presenting future INC Programs at AAD Meetings.

Available INC Program Slots:

- 1) Thursday, March 16th, 7 to 9 p.m.
- 2) Friday, March 17th, 7 to 9 p.m.
- 3) Saturday, March 18th, 7 to 9 p.m.
- 4) Sunday, March 19th, 7 to 9 p.m.

***Update:** Please note that an additional **40% fee** to the INC sponsorship rate will be applied on the LOA for medical education companies and non-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:** lead retrievals (badge scanners), additional room requests, sleeping rooms in the AAD hotel block, and more.



2023 AAD Annual Meeting

March 17-21, 2023 in New Orleans, LA

Industry Non-CME (INC) Program Application

Date:

Company Name:

2022 IA 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 16

Friday, March 17

Saturday, March 18

Sunday, March 19

SPONSOR LEVEL: PLATINUM* GOLD

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

Email your completed application to Luke Peterson at lpeterson@aad.org. Only completed applications (INC Program details/full description) will be considered.