



2024 AAD Innovation Academy Sponsorship Opportunities

Education is the bedrock of the Academy for American Academy of Dermatology (AAD), and the 2024 AAD Innovation Academy Meeting in Seattle will gather the specialty together for immersive learning with a wide variety of sessions and showcases covering the breadth of dermatology.

At AAD Innovation Academy, attendees have the opportunity to map out their practice's future through sessions that highlight the latest innovations. This meeting encourages attendees to build skills with our popular hands-on courses, tackle the day-to-day challenges of practice management, and connect with colleagues, faculty, and industry through various engagement opportunities in the Experience Hub — including a welcome reception, exhibits, additional learning, and networking breaks.

The opportunities on the following pages are some of the ways exhibiting organizations can engage with conference attendees each day of the meeting and be recognized for enhancing the attendee experience. Through these sponsorship opportunities, sponsors can showcase their support of the Academy while engaging with attendees and aligning their brand with the AAD.

Attendee Engagement Sponsorship Opportunities at the Meeting

Want to engage with meeting attendees inside and out of the Experience Hub? The AAD has multiple sponsorship opportunities designed for companies to engage and network with meeting attendees throughout Innovation Academy.

Welcome Reception

Thursday, August 1
6 – 7:30 PM, Experience Hub

After the Academy's first day of sessions, all attendees are invited to unwind together around the exhibit hall immediately following the Keynote Lecture and enjoy refreshments. The reception will showcase the unique beauty and character of Seattle, with themed spaces, refreshments, and photo opportunities reflecting the PNW great outdoors and iconic landmarks.



- **Platinum: \$75,000**

Platinum sponsors will be recognized in the Keynote Lecture closing remarks, on signage throughout the Welcome Reception, including logo recognition on a video feature wall, and will be invited to have an unbranded table display in a high traffic area at the reception. There will be an opportunity to give away handouts and/or goodie bags at their table display. *Two sponsorships available.*

- **Gold: \$50,000**

Gold sponsors will be recognized in the Keynote Lecture closing remarks and on signage throughout the Welcome Reception, including logo recognition on a video feature wall. *Three sponsorships available.*

DermTank

Friday, August 2

4 – 5:30 PM, Experience Hub

DermTank will be a fun and engaging session where presenters from the Future of Dermatology session pitch their new technique, device, product, or instrument to a panel of judges for a chance to win a \$10,000 “seed” money prize. This event will take place in the Experience Hub and is open to all Innovation Academy attendees.

- **Exclusive Sponsor: \$25,000**

The DermTank Exclusive Sponsor will be recognized in opening remarks and on signage during DermTank and near the refreshments at the Future of Dermatology session, where presenters for DermTank will be selected. Sponsor is invited to select one representative to co-present the award to the winner. Front-row seating will be reserved for the sponsor during DermTank and the Future of Dermatology session.

Faculty Reception

Friday, August 2

7 – 8:30 PM, GameWorks

This reception is an invite-only offsite event for Innovation Academy faculty with refreshments and fun, friendly competition. Faculty are invited to relax and unwind after a full day of sessions, thanks to the reception’s generous sponsors.

- **Platinum: \$50,000**

Sponsoring company is invited to send 4 company representatives to this invite-only reception and will be recognized on tv monitors and signage throughout the event. Sponsor will be invited to have an unbranded table display in a high traffic area at the reception. There will be an opportunity to give away handouts and/or goodie bags at their table display. *One sponsorship available.*

- **Gold: \$25,000**

Sponsoring company is invited to send 2 company representatives to this invite-only reception and will be recognized on tv monitors and signage throughout the event. *Two sponsorships available.*



Experience Enhancement Opportunities

These opportunities allow you to align your brand with the AAD and support an elevated meeting experience for Innovation Academy attendees.

Mobile App

- **Exclusive Sponsor: \$75,000**

The user-friendly mobile app is the AAD Innovation Academy's primary resource for attendees to access pertinent information, such as: sessions and events with a "favorites" button, evaluations, attendee verification, exhibitors, maps, e-Posters, "Ask Me" FAQs, city guide, and more. Recognition will include: logo recognition in main header of app's navigation page; a tile of the app with logo recognition linking to the supporter's home page; logo recognition on the web version of the app on AAD.org. Additionally, sponsor will receive a discounted advertisement tile on the app (one of three, a \$25,000 value).

Wi-Fi

- **Exclusive Sponsor: \$50,000**

Wi-Fi will enable attendees to easily connect to the internet and access the meeting's mobile app at the convention center during the entirety of the Innovation Academy meeting (August 1-4). Recognition includes name recognition in the wireless network name (SSID) for all internet-users to see when they join the network from their phone/tablet/laptop/etc.

Hotel Key Cards

- **Exclusive Sponsor: \$30,000**

Once a meeting attendee checks into their room at an AAD-block hotel, they will receive their key card (approximately 1,100 key cards will be distributed to meeting attendees). Recognition includes logo recognition on hotel key cards within the two AAD-reserved hotel blocks at the Sheraton Grand Seattle and the Grand Hyatt Seattle. *Please note that the sponsorship agreement must be executed and logos provided to AAD by Friday, June 7, 2024 in order to meet production deadlines.*

Refreshment Breaks

- **Individual Sponsor: \$10,000**

- **Exclusive Sponsor: \$25,000**

Light refreshments will be available for Innovation Academy attendees during select times on Friday and Saturday. Sponsor will be recognized on signage during break(s). If exclusively sponsored, additional recognition on custom napkins is available. The current scheduled refreshment break sponsorship opportunities are as follows:

- **Friday, August 2** **8:30 AM**, 6AB Foyer & **12 PM**, Exhibit Hall
- **Saturday, August 3** **12 PM**, Exhibit Hall