



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 Meetings

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. This July, we're turning the Summer Meeting on its head and launching our exciting new meeting program, **AAD Innovation Academy!** The meeting historically hosts approximately 3,000 registrants, 1,500 of whom are medical personnel, and will now be infused with innovative programming through tracks and learning formats designed to inspire new ideas, advance the way dermatologists practice, and create more opportunities for attendee engagement and networking.

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 continuing medical education (CME) credit.

Benefits of INC Program Sponsorship:

- Raise awareness and get nonaccredited education to the AAD Meeting audience.
- The AAD will promote the overall INC Program to members, registrants, and attendees; plus, there are individual advertising opportunities (at a la carte rates). The Academy's 2019 Annual and Summer Meetings hosted 21,262 participants with 11,541 medical personnel in attendance. 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 convention center or hotel block during the AAD Meeting (room rental is included in the sponsorship).
- INC sponsorship is included in the AAD's corporate partner program (seen as a philanthropic partner of the AAD).



INC Program Sponsorship at the 2022 AAD Innovation Academy

July 21-24, 2022 in Vancouver, BC

2022 AAD Innovation Academy Programming At-a-Glance:

Thu., July 21: 12 to 5 p.m.; Keynote Lecture 5 – 5:45 p.m.; Welcome Reception 6 – 7:30 p.m.

Fri., July 22: 9 a.m. to 5:30 p.m.; Derm Tank 5:30 – 7 p.m.

Sat., July 23: 9 a.m. to 5:30 p.m.

Sun., July 24: 9 a.m. to 12 p.m.

The INC Program sponsorship fee begins at \$45,000 and includes a right-to-hold at the 2022 AAD Innovation Academy (IA), covered room rental in AAD space, and the Academy’s promotion of the entire INC Program (program as a whole) to members and meeting registrants.

INC Program Sponsor, Platinum Level, \$75,000:

- All benefits of the Gold-level INC Program Sponsorship
- Plus, opportunities to add your individual INC Program to the following:
 - Signage inside The Future of Dermatology: Physical signage inside The Future of Dermatology session (Thu., July 21 from 1 to 5 p.m., *inclusion on signage pending deadlines*) highlighting brief INC Program titles plus date, time and location.
 - AAD Innovation Academy 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.

INC Program Sponsor, Gold Level, \$45,000:

- Complimentary pre-registration mailing list (no emails). Sponsors are sent one 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.
 - E-Blasts: Included in at least 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: Digital and/or physical event signage at the Welcome Reception (Thu., July 21 from 6 to 7:30 p.m.) with INC Program dates, QR code that directs attendees to the AAD.org INC Program landing page, and space for sponsor recognition (names or logos, space dependent//*inclusion on signage pending deadlines*).
 - Social Media: At least four AAD Tweets promoting the INC program including a link to its AAD.org landing page.



INC Program Guidelines

- Application Process:
 - Only completed applications from exhibiting companies (“sponsor,” not third-party companies) will be time-stamped for consideration. 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 Wednesday, May 18, 2022 to be considered for the first available slots (see below*). Applications may be reviewed after this deadline if details are complete by the potential sponsor and space is available.
 - 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 before June 17, 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 end of day (EOD) 5/18/22 from exhibiting companies (“sponsor,” not third-party companies) will be reviewed for balance.
 - All applicants will receive a notification regarding approval and space availability by EOD 5/31/22**.
 - If suitable space for the approved program is allocated, the sponsor will receive the AAD INC Program Letter of Agreement (LOA) by EOD 6/03/22. 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 EOD 6/17/22 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. No outside vendors are allowed for equipment, F&B, etc. to not interfere with IA Meeting set up.
- **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. Sponsor who do not complete the required survey within 2 weeks post program will be prohibited from presenting future INC Programs at AAD Meetings.

First-available IA INC Program Slots:

Please see above *IA Programming At-a-Glance* + Attached *IA Industry Fact Sheet*

- 1) Wed., July 20:
 - a. Evening slot (7 to 9 p.m.; Convention Center)
- 2) Thu., July 21:
 - a. Evening slots (7:30 to 9:30 p.m.; Convention Center and/or Fairmont Waterfront Hotel options)
- 3) Fri., July 22:
 - a. Morning slot (6:30 to 8:30 a.m.) inside the Fairmont Waterfront Hotel
 - b. Evening slots (7:30 to 9:30 p.m.; Convention Center and/or Fairmont Waterfront Hotel options)
- 4) Sat., July 23:
 - a. Morning slot (6:30 to 8:30 a.m.) inside the Fairmont Waterfront Hotel
 - b. Evening slots (6 to 8 p.m.; Convention Center and/or Fairmont Waterfront Hotel options)

***Rooms (2,904 – 4,016 sq. feet) have various set-up times, most day-of. As noted above, sponsors are required to use the AAD AV vendor and other contractors/vendors identified by the AAD or assigned convention center or hotel.*



2022 AAD Innovation Academy (IA)

July 21-24, 2022 in Vancouver, BC

Industry Non-CME (INC) Program Application

Date: _____

Company Name: _____

2022 IA Exhibitor? () Yes () No

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Contact Name & Title: _____

Phone: _____ **E-mail:** _____

Tentative Title or Brief Description: _____

INC Program Details/Full Description: _____

Anything else the AAD should know about your program? _____

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Sun., July 24: 9 a.m. to 12 p.m.



List preference order (1 – 4)

- _____ Wednesday, July 20 Evening
- _____ Thursday, July 21 Evening
- _____ Friday, July 22 Morning
- _____ Friday, July 22 Evening
- _____ Saturday, July 23 Morning
- _____ Saturday, July 23 Evening

SPONSOR LEVEL: _____ PLATINUM // _____ GOLD

Email your completed application to Maureen Fishback, Manager, Corporate & Foundation Relations at mfishback@aad.org. Only completed applications (INC Program details/full description) will be time stamped for consideration.