



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. In 2022, the AAD launched Innovation Academy (formerly the Summer Academy Meeting), 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. This meeting has historically had an average of 2,500-3,000 in attendance, approximately half of which 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 continuing medical education (CME) credit.

Benefits of INC Program Sponsorship:

- Raise awareness and get new information and offerings 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).
- Space in the AAD hotel block during the AAD Meeting (5,355-5,470 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 for exhibiting companies (seen as a philanthropic partner of the AAD).



INC Program Sponsorship

2023 AAD Innovation Academy

August 10-13, 2023 in Tampa, FL

The INC Program sponsorship includes a right-to-hold at the 2023 AAD Innovation Academy: 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, \$75,000 (exhibitor price), \$105,000 (non-exhibitor price) – limited availability

- All benefits of the Gold-level INC Program Sponsorship
- Plus, opportunities to add your individual INC Program to the following:
 - **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 on Meeting News Central to all AAD members and Annual Meeting registrants. Traffic is directed to Meeting News Central from ePreviews, eDailies and eHighlights eblasts (*a \$6,500 value*). Additional advertising options are also available for purchase to promote your program and will be shared with your confirmation memo.

INC Program Sponsor, Gold Level, \$50,000 (exhibitor price), \$70,000 (non-exhibitor price)

- Complimentary pre-registration mailing list (no emails). Sponsors are sent one advance registrant mailing list approximately 4 weeks before the meeting for a single mailing after their mailer is approved.
- 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 tile on the main page 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 hotel promoting the overall INC Program with QR code directing attendees to INC landing page on AAD.org.
 - **Social Media:** Inclusion in Instagram story (1 per day) during Innovation Academy with details for each program that day.



INC Program Guidelines

- Application Process:
 - Only completed applications from companies (“sponsor”) will be time-stamped for consideration . Resources for INC Programs are only available to exhibiting companies, such as: meeting space requests, sleeping rooms at hotels in the AAD Meeting block, and more.
 - Application with all requested details (not just topic) must be completed by the potential sponsor by **May 12th, 2023** to be considered for the available slots. Applications received after that date may not be eligible for all benefits.
 - 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 May . Otherwise, the held spot will be released. Agreements signed after that date may not be eligible for all benefits.
 - 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 **May 30th, 2023**.
 - 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 Friday, June 9th, 2023** 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.
 - 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 promotional materials about your INC for the live program.
 - 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), lead retrieval, 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 may be 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 ineligible to sponsor an INC Program at the next AAD Meeting.

Available INC Program Slots:

Morning Slots

- Thursday, August 10th, 8 to 10 a.m.
- Friday, August 11th, 7 to 8:30 a.m.
- Saturday, August 12th, 7 to 8:30 a.m.
- Sunday, August 13th, 7 to 8:30 a.m.

Evening Slots

- Thursday, August 10th, 7 to 9 p.m.
- Friday, August 11th, 7 to 9 p.m.
- Saturday, August 12th, 7 to 9 p.m.

*Please note that a **40% fee** to the INC sponsorship rate is included in the non-exhibiting company rate, which is applicable to companies who don't purchase a booth at the Meeting, including medical education companies hosting programs for 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:** additional room requests, sleeping rooms in the AAD hotel block, and more.*

To apply, please complete the [Online Application Form](#).