



# 2024 AAD Annual Meeting Sponsorship Opportunities

*Education is the bedrock of the Academy, and the AAD Annual Meeting in San Diego and 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.*

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 (view previous meeting statistics in the [Technical Exhibit Prospectus](#)). The 2024 AAD Annual Meeting will take place in San Diego, CA, from March 8-12.

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, as well as to engage with and support residents attending the meeting. 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 outside of the exhibit hall? The AAD has multiple sponsorship opportunities designed for companies to engage and network with meeting attendees throughout the Annual Meeting.

### Thursday, March 7

- Stars of the Academy Awards Ceremony
- Resident Networking Event
- Industry non-CME (INC) Programs

### Saturday, March 9

- Donor Lounge
- President’s Gala
- Industry non-CME (INC) Programs

### Friday, March 8

- Donor Lounge
- Influencer Reception
- Industry non-CME (INC) Programs

### Sunday, March 10

- Donor Lounge
- Industry non-CME (INC) Programs



### Stars of the Academy Awards Ceremony

This event on the eve of the Annual Meeting gathers together AAD leadership, members, residents, and more to celebrate the champions of the AAD and recognize their commitment and service to the specialty of dermatology and the Academy. This exclusive reception offers exceptional opportunities for attendees and sponsor representatives to network.

Recognition includes logo placement in event signage throughout the reception and name recognition in event remarks, plus an invitation for 2-4 company representatives to attend the reception and to have an exclusive meet and greet with AAD President Dr. Terry Cronin.

- **Multiple supporters: \$25,000** (2 sponsorships available)
- **Exclusive supporter: \$50,000** (sole sponsorship)

### Influencer Reception

This one-of-a kind event recognizes the AAD's Social Media Correspondents, Social Media Ambassador Team, Media Expert Team, Academy leadership and other influential members for their efforts in educating the public about skin, hair, and nail care and positioning the specialty. This is an exclusive invitation-only event and it offers a perfect opportunity to network with AAD member dermatologists who are social media influencers and have large followings, members of the Academy's Media Expert Team, who regularly position the specialty in media interviews, and members of the Academy's Board of Directors.

Recognition includes logo placement in event signage, name recognition in speaker remarks, recognition on social media posts about the event, and an opportunity to contribute to the attendee swag bag. Supporters also receive an invitation for 2-4 company representatives to attend the reception and have an exclusive meet and greet with AAD Social Media Correspondents.

- **Multiple supporters: \$25,000** (2 sponsorships available)
- **Exclusive supporter: \$50,000** (sole sponsorship)

### President's Gala

The President's Gala is the Academy's signature event celebrating the tenure and passion of the president during the largest dermatologic scientific meeting in the world, AAD Annual Meeting. The Gala brings together AAD leaders, member donors, and corporate supporters. The Academy's Annual President's Gala at the 2024 AAD Annual Meeting will showcase and raise support for community outreach programs treasured by President Dr. Terry Cronin and Vice President Dr. Robert Kirsner.

Based on the level of support, benefits will include engagement and recognition opportunities before, during, and after the Gala with logo placement on event communications, invitations, seating, and more.

**Multiple supporters, view prospectus [here](#).**



### Industry Non-CME Program

Industry Non-CME (INC) Programs present a unique opportunity to engage with AAD attendees in the evenings by hosting a non-CME educational program at the 2024 AAD Annual Meeting. INC program content is developed and delivered by the sponsor, giving you the chance to present the latest to the specialty. These programs do not qualify for AAD continuing medical education (CME) credit.

- **Platinum Sponsor: \$100,000** (1 available each day, Thursday-Sunday)
- **Gold Sponsor: \$75,000** (2 available each day, Thursday-Sunday)

View full prospectus [here](#).

### Donor Lounge

The Annual Meeting's Donor Lounge will be the premier spot for high-level member donors and AAD leaders to enjoy relaxation and camaraderie as the Academy thanks them for their commitment to advancing excellence in dermatology. The Donor Lounge will be in a high-traffic area of the Annual Meeting's Convention Center with approximately 800+ member invitations going out in advance. At the Donor Lounge, donors will have access to refreshments, Lunch and Learn programming, and other activities taking place in the lounge. The Donor Lounge will be available for sponsorship each day on Friday, Saturday, and Sunday of the Annual Meeting (unless solely sponsored).

- **Exclusive Supporter: \$150,000**  
Recognition includes logo recognition inside the Donor Lounge, on Donor Lounge entrance signage, e-invitations to members, and on other engagement activities in the lounge throughout the entire meeting. In addition, the sponsor will be able to choose a day to host a Lunch and Learn presentation in the lounge and will receive entrance passes for up to 12 representatives.
- **Daily Supporter: \$50,000**  
Company will be recognized on their sponsored day on the following: logo recognition inside the Donor Lounge, on Donor Lounge entrance signage, e-invitations to members, and on other engagement activities throughout the lounge. In addition, the sponsor will be able to host a Lunch and Learn presentation in the lounge and will receive entrance passes for up to 4 representatives.

## Experience Enhancement Opportunities

These opportunities offer a chance to align your brand with the AAD and support an elevated meeting experience for Annual Meeting attendees. These sponsorships are also available for the 2024 AAD Innovation Academy (formerly Summer Meeting) in Seattle, WA, so you have the chance to bundle the opportunity for both meetings and save, while carrying a consistent presence at AAD meetings throughout the year.

### Mobile App

The AAD Annual Meeting's mobile app houses details of the meeting's sessions and the primary resource for attendees navigating the largest dermatologic scientific meeting in the world. The user-friendly app allows attendees (historically 15,000-18,000) to access pertinent information, such as: sessions and events with "favorites" button, submit evaluations, exhibitors, maps, e-Posters, "Ask Me" FAQs, city guide and more. Additionally, attendee verification is available exclusively through the mobile app.



Recognition includes logo placement on the 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 complimentary advertisement tile on the app (one of three).

- **Exclusive supporter: \$200,000**

*Bundle with Innovation Academy Mobile App sponsorship (\$50,000) and save 10% on both sponsorships.*

### Wi-Fi

Wi-Fi will enable attendees (historically 15,000-18,000) to easily connect to the internet and access the meeting's mobile app at the convention center and headquarters hotel throughout the AAD Annual Meeting (March 8-12, 2024).

Recognition may include 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.

- **Exclusive supporter: \$100,000**

*Bundle with Innovation Academy Wi-Fi sponsorship (\$50,000) and save 10% on both sponsorships.*

### Hotel Key Cards

Once a meeting attendee checks into their room at an AAD-block hotel, they will receive their key card (approximately 2,000 key cards with sponsor recognition).

Recognition may include logo recognition on every hotel key card.

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

*Bundle with Innovation Academy Hotel Key Card sponsorship (\$30,000) and save 10% on both sponsorships.*

### Lanyard Sponsorship

All attendees can pick up meeting lanyards located in bins by the convention center registration area. Lanyards will be designed per AAD's brand guidelines, including color and other brand elements. Approximately 15,000-18,000 lanyards will be distributed during the Annual Meeting.

Recognition includes prominent logo placement on each lanyard.

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

*Bundle with Innovation Academy Lanyard sponsorship (\$17,500) and save 10% on both sponsorships.*



### Resident Engagement & Support

Attending the Annual Meeting introduces residents to the value of the AAD and can lead to lifelong membership as well as engaged relationships with industry. The AAD offers dermatology residents and an array of activities and opportunities at Annual Meeting that prepares them for life beyond the classroom and provides them with the best possible to start in the field of dermatology. Companies are invited to support and engage with residents at the Annual Meeting through the following opportunities:

#### Resident Networking Event

This networking opportunity will provide up to 400 residents attending Annual Meeting with the chance to network with other residents and dermatologists from around the world. An exciting event is planned at Venue 808 to connect with one another in a fun, casual environment. Transportation to the venue is provided.

Recognition includes name and/or logo placement on promotional emails to residents and signage at the reception. Sponsors are invited to have a company-branded tabletop display at the event and to send two representatives to attend, as well as the opportunity to provide giveaway items to attendees.

#### Resident Education Grant Program

Each year, approximately 1,500 first-, second-, and third-year dermatology residents are eligible to apply for an educational grant to cover their travel costs to attend Annual Meeting, the largest dermatology congress in the world. The grant program is designed to help alleviate the financial burden of attending the meeting, therefore increasing resident participation and opportunities for engagement.

#### Resident QI Awards

The AAD prioritizes quality improvement within dermatology and to encourage and support these efforts, grants Resident Quality Improvement Awards annually. Residents engaged in quality improvement projects that help meet requirements for ACGME accreditation may receive up to \$2,000 and recognition for the valuable work that is a required part of today's training. Selected applicants will be invited to reveal their quality improvement projects at the AAD Annual Meeting's QI Symposium.

#### **Sponsor all resident opportunities for \$75,000 (limited availability).\***

Recognition includes name and/or logo recognition on stipend award letters, promotional emails to residents, and networking event signage. Invitations for two company representatives to attend the networking event and the QI Symposia are also included.

\*If interested in supporting any of these opportunities individually, please contact [CorporateTeam@aad.org](mailto:CorporateTeam@aad.org).