



## AAD Industry Non-CME (INC) Programs

*Present the latest to the dermatology specialty at the 2021 AAD Summer Meeting*

### **Industry Non-CME (INC)**

These evening programs provide an opportunity to showcase new therapies and innovations, present breaking data and research, and host AAD meeting participants in accordance with the standards set for industry by the FDA.

### **Benefits of INC Program Sponsorship**

- The INC program provides an opportunity to reach the AAD Summer Meeting audience. The Academy's 2019 Annual and Summer Meetings hosted 21,262 participants with 11,541 medical personnel in attendance.
- Sponsorship gives the right to hold an INC program. All INC content is developed and delivered by the sponsor in compliance with FDA and OIG guidance and relevant laws.
- The Academy will provide one complimentary pre-registration mailing list to the sponsor for one-time use in marketing their INC to meeting registrants. Once the sponsor's marketing materials are approved by the Academy, their complimentary mailing list will be available 4-6 weeks before the meeting.
- The AAD will promote the INC program as a whole to meeting registrants and participants:
  - Website: INC program landing page on AAD.org to promote the details of each INC.
  - E-Blasts: At least one AAD e-Blast and one Meeting News e-Preview. The e-Blasts will promote the INC program and direct meeting registrants to view INC details on its AAD.org landing page.
  - Social Media: At least two AAD Tweets promoting the INC program including a link to its AAD.org landing page.
  - Mobile App: An INC program question on the frequently-asked questions (FAQs) section of the meeting's mobile app. The FAQ will direct meeting attendees to the INC landing page on AAD.org.
  - Signage: The INC program will be promoted on digital meeting signage.
- Included in the INC program sponsorship (subject to change based on COVID-19 impact\*):
  - INC meeting space will be provided in hotels within the AAD Summer Meeting hotel block and will be approximately 3,000-6,000 square feet. **(continued)**

- The default onsite registration time is 6:30 p.m. (EST) with the presentation time beginning at 7 p.m.
- INC sponsors may produce and display up to four informational/directional signs to direct participants to their assigned space (pending hotel approval) no earlier than two hours prior to the start of their program. The informational/directional signs on easels are limited to 22" x 28" in size. AAD-provided disclaimers must be included, and the signs must comply with all facility rules & guidelines.
- INC sponsorships are included in the organization's total philanthropic commitment to the Academy for that calendar year. Benefits of partnership levels are listed on [aad.org/corporate-partners](http://aad.org/corporate-partners).

### **INC Program Sponsorship Guidelines**

- Industry Non-CME (INC) program sponsors must be exhibitors or have all INC staff registered as paid participants of the 2021 AAD Summer Meeting. Please note that only exhibitors have access to certain resources such as requesting additional space and/or scanners for registration.
- INC programs will not qualify for continuing medical education (CME) credit and are independent of the official AAD meeting as planned by the Scientific Assembly Committee.
- All INC content and registration information are under the control of the sponsor.
- If INC speakers are also Summer Meeting session directors or speakers, they cannot repurpose a presentation on the same topic for the INC program.
- INC sponsors are responsible for any advance and onsite registration for their program. Please note that only exhibiting INC sponsors are able to arrange scanners for registration.
- All INC marketing materials must clearly display AAD-provided disclaimers and receive AAD approval prior to distribution or display.
- INC sponsors are responsible for all expenses associated with their program (except for the meeting room rental fee) including audio visual, food and beverage, set-up fees, etc. INC sponsors may be required to utilize service contractors identified by the AAD or assigned hotel.
- INC sponsors' post-program deliverables:
  - The AAD requires the sponsor to evaluate their individual INC program by having attendees complete evaluation forms. INC sponsors are required to provide the AAD with a summary of their evaluation results within 30 days following the meeting.

***(continued)***

- INC follow-up materials listed in the sponsorship agreement (including answers to the AAD's sponsor survey, sponsor's summary of their INC evaluation, and copies of the sponsor's INC marketing/informational materials) are due within 30 days following the meeting.

### **INC Sponsor Application Guidelines**

- The Industry Non-CME (INC) program sponsorship fee of \$37,500 gives the sponsoring organization the right to hold their INC program at the 2021 AAD Summer Meeting (meeting space rental fee included) and is due 60 days before the meeting.
- Completed applications with detailed information on their INC program will be time stamped and submitted for approval. The approval process will begin on Thursday, January 28, 2021 and end once there is an executed agreement for every INC spot, or by Thursday, April 29, 2021. Applications will be reviewed for approval in the order of their time stamp and under consideration of the INC program schedule.
- Please email the completed INC Program Sponsor Application to Maureen Fishback, Manager, Corporate & Foundation Relations, [mfishback@aad.org](mailto:mfishback@aad.org).

***\*Terms are subject to change.*** Due to uncertainty during the COVID-19 pandemic, the 2021 AAD Summer Meeting is subject to change. If the INC Program is changed, the Academy will provide a written notice to the sponsor as soon as possible. If the sponsor chooses to cancel the sponsorship within 30 days of the written notice, their paid INC sponsorship will be refunded. If the meeting or INC program are canceled due to the pandemic, paid sponsorships will be refunded within 60 days of written notice.