



Join the Cause at the AAD Annual Meeting

Our cause is simple: uniting patients with the professionals best equipped to provide care. All too often, patients' dermatological issues can be more than skin deep, adversely affecting their mental health, creating social discomfort, making everyday activities difficult, and even threatening their lives. We know you share our goal in helping these patients get the care they need. **That's why we're inviting you to partner with us through a cause marketing opportunity at the 2023 AAD Annual Meeting in New Orleans.**

Through our social media campaigns, public education webpages, patient pamphlets, and Community Initiatives, we'll work to educate the public on dermatological conditions, build awareness of the importance of dermatologists in treating skin, hair, and nails, and provide important programs to the public. **Your cause marketing partnership with the AAD supports these important efforts while driving traffic to your booth and gathering leads.** Here's how it works:

1. You pick what your donation dollars support:

- **Disease Education:** support our efforts to educate the public on the disease state of your choice.
- **Public Awareness:** Join the AAD's public awareness efforts during Skin Cancer Awareness Month or National Healthy Skin Month.
- **Public Outreach:** Support our public outreach efforts, such as our Your Dermatologist Knows consumer positioning effort reinforcing board-certified dermatologists are the skin experts.
- **Community Initiatives:** Promote Healthy Skin, Healthy Lives® in communities by supporting your [AAD Cares program](#) of choice.

2. As a cause marketing partner, you agree to donate \$100 to your cause for every attendee badge scanned at your booth.

- Total support starts at \$25,000, with a \$50,000 maximum.

3. We'll help get members to your booth and share your commitment to the cause through these tactics:

- Highlighted in attendee email campaigns, such as *Annual Meeting News*.
- Shared on @AADMember Instagram stories (over 41k followers).
- Promoted to attendees in AAD Resource Center brochure, available at the Resource Center and included in the Friday, March 17th hotel door drops.
- Signage near exhibit hall and fliers at the AAD Resource Center (*pending publication dates*).
- "Cause Supporter Passport" flier encouraging attendees to visit cause marketing partners to be entered into a drawing at the AAD Resource Center in the Exhibit Hall (*prize TBD*).
- Digital badge for use in your company's digital advertising and at your booth.
- Special recognition on the exhibit hall maps (*pending publication dates*).
- Booth tabletop tents showcasing your support.
- Recognized on Cause Marketing landing page on AAD.org

For more information, please email CorporateTeam@AAD.org