



Kenneth J. Tomecki, MD, FAAD President  
Mark D. Kaufmann, MD, FAAD President-elect  
Neal Bhatia, MD, FAAD Vice President  
Linda F. Stein Gold, MD, FAAD Vice President-elect  
Marta J. Van Beek, MD, MPH, FAAD Secretary-Treasurer  
Daniel D. Bennett, MD, FAAD Assistant Secretary-Treasurer  
Elizabeth K. Usher, MBA Executive Director & CEO

## 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. AAD VMX (virtual meeting experience) launched in 2020, streaming sessions covering the latest information impacting the specialty, including award-winning plenary speakers and late-breaking research. The AAD Innovation Academy was formerly known as the Summer Meeting, with an average 2,650 in attendance, approximately 1,500 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 after scientific sessions. INC Program sponsorship gives the sponsoring organization (sponsor) the right to hold their INC Program one evening 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:*

- Opportunities to reach the AAD Meeting audience. The Academy's 2019 Annual and Summer Meetings hosted 21,262 participants with 11,541 medical personnel in attendance. AAD VMX 2021 had 6,244 registrants attend opening weekend, April 23-25.
- A room in the AAD hotel block one evening 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, please [click here](#) to learn more).

### CORRESPONDENCE

PO Box 1968  
Des Plaines, IL 60017-1968

EMAIL: [mrc@aad.org](mailto:mrc@aad.org)  
WEB: [aad.org](http://aad.org)

### ROSEMONT, IL OFFICE

9500 W Bryn Mawr Avenue, Suite 500  
Rosemont, IL 60018-5216

MAIN: (847) 330-0230  
FAX: (847) 240-1859

### WASHINGTON, DC OFFICE

1201 Pennsylvania Avenue, NW, Suite 540  
Washington, DC 20004-2401

MAIN: (202) 842-3555  
FAX: (202) 842-4355

## **INC Program Sponsorship at the 2022 AAD Annual Meeting**

The INC Program sponsorship fee begins at \$50,000 and includes a right-to-hold at the 2022 AAD Annual Meeting (room rental included) and the Academy's promotion of the whole INC Program to members and meeting registrants.

### *INC Program Sponsor, Platinum Level, \$80,000:*

- All benefits of the Gold-level INC Program Sponsorship
- Plus, opportunities to add your individual INC Program to the following:
  - AAD Annual Meeting Registration Mailer: This mailer includes the attendee badge and "top things to know before you go" insert for approximately 10,000 meeting registrants. Pending publication specs and deadline (12/3/21), the Academy will include your INC Program's title/topic, company name (or logo pending space), date and time in addition to the hotel name and QR code to registration information on AAD.org.
  - AAD Annual Meeting Mobile App: This mobile app is now the meeting's program guide. The Academy will include your INC Program's title, company name, date and time in the app, giving users the option to "favorite" it.

### *INC Program Sponsor, Gold Level, \$50,000:*

- Complimentary pre-registration mailing list. Sponsors are sent one advance registrant mailing list 4-6 weeks before the meeting for a single mailing.
- AAD promotion of the INC Program, as a whole:
  - Website: INC program landing page on AAD.org to promote the details and registration information of each INC.
  - 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.
  - Social Media: At least two AAD Tweets promoting the INC program including a link to its AAD.org landing page.
  - Mobile App: the INC Program description is listed in the "Ask Me" section of the app, linking to the INC landing page on AAD.org.
  - Signage: At least one high-traffic sign promoting the INC Program with a QR Code to view details on the AAD.org landing page.

## **INC Program Guidelines**

- The default registration time is 6:30 p.m. local time; INC Programs' default start time is 7 p.m. local time, guaranteeing a 1.5-hour window after CME-certified scientific sessions. Food and beverage service may begin at 7 p.m. or later.
- Meeting space will be provided in a premier hotel within the AAD hotel block. Third-party companies must work with their sponsoring company to secure hotel rooms through the AAD's hotel block. Otherwise, they may register for the meeting or secure rooms on their own outside the AAD's hotel block.
- Sponsors must adhere to the guidelines in the [AAD Technical Exhibit Prospectus](#). Lead retrievals (scanning badges) and other AAD Meeting resources (e.g. room for slide review) are only available to exhibitors. Non-exhibiting companies, including third-party companies, may sponsor an INC Program but meeting resources and hotel rooms are only accessible to AAD Meeting exhibitors.

- As stated above, sponsors must adhere to the guidelines in the AAD Technical Exhibit Prospectus and their INC Program must be in accordance with the standards set for industry by the Food and Drug Administration (FDA), Office of Inspector General (OIG), and other regulatory compliance.
- 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.
- INC Sponsors are responsible for:
  - All INC Program expenses (except for room rental) including audio visual, food and beverage, set-up fees, and advertising their individual INC Program (outside of promotional benefits of their sponsorship level). INC sponsors may be required to utilize service contractors identified by the AAD or assigned hotel.
  - Certifying that their INC Program complies with relevant laws, policies and regulations.
  - Obtaining AAD approval for all directional, informational and promotional materials with required disclaimers in advance of use. **(required)**
  - Evaluating their INC Program by asking their attendees to complete evaluation forms.
  - Completing the post-program survey sent by the AAD after your INC Program to track individual INC program attendance and summary of attendee evaluations. **(required)**

### **INC Sponsor Application Process**

- Complete the attached application and email to Maureen Fishback, Manager, Corporate & Foundation Relations at [mfishback@aad.org](mailto:mfishback@aad.org). Only completed applications will be time stamped for review.
- The review process will take place during the month of October 2021 (potentially into early/mid-November) and space will be allocated to approved applications as soon as possible, but not before 10/31/2021. Letters of Agreements (LOA) will include the final INC Program sponsorship fee, date, and room location and size.
- Fully-executed LOAs hold the sponsor's INC Program spot during the 2022 AAD Annual Meeting. The sponsorship fee gives the sponsor the right to hold their INC program at the AAD Meeting (meeting space rental fee included) and is due 60 days before the meeting.



2022 AAD Annual Meeting

March 25-29, 2022

Boston, MA

Industry Non-CME (INC) Program Application

DATE: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

INC Program Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Speakers: \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

**2022 AAD Annual Meeting**

*Boston, MA; meeting space in a premier hotel (3-min walk via Convention Center walkway) within the AAD hotel block.*

**List preference order (1 – 4)**

\_\_\_\_\_ Thursday, March 24 7-10 p.m.

\_\_\_\_\_ Friday, March 25 7-10 p.m.

\_\_\_\_\_ Saturday, March 26 7-10 p.m.

\_\_\_\_\_ Sunday, March 27 7-10 p.m.

**SPONSOR LEVEL:** \_\_\_\_\_ PLATINUM // \_\_\_\_\_ GOLD

Email your completed application to Maureen Fishback, Manager, Corporate & Foundation Relations at [mfishback@aad.org](mailto:mfishback@aad.org). Only completed applications will be time stamped for review.