



# 2025 AAD Industry Non-CME Program Sponsorship Prospectus

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## 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 21,181 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 and Industry Non-CME Programs

The AAD Annual Meeting is the largest dermatologic scientific meeting in the world, with an average of 18,000 in attendance, approximately 10,000 of whom 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. The Industry Non-CME (INC) Programs at AAD Meetings provide you with the chance to reach AAD members and other meeting attendees in the AAD space and larger meeting program with the latest research, clinical data, and innovations. Sponsoring an INC program gives you the chance to develop and deliver content to this audience. INC programs are independent of the official AAD Meeting planned by its Scientific Assembly Committee and do not qualify for continuing medical education (CME) credit.

## Benefits of INC Program Sponsorship

- Raise awareness and get new information and offerings to AAD Dermatologists and other meeting attendees.
- The AAD will promote all INC programs to members, registrants, and attendees; plus, there are [individual program advertising opportunities](#) available to INC programs (at a la carte rates).
- Meeting space in the Orlando Convention Center and the AAD hotel headquarter room block during the AAD Meeting and lead retrieval tool.



### New Benefits for 2025 Platinum Sponsors

- Two lead retrieval meeting app logins to scan attendee badges
- Full-page ad in the March issue of *DermWorld*. The March issue will be distributed onsite at Annual Meeting, giving sponsors additional exposure
- **Free Wi-Fi** for your designated INC space/room

### \*New: Post-Engagement Opportunity of AAD Annual Meeting Content & Branding

All INC program sponsors will now have the opportunity to utilize their session content after the AAD Annual Meeting:

- Leverage and distribute exclusive AAD Annual Meeting scientific sessions by adding up to 10 topic-specific sessions to complement your INC program post-meeting
- Recognized as an Official Licensee of the American Academy of Dermatology
- Use AAD Official Licensing Badge on sponsor website and marketing materials (final use requires AAD approval)
- Distribute approved content on sponsor website for up to 12 months

Note: Offer available as an add-on to all INC programs: \$50,000



## Industry Non-CME Program Sponsorship Levels

	Platinum	Gold
Program listed in Meeting App schedule	●	
Meeting App push notification	●	
<b>New:</b> Complimentary Wi-Fi (for attendees of INC Program)	●	
Program details listed on convention center and headquarter hotel signage	●	
Program listed in Advance Registration Envelope	●	
Priority in program date selection	●	
<b>New:</b> Full page <i>DermWorld</i> ad (includes program title, date, time, and brief description)	●	
Complimentary pre-registration mailing list	●	●
Program details on INC Program landing page on AAD.org	●	●
Lead Retrieval Access ( <b>New:</b> Two for Platinum level/ One for Gold level)	●	●
Include pre-registration link for your program on INC landing page	●	●
Record programs for post-conference engagement (see post-engagement opportunity information)	●	●

*Included in the following promotions:*

*(these tactics promote all INC programs, not individual programs. AAD will design and manage these tactics).*

Meeting App tile linked to landing page on AAD.org	●	●
Mentioned in 2 E-blasts to registrants	●	●
Signage in convention center and hotels	●	●
Instagram stories	●	●
<b>Corporate Partner Price</b>	<b>\$100,000</b>	<b>\$75,000</b>
<b>Non-Corporate Partner Price</b>	<b>\$140,000</b>	<b>\$105,000</b>



Available Programs <i>(registration may start at 6:30 p.m.)</i>	Times
Thursday, March 6, 2025	7:00 p.m. to 9:00 p.m.
Saturday, March 8, 2025	7:00 p.m. to 9:00 p.m.
Sunday, March 9, 2025	7:00 p.m. to 9:00 p.m.

**Note: There will be no sessions on Friday.**

**Interested in a program on the exhibit floor?**  
 Industry Product Sessions (formerly Product Theaters) are also available in addition to Industry Non-CME (INC) Programs. Industry Product Sessions provide exhibiting companies the opportunity to conduct product demonstrations and present new research findings, details, and information on products. These promotional sessions are open to exhibitors and are hosted on the exhibit floor. For more information, please visit [this page](#) for industry sessions terms and guidelines.

### Key Dates

*Registration may start at 6:30 p.m.*

- **September 13, 2024** – completed INC applications due (applications received after this date may not be eligible for all benefits).
- **September 27, 2024** – INC space and times assigned by AAD.
- **November 18, 2024** – Letter of Agreement finalized and signed by both parties.
- **December 2, 2024** – Last day for program be included in Advance Registration Envelope (Platinum only).
- **Mid-January 2025** – Final program names due; name changes after this may not be reflected on signage.
- **Mid-late January 2025** – INC Program landing page on AAD.org launched.
- **Mid-February 2025** – Complimentary one-time use pre-registration mailing list sent to sponsors (pending mailer approval by AAD).
- **March 7-11, 2025** – AAD Annual Meeting in Orlando, Florida.
- **March 28, 2025** – Post-meeting survey due.

**Complete the application online today!**



## INC Program Sponsorship Details

### 2025 AAD Annual Meeting | March 7-11 in Orlando, FL

The INC Program sponsorship includes a right-to-hold at the 2025 AAD Annual Meeting: covered room rental in AAD Meeting space in AAD hotels near the convention center, the Academy's promotion of the entire INC Program (all programs) to members and meeting registrants, and lead retrieval access.

#### INC Program Sponsor, Platinum Level

##### \$100,000 (Corporate Partner price), \$140,000 (Non-Corporate Partner price)

- All benefits of the Gold-level INC Program Sponsorship
- Priority in program date assignment
- Complimentary Wi-Fi (for attendees of INC Program)
- One additional lead retrieval
- Plus, opportunities to add your individual INC Program to the following:
  - **AAD Meeting App:**
    - This Meeting 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 Meeting app users approximately an hour before program registration starts with information about the program.
  - **Digital & Printed Signage:** The AAD will highlight your INC program on digital signs in central locations in the convention center and headquarter hotel that list the upcoming session schedule on the day that it will take place.
  - **AAD Advance Registration Envelope:** This mailer includes the attendee badge and "top things to know before you go" insert for approximately 8,000 meeting registrants. Pending publication specs and deadline (December 2, 2024), 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.
  - **DermWorld Ad:** A full-page ad in the March issue of *DermWorld* listing of all Platinum level sponsors.

#### INC Program Sponsor, Gold Level

##### \$75,000 (Corporate Partner price), \$105,000 (Non-Corporate Partner 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.
- Complimentary access to 1 lead retrieval Meeting app login to scan attendee badges on the night of the program.



AAD promotion of the overall INC Program, as a whole:

- o **Website:** INC program landing page on AAD.org to promote the details of each INC program and their pre-registration link on one central AAD.org webpage.
- o **Meeting App:** INC program landing page linked to tile on the main page of the Meeting app.
- o **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.
- o **Signage:** Digital and/or print signage in the convention center and hotel promoting all INC programs.
- o **Social Media:** Inclusion in Instagram story (1 per day) during Annual Meeting with details for each program that day.

### INC Program Guidelines

#### Application Process:

- Only completed applications from companies (“sponsor”) will be considered. 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 September 13, 2024 to be considered for the available slots. Applications received after that date may not be eligible for all benefits and may not receive their preferred date.
- All completed (full details on topic, not just condition/disease state) INC Program applications received by the deadline will be reviewed for balance. AAD will not approve more than one program on the same topic on the same evening.

#### Approval Process:

- All approved applicants received by the due date will receive a notification regarding approval and space availability by or before EOD September 27, 2024. Space will be assigned based on sponsorship level and then by date the application received. Applicants not approved due to space will be added to a waiting list.
- 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. If changes to the rest of the LOA are needed, approval by both parties is needed by November 18, 2024. If the required information is not received by the date indicated, then all reservations for spaces will be forfeited.
- Agreements signed after that date may not be eligible for all benefits.
- If sponsor cancels their program(s) after December 2, 2024, they will be held responsible for 50% of the total sponsorship amount.
- Once the LOA is signed by both organizations, the AAD will provide each sponsor a memorandum with contact information for their assigned space, a list of INC program deadlines, and will connect them to the AAD advertising team so they may take advantage of additional program advertising opportunities.
- Once the LOA is signed by both organizations, the sponsor may hire a third-party company to promote and execute their INC program.



### **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.
- 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 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 and lead retrieval access) including audio visual (AV equipment, technicians, and internet/Wi-Fi fees (Platinum Level includes Wi-Fi), 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, pre-registration tracking, 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:**

- Execute the LOA by November 18, 2024, or their slot will be released and re-assigned.
- 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.
- Obtain advance AAD approval (3 business day notice) to livestream their program. INC Sponsors may record and/or livestream their INC Program only (nothing of the AAD Meeting) and use post-meeting with advanced AAD approval. Sponsors are responsible for all costs associated with recording and/or livestreaming their programs.
- 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:	Times
Thursday, March 6, 2025	7:00 p.m. to 9:00 p.m.
Saturday, March 8, 2025	7:00 p.m. to 9:00 p.m.
Sunday, March 9, 2025	7:00 p.m. to 9:00 p.m.

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

*Please note that the non-corporate partner INC sponsorship rate reflects a 40% non-corporate partner fee, which is applicable to companies including medical education companies receiving funding from 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, exhibitor badges, and more.*