



## Industry Non-CME (INC) Program Sponsor Application

### INC Program Sponsor Application Process:

- 1) Review INC Program Sponsorship Guidelines  
<https://www.aad.org/member/meetings/am2021>
- 2) Send completed applications to the AAD's Community, Corporate & Philanthropic Relations department—email to Maureen Fishback, Manager, Corporate & Foundation Relations, [mfishback@aad.org](mailto:mfishback@aad.org)
- 3) Email the application by the deadline of 11:59 p.m. CST on Friday, December 4, 2020
- 4) If approved, you will be sent a sponsorship agreement with the date and time of your INC program. Your INC program spot will be held until confirmed with a signed (or executed) agreement or released by not receiving an executed agreement within the following 4 weeks (6 weeks maximum).
- 5) Once the AAD has an executed INC Program Sponsorship Agreement, you will receive a confirmation with event planning details and contacts.

### Application Guidelines:

- Only completed applications with detailed information on the prospective INC program will be time stamped and submitted for approval.
- The approval process will begin after the application deadline of 12/04/2020 and will last for 5-10 business days. Applicants can expect a response by 12/18/2020.
- Accepting INC Program Applications for:
  - 2021 AAD Annual Meeting: March 19-23, San Francisco, CA: \$28,000 - \$42,000  
*\*See important information about potential COVID-19 impact and sponsor price range in the INC Program Sponsorship Guidelines.*
  - 2021 AAD Innovation Academy: July 29 - Aug 1, New York, NY: \$15,000  
*\*Guidelines on the INC Program at the 2021 AAD Innovation Academy will be updated and posted on AAD.org approximately 6 months before the meeting. There is a \$5,000 discount on two INC programs if the organization signs a sponsorship agreement for one INC at the 2021 Annual Meeting and one INC at the 2021 Innovation Academy.*
- The application is on the next page. Space (physical and potentially virtual) for INC programs is extremely limited. A detailed description of the potential INC program and the completed time-stamped application will help the Academy schedule INC programs. The Academy cannot accommodate all INC applicants or schedule INC programs based on preferences, although every effort will be made to match scheduling with preferences.

**INC Program Sponsor Application**

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

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

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

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

\_\_\_\_\_

**2021 AAD Annual Meeting – Select in order of preference (1-4):**

- |       |                    |           |
|-------|--------------------|-----------|
| _____ | Thursday, March 18 | 7-10 p.m. |
| _____ | Friday, March 19   | 7-10 p.m. |
| _____ | Saturday, March 20 | 7-10 p.m. |
| _____ | Sunday, March 21   | 7-10 p.m. |

**2021 AAD Innovation Academy – Select in order of preference (1-4):**

- |       |                    |           |
|-------|--------------------|-----------|
| _____ | Wednesday, July 28 | 7-10 p.m. |
| _____ | Thursday, July 29  | 7-10 p.m. |
| _____ | Friday, July 30    | 7-10 p.m. |
| _____ | Saturday, July 31  | 7-10 p.m. |