



2025 AAD Annual Meeting Sponsorship Opportunities

Education is the bedrock of the Academy, and the AAD Annual Meeting in Orlando will gather the specialty together for immersive learning with a wide variety of sessions and showcases covering the breadth of dermatology.

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 ([view previous meeting statistics in the Technical Exhibit Prospectus](#)). The 2025 AAD Annual Meeting will take place in Orlando, FL from March 7-11, 2025.

The opportunities on the following pages are some of the ways exhibiting organizations can engage with conference attendees each day of the meeting and be recognized for enhancing the attendee experience, as well as engaging and supporting residents attending the meeting. Through these sponsorship opportunities, sponsors can showcase their support of the Academy while engaging with attendees and aligning their brand with the AAD.

Attendee Engagement Sponsorship Opportunities at the Meeting

Want to engage with meeting attendees outside of the exhibit hall? The AAD has multiple sponsorship opportunities designed for companies to engage and network with meeting attendees throughout the Annual Meeting.

2025 Annual Meeting Receptions

The 2025 Annual Meeting in Orlando offers exceptional opportunities to network with AAD members and demonstrate your commitment to the specialty. By supporting our 2025 receptions, your company will receive recognition at three events, with over 4,000 AAD members in attendance including AAD leadership, residents, faculty, and those receiving recognition for being Champions of the Specialty. This sponsorship opportunity offers prominent visibility and networking with industry leaders and decision-makers. Your support will include recognition and opportunity to attend the following events:

***NEW* AAD Member Welcome Reception**

Friday, March 7, 2025

Universal CityWalk at Universal Orlando Resort*

7 p.m.-10 p.m.



New in 2025, this exclusive event marks the kick-off of the Annual Meeting, bringing together approximately 3,000 guests combined — AAD leaders, members, residents, and industry partners — in a vibrant and engaging atmosphere. Guests will be welcomed by event guides and a glamorous red carpet as they step into a themed block party celebrating Universal CityWalk at Universal Orlando Resort.* Attendees will enjoy exclusive access to a variety of exciting venues, all accompanied by live DJ entertainment. This networking opportunity will offer up to 250 residents a dedicated space to connect with their peers and dermatologists from across the globe. Convenient transportation will be provided from the Convention Center and Headquarter Hotel.

Stars of the Academy Awards Ceremony

Thursday, March 6, 2025
Hyatt Regency Main Ballroom
4 p.m.-6 p.m.

The Stars of the Academy Awards Ceremony on the eve of the Annual Meeting gathers together approximately 200 guests — AAD leadership, members, residents, and more — to celebrate the champions of the AAD and recognize their commitment and service to the specialty of dermatology and the Academy.

NEW Faculty Reception

Thursday, March 6, 2025
Discovery Cove
7 p.m.-10:00 p.m.

We are excited to host an event at Discovery Cove to bring together and thank approximately 1,000 AAD faculty for their incredible contributions to the Annual Meeting and the specialty. The evening features an array of delectable foods on the Laguna Patio, offering covered outdoor seating amidst the tropical ambiance of Discovery Cove. Guests will have access to bars throughout the evening and can enjoy a night of networking and relaxing while enjoying a variety of entertainment options.

Multiple Supporters

Platinum Level Sponsor — \$75,000

- Invitation for eight company representatives to attend all three receptions (Member, Faculty, Stars of the Academy)
- Prominent logo placement on event signage at all three receptions
- Logo recognition on all email communications to attendees
- Recognition during remarks at the Opening Ceremony on Friday, March 7th
- Optional: Opportunity to contribute small giveaway item or attendee goody bag to be distributed at the Member Welcome Reception — quantity needed 3,000

Gold Level Sponsor — \$50,000

- Invitation for six company representatives to attend all three receptions (Member, Faculty, Stars of the Academy)
- Tier 2 logo placement on event signage at all three receptions
- Logo recognition on all email communications to attendees
- Optional: Opportunity to contribute giveaway item or promotional flyer in the attendee goodie bag (distributed at Member Reception — quantity needed 3,000)



Silver Level Sponsor — \$25,000

- Invitation for four company representatives to attend all three receptions (Member, Faculty, Stars of the Academy)
- Tier 3 logo placement on event signage at all three receptions
- Logo recognition on all email communications to attendees

Bronze Level Sponsor — \$10,000

- Invitation for two company representatives to attend the Member Welcome Reception
- Tier 4 logo placement on event signage at all three receptions

President's Gala

The President's Gala is the Academy's signature event celebrating the tenure and passion of the president during the largest dermatologic scientific meeting in the world, AAD Annual Meeting. The Gala brings together AAD leaders, member donors, and corporate supporters. The Academy's Annual President's Gala at the 2025 AAD Annual Meeting will showcase and raise support for community outreach programs treasured by President Dr. Seemal Desai and Vice President Dr. Cyndi Yag Howard.

Based on the level of support, benefits will include engagement and recognition opportunities before, during, and after the Gala with logo placement on event communications, invitations, seating, and more.

Multiple supporters, view prospectus [here](#).

Donor Lounge

The Annual Meeting's Donor Lounge will be the premier spot for high-level member donors and AAD leaders to enjoy relaxation and camaraderie as the Academy thanks them for their commitment to advancing excellence in dermatology. The Donor Lounge will be in a high-traffic area of the Annual Meeting's Convention Center with approximately 800+ member invitations going out in advance. At the Donor Lounge, donors and leaders will have access to meals and refreshments, Lunch and Learn programming, and other exclusive activities.

Recognition includes prominent logo placement inside the Donor Lounge, on Donor Lounge entrance signage, e-invitations to members, and other engagement activities throughout the lounge during the entire meeting. In addition, the sponsor will be able to choose a day to host a Lunch and Learn presentation or special activity in the lounge and will receive entrance passes for up to 12 representatives.

Exclusive Supporter: \$150,000



Corporate Recognition Opportunities

Want to engage with meeting attendees outside of the exhibit hall? The AAD has multiple sponsorship opportunities designed for companies to engage and network with meeting attendees throughout the Annual Meeting.

- **Brand Visibility** — Your company's logo prominently displayed for over 20,000 attendees
- **Widespread Exposure** — High visibility of items that meeting attendees use throughout the event, such as our meeting app, hotel keycards, and lanyards for name badges
- **High Retention** — Attendees often keep their lanyards and key cards as souvenirs providing long-term exposure
- **Exclusivity** — These opportunities are limited to ONE sponsor

Meeting App

The AAD Annual Meeting's app is the primary resource for attendees navigating the largest dermatologic scientific meeting in the world. The user-friendly app allows attendees (historically 18,000-21,000) to access pertinent information, such as sessions and events with a "favorites" button, evaluations, exhibitors, maps, e-posters, "Ask Me" FAQs, city guide, and more. Additionally, attendee verification is available exclusively through the mobile app.

Recognition includes corporate logo placement on the main header of the app's navigation page; a tile of the app with corporate logo recognition linking to the supporter's home page; and corporate logo recognition on the web version of the app on AAD.org. Additionally, the sponsor will receive a complimentary advertisement tile on the app (one of three). A post-meeting usage report will be made available to the sponsor.

Exclusive Supporter: \$200,000

Wi-Fi

Wi-Fi will enable attendees to easily connect to the internet and access the meeting's mobile app at the convention center and headquarters hotel throughout the AAD Annual Meeting (March 7-11, 2025). The mobile app serves as the primary resource for all meeting information since printed publications and materials are no longer available. Approximately 12,000 attendees are expected to use the custom sponsor Wi-Fi wireless network name (SSID).

Recognition includes sponsor name on wireless network SSID for all internet users to see when they join the network from their phone/tablet/laptop/etc. A post-event usage and analytics report will be made available to the sponsor.

Exclusive Supporter: \$100,000

Hotel Key Cards - SOLD

Once a meeting attendee checks in for their room at an AAD-block hotel, they will receive their key card displaying the sponsor corporate logo. Recognition includes corporate logo placement on every hotel key card in a select AAD hotel room block (approximately 2,000 key cards will include sponsor recognition).

Exclusive Supporter: \$75,000



Lanyard Sponsorship - SOLD

Lanyards offer a hands-free way for attendees to wear their name badges. All attendees can pick up meeting lanyards located in bins by the convention center registration area. Lanyards will be designed per AAD's brand guidelines, including color and other brand elements. Approximately 20,000 lanyards will be distributed during the Annual Meeting. Recognition includes prominent logo placement on each lanyard.

Exclusive Supporter: \$75,000

Luggage Check

The luggage check will be located in a high-traffic area in the Convention Center, making it accessible to all attendees and providing exceptional brand visibility for sponsors. Don't miss this chance to showcase your commitment to enhancing comfort and convenience to the over 18,000 meeting attendees.

Recognition includes prominent corporate logo or brand placement on luggage check walls, corporate logo on luggage check tags, signage in the Convention Center, and attendee FAQ found on the website and meeting app.

Exclusive Supporter: \$100,000

Child Care & Lactation Room

Make the 2025 AAD Annual Meeting truly inclusive by sponsoring our family support resources! We believe that everyone should have the opportunity to participate, regardless of childcare responsibilities. By offsetting childcare expenses and offering a comfortable Lactation Room, we are fostering an environment where work and family life can harmonize seamlessly and making our event accessible to all.

Recognition includes prominent corporate logo placement on signage inside and outside designated rooms in the Convention Center and Headquarter Hotel on member communication promoting these resources, and on childcare confirmation letters sent to participants. As an exclusive sponsor of these resources, you will also have an opportunity to offer giveaways and branded goody bags to childcare participants.

Exclusive Supporter: \$100,000



Resident Engagement & Support Opportunities

Attending the Annual Meeting introduces residents to the value of the AAD and can lead to lifelong membership as well as engaged relationships with the industry. The AAD offers dermatology residents an array of activities and opportunities at the Annual Meeting that prepares them for life beyond the classroom and provides them with the best possible start in the field of dermatology. Companies are invited to support and engage with residents at the Annual Meeting through the following opportunities:

Resident Education Grant Program

Each year, approximately 1,500 first-, second-, and third-year dermatology residents are eligible to apply for an educational grant to cover their travel costs to attend the Annual Meeting, the largest dermatology congress in the world. The grant program is designed to help alleviate the financial burden of attending the meeting, therefore increasing resident participation and opportunities for networking, education, and engagement. Recognition includes:

- Logo placement on award letters
- Logo placement on all email communication to residents
- Logo placement on signage during the stipend check distribution
- Four invitations to the Member Welcome Reception on Friday, March 7

Multiple Supporters: \$25,000

Resident Tour in the Exhibit Hall

Saturday, March 8, 2025

New in 2025, this resident tour of the exhibit hall will be offered to 50 dermatology residents to experience an exclusive preview of the impressive exhibits featured at the Annual Meeting. Experienced AAD leaders will offer residents their insight and advice when navigating the exhibit hall, while industry sponsors can showcase their innovations and commitment to the specialty with an exclusive guided tour of their exhibit booth. Recognition includes:

- Logo placement on event signage
- Logo placement in email communications
- Exclusive “before hours” tour of your booth to 50 residents and AAD members guiding the tour
- Opportunity to network with residents and AAD leaders at pre-tour continental breakfast

Multiple supporters: \$25,000 (limit 5)

A 40% fee will be assigned to non-exhibiting sponsors. 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.

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