



# 2025 AAD Innovation Academy Sponsorship Opportunities

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*Dermatologists look to the AAD for their education and as THE convener of the specialty. Please join the dermatology community for special programming and learning formats featuring the AAD education attendees know, trust and love, with special programming and learning formats designed to inspire ideas and advance dermatology. Returning this summer to Chicago, an attendee-favorite city, you won't want to miss this opportunity to showcase your company as one at the epicenter of innovation.*

At AAD Innovation Academy, attendees have the opportunity to map out their practice's future through sessions that highlight the latest for their patients. This meeting encourages attendees to connect with colleagues, faculty, and industry through various engagement opportunities in the Experience Hub — including the Welcome Reception, exhibits, scientific posters, additional learning, and networking breaks.

## Engagement Sponsorship Opportunities

The opportunities below 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. Through these opportunities, sponsors can showcase their support of the Academy while engaging with attendees and aligning their brand with AAD.

### 2025 AAD INNOVATION ACADEMY RECEPTIONS

The 2025 AAD Innovation Academy in Chicago offers exciting opportunities to network with Academy members in a more intimate setting and demonstrates your commitment to the specialty. This sponsorship opportunity offers prominent visibility and networking with industry leaders and decision-makers. Your support will include recognition and the opportunity to attend the following events:

#### Welcome Reception

Thursday, July 10, 6:00 PM

Experience Hub

After the Academy's first day of sessions, all attendees are invited to unwind and enjoy Chicago's unique character together in the Experience Hub immediately following the Keynote Lecture. The reception will offer opportunities to build relationships and showcase your organization's commitment to advancing excellence in dermatology.



### Faculty Reception

Friday, July 11, 6:00 PM

After a full day of teaching, mentoring, and more, AAD Innovation Academy faculty look forward to unwinding. With the support of generous sponsors, there is an invite-only, offsite event for faculty to enjoy camaraderie--please consider supporting and joining!

#### **Platinum Level Sponsor: \$50,000 (Two available) — *print deadline for inclusion June 4, 2025***

- Invitation for six company representatives to attend both receptions
- Prominent logo placement on print and/or digital event signage at both receptions
- Logo recognition on email communications to attendees (pending contracted date)
- Logo recognition and verbal acknowledgement during Keynote Lecture closing remarks prior to Welcome Reception
- Optional: Opportunity to contribute small giveaway items or promotional flyers to be distributed at the Welcome Reception - quantity needed 500

#### **Gold Level Sponsor: \$25,000 (Three available) — *print deadline for inclusion June 4, 2025***

- Invitation for four company representatives to attend both receptions
- Tier 2 logo placement on print and/or digital event signage at both receptions
- Logo recognition on email communications to attendees (pending contracted date)
- Logo recognition and verbal acknowledgment during Keynote Lecture closing remarks prior to Welcome Reception

#### **Silver Level Sponsor: \$10,000**

- Invitation for two company representatives to attend both receptions
- Tier 2 logo placement on digital event signage at both receptions
- Logo recognition on email communications to attendees



### Exclusive Sponsorship Opportunities

These opportunities allow you to align your brand with the AAD and support an elevated meeting experience for Innovation Academy attendees.

#### Meeting App

##### **Exclusive Sponsor: \$50,000**

The official meeting app, serving as the primary resource for attendees, provides access to pertinent information, including sessions and events with a “favorites” feature, add to your calendar, evaluations, attendee verification, claim CME, exhibitors, maps, “Ask Me”, FAQs, and more.

- Logo recognition on app navigation page
- Tile on app with logo recognition linking to the sponsor’s home page
- Logo recognition on web version of the app on AAD.org
- The sponsor will also receive a discounted advertisement tile on the app, valued at \$20,000
- Post meeting usage report will be provided to the sponsor

#### Wi-Fi

##### **Exclusive Sponsor: \$25,000**

Wi-Fi will enable attendees to easily connect to the internet and access the meeting’s mobile app at the facility during the entirety of the AAD Innovation Academy meeting (July 10-13). Recognition includes name recognition in the wireless network name (SSID) for all internet-users to see when they join the network from their phone/tablet/laptop/etc. A post-meeting usage report will be made available to the sponsor.

- Visible recognition in the wireless network name (SSID) for all internet-users
- Post-meeting usage report will be made available to the sponsor