



MEDICAL DERMATOLOGY SOCIETY

2024 CORPORATE SPONSORSHIP OPPORTUNITIES

The Medical Dermatology Society (MDS) is made up of the thought leaders in clinical dermatology and the teachers of the next generation of practicing dermatologists, including many residency program directors, division chiefs, and department chairs. The Medical Dermatology Society's (MDS) mission is to improve the care of patients whose skin diseases or therapies have substantial systemic consequences; foster research in medical dermatology and assure medical dermatology expertise in community and academic settings.

Members of the MDS represent the heart and soul of our specialty: Medical Dermatology. Founded in 1994, our members include Academicians, Private Practitioners, and Resident Physicians who specialize in the care of patients with dermatologic diseases. The membership practices advanced medical dermatology in the care of complex patients; our physicians are often at the front lines of incorporating novel treatments and new therapeutics – particularly systemic treatments including biologic therapies and as well as new topical agents – into dermatological clinical practice. Many MDS members are active clinical academicians, private practitioners, and resident physicians who specialize in the care of patients with dermatologic diseases.

The Medical Dermatology Society (MDS) is a physician organization dedicated to

- Advancing the understanding and treatment of serious dermatologic diseases through education and research
- Exchanging advances in the field of medical dermatology
- Promoting the training of dermatology residents, fellows, and practitioners in the pathogenesis and treatment of complex dermatologic diseases
- Developing a shared research network for the enhancement of disease understanding and improvement of patient outcomes

HISTORY AND MISSION

ANNUAL SYMPOSIUM

The Medical Dermatology Scientific Annual Symposium is held just prior to the American Academy of Dermatology's (AAD) spring meeting and the attendees include dermatologists at academic medical centers, in private practice, and dermatology Residents / Post-Doctoral Fellows who are focused on the care of patients with medical conditions or whose diseases of the skin require systemically administered medications.

In March, the 2023 meeting was held in New Orleans, Louisiana, and over 300 dermatologists; which included Residents, Post-Docs, and Medical Students registered to attend the Annual Symposium. Attendees listened to the latest advances in medical dermatology research and patient care innovations. The audience members were comprised of 78% Academicians, 2% in Private Practice, and 20% Resident / Post-Docs / Medical Students.

The MDS will once again hold its Annual Scientific Symposium live in advance of the AAD Annual Meeting on Thursday, March 7, 2024. We eagerly anticipate another record-setting attendance of top international and national medical dermatologists research fellows and residents.

As we prepare our scientific program, we enthusiastically look forward to the day we can welcome our members and our sponsors to "America's Brightest City".



SOME OF THE 2023 ANNUAL MEETING FEEDBACK

FROM THE 309 MEETING ATTENDEES

- *Excellent speakers and cases... as always! Great to see everyone!*
- *Talks focused on new and emerging treatments.*
- *These briefer impactful talks about challenging conditions from THOUGHT leaders.*
- *Amazing and intuitive lectures. Wonderful to see so many Lifetime Achievement Awardees who come back each year to share their personal stories.*
- ***As always, Magnificent event! You never disappoint.***
- ***Thank you for sharing your knowledge! It will help my patients.***
- ***Thank you for inviting and encouraging student attendance - this was great!***
- *Brief talks (15 min) from leaders/new developments, particularly on biologics/oral JAKi that are hot topics in the field are FANTASTIC! THANK YOU!*
- *The MDS never disappoints, well done! Expert talks and topics.*
- ***Fantastic as always. My absolute favorite meeting!***
- *I was very impressed by the quality and breadth of presentations and coasters. Keep up the great work!*
- *Excellent choice of topics. Bringing in fresh faces to talk is always welcome and refreshing!*
- *The MDS leadership is the best in North America, hands down! The best mentors in the industry!*
- *Good choice of topics. Bringing in new faces to talk.*
- *Better understanding of how to treat complex medical disorders, Great Meeting!*

207
Cutting Edge
Abstracts
Submitted

CORPORATE SPONSORSHIP AND MARKETING OPPORTUNITIES

A variety of sponsorship and marketing opportunities are available to increase the visibility of your company with meeting attendees. We consider our collaboration with our industry partners of paramount importance, and we will make every effort to ensure that your participation is worthwhile. We do this while maintaining the highest scientific standards and with the spirit of collaboration at the forefront.

Commercial support may be used to offset program development and direct costs incurred in conjunction with the meeting. Acknowledgment of support will appear on any/all collateral generated for the meeting. This will include various printed and electronic materials and signage throughout the meeting venue, including social activities.

The audience of this meeting represents the educators and clinicians or the medical dermatology community with representatives from numerous countries attending each year. The Medical Dermatology Annual Meeting is expected to draw approximately 300 attendees and over 200 abstract submissions.



BENEFITS OF SPONSORSHIP AND EXHIBITING

With the ever-increasing importance of medical dermatology around the world, the Medical Dermatology Society continues to expand in scope and impact. We greatly value the engagement of our corporate partners who support our education, research, mentorship, and leadership efforts. The MDS prides its educational programming on providing our attendees with expert speakers and cutting-edge therapies for serious medical dermatologic diseases.

As a corporate sponsor, you will gain visibility and multiple opportunities to interact with the thought leaders in clinical dermatology and the teachers of the next generation of practicing dermatologists, including many residency program directors, division chiefs, and department chairs. Demonstrate your committee and leadership within the community of those who specialize in the care of patients with dermatologic diseases.

The opportunity to interact with clinicians who possess complementary knowledge, and present innovative therapies at MDS meetings has produced countless productive collaborations over the decades. As partners, we can advance our common goal of teaching the next generation of dermatologists and discoveries into novel treatments for dermatologic diseases.

- ∅ **ADVANCING:** The understanding and treatment of serious dermatologic diseases through education and research.
- ∅ **EXCHANGING:** Advances in the field of medical dermatology.
- ∅ **PROMOTING:** The training of dermatology residents, fellows, and practitioners in the pathogenesis and treatment of complex dermatologic diseases.
- ∅ **DEVELOPING:** A shared research network for the enhancement of disease understanding and improvement of patient outcomes.
- ∅ **NETWORK:** The MDS meeting provides meaningful opportunities to communicate with attendees. The MDS will provide actionable marketing data as attendees will visit your exhibit table and participate in live Q&As.
- ∅ **PREMIER EDUCATIONAL PROGRAM:** The MDS Education Committee has curated an outstanding program featuring thought leaders who will present innovative data covering a wide variety of skin biology and disease-specific topics.

EACH CORPORATE SPONSOR WILL RECEIVE ALL THE FOLLOWING BENEFITS

WEBSITE RECOGNITION

- The Medical Dermatology Society (MDS) will highlight your company name as a corporate sponsor of the MDS Annual Meeting on the MDS website.

PRINTED PROGRAM BOOK

- Your company logo and/or an overview will be included in the MDS Annual Meeting printed program book
- Overview not to exceed one-half page, the corporate sponsor will provide content for the program book before the print deadline.

ANNUAL MEETING REGISTRATION

- Corporate sponsors will receive complimentary registration(s) to the MDS Annual Meeting
- The number of available registrations will be determined by the sponsorship amount.

We invite you to join us in San Diego as our Corporate Partner

SPONSORSHIP OPPORTUNITIES LEVELS AND BENEFITS



FRIENDS AND ALLIES PARTNER

Up to \$9,999

- Complimentary MDS Annual Meeting registration and networking reception for up to two (2) attendees
- Tabletop display in the registration lobby, or in the meeting room dependent on space at the MDS Annual Meeting
- Advertisement space of full color, one-half (1/2) page in the printed program book
- Recognition and corporate advertisement, including a corporate link to be placed on the MDS website



SILVER CORPORATE PARTNER

\$10,000+

- Complimentary MDS Annual Meeting registration and networking reception for up to four (4) attendees
- Tabletop display in the registration lobby, or in the meeting room dependent on space at the MDS Annual Meeting
- Advertisement space of full color, one-half (1/2) page in the printed program book
- Recognition and corporate advertisement, including a corporate link to be placed on the MDS website
- Contact listing of MDS Annual Meeting attendees



GOLD CORPORATE PARTNER

\$25,000+

- Complimentary MDS Annual Meeting registration and networking reception for up to five (5) attendees
- Tabletop display in the registration lobby, or in the meeting room dependent on space at the MDS Annual Meeting
- Advertisement space of full color, one (1) full page in the printed program book
- Recognition and corporate advertisement, including a corporate link to be placed on the MDS website through 2025
- Contact listing MDS Annual Meeting attendees
- Special recognition at the networking reception
- One (1) hour meeting throughout the year, upon request, virtual or in-person as available by the board/committee
- Ability to present a poster presentation for product theatre, during the breaks to the members

Continued..... SPONSORSHIP OPPORTUNITIES LEVELS AND BENEFITS

PLATINUM CORPORATE PARTNER

\$50,000+

- Complimentary MDS Annual Meeting registration and networking reception for up to six (6) attendees
- Premium location for tabletop display in the registration lobby of the MDS annual meeting room
- Advertisement space of full color, one (1) full page on the inside or on the back cover of the printed program book
- Recognition and corporate advertisement, including a corporate link to be placed on the MDS website through 2025
- Contact listing MDS Annual Meeting attendees
- Special recognition at the networking reception
- One (1) hour meeting throughout the year upon request, virtual or in-person as available by the board/committee.
- Ability to present a poster presentation during the breaks to the members
- Sponsorship of Keynote Presentation
- Ability to select the sponsorship of selected coffee break(s), reception, Wi-Fi, and/or meeting materials

DIAMOND CORPORATE PARTNER

\$100,000.

- Complimentary MDS Annual Meeting registration and networking reception for up to ten (10) attendees
- First selection of location for tabletop display in the registration lobby of the MDS annual meeting room
- Advertisement space of full color, one (1) full-page glossy pull-out printed program book
- Recognition and corporate advertisement, including a corporate link to be placed on the MDS website through 2025
- Contact listing of the MDS Annual Meeting attendees with emails
- Special recognition at the networking reception
- One (1) hour meeting throughout the year upon request, virtual or in-person as available by the board/committee.
- Ability to present a poster presentation during the breaks to the members
- Ability to sponsor an industry-sponsored virtual symposium for the membership at a mutually agreeable date and time
- Ability to select the sponsorship of multiple selected coffee break(s), reception, Wi-Fi, and/or meeting materials
- Signage acknowledging the corporate partnership solely for the Corporation
- Ability to have the MDS office forward marketing emails on behalf of the corporate partner, upon approval of the Board
- Ability to sponsor a research award for a med-derm resident



EDUCATIONAL AND SCIENTIFIC ACTIVITIES SYMPOSIUM/WORKSHOP \$40,000

By sponsoring a scientific symposium and/or workshop, you facilitate the dissemination of scientific discoveries in skin health and disease. These sessions are especially important to educate the next generation of researchers. Inform our attendees about your company's latest research or product development activities. These sessions support the core academic and professional needs of Professors, Researchers, Clinicians, Residents, and post-doctoral Trainees. Attendees can learn about cutting-edge sciences, necessary skills, and Relevant opportunities that provide them with research data.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- A 60-minute symposium to be held in advance of the start of the MDS Annual Meeting
- Symposium topic subject to approval from both Program and Education and the Executive Committees
- Free meeting registration for up to five (5) designated attendees
- Attendance at the Networking Reception for up to five (5) designated individuals
- State-of-the-art audio-visual equipment and dedicated technician in the meeting space
- Exclusive and prominent poster display (provided by the sponsor) outside of the meeting room
- Inclusion the symposium in an announcement email one month prior to the meeting with links to the sponsor website
- Publication of symposium title, schedule, and program in the MDS 2024 Meeting Program (pending publication dates) and MDS website.

COFFEE BREAK OPPORTUNITIES

\$10,000 EACH / TWO (2) AVAILABLE

The Coffee Break Sponsor will have the ability to network amongst the attendees during the coffee break at the 2024 MDS Annual Meeting. This is a great opportunity to show your support by facilitating participant interactions, which will continue their scientific discussions and interactions between sessions and re-energize them during the breaks.

SPONSORSHIP PACKAGE WILL INCLUDE:

- Company logo and recognition in the Coffee Break Area via signage
- Recognition and corporate advertisement, including corporate link on the MDS website and on transition slides
- Advertisement space of one (1) full page in the MDS Annual Meeting printed program book, pending publication dates
- Ability to meet and network with the corporate sponsors
- Giveaway or printed materials can be provided to attendees by the sponsor



NETWORKING RECEPTION \$30,000

Sponsor the ever-so-popular 90-minute Networking Reception to enable real-time interaction among the leadership and attendees of the 2024 MDS Annual Meeting.

SPONSORSHIP PACKAGE WILL INCLUDE:

- Company logo and recognition at the Networking Reception via signage
- Recognition and corporate advertisement, including a corporate link on the MDS website and on meeting transition slides
- Advertisement space of one (1) full page in the MDS Annual Meeting printed program book, pending publication dates
- Ability to meet and network with the corporate sponsors
- Giveaway or printed materials may be provided to attendees by the sponsor at the reception



ON-SITE SERVICES FOR ATTENDEES

WI-FI SERVICE / \$12,000

Wi-Fi at events is no longer a 'nice to have' benefit. Reliable Wi-Fi access is a critical, must-have productivity tool. Today, all laptops and other mobile devices have wireless capabilities that enable users to access their email and browse the Internet from almost anywhere. Since meeting attendance takes people away from their daily work, Wi-Fi access is essential to stay connected and save on costly roaming charges.

Sponsoring the meeting Wi-Fi offers tremendous visibility for the sponsor who will provide a service that will certainly be extremely useful to most attendees. Wi-Fi internet access will be available throughout the meeting area and will provide sufficient coverage and bandwidth for the expected number of attendees.

The sponsorship package will include:

- Company-branded login page, defined and designed by the sponsor, with approval from the MDS.
- Company logo on an information sheet in the attendee's registration package announcing the Wi-Fi service and login information.
- Advertisement space of one (1) full page in the MDS Annual Meeting printed program book, pending publication dates
- Acknowledgement in all Wi-Fi announcements
- Recognition of the sponsorship highlighted on the meeting transition slides.
- Recognition on the MDS website



**A LA CARTE
SPONSORSHIP
OPPORTUNITIES**

CORPORATE SPONSORS MUST HOLD, AT MINIMUM, A FRIENDS AND ALLIES PARTNERSHIP PACKAGE TO TAKE ADVANTAGE OF A LA CARTE SPONSORSHIP OPPORTUNITIES.

MDS Research Scholarship Sponsorship (1 Year) / \$5,000

MDS Research Program Sponsorship (2 Years) / \$10,000

Meeting Attendee Tote Bags / \$2,000

Meeting Attendee Lanyards / \$1,500

Meeting Attendee Hand Sanitizer Bottles / \$1,500

Meeting Attendee Meal: Lunch / \$5,000

Meeting Attendee Meal: Coffee Break / \$3,000

Meeting Attendee Charging Station / \$750

PRINTED PROGRAM BOOK ADVERTISING OPPORTUNITIES

The Medical Dermatology Society invites you to become a supporter of its 2024 Annual Meeting, by advertising in the Annual Meetings printed program Book. When you support the MDS and advertise in the Meeting Program Book, you celebrate the MDS's rich history and its contributions to patient-centered research in medical dermatology, as well as spotlighting your organization's opportunities or message. We invite you to increase your organization's visibility and advertise in the 2024 MDS Program Book, with distribution to approximately 300 attendees.

- Support the MDS Annual Meeting by highlighting your Med Derm Program
- Highlight fellowship opportunities
- Advertise your Corporation's website and logo. Promotion of pharma companies, drugs, and medical device companies must be approved by the MDS office

ADVERTISING RATES

1/2 PAGE	8"W x 4.75"H	\$ 600.00
FULL PAGE	8"W x 9.75"H	\$1,200.00
INSIDE BACK COVER		\$1,300.00
INSIDE FRONT COVER		\$1,500.00
BACK COVER		\$1,750.00

- Early commitments maximize your organization's recognition; we encourage you to submit your advertising requests early
- Your advertisement, career opportunity, organization's logo, and message will be adjusted to your reserved advertising space.
- Advertising space is limited, and ads will be placed on a first-come, first-served basis.
- Includes Logo and acknowledgement on MDS Website <http://www.meddermsociety.org/>
- Advertisements acknowledged through email to MDS Membership
- Company logos and text will be formatted according to the reserved advertisement size by the Program Book Editor
- All artwork must be submitted to the MDS office as a **HIGH RESOLUTION** .eps, jpg, or print-ready .pdf.



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Contact Debbie Kovacs to discuss your specialized corporate sponsorship needs

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