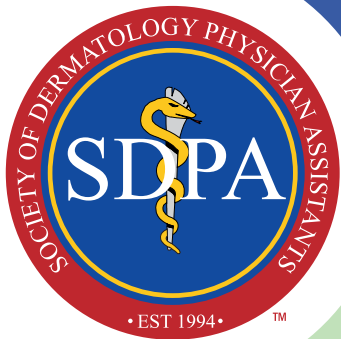


BENEFITS REIMAGINED

PARTNERING WITH SDPA

**DERMATOLOGY PAs influence
dermatologic therapies**
in all practice settings



**Become involved and
engage as an SDPA partner!**

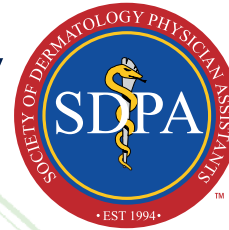
The SDPA's nonprofit mission is to advance the care of patients through high-quality education and the empowerment of Dermatology PAs.

SDPA's growing membership of Derm PAs join our society to learn best practices from industry leaders and participate in networking events where they can grow relationships and make important connections to help their practices.

Maximize your exposure to Derm PAs throughout the year through unique program offerings designed to accomplish your marketing goals across a wide range of budgets.

THE CORPORATE PARTNER

2020



CORPORATE PARTNER

Each SDPA Corporate Partner receives an annual partnership package with marketing benefits across the association's portfolio of events, plus print and web platforms. Our SDPA partners develop and maintain a strong network with the Derm PA community. Expand your target audience to include Derm PAs!

We have a comprehensive offering of partnership opportunities to meet your unique goals.

Connect your company with our vibrant nonprofit community of thousands of Derm PA members!

ANDROMEDA PARTNER \$150,000 PER YEAR

- Priority invitation to participate in a **Dermcast Live! online event**
- Priority invitation to host an in-person or online **product theater**
- Includes option to support an **Educational Grant*** (\$50,000 value)
- **Launch Pad Package** priority
- À La Carte Sponsorship **priority**
- Invitation to participate in the **Industry Roundtable**
- Invitation to discuss dermatology industry trends with SDPA Leadership
- **Early notice** of new SDPA program releases
- Premier placement **recognition** on the SDPA Corporate Partner website, journal, newsletters and conferences

PRINT

Premier placement recognition in the SDPA Corporate Partner company listing (including logo) in each issue of the journal

6 total subscriptions to JDPA

Priority on digital edition sponsorship

ONLINE

1 year long banner advertisement on the Corporate Partner web page with a link to your company's website

Inclusion of your company logo on the Dermcast home page

1 email blast to the entire membership sent by SDPA on your behalf

SDPA membership mailing list of the entire membership roster (one-time use)

EVENTS

Two invites to the Industry Roundtable Event

Two additional invites to the SDPA partner recognition VIP Reception event

Priority selection of premium signage/clings throughout conference space

Inclusion of branded marketing collateral in the conference bags

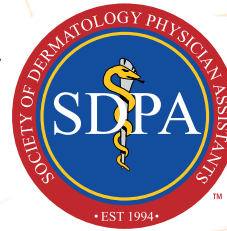
*Educational Grant Support: SDPA encourages industry to support Educational Grants in compliance with ACCME requirements. SDPA Partner is acknowledged as supporter of one Scientific Panel based on availability via:

- Signage, slides, and verbal recognition in session room on-site or during virtual session intro
- Printed or virtual pre-meeting promotional materials
- SDPA and conference website, as well as linked from the meeting mobile app to company website
- JDPA, Journal of Dermatology Physician Assistants

Requires a signed Letter of Agreement (LOA) in advance of the meeting for support to be acknowledged.

THE CORPORATE PARTNER

2020



CORPORATE PARTNER

PHOENIX PARTNER \$100,000 PER YEAR

- Invitation to discuss dermatology industry trends with SDPA Leadership
- Invitation to participate in the **Industry Roundtable**
- Priority invitation to host an in-person or online **product theater**
- Corporate Partner **Recognition** on the SDPA Corporate Partner website, journal, newsletters and conferences.
- **Launch Pad** priority
- À La Carte Sponsorship priority

PRINT

Inclusion in the Corporate Partner company listing (including logo) in each issue of the journal

4 total subscriptions to JDPA

ONLINE

9-month banner advertisement on the Corporate Partner web page with a link to your company's website

Inclusion of your company logo on the Dermcast home page

1 email blast to the entire membership sent by SDPA on your behalf

SDPA membership mailing list of the entire membership roster (one-time use)

EVENTS

One additional invite to the SDPA partner recognition event the VIP Reception

One invite to the Industry Roundtable Event

Inclusion of branded marketing collateral in the conference bags

PRINT

Inclusion in the Corporate Partner company listing (including logo) in each issue of the journal

2 total subscriptions to JDPA

ONLINE

30-day banner advertisement on the Corporate Partner web page with a link to your company's website

Inclusion of your company logo on the Dermcast home page

1 email blast to the entire membership sent by SDPA on your behalf

SDPA membership mailing list of the entire membership roster (one-time use)

EVENTS

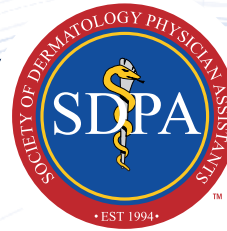
Inclusion of branded marketing collateral in the conference bags

ORION PARTNER \$75,000 PER YEAR

- Invitation to discuss dermatology industry trends with SDPA Leadership
- Invitation to participate in the **Industry Roundtable**
- Corporate Partner **Recognition** on the SDPA Corporate Partner website, journal, newsletters and conferences.
- Priority invitation to host an in-person or online **product theater**
- Priority invitation to participate in a **Dermcast Live!** online event
- À La Carte Sponsorship **priority**

THE CORPORATE PARTNER

2020



CORPORATE PARTNER

PRINT

Inclusion in the Corporate Partner company listing (including logo) in each issue of the journal

2 total subscriptions to JDPA

ONLINE

SDPA membership mailing list of the entire membership roster (one-time use)

Inclusion in the Corporate Partner company listing (including logo) in each issue of member newsletter

EVENTS

Inclusion of branded marketing collateral in the conference bags

NONPROFIT ADVOCATE PACKAGE \$500

- Invitation to discuss dermatology industry trends with SDPA Leadership
- Priority invitation to participate in a Dermcast Live! online event
- Corporate Partner Recognition on the SDPA Corporate Partner website, journal, newsletters and conferences.

SPECIALTY PACKAGES

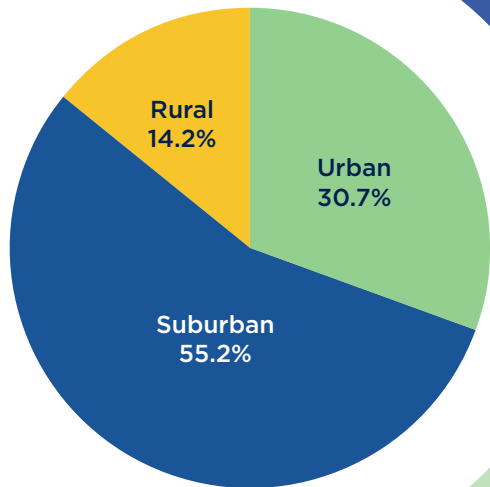
LAUNCH PAD PACKAGE PRICING VARIES

Are you an established brand that has a product coming to market? Work with us to customize a Launch Pad offering that works with your timeline. Launch Pad encompasses pre-launch abstract, non-conference product theater, promotional e-blast and staged advertising pre and post launch.

LIFT-OFF PACKAGE \$6500

Designed for newly created or smaller entities that are focusing spend on building visibility for their brand. The Lift-Off is a great way to share new scientific discoveries and connect with the Derm PA marketplace

- (1) discounted exhibit booth includes (4) booth registrations
- (1) abstract submission
- (4) 1/4 page B&W JDPA ads
- (1) Set of Mailing labels



Where are our members practicing?

UNIQUE ADVERTISING & MARKETING



NEW—DERMCAST LIVE!

Dermcast Live! is a monthly online event featuring a SDPA Corporate or Nonprofit Partner. Three formats are offered:

- Using a 45-minute talk show format, partners can discuss the following: the company's patient assistance programs; patient awareness programs; research and development; plus new releases and indications.
- SDPA Market Forum—One-hour product theater followed by a 30-minute SDPA member moderated discussion on the science and application of the product.
- A 30-minute unbranded slide deck presentation followed by a one-hour journal article discussion moderated by SDPA specific to the treatment.

Dermcast Live! is supported by SDPA who manages the online event registration and sends promotional invitation postcards and emails to the entire membership. SDPA conducts a post-event survey.

NEW—DERMCAST WEB ADVERTISING

Reimagined for 2021, the Dermcast.tv site is being refreshed to offer partners greater visibility and to provide better functionality to host discussions and timely breaking industry news.

DERMCAST E-NEWSLETTER ADVERTISING

The *Dermcast eNewsletter*, chock full of timely and valuable dermatologic content, is distributed monthly to all SDPA members, dermatology residents, and physicians stateside and around the globe. Your banner ad links to your company's web site or the website of your choosing.

JDPA

JDPA PRINT AND DIGITAL ADVERTISING

The *Journal of Dermatology Physician Assistants* (JDPA) is published and delivered four times a year to all association members, subscribers, PA schools and various industry professionals. All issues are printed plus distributed via email and electronically archived on Dermpa.org. The JDPA is SDPA's official scientific record and all conference abstracts are printed within its pages. Advertisements are available in full color or black and white. Discounts for multiple ads are available. Sponsorship of the digital editions is also offered. Ads are offered for commercial, medical, cosmetic and over-the-counter (OTC) products within dermatology.

À LA CARTE SPONSORSHIP OPTIONS

À La Carte Sponsorship consists of individual sponsorship opportunities for SDPA's in-person and digital events throughout the year, as well as opportunities for companies to support special programming that is not offered for continuing education credits (CME). SDPA Corporate Partners are given priority for À La Carte sponsorship options.

SDPA MEMBER E-NEWSLETTER ADVERTISING

SDPA Member e-Newsletter is distributed monthly to all members. Your banner ad includes a hyperlink to your company's web site.

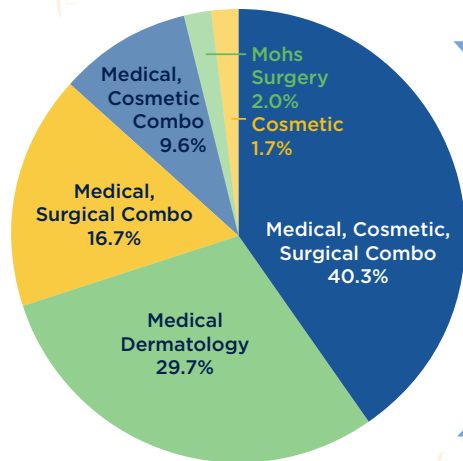
DEDICATED MARKETING E-BLAST

Want to reach thousands of Derm PAs? Your own custom advertisement is sent via email by SDPA on your behalf to the entire SDPA membership.

CONFERENCE & EVENT SPONSORSHIP

Depending on whether an SDPA event is taking place in-person or online, there are a variety of different options to maximize your visibility. Again, priority is given to SDPA Corporate Partners. Examples of À La Carte sponsorship include:

- Industry Hosted Education & Events
 - Product Theaters
 - Industry Sponsored Satellite Symposia
 - Industry Sponsored Learning Center Stations or Pods
- Event gatherings not offered for CME
 - Coffee Breaks
 - Lunches
 - Receptions/Special Events
- Clings/Event Signage
- Hotel Room Drop and/or Hotel Key Card Branding
- Banner advertising and/or enhanced exhibitor listing within our event mobile app
- Banner advertising in our virtual event lobby and exhibit hall
- Panel or Education Session Supporter
 - Specialized panels and education sessions provide attendees with focused learning on in-demand topics. We seek the support of industry partners whose interests are aligned with the content presented. Support will be recognized on-site with signage, in the course via slides and recognition from the podium, in pre-meeting marketing materials, in the meeting app and on the SDPA website.



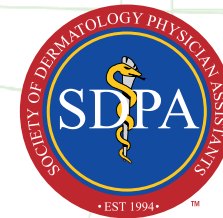
Primary Focus of Practice

Availability, pricing, production timeline and any necessary deadlines for À La Carte items above can be provided upon request, based on a specific SDPA conference or event.

SPONSOR REVIEW PROCESS

SDPA does not endorse or recommend sponsors, programs, products or services from external sources. Sponsorship of SDPA's in-person or digital events by external sources does not constitute an endorsement or recommendation by SDPA. SDPA is not responsible for the content of videos, advertisements, promotions, claims, policies, or the quality/reliability of the products, services, or positions offered by external sources.

- Every company that is considered for SDPA Corporate Sponsorship must submit all materials for thorough review.
- The review process is conducted by SDPA's Sponsorship Committee.
- The purpose of review is to safeguard against efficacy claims, person-first language and the perception of endorsement.
- SDPA reviews advertising content in the ads and/or materials related to the sponsorship opportunity. If the collateral materials contain an efficacy claim, SDPA staff will contact the company and ask if research is available on their website or would be made available upon request should a member ask for substantiation of the claim. However, SDPA only validates the research is relevant to the claim; SDPA does not form an opinion on the research.
- In addition, SDPA requires vendors who purchase a SDPA Corporate Partnership to sign a contract agreeing to follow all the aforementioned provisions of advertising. In addition, the sponsorship contract specifically states:
 - Any merchandise produced by SPONSOR shall be of quality consistent with SDPA's public image,
 - SDPA shall have the right to approve the same in writing, in advance, provided such approval shall not be unreasonably withheld, and
 - SPONSOR shall not use the SDPA intellectual property in such a manner as to imply or in any manner suggest that SDPA endorses SPONSOR products or services.



For more information,
please contact Chrissy
Ward at 703.848.7588
or cward@dermpa.org.