



*Dedicated to education, research & care of skin disease in all pediatric age groups*

# 2024

## INDUSTRY PARTNERSHIP and SUPPORT OPPORTUNITIES



### SOCIETY FOR PEDIATRIC DERMATOLOGY

8365 Keystone Crossing, Suite 107  
Indianapolis, IN 46240  
(317) 202-0224 | [info@pedsderm.net](mailto:info@pedsderm.net)  
[www.pedsderm.net](http://www.pedsderm.net)



**PRODUCT THEATERS**  
Available at the 2024  
Annual Meeting!



## 2024 Industry Partnership and Support Opportunities

As identified leaders in research, patient care and education in pediatric dermatology, the Society for Pediatric Dermatology (SPD) is proud of our many years of dedication to children with skin disorders. The Society has over 1,800 members worldwide, with our ranks consisting of pediatric dermatologists, pediatricians, dermatologists, as well as other healthcare professionals.

SPD publishes the prestigious journal *Pediatric Dermatology*, supports physician research, fellowship training, resident and fellow development, visiting lectureship programs, circulates an informative newsletter, and sponsors special projects in developing countries.

We are grateful to our many friends in industry who have and continue to play such a crucial role in helping us advance our mission. We very much appreciate the support you provided in 2023 and ask that you consider a contribution for 2024. It is our intent to continue the approach of soliciting your company only once per year rather than asking for separate support of individual meetings and projects. We trust that this comprehensive material provides the information necessary to properly select your level of support.

Donations should be sent to SPD to the attention of Kent Lindeman, SPD's Executive Director, at the address listed below. Initial commitments or questions about donations can be directed to him at (317) 202-0224 or via email at [klindeman@hollandparlette.com](mailto:klindeman@hollandparlette.com). Please note that SPD's Tax ID number is 51-0188954.

Again, thank you for your support of SPD and for your dedication to the specialty of Pediatric Dermatology.



**Sheilagh Maguiness, MD**  
University of Minnesota  
President



**Mercedes E. Gonzalez, MD**  
Pediatric Dermatology  
of Miami  
Fundraising Chair



**John Browning, MD**  
Baylor College of  
Medicine  
VP Finance &  
Administration

### TO MAKE A COMMITMENT

Please note that support opportunities are filled on a first-come, first-served basis. For further information on opportunities to partner with the SPD or if you have additional support ideas, please contact:

**Society for Pediatric Dermatology**  
**8365 Keystone Crossing, Suite 107**  
**Indianapolis, IN 46240**

Kent Lindeman, CMP, Executive Director  
Phone: (317) 202-0224  
[klindeman@hollandparlette.com](mailto:klindeman@hollandparlette.com)

### ACCREDITATION AND CME CREDIT

SPD's educational activities are planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of the National Association for Continuing Education (NACE) and SPD. NACE is accredited by ACCME to provide continuing medical education for physicians.



## LIVE EDUCATION PROGRAMS

Industry supporters can enhance their company image while assisting the Society in achieving one of its primary strategic goals — educational and professional development. Society members gratefully acknowledge and appreciate industry participation and its efforts to foster programming that helps clinicians and academicians meet their educational needs.



## 49<sup>TH</sup> ANNUAL MEETING OF THE SOCIETY FOR PEDIATRIC DERMATOLOGY

### JULY 11 - 14, 2024

Toronto, Canada

CME: 15 hours



The SPD Annual Meeting is the annual cornerstone gathering for healthcare professionals with an interest in the care of children with skin disease. Our typical attendance is 500 healthcare professionals, including academic pediatric dermatology opinion leaders, clinical pediatric dermatologists, general dermatologists, pediatricians, family physicians, as well as advanced practice providers, including physician assistants and nurse practitioners, and trainees (fellows, residents, and medical students). Annual Meeting participants include not only professionals from North America but also from academic and clinical programs all over the world.

### Topics to include:

- Atopic Dermatitis
- Connective Tissue Disorders
- Cases of the Year
- Dermatoses of Infants/Neonates
- Genodermatoses
- Infections
- Medications/Therapies
- Psoriasis/Inflammatory Skin Conditions
- Tumors/Neoplasms
- Vascular Lesions

Support opportunities for SPD's Annual Meeting include the items described in A1 - A11.

### A1. UNRESTRICTED PROMOTIONAL SUPPORT \$1,000 - \$50,000

The SPD invites industry partners to consider support through unrestricted promotional support. This support helps the SPD to underwrite important components of our educational meetings, such as speaker honoraria, travel cost, and audio/visual. Please see "SPD Support Levels & Recognition" on page 8.







## A2. PRODUCT THEATERS \$50,000 EACH\*

Product Theaters provide a focused, high-value live marketing opportunity for sponsors to reach motivated attendees in a pre-scheduled, private session. They provide a forum to gather and discuss issues on patient education and therapeutic areas, demonstrate new and existing products and provide up-to-date research findings. SPD recognizes that Product Theaters will be promotional and many concentrate on a specific product or drug. These current sessions are not approved for continuing education credits and scheduled at breakfast and lunch during SPD 2024. We encourage companies to utilize high impact / quality speakers for these sessions to maximize attendance. The fee includes meeting space and audio visual. Sponsoring company would pay for lunch expenses.

### FRIDAY, JULY 12 or SATURDAY, JULY 13, 2024

BREAKFAST: 7:00 am - 8:00 am (1 slot available)

### SATURDAY, JULY 13, 2024

LUNCH: 12:15 pm - 1:15 pm (1 slot available)

Rather than filling Product Theater slots "first come, first served", we ask interested companies to prepare a one page summary with their presentation topic, short description and proposed speaker. Please submit this information to Kent Lindeman at [klingdeman@hollandparlette.com](mailto:klingdeman@hollandparlette.com) by September 15, 2023. Product Theater assignments will be made by the SPD's Fundraising Committee, upon approval of topic and speaker by SPD's Executive Committee.

## A3. WELCOME RECEPTION \$25,000

Named support of the official "kick off" event of the 2024 meeting to be held July 11. Reception will be promoted as the SPD Welcome Reception, presented by Sponsoring Company.

## A4. CLOSING EVENT \$25,000

Named support of the closing event of the 2024 meeting to be held July 14 at an offsite venue. The event will be promoted as the SPD Closing Event, presented by Sponsoring Company.

## A5. ADVISORY BOARD MEETINGS \$25,000 EACH\*

The SPD offers Advisory Board meeting slots to companies who wish to meet directly with 10-15 pediatric dermatology thought-leaders to discuss their products and services. The fee for holding an Advisory Board meeting is \$25,000, which includes meeting space. The fee does not include any associated logistical expenses, including audio-visual, honoraria and food & beverage. There are eight (8) available slots for the Advisory Board meetings at SPD 2024, each a maximum of 2.5 hours in length:

### THURSDAY, JULY 11, 2024

8:30 am - 11:00 am (2 slots available)

11:00 am - 1:30 pm (2 slots available)

1:30 pm - 4:00 pm (2 slots available)

4:00 pm - 6:30 pm (2 slots available)

*Please note that the SPD will work with companies to schedule their Advisory Board at times where disease states do not directly compete to maximize KOL participation and success.*

## A6. ATTENDEE BREAKFASTS \$15,000 EACH

Attendees are provided a full breakfast each morning of the meeting. Sponsors receive event signage with their company logo.



#### **A7. REGISTRATION BAGS \$12,500**

Registrants receive a bag at registration and use it to transport their meeting materials. Sponsor would receive imprint on the bag in conjunction with the SPD's logo and the ability to insert product or literature.

#### **A8. FACULTY DINNER \$10,000**

The SPD holds a dinner for all invited meeting speakers as a special thank you for contributing to the success of the program. Event sponsors are able to directly participate, as well as interact and network with speakers and program chairs.

#### **A9. KEYCARDS \$10,000**

Company logo would be printed on keycards and provided to attendees upon hotel check in.



#### **A10. YOUNG MEMBERS RECEPTION \$10,000**

SPD holds a networking reception for fellows or those out of training for five years or less where they share experiences with other young dermatologists. Supporters receive event signage with their company logo. The event will be promoted as the SPD Early Career Networking Reception, presented by Sponsoring Company.

#### **A11. LITERATURE INSERT \$2,500**

Entitles sponsoring company to provide 1 piece of literature into each attendee bag.

*\* For Product Theaters and Advisory Boards, full payment is due by February 1, 2024 or the commitment is forfeited. Companies reserving Product Theaters and Advisory Board Meetings slots may cancel up until 90 days before the meeting date and pay a 50% cancellation fee. Cancellations after that point are non-refundable.*



## **36<sup>TH</sup> ANNUAL SOCIETY FOR PEDIATRIC DERMATOLOGY PRE-AAD MEETING**

### **MARCH 7, 2024**

**SAN DIEGO, CALIFORNIA**

**CME: 5 HOURS**



#### **Topics to include:**

- Atopic Dermatitis
- Connective Tissue Disorders
- Cases of the Year
- Dermatoses of Infants/Neonates
- Genodermatoses
- Infections
- Medications/Therapies
- Psoriasis/Inflammatory Skin Conditions
- Tumors/Neoplasms
- Vascular Lesions

Support opportunities for SPD's Pre-AAD Meeting include the items described in B1-B5.





### **B1. UNRESTRICTED PROMOTIONAL SUPPORT \$1,000 - \$25,000**

The SPD invites industry partners to consider support through unrestricted promotional support. This support helps the SPD to underwrite important components of our educational meetings, such as speaker honoraria and travel, production of handouts, and audio/visual. Please see "SPD Support Levels & Recognition" on page 8.

### **B2. ATTENDEE RECEPTION \$20,000**

Named sponsorship of the post meeting reception to be held in a hotel ballroom adjacent to the educational program. Reception sponsors receive event signage with their company logo and 1 tabletop booth adjacent to meeting registration earlier that day. The event will be promoted as the SPD Pre-AAD Attendee Reception, presented by Sponsoring Company.

### **B3. ATTENDEE LUNCH \$20,000**

All attendees are provided a box lunch prior to the start of the meeting. Supporters are provided event signage with their company logo and 1 tabletop booth adjacent to meeting registration. Box lunches will be promoted as presented by Sponsoring Company.

### **B4. EARLY CAREER NETWORKING RECEPTION \$10,000**

The SPD holds a unique networking reception during the Pre-AAD Meeting for residents that are interested in learning more about available fellowship opportunities in pediatric dermatology. The event features an overview of all current fellowship programs as well as the chance for residents to hold one-on-one conversations with the directors of fellowship programs for which they are interested. One tabletop booth is provided to sponsor adjacent to event registration. The reception will be promoted as the SPD Early Career Networking Reception, presented by Sponsoring Company.

### **B5. LITERATURE INSERT \$2,500**

Entitles sponsoring company to provide 1 piece of literature for inclusion in attendee registration materials.

## **PUBLICATIONS**

### **C1. SPECIAL SUPPLEMENT OF *PEDIATRIC DERMATOLOGY JOURNAL* \$40,000 - \$75,000**

Reach SPD members and a global audience of dermatology professionals through a credible and widely-read resource by funding the publication of a *Pediatric Dermatology* journal supplement. A supplement is an extra issue of the journal that is typically focused on a single topic or disease state. *Pediatric Dermatology* supplements are peer reviewed, indexed on PubMed and are available permanently online through the journal's website. Total cost depends on the number of articles in the supplement.

### **C2. *PEDI DERM PULSE* - NEWSLETTER \$15,000**

SPD members receive the *PediDerm Pulse*, a quarterly email newsletter that features a comprehensive literature review of articles that relate to pediatric dermatology and treatment of children with skin disorders. Sponsor receives an electronic ad in each issue. *Opportunity available for August 2024 - July 2025.*

# THANK YOU

Thank you to the following companies for supporting SPD programs and initiatives in 2023.

## PLATINUM LEVEL \$25,000 - \$50,000



**ARCUTIS**  
BIOTHERAPEUTICS



**Pierre Fabre**  
**DERMATOLOGIE**

**sanofi**  
**REGENERON**

**VERRICA**  
PHARMACEUTICALS  
*Reinventing Skin Science*

## GOLD LEVEL \$15,000 - \$24,999



*Lilly*

**Mustela**



## SILVER LEVEL \$7,500 - \$14,999



 **CHEMISTRY RX**  
INNOVATIVE SKIN THERAPIES

**Nobel**pharma



## BRONZE LEVEL \$1,000 - \$7,499



**glad skin**  
with Microbalance®



**wartpeel**  
(Patented Compounded 5-Fluorouracil)



THE SOCIETY FOR  
**pediatric  
dermatology** SINCE 1975

## SPD SUPPORT LEVELS & RECOGNITION

SPD provides four levels of support for industry partners. Recognition is provided for total dollars in one year in support of educational events, items, or programs of \$1,000 and above:

**Platinum** (\$25,000 or more)

**Gold** (\$15,000 - \$24,999)

**Silver** (\$7,500 - \$14,999)

**Bronze** (\$1,000 - \$7,499)

SPD offers the following benefits and promotional opportunities to our industry partners\*:

- For each increment of \$5,000 in support, we invite the supporting company to send one (1) representative or physician of their choice to participate as an attendee at SPD's Pre-AAD Meeting **and** Annual Meeting (registration and event tickets comped). Maximum of five (5) company representatives.
- Listing as a supporter in the conference promotional brochure sent out to over 3,500 pediatric dermatologists, general dermatologists and pediatricians worldwide (*provided a commitment is made prior to January 1, 2024*).
- Listing as a supporter on the SPD website.
- Listing as a supporter, with company logo, in the mobile app and printed materials provided to attendees at each meeting.
- Invitation to Sponsor Breakfast with SPD Leaders event held at the Annual Meeting.
- Listing as a supporter, with company logo, on signage prominently displayed at various locations at SPD's Annual Meeting.
- Listing as a supporter, with company logo, within the May and August 2024 issues of the *PediDerm Pulse* newsletter.

*\*In addition to benefits indicated for supporting specific items or programs.*

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