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

SOCIETY FOR PEDIATRIC DERMATOLOGY
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SocietyforPedsDerm
2020 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 1,200 members worldwide, with our ranks consisting of pediatric dermatologists, pediatricians, dermatologists, as well as other health care 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 2019 and ask that you consider a contribution for 2020. 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. 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.
The SPD Annual Meeting is the annual cornerstone gathering for healthcare professionals with an interest in the care of children with skin disease. In 2019, over 500 health care professionals attended this meeting, 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.

2020 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 - A12.

A1. UNRESTRICTED EDUCATIONAL GRANT $1,000 - $25,000

The SPD invites industry partners to consider support through an unrestricted educational grant. These grants help 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. WELCOME RECEPTION $25,000
Named support of the official “kick off” event of the 2020 meeting to be held July 9. Reception will be promoted as the SPD Welcome Reception, presented by Sponsoring Company.

A3. CLOSING EVENT $25,000
Named support of the closing event of the 2020 meeting to be held July 11 at an offsite venue. The event will be promoted as the SPD Closing Event, presented by Sponsoring Company.

A4. ADVISORY BOARD MEETINGS $20,000
The SPD offers meeting slots to pharmaceutical 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 $20,000, which includes meeting space. The fee does not include any associated logistical expenses, including audio-visual and food & beverage. There are six (6) current available slots for the Advisory Board meetings at SPD 2020, each a maximum of 2.5 hours in length:

- Wednesday, July 8, 2020 3:30 pm - 6:00 pm
- Wednesday, July 8, 2020 6:00 pm - 8:30 pm
- Thursday, July 9, 2020 8:30 am - 11:00 am
- Thursday, July 9, 2020 11:00 am - 1:30 pm
- Thursday, July 9, 2020 1:30 pm - 4:00 pm
- Thursday, July 9, 2020 4:00 pm - 6:30 pm

A5. ATTENDEE BREAKFASTS $15,000 each
Attendees are provided a full breakfast each morning of the meeting. Sponsors receive event signage with their company logo.

A6. ATTENDEE BOX LUNCHES $15,000 each
Attendees are provided with box lunches on two days of the meeting as educational sessions are intensive and last from 7:45 am - 1:00 pm. Supporters 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.

A11. LANYARDS $7,500
Company logos would be printed on lanyards attached to all participant badges.

A12. LITERATURE INSERT $2,500
Entitles sponsoring company to provide 1 piece of literature into each attendee bag.

32ND ANNUAL SOCIETY FOR PEDIATRIC DERMATOLOGY
PRE-AAD MEETING MARCH 19, 2020
Denver, Colorado
CME: 4.5 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-B6.

B1. UNRESTRICTED EDUCATIONAL GRANT $1,000 - $25,000
The SPD invites industry partners to consider support through an unrestricted educational grant. These grants help 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 DINNER $25,000
Named sponsorship of the post meeting dinner to be held at a local Denver restaurant. Dinner sponsors receive event signage with their company logo and 1 table top booth adjacent to meeting registration earlier that day.
**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 table top booth adjacent to meeting registration.

**B4. RESIDENTS & FELLOWS 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.

**B5. LANYARDS $7,500**
Company logos would be printed on lanyards attached to all participant badges.

**B6. LITERATURE INSERT $2,500**
Entitles sponsoring company to provide 1 piece of literature into attendee registration materials.

**PUBLICATIONS**

**C1. PEDIDERM 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.

**CAREER DEVELOPMENT AWARDS**

**D1. MENTORSHIP AWARDS $2,500**
SPD provides awards to cultivate relationships between established pediatric dermatologists and residents/fellows/junior faculty who have chosen to pursue a career in pediatric dermatology. SPD’s Mentorship Program will offer the opportunity for trainees to spend 2-4 weeks at another institution expanding their knowledge in an area that is not available at the trainee’s home site.

**MEMBERSHIP**

**E1. SUSTAINING MEMBERS $25,000**
Any group or corporation which has evidenced interest in pediatric dermatology and provides a substantial contribution (minimum $25,000) to the Society may be considered for SPD Sustaining Membership. Sustaining Members will be recognized on a year-round basis within society publications, on our website and at educational meetings and will be provided with additional benefits as indicated on page 8.
THANK YOU

Thank you to the following companies for supporting SPD programs and initiatives in 2019.

**PLATINUM LEVEL**
$25,000 - $49,999

- Galderma
- Dermavant

**SILVER LEVEL**
$7,500 - $14,999

- Ortho Dermatologics
- Sanofi Genzyme
- Regeneron

**GOLD LEVEL**
$15,000 - $24,999

- Amgen Dermatology
- Cutanea
- Amryt Pharma
- Cassiopea
- Mustela
- Pierre Fabre Dermatologie
- Verrica Pharmaceuticals

**SILVER LEVEL**
$7,500 - $14,999

- Amyris
- Pampers
- Novartis
- Encore Dermatology
- Summers Laboratories Inc

**BRONZE LEVEL**
$1,000 - $7,499

- McKesson Patient Care Solutions
SPD SUPPORT LEVELS & RECOGNITION

SPD provides five 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:

- **Benefactor** ($50,000 or more)
- **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, 2020).

- 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.

- 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 June and September 2020 issues of the *PediDerm Pulse* newsletter.

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