



# 2022 DERMATOLOGY CONFERENCES



---

## SALES PROSPECTUS

Provided by



Global Academy for  
Medical Education

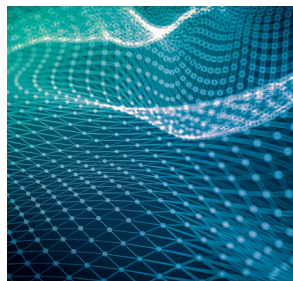
**Medscape**  
EDUCATION

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

### OUR PROGRAMS

All 2022 MedscapeLive Dermatology meetings will be hybrid – Live in-person, as well as live streamed.



From the producers of Hawaii and Caribbean Dermatology

2nd ANNUAL  
INNOVATIONS IN  
**Dermatology**  
SPRING

**APRIL 27–30, 2022**

HILTON SCOTTSDALE | SCOTTSDALE, AZ



17th ANNUAL

## WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR®

**JUNE 3–4, 2022**

HYATT REGENCY HUNTINGTON BEACH | HUNTINGTON BEACH, CA

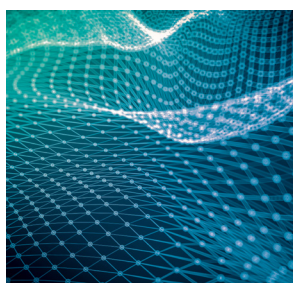


17th ANNUAL

## Coastal Dermatology Symposium

**SEPTEMBER 22–24, 2022**

CHARLESTON MARRIOTT | CHARLESTON, SC



From the producers of the Las Vegas Dermatology Seminar

2nd ANNUAL  
INNOVATIONS IN  
**Dermatology**  
FALL

**NOVEMBER 3–5, 2022**

BELLAGIO | LAS VEGAS, NV

For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

### GENERAL INFORMATION

#### INDUSTRY EXPERT SESSIONS

All 2021 medical sponsors of industry expert sessions will have first right of refusal. Each meeting will have a deadline date by which 2021 sponsors must commit by to reserve their industry expert session. If commitment is not made prior to the established deadline date, timeslot will become available to sponsors on waiting list. Please consult with David Small for deadlines to commit to industry expert session sponsorships.

All industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance. Advertisement in on-site conference brochure, insert in conference bag, signs highlighting the industry expert sessions, and MedscapeLive provided email blasts. All these items must be provided by the sponsoring company, excluding the email blast. For email blast, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2 – 3 months prior to the conference. In addition, easels will be provided at each conference for signs and MedscapeLive will determine appropriate sign placement.

Disclaimer: All promotional items for your industry expert session must contain the following disclaimer: This session is independently organized and not an official part of [ENTER CONFERENCE NAME]. CME/CE credit is not provided for this session.

Promotional items for your industry expert session should not contain any mention of food/beverages, please see next bullet point.

Meals during industry expert sessions: All food functions are provided by MedscapeLive as part of the conference and included in registration fees. They are not provided by any sponsor or supporter. Food is provided outside the general session room generally in the exhibit hall area. There should be no mention of food or beverages in invitations or promotional items for the industry expert sessions. MedscapeLive will not provide food and

beverage receipts, as these items are not provided by the sponsors. Because all food is part of the CME/CE conference, it is not reportable.

Audio/Visual Equipment: MedscapeLive provides standard AV for industry expert sessions AV includes microphone, laptop, projector, podium, and screen.

Cancellation policy of industry expert sessions and other sponsorships: Due to high demand and limited time slots for industry expert sessions, sponsorships are considered non-cancellable after the established deadline date. This policy also applies to all other sponsorships that can include but not limited to Wi-Fi, App, Conference Coverage etc.

#### ADVISORY BOARDS

Select sponsorships include advisory boards. Sponsors may also enhance their package with an advisory board for an additional fee. For all advisory boards, MedscapeLive will secure a room to accommodate a 3-hour long meeting for approximately 10-15 people. If sponsor is interested in inviting meeting attendees, sponsor is to provide MedscapeLive with an invitation that it will deploy to the selected attendees. Sponsor may contact faculty directly. Advisory boards cannot conflict with MedscapeLive events or industry expert sessions. Sponsor is responsible for securing AV and food/beverages for the advisory board directly with the hotel. MedscapeLive to provide sponsor with hotel conference manager contact information. In addition, sponsor is responsible for all management of advisory board, talking points, physician honorarium, etc.

#### AGENDA AND FACULTY DETAILS TO FOLLOW FOR ALL MEETINGS WHEN AVAILABLE

For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

### GENERAL INFORMATION

---

#### CONFERENCE E-NEWSLETTERS

MedscapeLive's monthly dermatology newsletter, Innovations in Dermatology, is sent out to all meeting attendees and to our engaged list of 15,000 dermatologists and allied healthcare professionals. Special issues are also published for each of MedscapeLive's dermatology meetings. If your sponsorship includes a banner ad, you will need to submit a static banner ad (ad can be a corporate ad or brand specific) in the sizes of 300 x 250 and 728 x 90. E Newsletters do not offer competitive separation amongst brands. Detailed specification information will be provided if E Newsletters are part of your sponsorship. For more extensive conference coverage sponsorship opportunities, please consult with David Small.

#### ENDURING MATERIALS

Extend your reach of your industry expert sessions or educational posters from conference attendees to the universe of dermatologists with print supplements from Dermatology News, Cutis and/or digital opportunities available with MDedge Dermatology ([www.mdedge.com/dermatology](http://www.mdedge.com/dermatology)). Enduring materials can include print supplements that are either inserted or polybagged with a select issue of Dermatology News, Cutis or KOL video interviews that will be posted online.

#### BADGES

Each sponsorship package offers a select number of badges. Badges will permit you access to exhibit hall, sessions, and select meeting receptions. All sponsors may purchase additional badges at a reduced rate.

#### DISCOUNTS

In 2022, MedscapeLive will be offering multiple conference discounts for sponsors at Silver level and higher. For three meetings, discount will be 5%; four meetings discount will be 7%.

#### EXHIBITS

8 x 10 exhibit space is included in all the sponsorship packages. If a company does not want to be a sponsor of a conference but would like to purchase an exhibit, for costs and availability, please contact David Small at 201-280-9050.

#### PUBLICATION PARTNERS

**cutis**

Dermatology News

Family Practice News

Internal Medicine News

Pediatric News

Ob.Gyn. News

For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050



# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### DIAMOND SPONSOR I | \$95,000

- 45-minute industry expert session, mid-day slot
- Opportunity to host an advisory board (value-added)
- One door drop + insert in conference bag + signs promoting the independent symposium\*\*
- Three promotional banner ads (1 per daily ENL) in Innovations in Dermatology E-Daily: 15,000 email names of dermatologists and related healthcare professionals plus attendees\*\*
- Premium exhibit space: 8 x 10 space
- Badges for up to seven exhibitors
- Two page, four color ad in On-site Program
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

#### PLATINUM SPONSOR | \$80,000

- 45-minute industry expert session, mid-day slot
- Opportunity to host an advisory board (value-added)
- One promotional banner ad (in 1 ENL) in Innovations in Dermatology E-Daily: 15,000 email names of dermatologists and related healthcare professionals plus attendees\*\*
- Premium exhibit space: 8 x 10 space
- Badges for up to six exhibitors
- Two page, four color ad in On-site Conference Booklet
- One door drop and insert in conference bag and signs promoting independent symposium\*\*
- Inclusion in event eblast dedicated to all industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

#### GOLD SPONSOR PACKAGE I | \$60,000

- 45-minute independent symposium, morning slot
- Opportunity to host an advisory board (value-added)
- Premium exhibit space: 8 x 10 space
- Badges for up to five exhibitors
- One page, four color ad in Onsite Program Booklet
- One insert in conference bag and signs promoting the independent symposium\*\*
- Inclusion in event eblast dedicated to industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your Industry Expert Session will also be live-streamed to the virtual participants and furthermore will be available on the virtual conference platform for a period of 2 months post-conference

#### GOLD SPONSOR PACKAGE II | \$55,000

- Sponsorship of MedscapeLive's Innovations in Dermatology App
- Opportunity to host an advisory board (value-added)
- Premium exhibit space: 8 x 10 space
- Badges for up to five exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- One insert in conference bag\*\*
- One promotional banner ad (in 1 ENL) in Innovations in Dermatology E-Daily: 15,000 email names of dermatologists and related healthcare professionals plus attendees\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

#### GOLD SPONSOR PACKAGE III | \$55,000

- Corporate logo on coffee sleeves, napkins, and tent cards which will be displayed during breaks throughout the conference
- Opportunity to host an advisory board (value-added)
- Exhibit space: 8 x 10 space
- Badges for up to four exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- One insert in conference bag\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

## SPONSORSHIP PACKAGES

### CORPORATE BRANDING OPPORTUNITIES

#### SILVER SPONSOR I | \$45,000

- 45-minute industry expert session available each morning
- Exhibit space: 8 x 10 space
- Badges for up to four exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide and one insert in conference bag and signs\*\*
- Inclusion in event eblast dedicated to all industry expert sessions
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform
- Value-Add: Your live Industry Expert Session will also be live-streamed to the virtual participants and will also be available on the virtual conference platform for 2 months post conference

#### SILVER SPONSOR II | \$45,000

- 8 Conference coverage package
- Exclusive advertising on two post conference E newsletters and three promotional banner ads (1 per daily ENL) in Innovations in Dermatology E-Daily: 15,000 email names of dermatologists and related healthcare professionals plus attendees\*\*
- Opportunity to host an advisory board (value-added)
- Exhibit space: 8 x 10 space
- Badges for up to four exhibitors
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

#### BRONZE SPONSOR I | \$25,000

- Exhibit space: 8 x 10 space
- Badges for up to three exhibitors
- One page, four color ad in Exhibitor/Sponsor Guide\*\*
- One insert in conference bag\*\*
- Recognition with onsite signage throughout Exhibit/Registration areas and virtual conference platform

#### EXHIBIT ONLY | \$6,000

- Exhibit space: 8 x 10 space
- Badges for up to 2 exhibitors
- Exhibit Description will be included in the On-site Program Book

#### A LA CARTE ITEMS

- Charging Stations - \$15,000 (Exclusive)
  - MedscapeLive to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics\*\*
  - Sponsor to provide creative according to specs
- Flash Drive - \$10,000 (Exclusive)
  - Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag
- Advisory Board - \$5,000
- Workshop Rooms
  - \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher
- Wi-Fi - \$15,000 (Exclusive)
  - Includes choice of login password
- Hotel Key Cards - \$10,000 (Exclusive)
- Conference Bags - \$10,000 (Exclusive)
  - Company logo on bag given to all attendees
- Door Drop - \$5,000
- Custom Graphics - Mirror clings in ballroom's bathroom: \$7,500
- Custom TV channel - \$8,000
  - Video airs on private channel in the hotel
- Branded Disposable Water Bottles - \$10,000
- Bar Coasters and Beverage Napkins
  - At Evening Receptions: \$8,000

For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

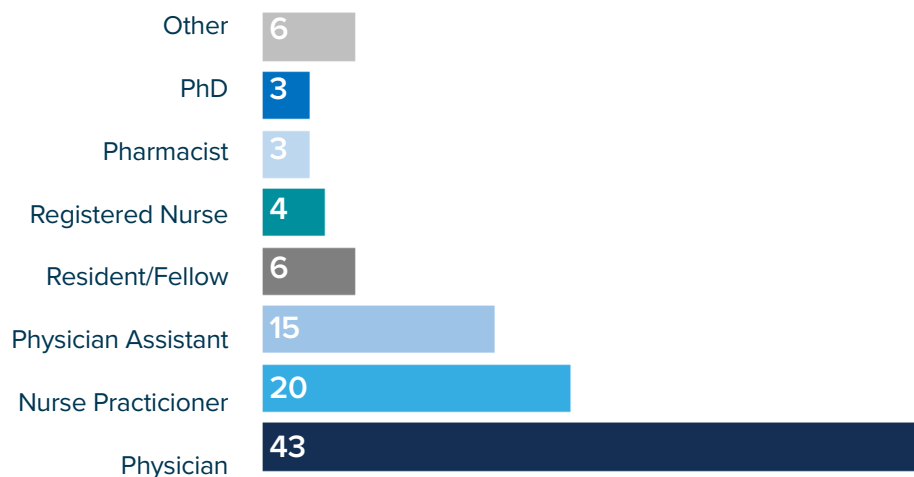
### DEMOGRAPHICS

#### INNOVATIONS IN DERMATOLOGY

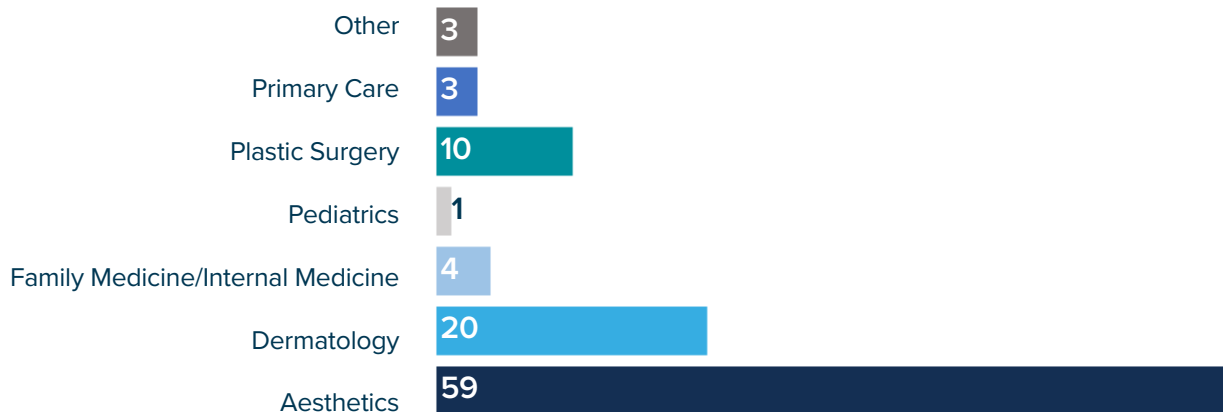
Spring 2021

Demographics based on 944 unique participants

##### ATTENDEE PROFESSION % OF TOTAL



##### ATTENDEE SPECIALTY % OF TOTAL



For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

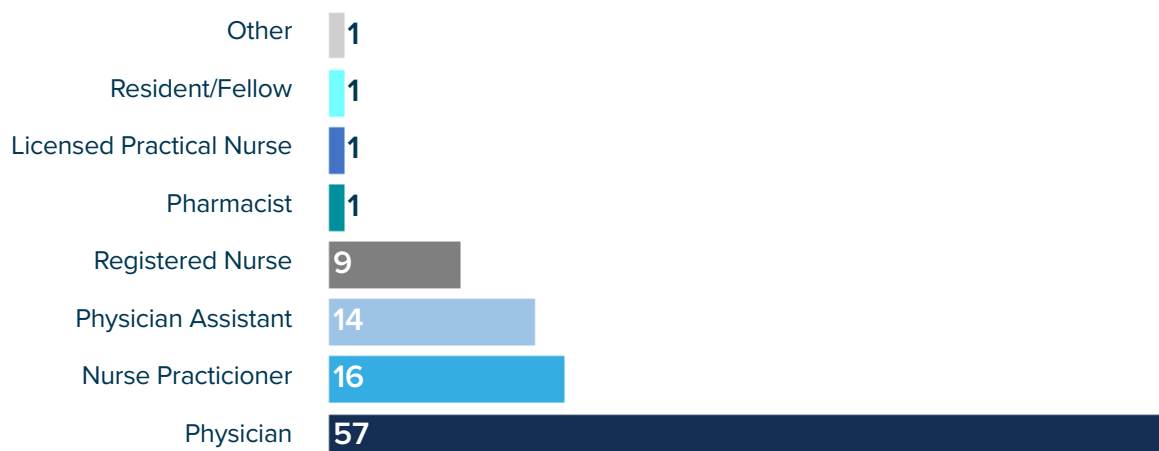
### DEMOGRAPHICS

#### WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR

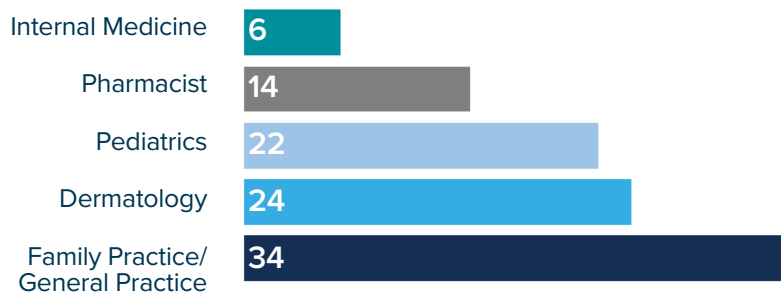
December 2020

Demographics based on 640 unique participants

##### ATTENDEE PROFESSION % OF TOTAL



##### ATTENDEE SPECIALTY % OF TOTAL



For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050



# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

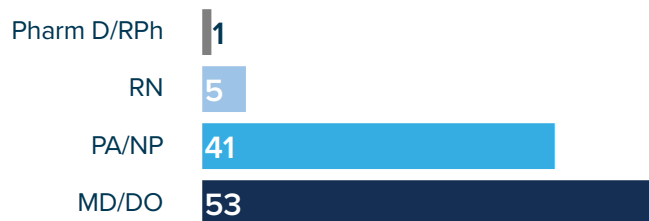
### DEMOGRAPHICS

#### COASTAL DERMATOLOGY SYMPOSIUM

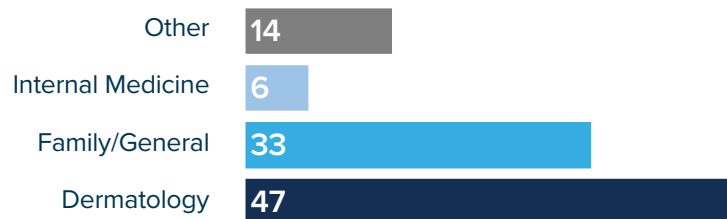
October 2020

Demographics based on 301 unique participants

##### ATTENDEE PROFESSION % OF TOTAL



##### ATTENDEE PROFESSION % OF TOTAL



For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# 2022 DERMATOLOGY CONFERENCES

## Sales Prospectus

### DEMOGRAPHICS

#### INNOVATIONS IN DERMATOLOGY

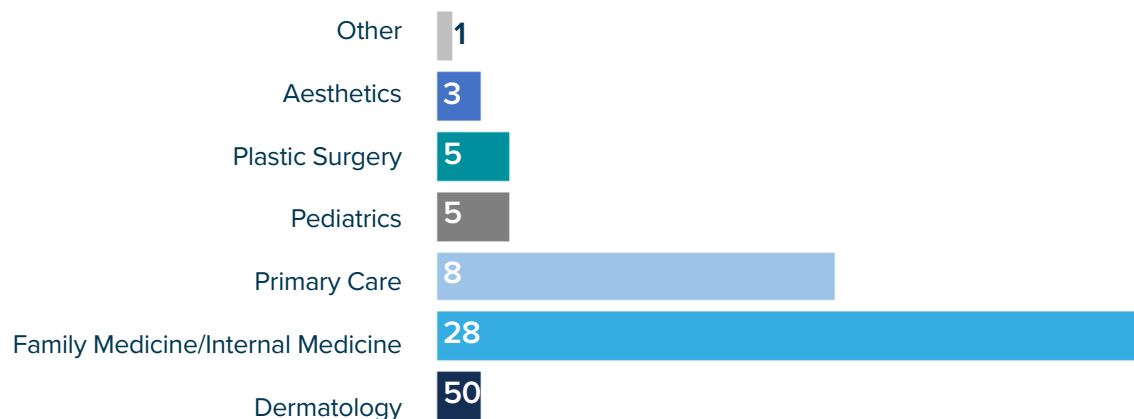
Fall 2021

Demographics based on 871 unique participants

##### ATTENDEE PROFESSION % OF TOTAL



##### ATTENDEE SPECIALTY % OF TOTAL



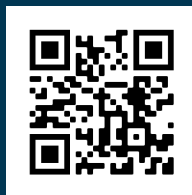
For additional information contact David Small at [dsmall@medscapelive.com](mailto:dsmall@medscapelive.com) (201) 280-9050

# STAY RELEVANT IN TODAY'S EVER-CHANGING HEALTHCARE LANDSCAPE



Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

Visit us at [www.MedscapeLive.com](http://www.MedscapeLive.com)  
or email us at [info@medscapeLive.com](mailto:info@medscapeLive.com)



Medscape **LIVE!**