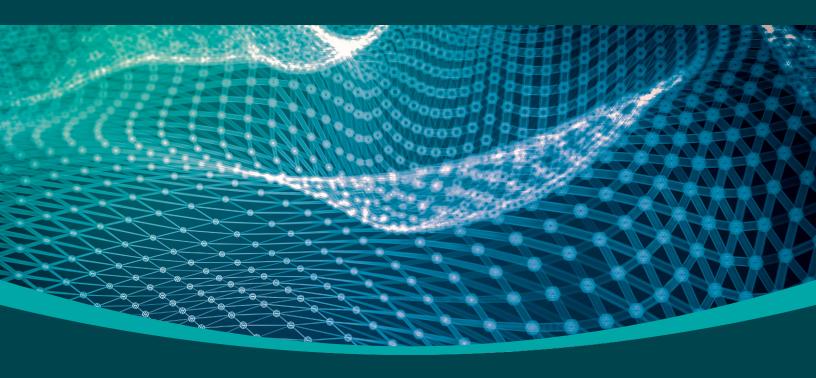
A Medscape LIVE! CONFERENCE





PRESENTS

SPRING VIRTUAL CONFERENCE 2021 FALL VIRTUAL CONFERENCE 2021

Las Vegas **Dermatology Seminar**®

SPONSORSHIP AND EXHIBIT PROSPECTUS

Medscape.org/InnovationsInDermatologySpring Medscape.org/InnovationsInDermatologyFall

Hosted by

Medscape LIVE!





During this time of uncertainty with COVID-19, it is more important than ever that quality medical education be available to all healthcare providers. By October/November, hopefully the virus will be under control allowing for critical peer-to-peer, in person education to continue. In the meantime, MedscapeLIVE! looks forward to having 2 virtual dermatology conferences in 2021!

Growing on the success of our 3 virtual dermatology conferences in 2020, averaging approximately 1,200 attendees per meeting, we introduce the following state-of-the-art virtual educational experiences:

Innovations in Dermatology: Virtual Spring Conference
2021, launching in March, and Innovations in Dermatology:
Virtual Fall Conference 2021, launching in September.
These virtual conferences will emulate live meetings in an immersive and interactive online format. Learners will participate in both livestreamed and on-demand

sessions for a blended learning experience. All common features of a live conference have been virtualized, including symposia, poster sessions, audio podcasts, an exhibit hall, and networking opportunities, which will encourage the same level of peer-to-peer engagement as a live in-person event.

Currently, we anticipate **Las Vegas Dermatology Seminar** to take place November 11-13th, 2021. In addition to the live conference, we will be live streaming the conference to a virtual platform and sessions will live on demand for 2 months.

All conferences will have a robust recruitment effort including but not limited to email blasts to Medscape's and MDedge's dermatology, primary care, and allied healthcare professional database, advertising on our websites, and print advertising in our publication partners portfolio of magazines including *Dermatology News* and *Cutis*.

Looking forward to having you participate as a sponsor in 2021!

2021 DATES

MARCH 16-20 | SEPTEMBER 17-20 | NOVEMBER 11-13

CONFERENCE CHAIRS



Linda F. Stein Gold, MD
Director of Dermatology Research
Division Head of Dermatology
Henry Ford Health System
Detroit, MI



Lawrence F. Eichenfield, MD
Chief
Pediatric and Adolescent Dermatology
Professor of Dermatology and Pediatrics
Vice Chair
Department of Dermatology
University of California
San Diego School of Medicine
Rady Children's Hospital
San Diego, CA



Michael S. Kaminer, MD
Associate Clinical Professor of Dermatology
Yale Medical School
Assistant Professor of Dermatology
Brown Medical School
Private Practice
Skin Care Physicians
Chestnut Hill, MA

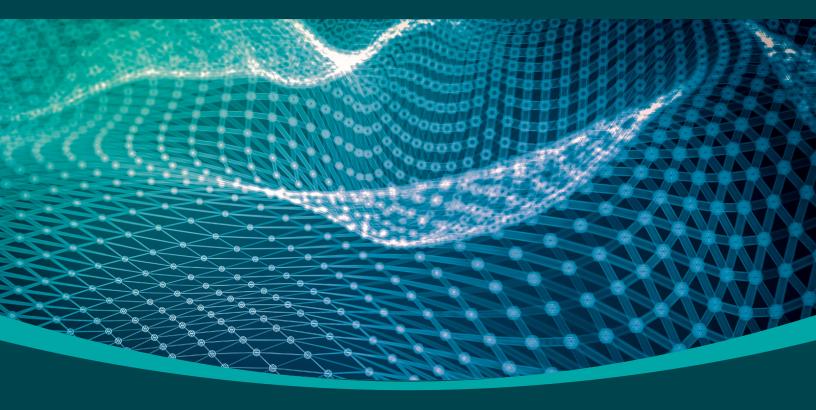
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MARCH 16–20, 2021

FALL CONFERENCE 2021
SEPTEMBER 17–20

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A Medscape LIVE! CONFERENCE





SPRING CONFERENCE 2021

MARCH 16-20, 2021



Virtual Spring Conference

SPONSORSHIP OPPORTUNITIES

VIRTUAL INDUSTRY EXPERT SESSIONS

Select offerings have FROR, please consult with Sally Cioci Fischer

DIAMOND LEVEL | \$100,000

- · Two industry expert sessions:
 - 1 premier time spot (prior to sessions) and 1 session in either am or mid-day; FROR on premier timeslots in 2022 during live conferences
- · Also included:
 - 3 banner ads included on conference platform
 - Location determined by conference
 - 1 banner ad in 3 MedscapeLive Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - 8 attendees

PLATINUM LEVEL | \$70,000

- · Two industry expert sessions:
 - 1 industry expert session post session
 - 1 session in am or mid-day;
 - FROR on premier timeslots in 2022 during live conferences
- · Also included:
 - 2 banner ads included on conference platform
 - Location determined by conference
 - 1 banner ad in 2 MedscapeLive Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - 6 attendees

GOLD LEVEL | \$50,000

- · 1 industry expert session pre or post sessions
- · Also included:
 - 1 page 4 color ad in program booklet
 - 5 attendees

SILVER LEVEL | \$35,000

- · 1 industry expert session am or mid-day
- · Also included:
 - 1 page 4 color ad in program booklet
 - 4 attendees

All above sponsorships above include Virtual exhibit booth, inclusion in gamification exhibit program, inclusion in industry sponsored symposium registration page, inclusion in industry sponsored symposium email blast, sponsorship level recognition on conference platform and on conference website, & one insert in conference attendee box.

NOTE: All FINAL assets for sponsorships/exhibit must be provided by Sponsor or by Sponsor's agency and must be the final approved assets. The symposia email blast and symposia registration page will be created by the conference. Any sponsorship that includes banners ads in E-newsletters or on conference platform must be provided, competitive separation is not guaranteed.

Virtual Spring Conference

SPONSORSHIP OPPORTUNITIES

CORPORATE BRANDING OPPORTUNITIES

GOLD LEVEL | \$50,000

- Corporate branding around virtual conference reception
- Corporate branding on disposable napkins and coasters provided in the conference attendee box
- · Also included:
 - · Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 5 attendees
- · Exclusive opportunity

SILVER LEVEL 1 | \$35,000

- 100% SOV on 2 conference E-newsletters
- 1 banner ad on 3 multi-sponsored conference E-newsletters
- 100% banner advertising on the following pages on the conference on demand platform for 2 months: main poster hall page, exhibit hall page, forum page, and resource page
- 1 banner ad on conference platform while meeting is live
 - Conference to determine location (competitive separation not guaranteed)
- · Exclusive opportunity
- · Also included:
 - · Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 4 attendees

SILVER LEVEL 2 | \$35,000

- 100% banner advertising on Exhibitor Game page which highlights the leaderboard for the exhibitor gamification program while conference is live
- Logo and silver acknowledgement on all physician communication re: exhibitor gamification program
- · Exclusive opportunity
- · Also included:
 - Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 3 attendees

BRONZE | \$20,000

- · Email blast to conference attendees
- · Also included:
 - Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 3 attendees

VIRTUAL EXHIBIT BOOTH | \$5,000

- · Booth in exhibit hall, row location TBD
- Also included:
 - Inclusion in exhibitor gamification program
 - 3 attendees

All FINAL assets for sponsorships must be provided by Sponsor or by Sponsor's Agency



Virtual Spring Conference

SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Box Insert (if exhibiting)	\$1,500
Box Insert (non-exhibitor)	\$3,500
Disposable hand sanitizer with corporate logo distributed via attendee box	\$3,000
Disposable fland samitizer with corporate logo distributed via attendee box	
Disposable mask with corporate logo distributed via attendee box	\$5,000
Exclusive advertising on stretch break	\$5,000
Exclusive banner advertising during live conference dates on educational poster main section for acne & rosacea, psoriasis/psa, or atopic dermatitis (pick one)	\$5,000
Flash drive with corporate logo distributed via attendee box	\$7,500
Virtual advisory board	\$5,000
Video: Max 2 minute video to be played in loop prior to conference starting and during breaks	\$10,000
Eblast to registered attendees	\$2,000
Floor cling in lobby (max 2 sponsors)	\$5,000
Banner ad on conference platform (pending inventory; competitive separation not guaranteed)	\$2,500
Program booklet: 1 page 4 color ad	\$2,000
Advertising on virtual conference sign in page • Premier, large logo	\$8,000
Advertising on virtual conference sign in page • Smaller logo	\$5,000

MULTIPLE MEETING DISCOUNTS

Provide email confirmation of sponsorships by January 29, 2021 to earn the following discounts:

Sponsor 2 meetings at Silver Level or higher: 5% off

Sponsor 3 meetings at Silver Level or higher: 7% off

Questions on customized opportunities and/or customized sponsorship packages Contact / Sally Cioci Fischer Direct / 973-290-8215 scioci@medscapelive.com

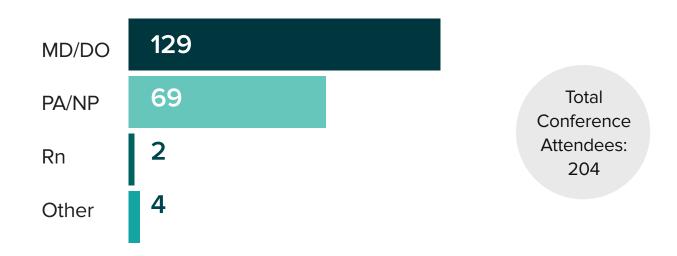
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Virtual Spring Conference

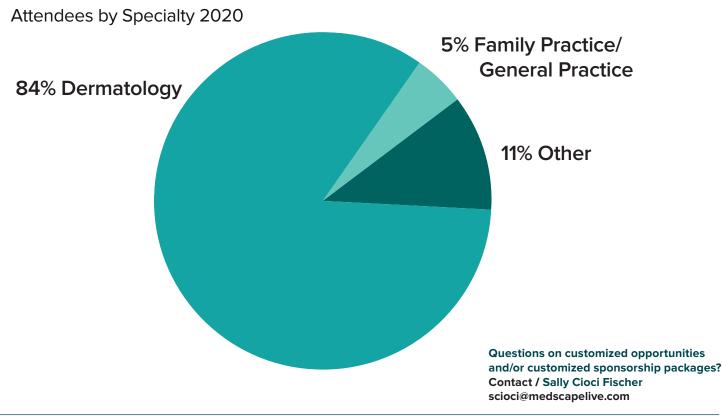
DEMOGRAPHICS

CARIBBEAN DERMATOLOGY SYMPOSIUM

Live Attendees 2020



CARIBBEAN DERMATOLOGY SYMPOSIUM

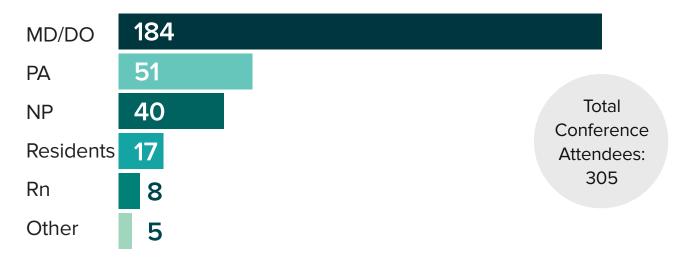


Virtual Spring Conference

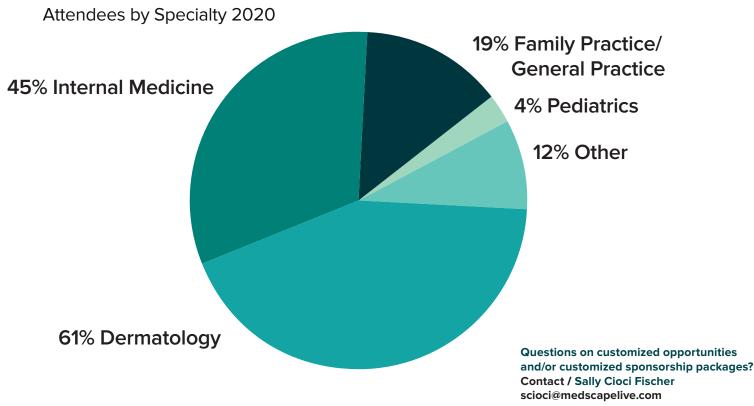
DEMOGRAPHICS

HAWAII DERMATOLOGY SYMPOSIUM

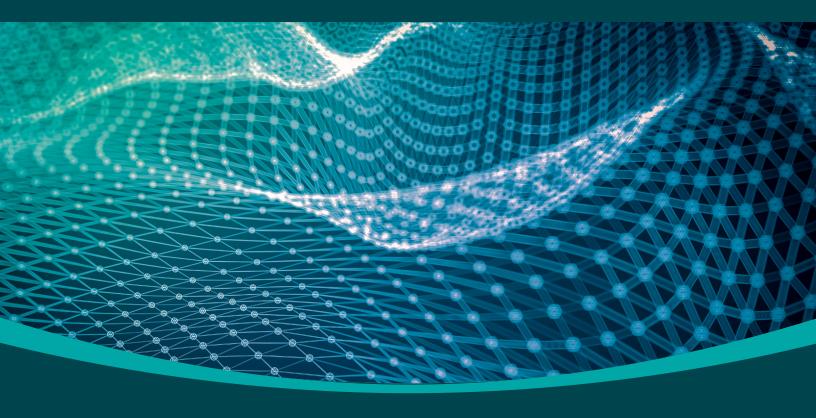
Live Attendees 2020



HAWAII DERMATOLOGY SYMPOSIUM



A Medscape LIVE! CONFERENCE





FALL CONFERENCE 2021

SEPTEMBER 17-20, 2021



Virtual Fall Conference

SPONSORSHIP OPPORTUNITIES

VIRTUAL INDUSTRY EXPERT SESSIONS

Select offerings have FROR, please consult with Sally Cioci Fischer

DIAMOND LEVEL | \$100,000

- · Two industry expert sessions:
 - 1 premier time spot (prior to sessions) and 1 session in either am or mid-day; FROR on premier timeslots in 2022 during live conferences
- · Also included:
 - 3 banner ads included on conference platform
 - Location determined by conference
 - 1 banner ad in 3 MedscapeLive Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - 8 attendees

PLATINUM LEVEL | \$70,000

- · Two industry expert sessions:
 - 1 industry expert session post session
- 1 session in am or mid-day;
 - FROR on premier timeslots in 2022 during live conferences
- · Also included:
 - 2 banner ads included on conference platform
 - Location determined by conference
 - 1 banner ad in 2 MedscapeLive Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - 6 attendees

GOLD LEVEL | \$50,000

- · 1 industry expert session pre or post sessions
- · Also included:
 - · 1 page 4 color ad in program booklet
 - 5 attendees

SILVER LEVEL | \$35,000

- · 1 industry expert session am or mid-day
- · Also included:
 - 1 page 4 color ad in program booklet
 - 4 attendees

All above sponsorships above include Virtual exhibit booth, inclusion in gamification exhibit program, inclusion in industry sponsored symposium registration page, inclusion in industry sponsored symposium email blast, sponsorship level recognition on conference platform and on conference website. & one insert in conference attendee box.

NOTE: All FINAL assets for sponsorships/exhibit must be provided by Sponsor or by Sponsor's agency and must be the final approved assets. The symposia email blast and symposia registration page will be created by the conference. Any sponsorship that includes banners ads in E-newsletters or on conference platform must be provided, competitive separation is not guaranteed.

Virtual Fall Conference

SPONSORSHIP OPPORTUNITIES

CORPORATE BRANDING OPPORTUNITIES

GOLD LEVEL | \$50,000

- Corporate branding around virtual conference reception
- Corporate branding on disposable napkins and coasters provided in the conference attendee box
- · Also included:
 - · Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 5 attendees
- · Exclusive opportunity

SILVER LEVEL 1 | \$35.000

- 100% SOV on 2 conference E-newsletters
- 1 banner ad on 3 multi-sponsored conference E-newsletters
- 100% banner advertising on the following pages on the conference on demand platform for 2 months: main poster hall page, exhibit hall page, forum page, and resource page
- 1 banner ad on conference platform while meeting is live
 - Conference to determine location (competitive separation not guaranteed)
- · Exclusive opportunity
- · Also included:
 - · Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 4 attendees

SILVER LEVEL 2 | \$35,000

- 100% banner advertising on Exhibitor Game page which highlights the leaderboard for the exhibitor gamification program while conference is live
- Logo and silver acknowledgement on all physician communication re: exhibitor gamification program
- · Exclusive opportunity
- · Also included:
 - Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 3 attendees

BRONZE | \$20,000

- · Email blast to conference attendees
- · Also included:
 - Virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the program booklet
 - 1 box insert
 - 3 attendees

VIRTUAL EXHIBIT BOOTH | \$5,000

- · Booth in exhibit hall, row location TBD
- Also included:
 - Inclusion in exhibitor gamification program
 - 3 attendees

All FINAL assets for sponsorships must be provided by Sponsor or by Sponsor's Agency

SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Box Insert (if exhibiting)	\$1,500
Box Insert (non-exhibitor)	\$3,500
Disposable hand sanitizer with corporate logo distributed via attendee box	\$3,000
Disposable mask with corporate logo distributed via attendee box	\$5,000
Exclusive advertising on stretch break	\$5,000
Exclusive banner advertising during live conference dates on educational poster main section for acne & rosacea, psoriasis/psa, or atopic dermatitis (pick one)	\$5,000
Flash drive with corporate logo distributed via attendee box	\$7,500
Virtual advisory board	\$5,000
Video: Max 2 minute video to be played in loop prior to conference starting and during breaks	\$10,000
Eblast to registered attendees	\$2,000
Floor cling in lobby (max 2 sponsors)	\$5,000
Banner ad on conference platform (pending inventory; competitive separation not guaranteed)	\$2,500
Program booklet: 1 page 4 color ad	\$2,000
Advertising on virtual conference sign in page • Premier, large logo	\$8,000
Advertising on virtual conference sign in page • Smaller logo	\$5,000

MULTIPLE MEETING DISCOUNTS

Provide email confirmation of sponsorships by January 29, 2021 to earn the following discounts: $\frac{1}{2} \left(\frac{1}{2} \right) = \frac{1}{2} \left(\frac{1}{2} \right) \left(\frac{1}{2}$

Sponsor 2 meetings at Silver Level or higher: 5% off

Sponsor 3 meetings at Silver Level or higher: 7% off

**If an extension to this deadline is needed please contact Sally Cioci Fischer asap.

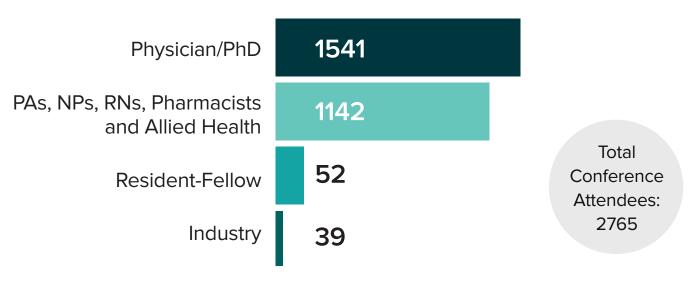
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DEMOGRAPHICS

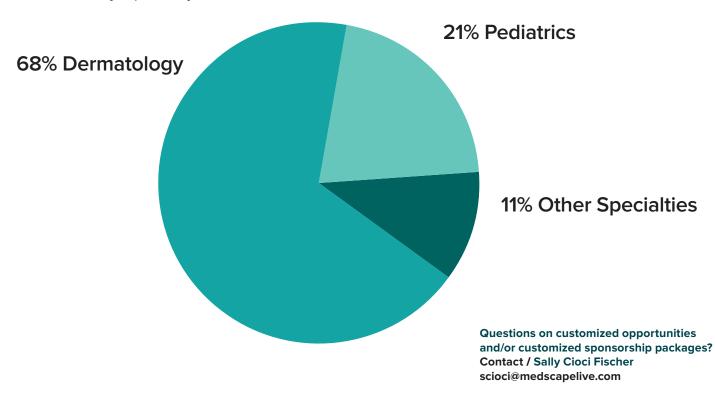
ANNUAL WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR

Virtual Attendees 2020



ANNUAL WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR

Attendees by Specialty 2020

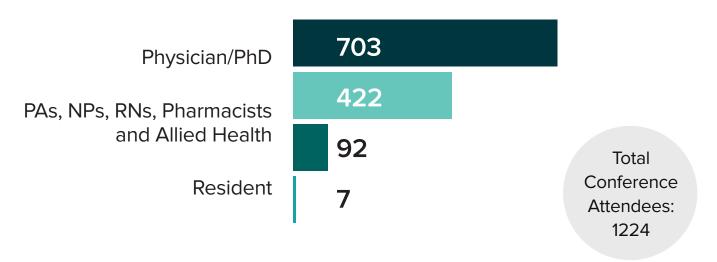


Virtual Fall Conference

DEMOGRAPHICS

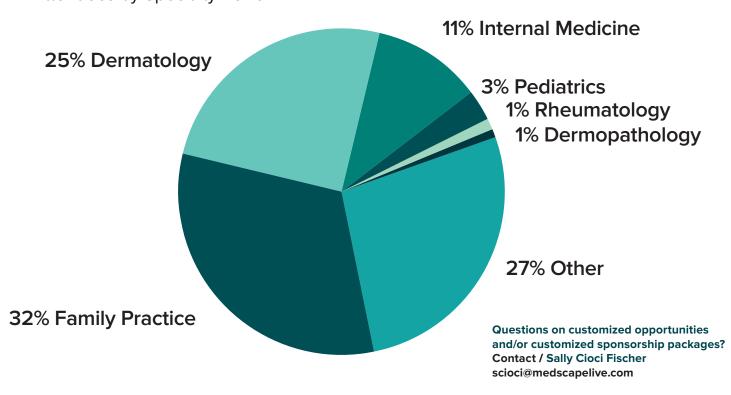
COASTAL DERMATOLOGY

Virtual Attendees 2020

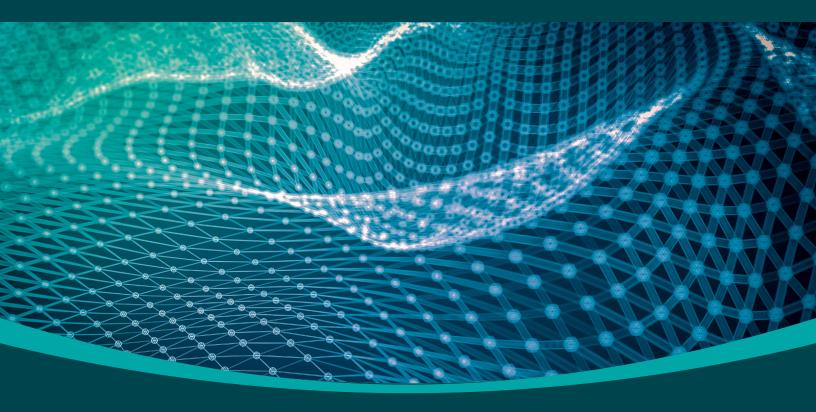


COASTAL DERMATOLOGY

Attendees by Specialty 2020



A Medscape LIVE! CONFERENCE





PRESENTS

Las Vegas Dermatology Seminar®

NOVEMBER 11-13, 2021



LIVE STREAMING | LAS VEGAS, NEVADA

Las Vegas Dermatology Seminar

SPONSORSHIP OPPORTUNITIES

LIVE INDUSTRY EXPERT SESSIONS

Please note, 2019 sponsors of live industry expert sessions will have FROR on same timeslots in 2021.

DIAMOND LEVEL | \$100,000

- · Industry expert session in premium timeslot:
 - Thursday, 11/11, mid-day
- · Premium exhibit space:
 - 8 x 10 tabletop and virtual exhibit booth inclusion in exhibitor gamification program
- · Also included:
 - 1 banner ad in 2 Medscape Live Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - · 4 invitations to faculty reception
 - 7 attendees
 - Insert in conference bag
 - · Insert in box insert
 - Inclusion in industry sponsored registration page
 - Signs promoting industry expert session
 - Inclusion in industry sponsored symposia eblast
- · Value-added:
 - Ad board
 - Conference wrap up in Dermatology News
 - Live streaming

PLATINUM LEVEL I | \$85.000

- Industry expert session in premium timeslot:
 - Friday, 11/12, mid-day
- · Premium exhibit space:
 - 8 x 10 tabletop and virtual exhibit booth inclusion in exhibitor gamification program
- · Also included:
 - 1 banner ad in 2 Medscape Live Dermatology E-newsletters
 - 1 invitation to faculty reception
 - 2 page 4 color ad in program booklet
 - 6 attendees
 - · Insert in conference bag
 - Insert in box insert
 - \circ $\,$ Inclusion in industry sponsored registration page
 - · Signs promoting industry expert session
 - Inclusion in industry sponsored symposia eblast
- · Value-added:
 - Ad board
 - Conference wrap up in Dermatology News
 - Live streaming

PLATINUM LEVEL II | \$85,000

- · Industry expert session in evening timeslot:
 - Offsite location
 - Dinner and reporting included for 50 physicians
- · Premium exhibit space:
 - 8 x 10 tabletop and virtual exhibit booth inclusion in exhibitor gamification program
- · Also included:
 - 1 banner ad in 2 Medscape Live Dermatology E-newsletters
 - 2 page 4 color ad in program booklet
 - 1 invitation to faculty reception
 - 6 attendees
 - Insert in conference bag
 - Insert in box insert
 - Inclusion in industry sponsored registration page
 - Signs promoting industry expert session
 - Inclusion in industry sponsored symposia eblast
- · Value-added:
 - · Conference wrap up in Dermatology News

GOLD LEVEL | \$50,000

- · Industry expert session to kick off meeting
 - First AM timeslot on November 11
- Exhibit space:
 - 8 x 10 tabletop and virtual exhibit booth inclusion in exhibitor gamification program
- Also included:
 - 1 invitation to faculty reception
 - · 2 page 4 color ad in program booklet
 - 5 attendees
 - Insert in conference bag
 - Insert in box insert
 - Inclusion in industry sponsored registration page
 - Signs promoting industry expert session
 - Inclusion in industry sponsored symposia eblast
- · Value-added:
 - Ad board
 - Conference wrap up in Dermatology News
 - · Live streaming



Las Vegas Dermatology Seminar

SPONSORSHIP OPPORTUNITIES

VIRTUAL INDUSTRY EXPERT SESSION

Please note, 2019 sponsors of live industry expert sessions will have FROR on same timeslots in 2021.

SILVER LEVEL | \$35,000

- · Industry expert session
 - AM timeslot on November 12th OR 13th
- Exhibit space:
 - Exhibit booth and virtual exhibit booth inclusion in exhibitor gamification program
- · Also included:
 - 1 page 4 color ad in program booklet
 - 4 attendees
 - Insert in conference bag
 - Insert in box insert
 - Inclusion in industry sponsored registration page
 - Signs promoting industry expert session
 - Inclusion in industry sponsored symposia eblast
- · Value-added:
 - Ad board
 - Conference wrap up in Dermatology News
 - Live streaming



Las Vegas Dermatology Seminar

SPONSORSHIP OPPORTUNITIES

CORPORATE BRANDING OPPORTUNITIES

RUBY LEVEL I | \$40,000

- · App Sponsorship or WiFi Sponsorship
- · Also included:
 - Exhibit booth
 - Virtual exhibit booth inclusion in exhibitor gamification program 1 page 4 color ad in the exhibitor/sponsorship quide
 - · Insert in conference bag
 - 1 box insert
 - 4 attendees

RUBY LEVEL II | \$40,000

- 100% SOV on 2 conference E-newsletters
- 1 Banner ad on 3 multi-sponsored conference E-newsletters
- 100% banner advertising on the following pages on the conference on demand platform for 2 months:
 - Main poster hall page
 - Exhibit hall page
 - Forum page
 - Resource page
 - One banner ad on conference platform while meeting is live
 - Conference to determine location (competitive separation not guaranteed)
- Also included:
 - Exhibit booth and virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the exhibitor/sponsorship guide
 - Insert in conference bag
 - 1 box insert
 - · 4 attendees

RUBY LEVEL III | \$40,000

- Corporate branding on napkins & coffee sleeves used during all breaks during 3 day live conference
- · Also included:
 - Exhibit booth and virtual exhibit booth
 - $\circ~$ Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the exhibitor/sponsorship guide
 - Insert in conference bag
 - 1 box insert
 - · 3 attendees

SILVER LEVEL | \$35,000

- 100% banner advertising on Exhibitor Game page on virtual platform which highlights the leaderboard for the exhibitor gamification program while conference is live
- Logo and silver acknowledgement on all physician communication re: exhibitor gamification program
- · Also included:
 - Exhibit booth and virtual exhibit booth
 - · Inclusion in exhibitor gamification program
 - 1 page 4 color ad in the exhibitor/sponsorship guide
 - · Insert in conference bag
 - 1 box insert
 - · 3 attendees

BRONZE LEVEL | \$25,000

- Advisory Board or Email Blast to all live and virtual attendees
- · Also included:
 - Exhibit booth and virtual exhibit booth
 - Inclusion in exhibitor gamification program
 - $\circ~$ 1 page 4 color ad in the exhibitor/sponsorship guide
 - 1 insert in conference bag
 - 1 box insert
 - 3 attendees

LIVE & VIRTUAL EXHIBIT BOOTH | \$7,500

- 8x10 booth and virtual booth in row TBD
- · Also included:
 - Inclusion in exhibitor gamification program
 - 2 attendees



Las Vegas Dermatology Seminar

SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Box Insert and bag insert (if exhibiting)	\$2,500
Box Insert and bag insert (non-exhibitor)	\$6,000
Disposable hand sanitizer with corporate logo distributed via attendee box & conference bags	\$5,500
Disposable mask with corporate logo distributed via attendee box	\$7,500
Exclusive advertising on stretch break (virtual only)	\$5,000
Exclusive banner advertising on conference platform during live dates on educational poster main section for acne & rosacea, psoriasis/psa, or atopic dermatitis (pick one)	\$5,000
Flash drive with corporate logo distributed via attendee box and conference bags	\$10,000
Virtual advisory board	\$5,000
Video: Max 2 minute video to be played in loop prior to conference starting and during breaks (virtual only)	\$10,000
Eblast to registered attendees both live and virtual	\$3,000
Floor cling in lobby (max 2 sponsors virtual)	\$5,000
Banner ad on conference platform (pending inventory; competitive separation not guaranteed)	\$2,500
Program booklet: 1 page 4 color ad (virtual and live)	\$3,000
Charging Stations (live only)	\$10,000
Hotel key cards	\$8,000
Logo on conference bag (live only)	\$10,000
Door drop	\$3,800
Mirror clings in hotel bathroom	\$8,000
2 column banner ads and 2 floor clings (live only)	\$8,000
Disposable water bottle with corporate logo (live only)	\$7,500
Advertising on virtual conference sign in page • Premier, large logo	\$8,000
Advertising on virtual conference sign in page • Smaller logo	\$5,000

MULTIPLE MEETING DISCOUNTS

Provide email confirmation of sponsorships by January 29, 2021 to earn the following discounts:

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Sponsor 3 meetings at Silver Level or higher: 7% off

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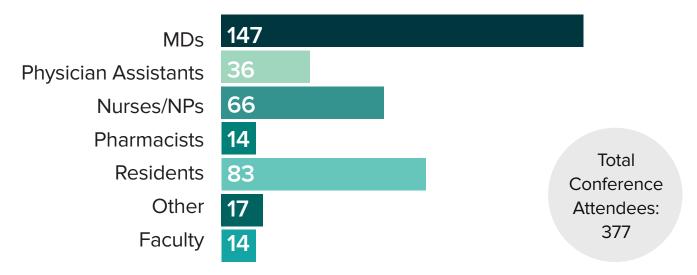


Las Vegas Dermatology Seminar

DEMOGRAPHICS

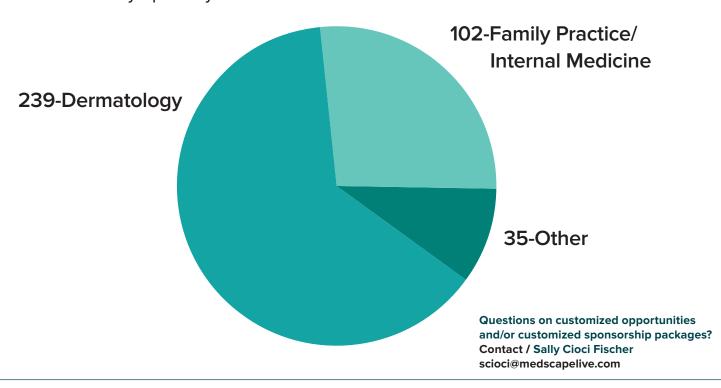
LAS VEGAS DERMATOLOGY

Live Attendees 2019



LAS VEGAS DERMATOLOGY LIVE

Attendees by Specialty 2019



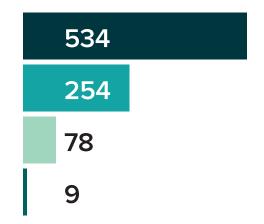
Las Vegas Dermatology Seminar

DEMOGRAPHICS

LAS VEGAS DERMATOLOGY

Virtual Attendees 2020

Physician/PhD PAs, NPs, RNs, Pharmacists and Allied Health Resident/Fellow Industry



Total Conference Attendees: 875

LAS VEGAS DERMATOLOGY

Attendees by Specialty 2020

