Brought To You By The Producers of Las Vegas Dermatology Seminar and Women's and Pediatric Dermatology Seminar

# DERMATOL Seminar

# Sponsorship and Exhibit Prospectus



WAIKIKI BEACH MARRIOTT • HONOLULU, HAWAII
FEBRUARY 19-24, 2023

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Medscape

# 2023 Dermatology Conferences

## **Our Programs**

Hybrid & In-Person Events Provided by Medscape EDU



FEBRUARY 19-24, 2023

45th Annual Hawaii Dermatology Seminar Waikiki Beach Marriott • Honolulu, Hawaii

#### Women's & Pediatric Dermatology Seminar®

May 19-20, 2023

(subject to change)

18th Annual Women's and Pediatric Dermatology Seminar Washington, DC

## Las Vegas **Dermatology Seminar**°

**NOVEMBER 2-4, 2023** 

24th Annual Las Vegas Dermatology Seminar Las Vegas, NV

For additional information, contact

David Small DSmall@MedscapeLIVE.com (201) 280-9050





# **Program Information**

**Conference Dates** 

FEBRUARY 19-24, 2023

Location

Waikiki Beach Marriott 2552 Kalakaua Avenue Honolulu, Hawaii, USA, 96815



# **Co-Chairs**



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, California



Michael S. Kaminer, MD
Associate Clinical Professor of Dermatology
Yale Medical School
Founder, Skincare Physicians
Chestnut Hill, Massachusetts



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

# **Advisory Chairs**



Jennifer Soung, MD
Director of Clinical Research
Southern California Dermatology
Clinical Professor
Harbor University of California,
Los Angeles
Los Angeles, California



Jacqueline D. Watchmaker, MD
Dermatologist, Southwest
Skin Specialists
Scottsdale, Arizona





#### Overview

If you are looking to educate dermatologists, as well as NPs and PAs in dermatology in an innovative and interactive environment, we invite you to support the 45th Annual Hawaii Dermatology Seminar in 2023.

The conference attracts 250+ dermatologists, pediatricians, as well as other dermatology providers who are looking to solve clinical challenges and ultimately improve patient care in the field of dermatology.

Attendees, faculty, and industry hail from across the US and meet in Hawaii for six days to network at this one-of-a-kind, staple meeting in dermatology.

#### New this year:

- Innovative support packages
- Surround-sound branding capabilities
- Enhanced interactivity, multimedia production, and gaming technologies
- Diverse and inclusive faculty
- Exclusive networking opportunities with rising stars in dermatology
- Keynote speaker package

We've reimagined what this conference can be. Our world-class faculty will host the latest dermatological advancements with presentations that go beyond the podium. With interactive exhibitions, live-patient injection sessions, workshops, talkbacks, and other surprising new formats, you'll have the opportunity to interact with attendees ready to network and engage.

From new developments in aesthetic medicine to the latest breakthroughs in the treatment of skin diseases, this six-day event covers everything from acne to atopic dermatitis, psoriasis to skin cancers, surgical pearls to nonsurgical facial rejuvenation, and more. All from a location that has its own power to transform.

This brochure outlines opportunities for you to reach this target market in an engaging and interactive forum.

# **General Information (continued)**

## **Industry Expert Sessions**

All 2022 medical sponsors of industry expert sessions will have first right of refusal. Each meeting will have a deadline date by which 2023 sponsors must commit to reserve their industry expert session. If commitment is not made prior to the established deadline date, time slot will become available to sponsors on the waiting list. Please consult with David Small for deadlines to commit to industry expert session sponsorships.

All items must be provided by the sponsoring company, excluding the email blast. For eblast inclusion, title of session and speaker name must be provided. Specification and deadline dates for these items will be provided approximately 2 to 3 months prior to the conference. In addition, easels will be provided at each conference for onsite signage and MedscapeLIVE! will determine appropriate sign placement.

All industry expert session sponsorships may include the following promotional items to help create awareness of your session and assist with attendance:

- Advertisement in on-site conference brochure
- Listing in the online agenda
- Hard-copy insert in conference bag
- Onsite signage highlighting the industry expert sessions
- Inclusion in MedscapeLIVE!-provided email blasts

**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 Hawaii Dermatology Seminar. CME/CE credit is not provided for this session.

Promotional items for your industry expert session should not contain any mention of food/beverages. All food functions are provided by MedscapeLIVE! as part of the conference and included in registration fees. Food and beverage is generally provided outside the general session room or in the exhibit hall area.

#### 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 and Roundtables**

Enhance your sponsorships with expert roundtables and KOL advisory boards. For all advisory activities, MedscapeLIVE! can secure a room to accommodate a 3-hour long meeting for approximately 10 experts. If sponsor is interested in inviting meeting attendees, sponsor may provide MedscapeLIVE! with an invitation that it will deploy to the selected attendees when possible.

Advisory boards cannot conflict with MedscapeLIVE! events or industry expert sessions unless approved by MedscapeLIVE! in writing. Reach out to David Small for approval.

For a fee, MedscapeLIVE! can arrange AV and food/ beverages for the advisory board or the sponsor can work directly with the hotel. MedscapeLIVE! can provide sponsor with hotel conference manager contact information. In addition, sponsor is responsible for all management of advisory board, talking points, expert honorarium, etc.

Advisory activities can be recorded and developed into a white paper or peer-reviewed supplement. Transcription, writing services, and outflow content development services are available for a fee.

# **General Information (continued)**

## Innovations in Dermatology E-Newsletters

Reach meeting attendees and 15,000+ dermatologists/ allied health professionals through Hawaii Derm Seminar/ MedscapeLIVE!'s monthly dermatology newsletter and onsite e-daily, Innovations in Dermatology.

Leverage this e-daily newsletter sent out to all meeting attendees and/or our monthly engaged list of 15,000+ dermatologists and allied healthcare professionals to support your sessions or advertise your services.

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.

#### **Publication Partners**





cutts | Dermatology News. | Family Practice News. | Internal Medicine News. | JDD | Ob.Gyn. News. | Pediatric News.

# **Enduring Supplements**, White Papers, and Videos

Your sponsorship doesn't end with the conference. Extend your reach and leverage your conference support through our network of well-respected post-conference media partners.

Bring your industry expert sessions, advisory boards, roundtables and educational posters from the conference to the dermatology universe with print and digital supplements from Dermatology News, Cutis and/or digital opportunities available with MDedge Dermatology (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. Enduring materials can include e-supplements or white papers posted online.

## **Badges**

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

# **Exhibits**

8 x 10 exhibit space is included in most 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.

#### **Discounts**

In 2023, MedscapeLIVE! will be offering multiple conference discounts for sponsors at Silver level and higher. For two meetings, discount will be 3%; three meetings discount will be 5%.

# Sponsorship Packages

# **Corporate Branding Opportunities**

#### Diamond Sponsor \$100,000

- 45-minute industry expert session slot of your choice. Breakfast, lunch, break, and dinner slots available, first-come, first-serve
- Two premium exhibit spaces:
  (2) 8 x 10 spaces
- Two-page, four-color ad in program booklet
- Inclusion in event eblast
- One door drop
- One insert in conference bag
- Onsite signage promoting the independent symposium
- Six promotional banner ads
   (one per daily ENL) in Hawaii Derm
   Seminar/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
- Badges for up to 10 exhibitor reps
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)
- Industry expert session live-streamed to the virtual participants in addition to in-person attendees

#### Platinum Sponsor \$80,000

- 45-minute industry expert session.
   Breakfast, lunch, break and dinner slots available, first-come, first-serve
- Exhibit space: 8 x 10 space
- One door drop
- One insert in conference bag
- Two-page, four-color ad in program booklet
- One promotional banner ad in Hawaii Derm Seminar/Dermatology e-daily: 15,000+ email names of dermatologists and related healthcare professionals plus attendees
- Onsite signage promoting the independent symposium
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas and virtual conference platform
- Badges for up to seven exhibitor reps
- Opportunity to host an advisory board, roundtable discussion, or working group (value-add)
- Optional: Industry expert session live-streamed to the virtual participants in addition to in-person attendees (pricing available in A-La Carte listing)

# Sponsorship Packages (continued)

# **Corporate Branding Opportunities**

#### Gold Sponsor \$65,000

# "Your Choice" Package of Either:

- 45-minute independent symposium, morning slot
- Enhanced Branding
   Package including
   Wi-fi, Hotel Key Card
   Packet or Wristbands
   (based on availability)
   and Quench Bar

#### In Addition To:

- Exhibit space:8 x 10 space
- One-page, four-color ad in Program Booklet
- One insert in conference bag
- Inclusion in event eblast
- Recognition with onsite signage throughout exhibit/registration areas and virtual conference platform
- Badges for up to four exhibitors
- Optional: Industry expert session live-streamed to the virtual participants in addition to in-person attendees (pricing available in A-La Carte listing)

#### Silver Sponsor \$45,000

# "Your Choice" Package of Either:

- 45-minute industry expert session, morning slot
- Virtual pre-conference sneak peek webinar
- One a la carte item (value to be determined)

#### In Addition To:

- Exhibit space:8 x 10 space
- One-page, four-color ad in program booklet
- One insert in conference bag
- Inclusion in event eblast
- Recognition with onsite signage throughout
- exhibit/registration areas
- Badges for up to four exhibitors
- Optional: Industry expert session live-streamed to the virtual participants in addition to in-person attendees (pricing available in A-La Carte listing)

#### Bronze Sponsor \$25,000

#### **Branding Package:**

- Digital wall ad
- One-page, four-color ad in program booklet
- One insert in conference bag
- Recognition with onsite signage throughout exhibit/registration areas
- Exhibit space: 8 x 10 space
- Badges for up to three exhibitors

## Exhibit Only \$6,000

- Exhibit space: 8 x 10 space
- Badges for up to two exhibitors
- Exhibit description will be included in the on-site program book



# Sponsorship Packages

# **A La Carte Opportunities**

Keynote Presenter	\$75,000	Advisory Board	\$10,000
Pre or Post-Conference Webinar Virtual-Only	\$35,000	Branded Disposable Water Bottles	\$10,000 (Exclusive)
Faculty Dinner Sponsor	\$35,000	Hotel Key Card Packet or Wristbands Based On Availability	\$10,000 (Exclusive)
Livestream Industry Expert Session (limited quantity) Add-On for In-Person Sessions Only	\$25,000+	Conference Bags Company logo on bag given to all attendees	\$10,000 (Exclusive)
KOL, Resident, or NP/PA Reception	\$25,000+	Video in Immersive Room	Price upon request
Poster Session Sponsor	\$20,000	Ad inclusion in Digital Wall Static Image or Approved Video	Price upon
Registration Desk Sponsor	\$20,000		request
Wi-Fi Includes choice of login password	\$15,000	Custom TV Channel Video airs on private channel in the hotel	\$8,000
Social Media Ambassador Luncheon	\$15,000	Branded Bar Coasters or Beverage Napkins Coasters or napkins for use at all evening receptions	\$8,000
Charging Stations  MedscapeLIVE! to place two charging stations outside of general session hall	\$15,000 (Exclusive)	Branded Elevator, Column, and Floor Clings Depending on Venue Availability	Price upon request
Each station will be branded with sponsor logo and/or custom graphics  ** Sponsor to provide creative according to specs		Branded Mirror Cling Mirror clings in ballroom's bathroom	\$7,500
Flash Drive Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag	\$10,000 (Exclusive)	Door Drop	\$5,000

# 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!

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