

PIGMENTARY DISORDERS EXCHANGE SYMPOSIUM

MAY 5–6, 2023

JW MARRIOTT CHICAGO
CHICAGO, ILLINOIS



IN-PERSON EVENT

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.pigmentarydisorders.com

Hosted by:



From the Producers of:



ODAC

Jointly Provided by:



Postgraduate Institute
for Medicine



Global Academy for
Medical Education

PROGRAM INFORMATION

OVERVIEW

Brought to you by the producers of ODAC Dermatology, Aesthetic & Surgical Conference and Skin of Color Update, MedscapeLIVE! presents the inaugural Pigmentary Disorders Exchange Symposium (May 5-6, 2023), a one-of-a-kind, two-day event covering pigmentary disorders in the full spectrum of skin tones, from lightest through darkest.

Each session will include patient cases and thought-provoking discussions, with interactive Q&A time with our renowned faculty. From vitiligo, melasma, hyperpigmentation, photodamage, and less common pigmentary disorders, our experts in the field will leave no stone unturned.

The 2023 program will include:

- Updates on emerging data and pathophysiology
- Nuances in clinical presentation across the full spectrum of skin tones
- The use of optimal systemic, topical, and procedural treatment regimens (including lasers, chemical peels, and other energy-based devices) for each patient group

If you are looking to educate healthcare professionals (HCPs) – physicians, fellows, residents, nurse practitioners (NPs), and physician assistants (PAs) – who treat pigmentary disorders, you will want to make sure you join us in Chicago, IL this May 5-6, 2023.

TARGET AUDIENCE

Two hundred healthcare professionals (HCPs) – physicians, fellows, residents, nurse practitioners (NPs), and physician assistants (PAs) – who treat pigmentary disorders

CONFERENCE DATES

MAY 5–6, 2023

SYMPOSIUM CHAIR



Pearl E. Grimes, MD, FAAD
Director, The Vitiligo & Pigmentation Institute of Southern California
Clinical Professor of Dermatology,
University of California
Los Angeles, California

COURSE DIRECTOR



Jill S. Waibel, MD, FAAD
Owner and Medical Director
Miami Dermatology and Laser Institute Subsection
Chief of Dermatology
Baptist Hospital; Medical Director
Multidisciplinary Skin Cancer Clinic
Miami Cancer Institute; Assistant Voluntary
Professor, University of Miami Miller
School of Medicine
Miami, Florida

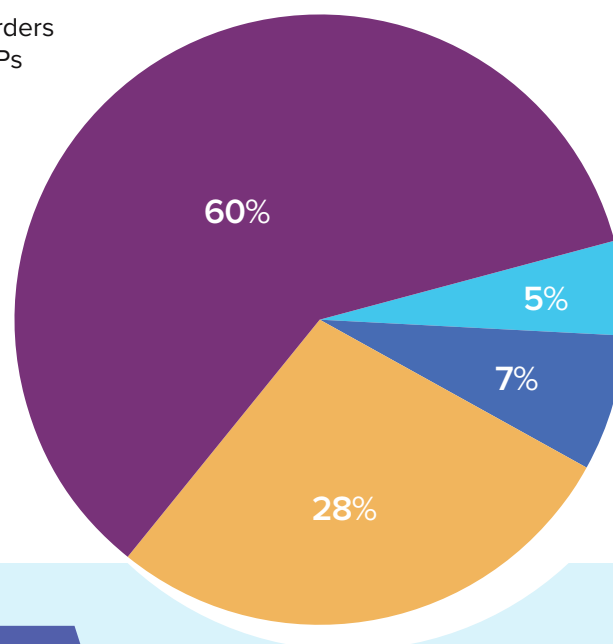
For more information, contact Michael Carroll at michael.carroll@sanovaworks.com or 646-887-2650.

PIGMENTARY DISORDERS EXCHANGE SYMPOSIUM 2023

Dermatologists are the primary audience for the Pigmentary Disorders Exchange Symposium, with an anticipated attendance of 200 HCPs for this inaugural, in-person event.

ANTICIPATED ATTENDANCE BREAKDOWN

- MDs
(including Fellows & Residents)
- NPs/PAs
- Medical Students
- Other



Be remembered as an inaugural sponsor in this ever-growing space.

This is the first event solely dedicated to pigmentary disorders.

Pigmentary disorders span all skin tones.

PDE SYMPOSIUM ATTRACTS:

- Practicing dermatologists
- Dermatology fellows and residents
- NPs and PAs
- MDs with a dermatology subspecialty
- RNs, LPNs, and medical staff

**DID YOU
KNOW**

The global disorder treatment market is projected to reach **\$1.2 MILLION** by 2031.

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MEET YOUR GOALS

- Promote company capabilities
- Introduce new products
- Generate sales leads
- Enter new markets
- Produce immediate sales orders
- Develop competitive insight
- Demo products
- Increase visibility and branding
- Improve name recognition
- Test-market your products
- Distribute samples
- Identify trends in the industry
- Gain target market insight
- Strengthen relationships
- Conduct market research

A significant percentage of all dermatological consultations are motivated by cutaneous hyperpigmentations, with most common complaints between 15 and 30 years of age, regardless of color, gender, and skin.

Pigmentary disorders effect all genders, racial groups, and ethnicities.

Founding
Diamond Sponsor
\$95,000

Platinum
Sponsor
\$80,000

Gold
Sponsor
\$65,000

Silver
Sponsor
\$55,000

Bronze
Sponsor
\$25,000

Support
Sponsor
\$5,000

Supporters will be featured in select pre-conference announcements and recognized in onsite materials.

For more information, contact Michael Carroll at michael.carroll@sanovaworks.com or 646-887-2650.

SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

At every support level, customized packages are built to meet your company's needs. We welcome both unrestricted educational grants and corporate support.

FOUNDING DIAMOND SPONSOR | \$95,000

- 60-minute Industry Expert Session
- Branding package
- Digital wall ad (1-minute video)
- Two (2) premium exhibit spaces (8' x 10' each)
- 50K digital impressions on JDD and NextSteps
- Two (2) inserts in the conference bag
- Onsite signage promoting the Industry Expert Session
- Inclusion in event eblast dedicated to Industry Expert Session
- Badges for up to ten (10) exhibitor representatives
- Opportunity to host an advisory board

PLATINUM SPONSOR | \$80,000

- 60-minute Industry Expert Session
- Branding package
- Digital wall ad (1-minute video)
- Exhibit space (8' x 10')
- 50K digital impressions on JDD and NextSteps
- One (1) insert in the conference bag
- Onsite signage promoting the Industry Expert Session
- Inclusion in event eblast dedicated to Industry Expert Session
- Badges for up to seven (7) exhibitor representatives
- Opportunity to host an advisory board

GOLD SPONSOR | \$65,000

- 60-minute Industry Expert Session
- Branding package
- Digital wall ad (30-second video)
- Exhibit space (8' x 10')
- One (1) insert in the conference bag
- Onsite signage promoting the Industry Expert Session
- Badges for up to six (6) exhibitor representatives

SILVER SPONSOR | \$55,000

- 60-minute Industry Expert Session
- Branding package
- Exhibit space (8' x 10')
- One (1) insert in the conference bag
- Onsite signage promoting the Industry Expert Session
- Badges for up to four (4) exhibitor representatives

BRONZE SPONSOR | \$25,000

- Branding package
- Exhibit space (8' x 10')
- Digital wall ad (static)
- One (1) insert in the conference bag
- Recognition with onsite signage throughout exhibit/registration space
- Badges for up to three (3) exhibitor representatives

SUPPORT SPONSOR | \$5,000

- Exhibit space (8' x 10')
- Two (2) exhibitor badges
- Company description to be included in onsite program

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INDUSTRY EXPERT SESSIONS & WEBINARS

PRE- OR POST-EVENT WEBINAR | \$35,000

Support a pre- or post-event webinar designed for 75 healthcare practitioners. MedscapeLIVE! will handle all project management, marketing, and technical management.

INDUSTRY EXPERT SESSION – BREAKFAST | \$45,000

Deliver your message to attendees in a presentation during a breakfast session.

INDUSTRY EXPERT SESSION – LUNCH | \$52,000

Support a one-hour lunch session designed for healthcare practitioners.

INDUSTRY EXPERT SESSION – DINNER | \$65,000

Design the ultimate interactive, learning, and dining experience with a focused educational session over dinner.

A-LA-CARTE OPPORTUNITIES

ADVISORY BOARD OR FOCUS GROUP | PRICE UPON REQUEST

During this three-hour advisory or focus group, sponsors will have the opportunity to meet, network, develop new business, and gain new perspectives.

BRANDING PACKAGE | \$20,000

The branding package includes an ad on the PDE website, a digital program book ad, an email blast to PDE attendees, a sponsor ad on the attendee platform, a sponsor video ad in registration area, and inclusion in a “thank you to our sponsors” email blast to attendees.

HOTEL BRANDING | PRICE UPON REQUEST

Keep your brand front-of-mind for attendees with column wraps, floor clings, escalator wraps, meter boards, and elevator wraps.

REGISTRATION SPONSOR | \$20,000

Sponsor the registration desk and display your logo on five built-in panels, the first spot attendees stop. In addition, your logo will be on the registration bags and printed materials.

WI-FI SPONSOR | \$25,000

Make sure attendees are connected by supporting the onsite Wi-Fi (private, custom network and password).

LOBBY VIDEO AD | PRICE UPON REQUEST

Ad appears on a 60” TV in meeting’s registration area. Available: 2-minute video with sound; 1-minute video with sound; or 30-static image.

MOBILE CHARGING STATION | \$15,000

Offer attendees a chance to regroup and recharge with mobile charging stations in the conference area.

CUSTOM HOTEL KEY CARDS | \$10,000

All meeting attendees will receive a hotel key card at check-in with your company’s logo/branding.

ROOM DROP | \$5,000

After a day of education, attendees can return to a door drop from your brand to enjoy in their hotel room.

REGISTRATION BAG INSERT | \$4,000

Place your product directly into the hands of attendees by being one of the select companies to include samples into the bag that every attendee gets!

QUENCH BAR SPONSOR | \$20,000

Show your presence as attendees and faculty refresh and recharge throughout the day at quench bars acknowledging your support.

SPEAKER READY LOUNGE | PRICE UPON REQUEST

Speakers will use this room to finalize and prepare for their presentations, preview slides, and store equipment they may need.

FACULTY DINNER SPONSORSHIP | \$35,000

Join faculty in an evening of intimate fine dining, cocktails, and networking. The fee is for exclusive sponsorship and includes logo on digital invitations and signage.

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APPLICATION FOR SUPPORT SPONSOR *(Tabletop Only)*

COMPANY INFORMATION

Company Name: _____ Contact / Title: _____

Address: _____ City / State / Zip: _____

Telephone: _____ Email Address: _____

Company Website: _____

FEES

☐ Tabletop Exhibit | \$5,000

PAYMENT AND BILLING INFORMATION

Payment information must be completed for application to be processed and exhibit space confirmed.

☐ VISA

☐ MasterCard

☐ American Express

Credit Card #: _____

Expiration Date: _____

CVV Code: _____

Name on Card: _____

☐ Billing Address Same as Above

Address: _____ City / State / Zip: _____

Signature: _____

Print Name: _____ Date: _____

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