



Sponsorship Prospectus

2026 AAD Industry Non-CME Program

Maximize your reach at the Annual Meeting by sponsoring an Industry Non-CME Program (INC program).

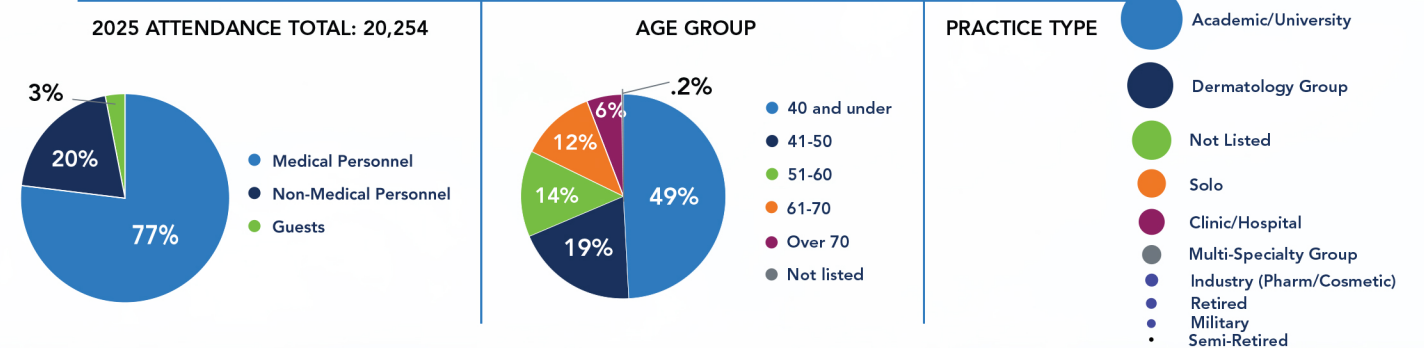
When you choose to sponsor an Industry Non-CME Program (INC Program), you have the unique opportunity to get your company and your product in front of the world's largest gathering of leaders, innovators, and decision-makers in dermatology. And new this year! Now your INC program can live beyond the Annual Meeting with the new INC on-demand option, so you can make an impression year round.



Connect with your audience at the AAD Annual Meeting Industry Non-CME Programs

The AAD Annual Meeting is the largest dermatologic scientific meeting in the world – and that's why you're there. The AAD provides a great opportunity to connect with thousands of dermatologists. But sometimes you need a more personalized connection with your intended audience. That's where the INC programs can help. The Industry Non-CME (INC) Programs at AAD Meetings provide you with the chance to take advantage of the large meeting size and scope, and exclusively reach your customers so that they have a chance to hear from you on the latest research, clinical data, and innovations. Sponsoring an INC program gives you the chance to develop and deliver content the way you want in a live setting, and now that content can be available on-demand for year round accessibility

Annual Meeting Reach



Showcase your latest innovations in a premium space at the host hotel. A lead retrieval is also provided so you can connect with your audience after the INC program is complete. Amplify your reach with AAD's official promotion of all INC programs to attendees. Utilize the exclusive official AAD licensee badge to align your brand with being a supporter of the AAD Annual Meeting and Influence your customers in a more meaningful way. Boost traffic by taking advantage of [individual program advertising opportunities](#) for INC program sponsors available to INC programs (at a la carte rates).

Industry Non-CME Program (INCs) Sponsorship Levels



NEW
for 2026

Industry Non-CME Program (INCs) on-Demand

Platinum Level Sponsorship

Our premier placement for unmatched visibility, priority access to prime dates, and exclusive benefits designed to put your program at the center of the conversation.

Gold Level Sponsorship

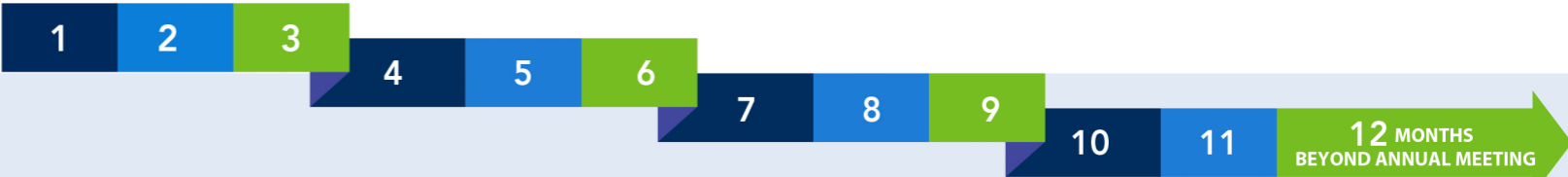
A high-value option offering strong visibility and engagement with AAD Annual Meeting attendees through core promotional benefits and access opportunities.

| Sponsorship Opportunities | Platinum | Gold |
|-----------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|
| Priority in program date selection | ✓ | |
| Complimentary Wi-Fi (for attendees of INC Program) | ✓ | |
| Lead Retrieval Access | 2 logins | 1 login |
| Program listed in Meeting App schedule | ✓ | |
| Meeting App push notification | ✓ | |
| Platinum tier signage presence through at the convention center, host hotel, and headquarters hotel locations | ✓ | |
| Program listed in Advance Registration Envelope | ✓ | |
| Program promotion in <i>DermWorld</i> March issue. Mailed prior to and distributed onsite at the Annual Meeting. | ✓ | |
| Complimentary Pre-registration mailing list | ✓ | ✓ |
| Program details on INC Program landing page - AAD.org | ✓ | ✓ |
| Pre-registration link for your program on INC Program landing page | ✓ | ✓ |
| Meeting App tile linked to INC Program landing page - AAD.org* | ✓ | ✓ |
| Program mention in 2 AAD Meeting News E-previews attendees* | ✓ | ✓ |
| Signage presence in the convention center and host hotel* | ✓ | ✓ |
| Program mention in 1 Instagram Story & 1 LinkedIn Post* | ✓ | ✓ |
| Corporate Partner Price | \$100,000 | \$75,000 |
| Non-Corporate Partner Price | \$140,000 | \$105,000 |
| NEW On-Demand Add-On: This is an additional fee on top of your INC Program. Sponsors are responsible for all recording logistics. | \$50,000 | \$50,000 |

*Note: These tactics promote all INC programs, not individual programs. AAD will design and manage these tactics.

For the first time ever, the American Academy of Dermatology is offering Industry Non-CME (INC) Program sponsors the chance to expand beyond the ballroom and into the digital space — reaching thousands of dermatology professionals through AAD digital channels with your recorded program!

For an additional fee (in addition to your live INC program), your recorded session can be featured on the AAD Learning Center for up to 12 months following the AAD Annual Meeting.



INC On-Demand Sponsorship Includes:

Extended Visibility:

Your recorded session will be hosted on the AAD Learning Center (AAD.org) for up to 12 months, maximizing long-term engagement.

Mobile Access:

Featured on the AAD Learning Center mobile app, which features a rapidly growing user base.

Targeted Outreach:

Benefit from three dedicated push notifications via the Learning Center app to drive continued traffic and visibility.

Official AAD Promotion:

Your content will be promoted as part of the Academy's official suite of digital education offerings to dermatologist professionals.

Amplify the Impact Through Your Channels:

Leverage your own website, email campaigns, and social media to further distribute and promote your INC program.

Prestigious Recognition:

Be recognized as an Official Licensee of the American Academy of Dermatology — telling the dermatology community your content meets the highest standards in the specialty, a distinction that elevates trust and drives engagement, while reinforcing your credibility in the dermatology community.

Marketing Distinction:

Use the AAD Official Licensing Badge on your sponsor website and promotional materials (final use subject to AAD approval).

On-Demand Add-On: (\$50,000)

Note: All sponsors are responsible for recording their sessions to ensure eligibility for on-demand placement.

Space for 2026 INC programs is extremely limited.

If you are unable to secure a live session slot, you will still have the opportunity to participate through the new INCs On-Demand offering. Watch your email for details. For more information, email Incprograms@aad.org



Available Programs

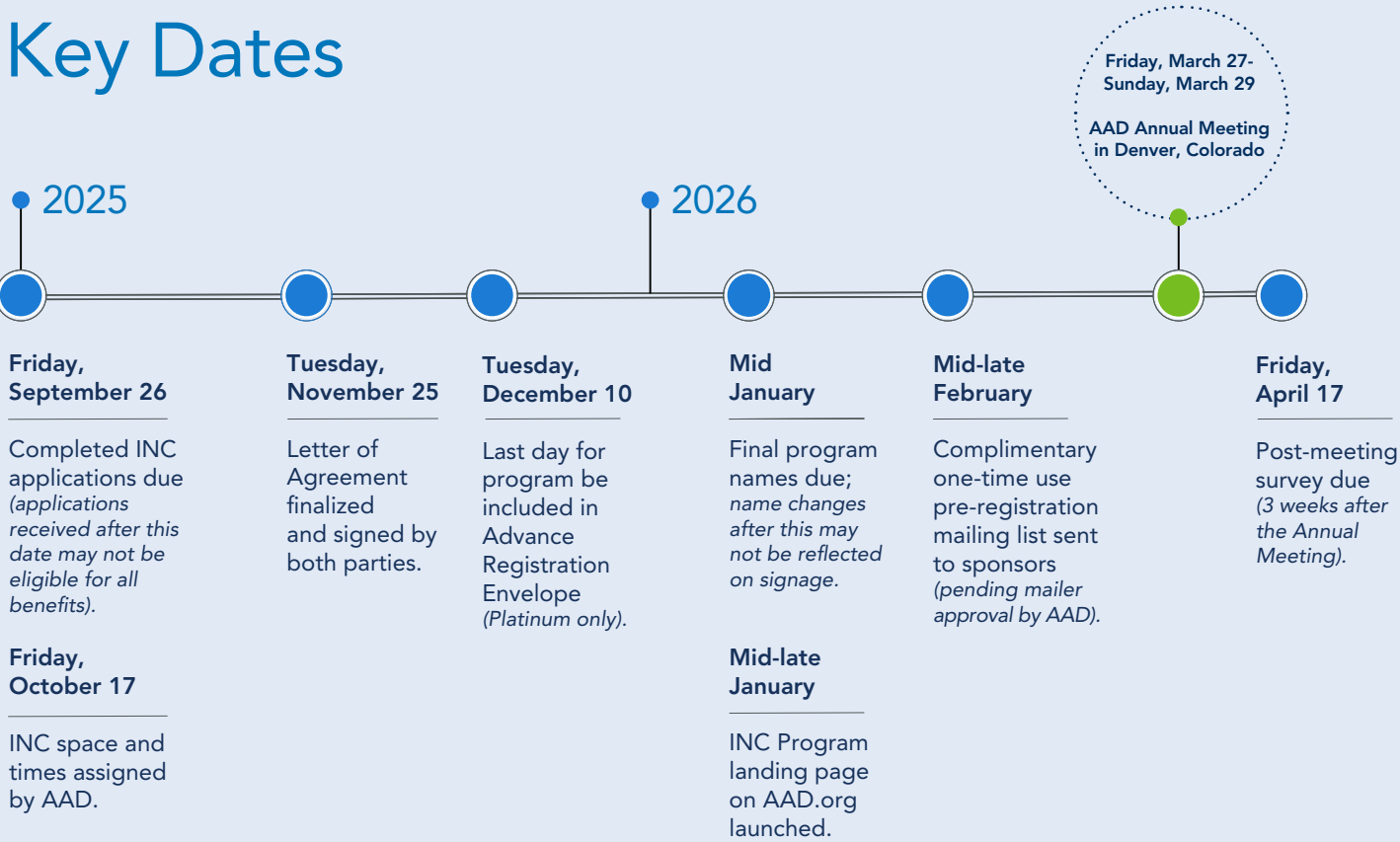
Registration may start at 6:30 p.m.

| | |
|--------------------------|------------------------|
| Thursday, March 26, 2026 | 7:00 p.m. to 9:00 p.m. |
| Saturday, March 28, 2026 | 7:00 p.m. to 9:00 p.m. |
| Sunday, March 29, 2026 | 7:00 p.m. to 9:00 p.m. |

Note: There will be no INC sessions scheduled on Friday due to the AAD Welcome Reception.



Key Dates



Please note that the dates provided may be subject to change.

To apply, click below to complete the Online Application Form.

Lock in your spot and start shaping your message for 10,000+ engaged professionals:

APPLY

Suggestions for Your Application:

- Choose a compelling and engaging program title that will attract attendees.
- Keep in mind that topic selections are made with the goal of maintaining a balanced overall INC Program and avoiding direct competition between sessions scheduled for the same day.
- Submit your application early — don't wait until the deadline to apply.

INC Program Sponsorship Details

2026 AAD Annual Meeting | March 27-29 in Denver, CO

The INC Program sponsorship includes a right-to-hold at the 2026 AAD Annual Meeting: covered room rental in AAD Meeting space in AAD hotels near the convention center, the Academy’s promotion of the entire INC Program (all programs) to members and meeting registrants, and lead retrieval access.

INC Program Sponsor, Platinum Level \$100,000 (Corporate Partner price), \$140,000 (Non-Corporate Partner price)

- All benefits of the Gold-level INC Program Sponsorship
- Priority in program date assignment
- Complimentary Wi-Fi (for attendees of INC Program)
- One additional lead retrieval
- Plus, opportunities to add your individual INC Program to the following:
 - o **AAD Meeting App:**
 - This Meeting app is now the meeting’s program guide. The Academy will include your INC Program’s title, company name, date & time, and location in the mobile and web-based app, giving users the option to “favorite” it.
 - A push notification will be sent to Meeting app users approximately an hour before program registration starts with information about the program.
 - o **Digital & Printed Signage:** The AAD will highlight your INC program on digital signs in central locations in the convention center and host hotel that list the upcoming session schedule on the day that it will take place.
 - o **AAD Advance Registration Envelope:** This mailer includes the attendee badge and “top things to know before you go” insert for approximately 8,000 meeting registrants. Pending publication specs and deadline (December 10, 2025), the Academy will include your INC Program’s title/topic, company name (or logo pending space), date and time in addition to the hotel name and QR code to registration information on AAD.org.
 - o **DermWorld Ad:** Promoted in the March issue of *DermWorld*, featuring the full listing of all Platinum-level sponsors.

INC Program Sponsor, Gold Level \$75,000 (Corporate Partner price), \$105,000 (Non-Corporate Partner price)

- Complimentary pre-registration mailing list (no emails). Sponsors are sent one advance registrant mailing list approximately 4 weeks before the meeting for a single mailing after their mailer is approved.
- Complementary access to 1 lead retrieval Meeting app login to scan attendee badges on the night of the program.

AAD promotion of the overall INC Program, as a whole:

- o **Website:** INC program landing page on AAD.org to promote the details of each INC program and their pre-registration link on one central AAD.org webpage.
- o **Meeting App:** INC program landing page linked to tile on the main page of the Meeting app.
- o **e-Previews:** Included in two AAD Meeting News e-Previews. All e-Previews that include the INC Program will direct meeting registrants to the AAD.org landing page for individual INC details.
- o **Signage:** Digital and/or print signage in the convention center and hotel promoting all INC programs.
- o **Social media:** Inclusion in Inclusion in one Instagram Story and one LinkedIn post per day during Annual Meeting with details for each program that day.

INC Program Guidelines

Application Process:

- Only completed applications from companies (“sponsor”) will be considered. Resources for INC Programs are only available to exhibiting companies, such as: meeting space requests, sleeping rooms at hotels in the AAD Meeting block, and more.
- Application with all requested details (not just topic) must be completed by the potential sponsor by **September 26, 2025** to be considered for the available slots. Applications received after that date may not be eligible for all benefits and may not receive their preferred date.
- All completed (full details on topic, not just condition/disease state) INC Program applications received by the deadline will be reviewed for balance. AAD will not approve more than one program on the same topic on the same evening.

Approval Process:

- All approved applicants received by the due date will receive a notification regarding approval and space availability by or before EOD **October 17, 2025**. Space will be assigned based on sponsorship level and then by date the application received. Applicants not approved due to space will be added to a waiting list.
- If suitable space for the approved program is allocated, the sponsor will receive the AAD INC Program Letter of Agreement (LOA). The Exhibit A of this LOA is not changeable or omissible. If changes to the rest of the LOA are needed, approval by both parties is needed by **November 25, 2025**. If the required information is not received by the date indicated, then all reservations for spaces will be forfeited.
- Agreements signed after that date may not be eligible for all benefits.
- If sponsor cancels their program(s) after **December 2, 2025**, they will be held responsible for 50% of the total sponsorship amount.
- Once the LOA is signed by both organizations, the AAD will provide each sponsor a memorandum with contact information for their assigned space, a list of INC program deadlines, and will connect them to the AAD advertising team so they may take advantage of additional program advertising opportunities.
- Once the LOA is signed by both organizations, the sponsor may hire a third-party company to promote and execute their INC program.
- If you intend to record, then all speakers must be notified in advance and provide written consent to be recorded. Additionally speakers must grant explicit, signed permission for the distribution of the recorded content.

Additional Guidelines and Areas of Note:

- The sponsor and any third-party company hired by the sponsor must demonstrate ethical business practices, as evidenced by its compliance with all applicable laws and codes of ethics.
- The sponsor and any hired third-party company must adhere to the rules, regulations and guidelines in the AAD **Technical Exhibit Prospectus**.
- If your INC Program speakers are also presenting at the AAD Annual Meeting they cannot repeat the same presentation or topic during the INC Program.
- Disclaimers that list how the INC Program does not qualify for continuing medical education (CME) credit and is independent of the official AAD Meeting as planned by the Scientific Assembly Committee are required on all promotional materials about your INC program.
- Access to the INC Program does not grant access to the AAD Annual Meeting. All participants must register separately under their appropriate registration category.
- For more information on how to extend the reach of your INC program content to the AAD membership, please contact: **Bridget Blaney** bblaney@ascendmedia.com 773.259.2825

Any violations of the above industry and/or AAD standards will result in the sponsor being prohibited from presenting future INC Programs at AAD Meetings.

INC Program Guidelines (cont'd)

INC Sponsors are responsible for:

- All INC Program expenses (except for room rental and lead retrieval access) including audio visual (AV equipment, technicians, and internet/Wi-Fi fees (Platinum Level includes Wi-Fi), food and beverage (including F&B minimums), room set-up and reset charges, and individual advertising costs (outside of promotional benefits of their sponsorship level).
- All INC Program arrangements including individual advertising opportunities, pre-registration tracking, and meeting-planning & set-up services and resources. Sponsors may be required to use the AAD AV vendor and other contractors/vendors identified by the AAD or assigned convention center or hotel.

INC Sponsors are required to:

- Execute the LOA by **November 25, 2025**, or their slot will be released and re-assigned.
- Obtain advance AAD approval (3 business day notice) for all directional, informational and promotional materials with required disclaimers for their INC Program in advance of use.
- Obtain advance AAD approval (3 business day notice) to livestream their program. INC Sponsors may record and/ or livestream their INC Program only (nothing of the AAD Meeting) and use post-meeting with advanced AAD approval. Sponsors are responsible for all costs associated with recording and/or livestreaming their programs.
- Complete the post-program survey sent by the AAD after your INC Program to track attendance and summary of attendee evaluations. Sponsors who do not complete the required survey within 2 weeks post program will be ineligible to sponsor an INC Program at the next AAD Meeting.

Available Programs

Registration may start at 6:30 p.m.

| | |
|--------------------------|------------------------|
| Thursday, March 26, 2026 | 7:00 p.m. to 9:00 p.m. |
| Saturday, March 28, 2026 | 7:00 p.m. to 9:00 p.m. |
| Sunday, March 29, 20265 | 7:00 p.m. to 9:00 p.m. |

Note: There will be no INC sessions scheduled on Friday due to the AAD Welcome Reception.

To apply, click below
to complete the Online Application Form.

Reserve your place in the program lineup and
secure your competitive edge — applications close **Sept. 12.**

APPLY

Please note: The non-corporate partner INC sponsorship rate includes a 40% non-corporate partner fee. This applies to companies such as medical education providers receiving funding from exhibitors.

The AAD will review completed INC applications from medical education companies and non-exhibiting companies to ensure balance across the overall program content.

Only exhibiting companies have access to additional meeting planning resources, including:

- Requests for additional meeting rooms
- Sleeping rooms within the AAD hotel block
- Exhibitor badges
- And other exclusive benefits