2021
SPONSORSHIP OPPORTUNITIES

AMERICAN OSTEOPATHIC COLLEGE OF DERMATOLOGY
FOUNDED 1958

*** Please note content is subject to change ***
Save the Date!

NEW TRENDS IN DERMATOLOGY MEETING & EXPO

Spring 2021  Hilton
West Palm Beach
February 22-27, 2021
600 Okeechobee Blvd.
West Palm Beach, FL 33401

Fall 2021 The Westin
Denver Downtown
October 7-10, 2021
1672 Lawrence Street
Denver, CO 80202

Spring 2022  J.W. Marriot
Grande Lakes
March 10-13, 2022
4040 Central Florida Pkwy
Orlando, FL 32837

Fall 2022 The Westin
Kierland
October 20-23, 2022
East Greenway Pkwy
Scottsdale, AZ 85254

For all your Dermatology CME needs, www.aocd.org
July 1, 2020

The American Osteopathic College of Dermatology (AOCD) was recognized in 1958 as a Specialty College of the American Osteopathic Association (AOA). Over the past six decades, the AOCD has grown tremendously. The AOCD has become a strong and influential specialty college with well established academic and clinical settings throughout the United States. The AOCD is dedicated to promoting the practice of osteopathic dermatology on a national level. The AOCD membership has grown to over 800 board certified, practicing osteopathic dermatologists.

The American Osteopathic College of Dermatology is pleased to offer this year, corporate sponsorship to our colleagues in the pharmaceutical field and related industries. Sponsorships are very important to our organization as they help us provide support to our membership. Corporate sponsorship may be acquired through a contribution to the AOCD. The levels of contribution to achieve individual categories of sponsorship are: Diamond, $30,000; Platinum, $25,000; Gold, $20,000; Silver, $15,000; Bronze, $10,000; and Pearl Level, $5,000. These funds are used to support our growing membership, and other necessary projects.

As we move into 2021 we can only hope things get back to somewhat normal. The events of 2020 have taught us to be flexible and to try new things. We had to find new ways to meet our member’s needs as well as getting the word out to the public for our sponsors and vendors. The word virtual became the new normal, and we are not sure it will ever go away. Virtual meetings, virtual expos, virtual product theaters, all new to several of us. Some organizations saw growth in attendance. Some vendors saw increased interaction with attendees, and we all saw some new ideas to draw attention and participation. Please note our new additions to our sponsorship offerings. All designed to get you a great return on your investment.

If you are interested in establishing a relationship with the AOCD, please contact John Wise at jwise@aocd.org or call him at 660.665.2184.

The AOCD looks forward to hearing from you. Thank you again for your support of the AOCD as we continue to grow and improve our offerings to our members.

The AOCD is accredited by the American Osteopathic Association (AOA) and the Accreditation Council for Continuing Medical Education (ACCME) for delivery of Continuing Medical Education to any physician in the world!

Respectfully,

_Marsha A. Wise, BS_

Marsha A. Wise, BS
Executive Director – AOCD
mwise@aocd.org
Team AOCD is Sponsors, Exhibitors, Staff, and everyone that helps to keep The American Osteopathic College of Dermatology a success. A winning team works together so that the team wins. As a member of Team AOCD, we listen to each others comments and needs. Only when we have a common goal do we all have that success. With that said, we want to send a special cheer out to our MVPs, our 2020 corporate sponsors.

Corporate Sponsors

Diamond  Platinum  Gold  Silver  Bronze  Pearl

Pfizer  Lilly  abbvie  Galderma  Almirall  Amgen

Ortho Dermatologics  Dermira  Strahl  Novartis
AMERICAN OSTEOPATHIC COLLEGE of DERMATOLOGY

Mission Statement & Strategic Plan

2021 Strategic Plan

Mission
The mission of the American Osteopathic College of Dermatology is to create innovative education, support, and opportunities in Dermatology that promote excellence in patient care and community health through advocacy, consciousness, inclusivity, and osteopathy.

To expand membership benefits with the goal of retention, recruitment and inclusivity. To be a strong advocate for our members.

To promote skin healthcare, physician member wellness, osteopathic distinctiveness, and remain visible in the industry.

To maintain transparency.
To maintain an active, funded organization.
To acquire grant funding when appropriate.

To hold osteopathic dermatologists to the highest standard of osteopathic training and medicine. To promote professionalism in the field.

To provide education to our patients and the community.
To raise consciousness on dermatologic issues.

To provide cutting edge CME for our members.
To provide Faculty Development.
To maintain ACCME accreditation.

INTERNATIONALLY ACCREDITED CME
FOR
ALL DERMATOLOGY PROFESSIONALS
LIVE OR VIRTUAL, THIS IS YOUR TICKET TO OUR MEETING. THE AOCD MEETING APP GIVES THE ATTENDEE AND VENDOR ALL THE DIGITAL POWER OF THE MEETING AT YOUR FINGER TIPS ON YOUR MOBILE DEVICE. SEVERAL NEW OPTIONS FOR MORE EXPOSURE FOR YOUR ORGANIZATION.
2018 AOCD Spring Meeting (West Palm Beach, FL) Geographical Attendance

2019 AOCD Fall Meeting (Nashville, TN) Geographical Attendance

East 11.89%
Southeast 55.29%
Midwest 15.20%
Southwest 10.35%
Northwest 2.86%
West 4.41%

East 16.78%
Southeast 28.95%
Midwest 25.00%
Southwest 15.46%
Northwest 2.30%
West 11.51%
## 2021 AOCD Sponsorship Levels

<table>
<thead>
<tr>
<th>Diamond: $30,000</th>
<th>Platinum: $25,000</th>
<th>Gold: $20,000</th>
<th>Silver: $15,000</th>
<th>Bronze: $10,000</th>
<th>Pearl: $5,000</th>
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</thead>
<tbody>
<tr>
<td>Member Spotlight feature in all issues of our AOCD newsletter</td>
<td>Member Spotlight feature in two issues of our AOCD newsletter</td>
<td>Member Spotlight feature in one issue of our AOCD newsletter</td>
<td>Water Station Sponsor signage at the Fall and Spring meetings (with right to refuse)</td>
<td>Complimentary exhibit space at Fall and Spring meetings</td>
<td>$1500 exhibit space at Fall and Spring meetings</td>
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<td>Hotel room key with company logo signage at the Fall and Spring meetings (with right to refuse)</td>
<td>Wireless Internet/Partner signage at the Fall and Spring meetings (with right to refuse)</td>
<td>Charging Stations Sponsor signage at the Fall and Spring meetings (with right to refuse)</td>
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<td>$750 exhibit space at Fall and Spring meetings</td>
<td>$1000 exhibit space at Fall and Spring meetings</td>
<td>$1500 exhibit space at Fall and Spring meetings</td>
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<td>Complimentary registration for 5 representatives at Spring and Fall meetings</td>
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<td>Your company's access to AOCD's Dermatology Professional's Guide</td>
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<td>Weekly video post on all AOCD social media pages</td>
<td>Semi-weekly video post on all AOCD social media pages</td>
<td>Monthly video post on all AOCD social media pages</td>
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New this year!
Now your company’s website is just a click away from ours!

Our members’ hot line to you!

In these changing times, online seems to be even more the new normal. With this in mind, the AOCD is proud to offer our new **AOCD Industry Professional’s Guide**. This is a free service to all annual sponsors. Please contact us for more details or if you would like to be included in this guide.

For more information contact: jwise@aocd.org
AOCD
EXPO
CENTRAL

FUN & RELAXED EXHIBITING

- MORE ROOM FOR SHOW & NETWORKING
- ALL DAY BEVERAGE & SNACKS
- LOUNGE AREA WITH TELEVISION
- BREAKFAST WITH THE VENDORS
- EVENING HAPPY HOUR
- EXPO GUIDE AND ADDED ADVERTISING
- PRIZES FOR VISITING THE VENDORS
- DIRECT INTERFACE WITH MEETING APP
- LIVE, VIRTUAL, or BOTH
Posters & Abstracts

NEW THIS YEAR

This icon on the app will take attendees to a library of corporate posters and abstracts that will be available during the duration of the event. Vendors may also place a hyperlink to this location on their virtual expo page.

Posters & Abstracts will also be displayed at live events in the Expo Central area.

The cost for this option is $500.00 per poster link.

****THIS IS A NON-CME EVENT****
PRODUCT THEATERS
(LIVE or VIRTUAL)

AOCD Virtual Product Theater:
Can be done live or recorded.

☐ Through our meeting app, we will gather points for prizes. Sign up points, sign in points, and answer pop up questions through the presentation. Grand prize drawing for those with 100 to 90 percent point acquisition. This would be for 1- $500 prize
☐ Second tier drawing would be for 4- $250 prizes and the drawing would include those with 90 to 80 percent point acquisition plus those included in the first round drawing.
☐ Third tier drawing would be for 10- $100 prizes and the drawing would include those with 80 to 70 percent point acquisition, plus those from tier 1 and 2 drawings.
☐ AOCD will conduct and monitor the prize functions. As you can see, we will have $2500 in prizes and 15 winners. This should drive several to your theater, and the longer they watch the bigger the prize. All prizes will be in gift card form.
☐ The cost for the theater will be $20,000. This includes funding for prizes. If you choose to air more than once we will charge an additional $5000 for additional prize round and broadcasting.

AOCD Live at Meeting Product Theater:

☐ All inclusive (meeting space, AV, meal) you just add speaker.
☐ Our meeting app will advertise your product theater, as well as we will provide you an electronic attendee list for you to send personal invitations. Your event will also be advertised online in all meeting information we distribute. Product theaters will only be offered during the noon breaks, so space is limited.
☐ The new all-inclusive price is $25,000 for up to 150 guests. You will also be required to pay vendor fees for booth space in expo. AOCD will not provide any meals or offer any other activities during your event period. For an additional charge we can record your event for rebroadcast at a later time.

Or let us customize it to fit your needs
AOCD Current Concepts in Dermatology
Sponsorship Registration Form

Company Name_________________________________________________________________

Address_______________________________________________________________________

City____________________________________________ State________ Zip Code__________

Phone Number_______________________________ Fax Number________________________

Contact Person__________________________________ Email Address____________________

On-Site Contact________________________________ Email Address_____________________

___Daily Breakfast in the Exhibit Hall $5,000 per breakfast
___Beverage Break Stations $3,000 per break
___Posters & Abstracts $300 per poster
___Water Bottles $5000
___Coffee Sleeves & Beverage Napkins $2,000
___Attendee Conference Tote Bag $6,000
___T-Shirts $7,000
___Bag Inserts $3000 (must be received 30 days before meeting at the AOCD)

Total Amount Enclosed $____________

Payment Information: Check Enclosed  __   Bill my credit card for the amount $____________

Please contact jwise@aocd.org for a credit card authorization form.

Please return form by fax at 660-627-2623, by email to: jwise@aocd.org or by mail to:
AOCD
PO Box 7525
Kirksville, MO 63501

CONDITIONS
Ancillary Promotional Activities: no promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.

The Company agrees to abide by all requirements of the AOA Guidelines for Relationships between Accredited Sponsors and Company of CME as well as all requirements of the ACCME Standards for Commercial Support.

The American Osteopathic College of Dermatology agrees to:
1) abide by the ACCME and AOA Guidelines for Relationships between Accredited Sponsors and Company of CME;
2) acknowledge support from the Company in program brochures, syllabi, and other program materials, and
3) upon request, furnish the Company a report concerning the expenditure of the funds provided.

Company Representative (print name)____________________________________________________

Company Representative Title_________________________________________________________________

____________________________________________________

Signature Date

AOCD: Marsha A. Wise mwise@aocd.org
Executive Director Email
What is The Foundation for Osteopathic Dermatology?

The Foundation for Osteopathic Dermatology was founded in 2002 by the AOCD as a unique extension of the Osteopathic Dermatology community. Its purpose is to improve the standards of the practice of Osteopathic Dermatology by raising awareness, providing public health information, conducting charitable events, and supporting research through grants and awards given to those applicants under the jurisdiction of Osteopathic Dermatology Physicians.

How Does The Foundation for Osteopathic Dermatology, receive its Funding?

Funding is solely through voluntary donations from physicians and members of the Osteopathic Dermatology community and the generous sponsorship of corporate donors. To make a tax deductible donation please send a check or money order to:

The Foundation for Osteopathic Dermatology
P.O. Box 7525
Kirkville, Mo 63501
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Marsha Wise
Executive Director

John Grogan
Member Services/Digital Media Coordinator

Shelley Wood
Education Coordinator

John Wise
Director of Events and Information Technology
AOCD National Office Staff

Marsha A. Wise
Executive Director

John C. Grogan
Member Services & Digital Media Coordinator

Shelley Wood
Education Coordinator

John Wise
Director of Events & Information Technology