



**2020**  
**SCOTTSDALE**

# Marketing & Sponsorship Opportunities



**The mission of the Society for Investigative Dermatology (SID)** is to advance and promote scientific evidence relevant to skin health and disease through education and scholarly exchange of scientific information, with the intent to foster improvement in the competence (abilities, skills and strategies) of dermatology researchers and clinicians. The 78th Annual Meeting of the SID is a forum in which a diverse community of scientists comes to exchange information on the latest advances.

The Annual Meeting draws a diverse group of senior researchers and clinicians, as well as hundreds of clinical trainees including dermatology residents. These healthcare professionals and basic researchers are on the frontline for recognizing systemic disease (including many types of cancer) with a skin-related association. In addition, presentations represent a diversity of specialties and disciplines, including Dermatology, Oncology, Cell Biology, Genetics, Pathology, Immunology, and Inflammation (to name a few). The opportunity to interact with scientists who possess complementary knowledge, and present cutting edge therapies has produced countless productive collaborations over the decades. As partners, we have the opportunity to advance our common goals by transforming cutting-edge scientific discoveries into novel treatment of disease. Please read this brochure and see what we have to offer. If you wish to take advantage of any of the promotional opportunities or require further details, please contact Becky Minnillo at [minnillo@sidnet.org](mailto:minnillo@sidnet.org) or 216.579.9300 x305.

## COMMERCIAL SUPPORT

A variety of sponsorship and marketing opportunities are available to increase the visibility of your company with meeting attendees. We consider our collaboration with our industry partners of paramount importance, and we will make every effort to ensure that your participation is worthwhile. We do this while maintaining the highest scientific standards and with the spirit of collaboration at the forefront.

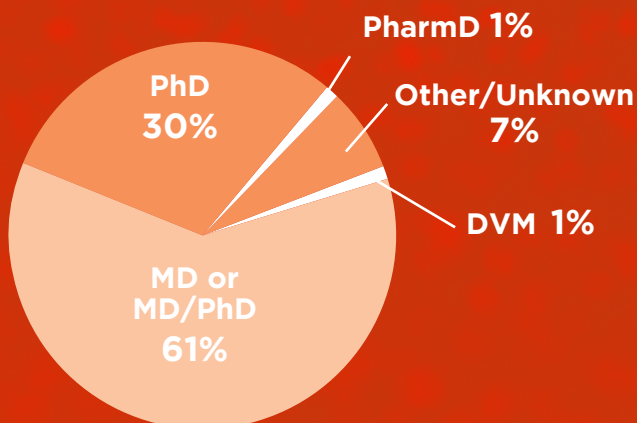
Commercial support may be used to offset program development and direct costs incurred in conjunction with the meeting. Acknowledgment of support will appear on any/all collateral generated for the meeting. This will include various printed and electronic materials and signage throughout the meeting venue, including social activities.

## ABOUT SID 2020

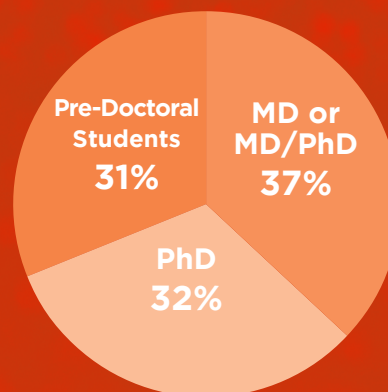
The audience of this meeting represents the global skin research community with representatives from nearly 30 countries attending each year. The 78th SID Annual Meeting is expected to draw approximately 1,700 attendees and 1,100 abstract submissions.

## ATTENDEE DEMOGRAPHICS

### CLINICIANS & INVESTIGATORS



### TRAINEES BY DEGREE



## SID 2020: EXCLUSIVE SYMPOSIUM SLOT

### EXCLUSIVE SYMPOSIUM SLOT \$75,000

This exclusive package offers companies an opportunity to ensure premium visibility at SID 2020. Whether you are looking to boost your corporate image or seek out new clientele, SID 2020 is an opportunity which cannot be missed. Please note that sponsorship packages will be allocated on a “first-come, first-served” basis.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- A 90-minute exclusive lunchtime symposium (symposium topic subject to approval from both Program and Education Committees). No other symposia will be offered at the same time
- An allocated symposium room with capacity for 1,500 attendees
- Free meeting registration for up to four designated attendees
- Attendance to the Social Event for four designated individuals
- State-of-the-Art Audio/Visual equipment (video projectors, microphones, screen) and dedicated technician in your meeting space
- Priority access to the Speaker Ready Room
- Recognition as a premier sponsor of SID 2020 on website, signage, and other collateral
- Publication of symposium title, schedule & program in the SID 2020 Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Exclusive and prominent poster display (provided by the sponsor) outside of the symposium room
- Insert of one invitation per symposium in the attendee's bag (provided by the sponsor)
- Inclusion of the symposium in an announcement email one month prior to meeting with links to sponsor website

## EDUCATIONAL AND SCIENTIFIC ACTIVITIES

### SYMPOSIUM/WORKSHOP \$25,000 SPONSOR

By sponsoring a scientific symposia and/or workshop, you facilitate the dissemination of scientific discovery in skin health and disease. These sessions are especially important to educate the next generation of researchers. Inform our attendees about your company's latest research or product development activities. These sessions support the core academic and professional needs of Senior Investigators, Clinicians, Residents & Post-Doctoral Trainees. Attendees can learn about cutting edge sciences, necessary skills, and relevant opportunities that provide them with research data.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- A 60-minute symposium (symposium topic subject to approval from both Program and Education Committees)
- Standard lecture room in meeting venue
- Free meeting registration for up to two designated attendees
- Attendance to the Social Event for two designated individuals
- State-of-the-Art Audio/Visual equipment (video projectors, microphones, screen) and dedicated technician in your meeting space
- Exclusive and prominent poster display (provided by the sponsor) outside of the symposium room
- Insert of one invitation per symposium in the attendee's bag (provided by the sponsor)
- Inclusion of the symposium in an announcement email one month prior to meeting with links to sponsor website
- Publication of symposium title, schedule and program in the SID 2020 Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website



## NETWORKING AND EVENT HOSPITALITY

### SOCIAL EVENT **\$100,000**

EXCLUSIVE ITEM: The official networking event of SID 2020 will be held on Thursday, May 14th at the Westin Kierland. The event is expected to be attended by 750 meeting participants and promises to be a highly visible occasion to mix and mingle. The Social Event traditionally fosters valuable exchanges outside the formal confines of the meeting and this location will be ideally suited for interactions among the attendees. This unforgettable event will also provide a unique environment to meet or re-connect with colleagues where delicious food and drink will be provided. This is a ticketed event and requires Pre-Registration.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Signage at the main entrance to the event
- Recognition by the SID during opening remarks
- Acknowledgement in all networking event announcements
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Attendance to the Social Event for ten designated individuals
- Free meeting registration for up to four designated attendees
- Signage by bus loading area
- Insert with company logo in attendee bags (provided by the sponsor)

### WELCOME RECEPTION **\$50,000**

EXCLUSIVE ITEM: The Welcome Reception, held on Wednesday, May 13th, will be attended by an estimated 1,700+ participants and is a highly popular networking occasion to reconnect with colleagues and make new acquaintances at the beginning of the meeting. This event fosters valuable attendee interactions that will to a large degree set the tone for the remaining days of the meeting. Lite fare and cocktails will be provided. Attendance to the event is included in the registration fee.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Signage at the main entrances to the event
- Recognition by the SID during opening remarks
- Acknowledgement in all networking event announcements
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Insert with company logo in attendee bags (provided by the sponsor)

### YOUNG INVESTIGATOR COLLEGIALLY RECEPTION **\$35,000**

EXCLUSIVE ITEM: This event is scheduled for Friday, May 15. The SID leadership has arranged for a private reception at the Westin Kierland, Scottsdale, for those registered as Residents, Post-Docs, and Students. The evening will provide attendees the opportunity to informally network with your peers.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Signage at the main entrance to the event
- Recognition by the SID during opening remarks
- Acknowledgement in all networking event announcements
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Insert with company logo in attendee bags (provided by the sponsor)
- Only Residents, Pre-Doctoral Students & Post-Doctoral Fellows are eligible to attend

## SPONSORSHIP & MARKETING OPPORTUNITIES

### COFFEE BREAKS

**\$25,000**

Per Break Session (2 available)

This is a great opportunity to show your support by facilitating the interactions among participants, which will undoubtedly continue their scientific discussions and interactions between sessions and re-energize them during the breaks.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Signage at the Coffee Stations
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Giveaway or printed material to be distributed during breaks (provided by the sponsor)

## ON-SITE SERVICES FOR ATTENDEES

### WI-FI SERVICE

**\$30,000**

EXCLUSIVE ITEM: Wi-Fi at events is no longer a 'nice to have' benefit. Reliable Wi-Fi access is a critical, must-have productivity tool. Today, almost all laptops and other mobile devices have wireless capabilities and enable their users to access their email and browse the Internet from almost anywhere. Since meeting attendance takes people away from their daily work, Wi-Fi access is essential to stay connected and to save on costly roaming charges. Sponsoring the meeting Wi-Fi offers tremendous visibility for the sponsor who will provide a service which will certainly be very useful to most attendees. Wi-Fi internet access will be available throughout the meeting area and will provide sufficient coverage and bandwidth for the expected number of attendees.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Company branded login page to be defined and designed by the sponsor with approval from the SID
- Company logo on an insert in the attendee's bag announcing the Wi-Fi service and login information
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Acknowledgement in all Wi-Fi announcements
- Recognition on transition slides

### MOBILE APP

**\$25,000**

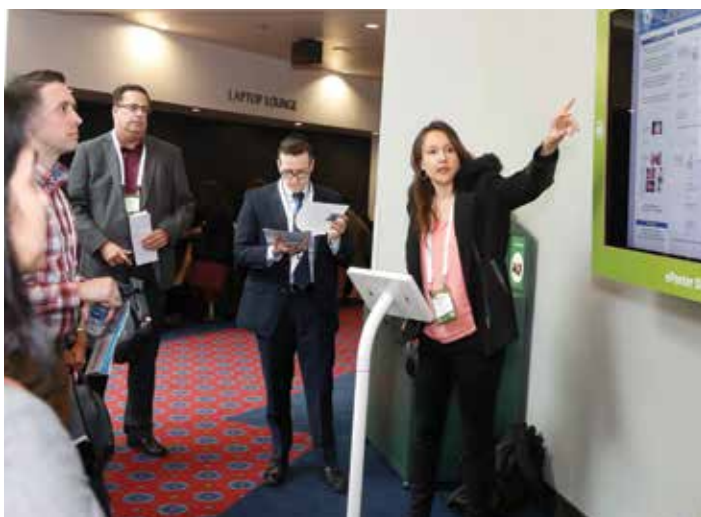
EXCLUSIVE ITEM: Sponsoring the SID 2020 Mobile App offers an impactful integrated presence, with sponsorship often translating to stronger brand recognition. The Mobile App will be free for meeting participants. It will conveniently provide smartphone and tablet users with on-the-go access to the SID's most exciting, informational and interactive features, such as program overviews, speaker and abstract information, general meeting and exhibitor information, venue, city maps and tips. The app will be available for download two weeks prior to the meeting.

#### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Company logo on the app's splash screen
- Recognition on transition slides
- Recognition in the Meeting Program (pending publication dates) and SID Annual Meeting website
- Acknowledgement in all Mobile App announcements
- Signage at the meeting registration table
- Insert with company logo in attendee's bags (provided by the sponsor)



# SPONSORSHIP & MARKETING OPPORTUNITIES



## EPOSTER DISCUSSIONS

**\$25,000**

**EXCLUSIVE ITEM:** In an effort to further increase participation and visibility of abstracts submitted, the SID is pleased to include this feature for sponsorship. Selected ePoster Discussions will take place during Poster Sessions scheduled on Thursday and Friday of SID 2020 at six (6) iPad terminals located within the Poster/Exhibit Hall. The discussions will be thematic tours of selected electronic posters accompanied by a presenting author. Each poster presenter will be asked to briefly describe their work (3 min), followed by a short group discussion (3 min), that will be held with the help of a moderator.

### YOUR SPONSORSHIP PACKAGE WILL INCLUDE:

- Company logo on the display panels
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Recognition on transition slides
- Insert with company logo in attendee bags (provided by the sponsor)





## SPONSORSHIP & MARKETING OPPORTUNITIES

### WEBCAST SPONSOR

**\$20,000**

Be listed as the sponsor of The SID's You-Tube Channel which plays recorded lectures from SID 2020.

#### **YOUR SPONSORSHIP PACKAGE WILL INCLUDE:**

- Company logo on all Lecture Pages
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Insert with company logo in attendee bags

### MOBILE DEVICE CHARGING STATIONS (2) **\$10,000**

EXCLUSIVE ITEM: Help attendees charge their cell phones, computers and other electronic gadgets at conveniently located stations. These stations charge fast and are highly utilized by meeting attendees.

#### **YOUR SPONSORSHIP PACKAGE WILL INCLUDE:**

- Signage on the charging stations
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Insert with company logo in attendee bags

### ATTENDEE BAG TAGS

**\$5,000**

EXCLUSIVE ITEM: Ensure that the attendee's bag remains with its rightful owner during the meeting by sponsoring the bag tags. Bag tags that allow the attendees to insert their business card will be included inside each attendee bag. This opportunity extends your exposure as attendees frequently use the bag tag after the meeting for future travels.

#### **YOUR SPONSORSHIP PACKAGE WILL INCLUDE:**

- Sponsors logo on Bag Tag
- Recognition in the Meeting Program (pending publication dates), Mobile App and SID Annual Meeting website
- Recognition on transition slides
- Insert with company logo in attendee bags (provided by the sponsor)

### BAG INSERTS

**\$3,000**

Provide an educational or promotional item (no more than 4 pages, up to A4 or US letter size) that will be inserted in all attendee's bags. PDF versions of the inserts must be submitted for approval by the SID before insertion into the bags.

#### **YOUR SPONSORSHIP PACKAGE WILL INCLUDE:**

- Opportunity to educate the attendees about your products or research in a clear concise manner (materials provided by the sponsor)
- Recognition in the Meeting Program (pending publication dates)



*Increase your visibility to over 1,700 world leaders in Dermatology and skin research.*





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Society for Investigative Dermatology  
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Cleveland, OH 44114