

# AMERICAN ACADEMY OF DERMATOLOGY

## 2009 CORPORATE PARTNER RECOGNITION PROGRAM

The AAD Annual Corporate Partner Recognition Program recognizes corporations for annual cumulative giving in support of Academy programs. (Refer to the AAD Leaders in Giving Partnering Opportunities Booklet for a complete listing.) This prestigious Academy Program honors corporations in five recognition levels:

### AAD Corporate Partner Recognition Levels

Diamond . . . . .	\$500,000 and above
Sapphire . . . . .	\$250,000 - \$499,999
Ruby . . . . .	\$100,000 - \$249,999
Emerald . . . . .	\$ 50,000 - \$ 99,999
Bronze . . . . .	\$ 25,000 - \$ 49,999

### Recognition Criteria

Recognition levels are based upon total contributions given in support of Academy programs that occur in a calendar year. Membership in a recognition level occurs at the beginning of the calendar year.

### AAD Corporate Partner Recognition Program Membership Logo

In an effort to recognize the important role that corporate contributions play in maintaining the excellence of Academy programs, a special Corporate Partner Logo has been created (see attached illustration). The logo may be used by qualifying companies only in the following manner:

#### 1. Exhibit Booth Recognition

Members of the AAD Annual Corporate Partner Recognition Program may reproduce the logo for use in the exhibit booth only in the year in which it was awarded. The logo must be reproduced without any alteration of design or proportion (no filler or pattern may be added) and should be detailed illustration or line art. The maximum size for exhibit booth use is 26" x 56". The logo may be used up to a maximum of four times in the exhibit booth.

AAD will provide two table top easels measuring 10 inches high to each AAD Corporate Partner Recognition Member for display in their exhibit booth at the AAD Annual Meeting and Summer Academy Meeting.

#### 2. 2009 AAD Annual Corporate Partner Recognition Lapel Pin

A unique lapel pin has been designed to honor and signify membership in the five AAD Corporate Partner Recognition Program Membership Levels (see attached illustration). The first four membership levels: Diamond, Sapphire, Ruby and Emerald, have a stone the color of the named membership level. Each company will receive lapel pins for their sales force to wear during the year of the program recognition membership. Please note that the pins must be worn on clothing and **NOT** attached to Annual Meeting or Summer Academy Meeting name badges.

#### 3. Badge Recognition

A ribbon denoting the membership level in the AAD Corporate Partner Recognition Program will be provided to representatives of companies that qualify and may be worn on their name badges during the AAD Annual Meeting and Summer Academy Meeting.

#### 4. AAD Annual Corporate Partner Recognition Program Module

A recognition module has been designed to showcase the companies that attained membership in one of the AAD Corporate Partner Recognition Levels. The module is displayed in a prominent location at both the AAD Annual and Summer Academy Meetings.

#### 5. AAD Annual Corporate Partner Recognition Video

A video including all of the companies that have attained membership in one of the AAD Corporate Partner Recognition Levels highlighting the programs that were made possible through support will be incorporated into the recognition module. It will also be played on a continuous loop at various Academy functions including AAD's closed circuit TV program at the Annual Meeting, at the Summer Academy Meeting and in hotels housing attendees. Each corporate partner will receive a copy of the video for their use.

*Furthering Excellence in Dermatology ... Today and Tomorrow*

