



Approved: AAD Board of Directors 11/22/03

# American Academy of Dermatology Corporate Partner Recognition Program

The American Academy of Dermatology Development and Industry Liaison Committee and Academy Board of Directors have announced the Corporate Partner Recognition Program that was adopted by the Board on November 21, 2003 for implementation in 2004. The program was designed to recognize the significant role that corporations play in furthering dermatology and the mission of the Academy. The Academy's Corporate Partner Recognition Program honors corporations that provide unrestricted educational grants and/or contributions with three types of recognition:

## 1. EVENT/PROGRAM SPECIFIC

Recognition provided for supporting a specific item, program or educational event at any dollar level:

- The supporting company will have its name and logo on the item and in most instances include a phrase referencing the grant;
- If an activity occurs in a room, the name of the company with logo will be placed upon a tripod outside of the room;
- If the item supports an event such as the Annual or Summer Academy Meeting, all companies will be listed on a display board and include the items supported; and
- Listing will also be included in various publications such as *Dermatology World* and if event specific at the Academy's Annual or Summer Academy Meeting, in the appropriate *Program-at-a-Glance* and *AAD Annual Meeting* or *Summer Academy Meeting News Post Edition*.

## 2. ANNUAL CUMULATIVE GIVING

Recognition provided for total dollars in one year in support of educational events, items or programs of \$25,000 and above:

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

- Exhibit Booth Recognition at both the Annual and Summer Academy Meetings;
- Annual Corporate Partner Lapel Pins provided for wear all year;
- Name Badge recognition at the Annual and Summer Academy Meetings;
- Listing on AAD Corporate Partner Recognition Video played at Annual and Summer Academy Meetings;
- One invitation to attend the Development and Industry Liaison Committee Corporate Partner Recognition Reception held during the Annual Meeting based on level of support: Diamond = six guests; Sapphire = five guests; Ruby = four guests; Emerald = three guests; Bronze = two guests; and
- One invitation for two to attend President's Dinner held during the Annual Meeting (Emerald and above).

### 3. AMERICAN ACADEMY OF DERMATOLOGY CORPORATE PARTNER CIRCLE (LONG-TERM CUMULATIVE GIVING)

Recognition provided for companies providing support at the \$100,000 (Ruby Level) and above for three consecutive years. Membership in the Academy's Corporate Partner Circle is the highest level of recognition given to a corporation by the Academy.

- Includes all of the above plus one additional invitation for two to attend the President's Dinner held during the Annual Meeting;
- Unique identification as member of the Academy's Corporate Partner Circle;
- Increased attendance for Development and Industry Liaison Committee Corporate Partner Recognition Reception;
- Access to restricted ticketed sessions that take place during the Annual Meeting and Summer Academy Meeting based upon the following criteria (pilot program):
  - A point system has been developed based on the total number of points from the previous three years of support. Diamond Level = 5 points; Sapphire Level = 3 points; Ruby Level = 1 point. Corporate Partner Circle members with 10-15 points receive 10 tickets; 6-9 points receive 6 tickets; 3-5 points receive 3 tickets.  
**Example:** Support at the Diamond Level for one year = 5 points, support at the Sapphire Level for one year = 3 points, support at the Ruby Level for one year = 1 point. Total points for three previous years are 9 points; therefore, the Corporate Partner Circle member is entitled to 6 tickets to restricted ticketed sessions.
- Participation in the Corporate Partner Circle Meetings that take place at the Annual and Summer Academy Meetings with leadership.

For a complete listing of all benefits of the Academy's Corporate Partner Recognition Program contact Elizabeth Jan Edgar, MS, Director of Development, or Miriam J. St. Jon, MS, Senior Manager, Corporate Relations.

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Please note that the dollar value of all grants and/or contributions is included in the formula for determination of exhibit booth prioritization.