

# AMERICAN ACADEMY OF DERMATOLOGY

## 2011 CORPORATE PARTNER CIRCLE RECOGNITION PROGRAM



### **AAD Corporate Partner Circle Level of Recognition**

Membership in the American Academy of Dermatology (AAD) Corporate Partner Circle is the highest level of recognition given to a corporation by the Academy. The AAD Corporate Partner Circle Program was designed to recognize corporate partners that provide support at the \$100,000 (Ruby Level) and above for three consecutive years. Membership in the Corporate Partner Circle includes all the recognition elements companies are eligible to receive on an annual cumulative basis plus additional benefits.

### **AAD Corporate Partner Circle Recognition Program Membership Logo**

In an effort to recognize the important role that long-term corporate contributions make in maintaining the excellence of Academy programs and impact to the specialty, a special Corporate Partner Circle Logo has been created. The logo may be used by qualifying companies in the following manner:

#### **1. Exhibit Booth Recognition**

Members of the AAD Corporate Partner Circle Recognition Program may reproduce the logo for use in the exhibit booth only in the year it is 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 the exhibit booth use is 26" by 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 11 ¾ inches in diameter to each Corporate Partner Circle member for display in their exhibit booth at the AAD Annual Meeting and Summer Academy Meeting.

#### **2. Badge Recognition**

A ribbon denoting the membership level in the AAD Corporate Partner Recognition Program and Corporate Partner Circle 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.

#### **3. AAD Annual Corporate Partner Recognition Module**

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

#### **4. 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 Program Levels highlighting the programs that were made possible through support will be incorporated into the recognition module. Also featured will be members of the Corporate Partner Circle. The video will be played on a continuous loop at various Academy functions including AAD's closed circuit TV program at the Annual Meeting. Each corporate partner will receive a copy of the video for their use.

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