

SDPA and Dermcast Opportunities



Society of Dermatology Physician Assistants

Tel: 800-380-3992 • Fax: 818-238-0444 • www.dermpa.org

Dermcast.tv

www.dermcast.tv | 800-380-3992 | dermcast@dermpa.org



Empower. Educate. Advance.

The Future of Dermatology

SDPA Conference
Sponsorships and
Opportunities



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Event Packages

We welcome both Unrestricted Educational Grants and Corporate Support

Partnership Opportunities

We offer 6 levels of support:

President's Circle - \$40,000 and above
(includes cost of exhibit table)

- Premier Table space at SDPA Conference
- Advertisement in the JDPA magazine, the official SDPA publication
- Six (6) exhibitor only badges allows access in exhibit hall and welcome mixer
- Two (2) full conference badges allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Full-page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website linked to your website
- Copy of Conference Participant mailing list (upon request)
- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

Diamond Level - \$30,000
(includes cost of exhibit table)

- Premier Table space at SDPA Conference
- Full-page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website linked to your website
- Copy of Conference Participant mailing list (upon request)
- Six (6) exhibitor only badges allows access in exhibit hall and welcome mixer
- Two (2) full conference badges allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only Meeting with CME and Industry Relations Chairman
- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

Platinum Level - \$20,000
(includes cost of exhibit table)

- Premier Table space at SDPA Conference
- Half-page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website linked to your website
- Copy of Conference Participant mailing list (upon request)
- Five (5) exhibitor only badges allows access in exhibit hall and welcome mixer
- Two (2) full conference badges allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only

- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

Gold Level - \$15,000
(Exhibit table fee not included)

- Quarter page advertisement in the SDPA e-newsletter
- Company Logo on SDPA Website linked to your website
- Copy of Conference Participant mailing list (upon request)
- Four (4) exhibitor only badges allows access in exhibit hall and welcome mixer
- One (1) full conference badge allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

Silver Level - \$10,000
(Exhibit table fee not included)

- Company Logo on SDPA Website linked to your website
- Three (3) exhibitor only badges allows access in exhibit hall and welcome mixer
- One (1) full conference badge allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

Bronze Level - \$7,500
(Exhibit table fee not included)

- Company Logo on the SDPA Website
- Two (2) exhibitor only badges allows access in exhibit hall and welcome mixer
- One (1) full conference badge allows access in exhibit hall, welcome mixer and entry into general session room
- One (1) lead retrieval for scanning of attendee badges during exhibit hours only
- Meeting with SDPA Conference Educational Planning and Industry Relations Chairs
- Recognition during the Conference

SDPA provides these Partnership Level benefits ONLY upon receipt of a signed contract or funds. Some restrictions apply.

Conference Sponsorship Opportunities

Arrival Reception

Sponsor Fee: \$25,000.00

Kick off the week with this reception to cap off the end of pre-conference events. Connect with attendees as they are arriving, welcoming them with your brand.

Welcome Dinner Event

Sponsor Fee: \$50,000.00

Another great kick off to the start of the conference. Attendees will enjoy an evening of fun, food and excitement as they mingle with their colleagues.

VIP Reception

Sponsor Fee: \$30,000.00

This event recognizes SDPA Fellow Diplomates including Faculty, Partners, Board and Committee Leaders with an evening of food, drinks and fun.

Evening Receptions

Sponsor Fee: \$25,000.00

Enjoy a more conversation type setting with our attendees at one of our evening receptions. Space is based on availability and location at the Host Hotel.

Mingle Zone

Sponsor Fee: \$25,000.00

The "Mingle Zone" encourages attendees to relax, connect with colleagues, charge devices, and take a breather. Space is based on availability and location at the Host Hotel.

Past President Breakfast

Sponsor Fee: \$10,000.00

This event recognizes SDPA Past Presidents including Board and Committee Leaders.

Conference Bags

Sponsor Fee: \$25,000.00

The Sponsor will be allowed to display their company logo on the bag along with the SDPA logo. Each attendee will receive the bag at registration.

Conference Lanyards

Sponsor Fee: \$5,000.00

The Sponsor will be allowed to display their company logo on the lanyard along with the SDPA logo.

Neck Wallet/Badge Holder

Sponsor Fee: \$7,500.00

The Sponsor will be allowed to display their company logo along with the SDPA logo on the front of the badge holder.

USB Flash Drive

Sponsor Fee: \$15,000.00

The Sponsor will be allowed to display their company logo along with the SDPA logo on the Flash Drive.

Syllabus

Sponsor Fee: \$15,000.00

The Sponsor will be allowed to display their company logo along with the SDPA logo on the front cover of booklet.

WIFI

Sponsor Fee: \$20,000.00

WIFI throughout meeting space providing participants access to email and the internet daily. Sponsor name will be prominently displayed and acknowledged on all conference print media and signage.

Audience Response System

Sponsor Fee: \$15,000.00

This technology improves attentiveness, increases knowledge retention, creates an interactive and fun learning environment, confirms understanding of key learning points, gathers data for reporting and analysis.

Charging Stations

Sponsor Fee: \$15,000.00

Keeping fully charged at all times by using the most modern technology to deliver a fast, safe, efficient charge to mobile devices.

Lecture Session

\$5,000.00 each

An excellent roster of Speakers with lectures of high quality will be confirmed.

Breakfast Buffets

\$20,000.00 each

Lunch Buffets

\$35,000.00 each

Refreshment Breaks and Beverage Station

\$10,000.00 each day

Product Theater

Product Theater events are non-accredited promotional/educational activities presented during a fully-packed audience. Limited availability, details and pricing upon request. Exhibit table fee is not included with Product Theater opportunity. Other restrictions may apply.

Satellite Dinner Symposia Opportunities

Satellite symposia's are held in conjunction with SDPA Conference and are offered during times when the scientific sessions have concluded for the day. Limited availability, details and pricing upon request. Time slots available on a first-come first serve bases. These activities will not be sponsored by SDPA. Exhibit table fee is not included with this opportunity. Other restrictions may apply.

Advertising and Marketing

Placement opportunities available via Emails, Website, Dermcast.TV, and e-Newsletter.

Please contact SDPA@dermpa.org for more details and pricing.

ADDITIONAL OPPORTUNITIES available upon request:

- Hotel Key Cards
- Insert in Attendee Conference Bag
- Promotional Items such as water bottles, shirts, pens, etc.
- Room Drop
- Shuttle Arrival/Departure

Conference logo, colors, bags, meals and miscellaneous items will be selected and approved by SDPA.

Additional information will be provided to companies wanting to sponsor Welcome Dinner Event, Evening Receptions, Arrival Reception and Mingle Zone as some restrictions may apply. Space is based on availability and location at the Host Hotel.

Companies sponsoring any opportunity will be acknowledged during sessions and all conference print media.

Product Theater

The Society of Dermatology Physician Assistants (SDPA) offers a limited number of Product Theater slots per meeting. The SDPA Conference is an educational event, designed to enhance the dermatologic knowledge of physician assistants, nurse practitioners, dermatologists and medical professionals who actively treat dermatology patients.

Product Theater events are promotional educational activities and are not accredited. The program content is developed by Pharma Company. Speakers present on behalf of the company and are required to present information in compliance with FDA requirements for communications about its medicines. Exhibit Table Fee is not included in Product Theater Opportunities.

For additional information on Product Theater availability and Fees please email industry@dermpa.org or call **Robert Higham** at **800-380-3992**.

PRODUCT THEATER PACKAGE BENEFITS:

- Preferred One Hour Time Slot
- Room Rental
- Full Audio Visual Package
- Pre-Registration list for mailing
- Full Page AD in SDPA e-Newsletter
- Events Support: Live Blogs of Lecture – sent to over 4000 Ongoing Social Media Exposure to our Vast Audience

PHARMA COMPANY IS RESPONSIBLE FOR:

- Speaker Selection
- Speaker Compensation
- Speaker Lodging and Travel
- Speaker Lecture Material
- Handouts
- Signage
- Survey Implementation and Results
- Promotional and Marketing Material

PARTNER WITH US TODAY!



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Industry Partner Sponsorship
Opportunities
For Industry Partners

The official online media resource of the SDPA





Thanks for your interest in partnering with Dermcast.tv, the SDPA's official online media resource.

In less than 5 years, Dermcast.tv has created an extensive library of more than 300 audio and video podcasts and interviews that anyone with an interest in dermatology can access via the website, iTunes or their smart phones. Thousands of PAs from across the country are listening to the podcasts on their daily commutes and using the videos as a tool to gain more knowledge and information about issues and topics pertaining to dermatology.

Dermcast is currently the #1 podcast on iTunes for "Dermatology." Traffic on the site is often close to 5,000 page views per month and consistently more than 55,000 hits per year. We have captured the attention of our unique audience, and they are listening and watching. The opportunity for new content is endless.

Our current partners have enjoyed great success with Dermcast, saying that they appreciate how easy and affordable we make it for them. Dermcast is a great way for your company to promote new products and services, or just time release interviews, round table discussions, sponsored podcasts or customized videos from a scientific meeting or their home office. Our media team can work with you in customizing your Dermcast experience.

If I can answer any questions, please do not hesitate to contact me at rhigham@dermpa.org. Our creative firm Radar Creative is also available at dermcast@dermpa.org.

Sincerely,

Robert Higham, MPAS, PA-C
SDPA Industry Relations Chair

Welcome to Dermcast.tv

The official online media resource of the SDPA

Be a part of Dermcast.tv and get your product in front of more people. Thousands of Derm PAs and providers from all across the country are listening to the podcasts on their daily commutes and using the videos as a way to gain more knowledge and information about issues and topics pertaining to dermatology. In the coming months, expect to see a mobile version of the site with more user-created content, commenting, and organic keyword search options. Dermcast.tv is the SDPA's only online resource for dermatology PAs, dermatologists and partners nationwide.

- **Hundreds of video & audio podcasts**
- **Available on Dermcast & iTunes**
- **Nearly 5000 page views per month**
- **2,000 podcasts downloaded each month**
- **+ 55,000 hits per year**
- **66% new visits to the site**



DERMCAST PACKAGES

	ALPHA \$15,000 <i>For 6 Months</i>	BETA \$20,000 <i>For 8 Months</i>	OMEGA \$30,000 <i>For 12 Months</i>
LOGO HOME PAGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAGES ON DERMCAST	1	UP TO 3	UP TO 5
VIDEO IMPLEMENTATION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YOUR VIDEO & OUR VIEWERS ROI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"SPONSORED BY" ON PODCASTS		UP TO 3	UP TO 5
ADS IN SDPA PUBLICATIONS			UP TO 5
WE PRODUCE ORIGINAL CONTENT FOR YOU*			<input type="radio"/>

*Some conditions apply. Contact dermcast@dermpa.org for details

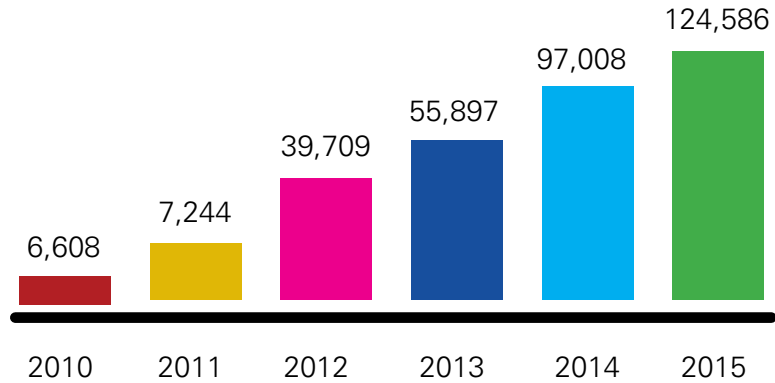
Dermcast Metrics

The official online media resource of the SDPA



Dermcast.tv YOY Growth

The following are the page views – you can see the dramatic uptick.



5 Channels – Combined Social Media reach of nearly **13,200 followers**

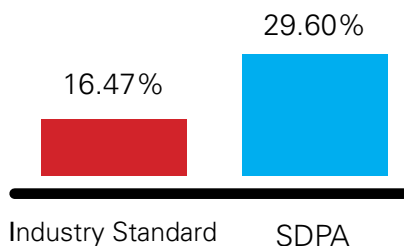


Dermcast is the **#1 Podcast** in Dermatology on iTunes

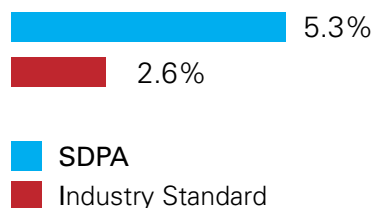


“This Week in Dermcast” – Weekly eBlasts Nearly 100 eBlasts sent since 2011
Reach: Over 5400+ Derm PAs, NPs, MDs

Open Rates vs. Industry Standard



Click Rates vs. Industry Standard



Partner with Us

Dermcast.tv is the official online media resource of the SDPA. Dermcast powerfully taps into our nationwide network of more than 4,000 derm PAs and dermatologists, and their practices as well as trusted industry partners.

Quick Facts about us

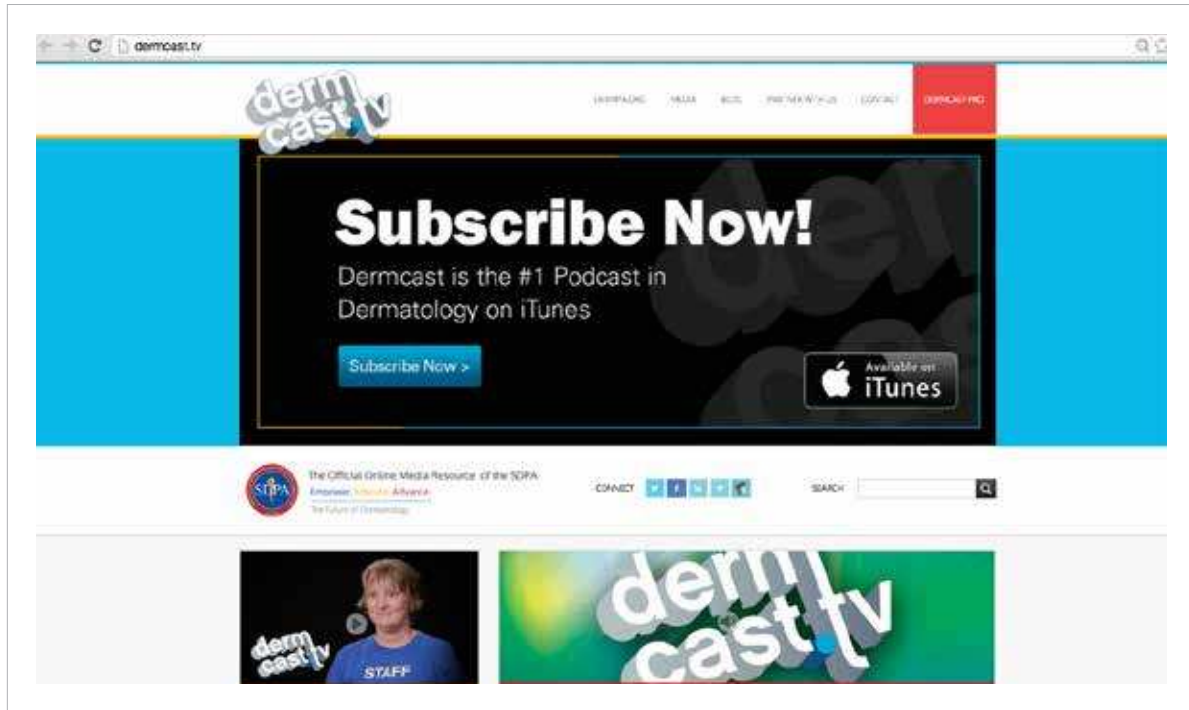
- Dermcast is currently the #1 podcast on iTunes for "Dermatology."
- Overall website traffic and user-retention on Dermcast has continued to grow substantially since October 2008!

We have captured the attention of our unique audience, and they are listening and watching. The opportunity for new content is endless. Viewers can watch video highlights of a recent event, download & listen to an audio podcast of a lecture they missed or see what other derm PAs are saying about legislative updates.

Our industry partners have experienced great success with their campaigns and we continue to offer organic inbound marketing opportunities for partners big & small. We're excited to show you what Dermcast.tv can do for your business. Here are a few ways you can partner with us:

PRE-PRODUCED VIDEO IMPLEMENTATION + CUSTOM PAGES ON DERMCAST (ALPHA & BETA SPONSORSHIP TIERS)

This traditional approach has worked really well for several of our partners. We receive video that you produce and implement it on Dermcast.tv. Your logo is then placed throughout the site, driving viewers to your custom-built page, populated by all relevant media pieces (Product Theater Podcasts, etc.).



- A screen shot of the Dermcast.tv website home page.

“SPONSORED BY _____, THE MAKERS OF _____” INTRO BUMPER INSERTED INTO OUR PODCAST EPISODES (OMEGA SPONSORSHIP TIER ONLY)

Radio-style advertising has long been a favorite. Choose an audio or video piece that we’ve produced and insert a bumper demonstrating your sponsorship of that podcast.

CUSTOM CONTENT CREATED FOR YOU (OMEGA SPONSORSHIP TIER ONLY)

(A) VIDEO CONTENT CRAFTED FROM ON-SITE SDPA CONFERENCES

Take advantage of Dermcast Studios at every SDPA Conference (2x year), and allow us to partner with you to launch creative video content. These videos will then be promoted on Dermcast.tv, as well as pushed through our Video Podcasts on iTunes.

Medicis' educational piece is an excellent example of the potential for Industry partners to leverage quality video content based on our footage from SDPA Conferences.

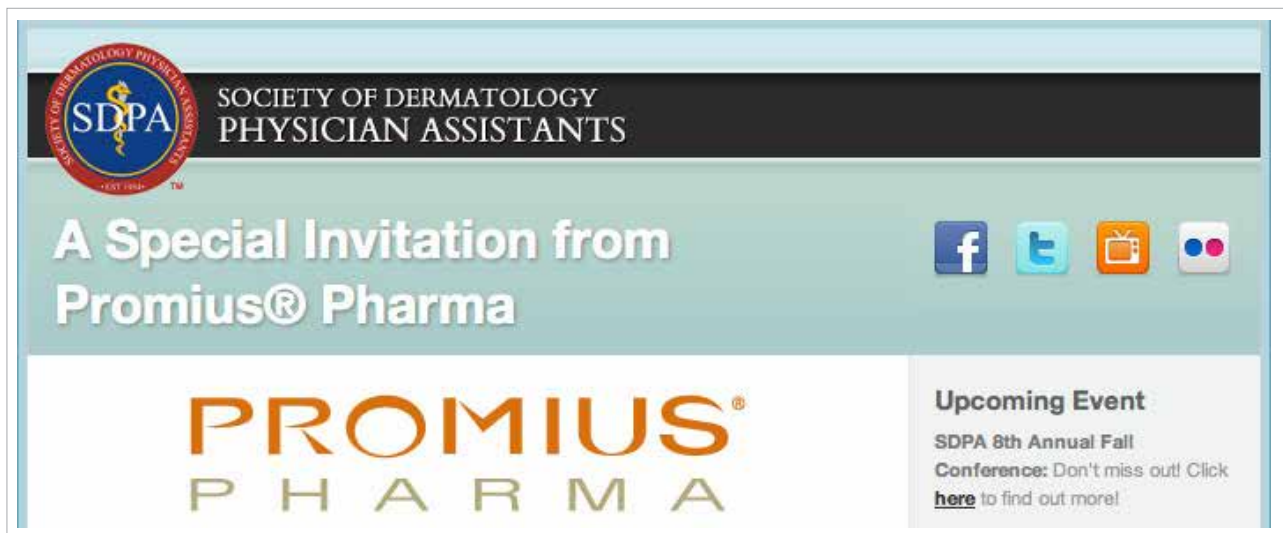


The banner features the Medicis logo on the left, which includes a caduceus symbol above the word "MEDICIS". Below the logo, the text reads: "WATCH THIS SPECIAL PRESENTATION TO LEARN ABOUT LAWS, REGULATIONS, AND INDUSTRY STANDARDS THAT GOVERN RELATIONSHIPS BETWEEN PHARMACEUTICAL COMPANIES AND HCPS". At the bottom center is a red button with white text that says "WATCH NOW!". On the right side of the banner is a small video thumbnail showing a woman with dark hair, wearing a dark blazer, looking directly at the camera.

(B) EMAIL MARKETING CAMPAIGNS:

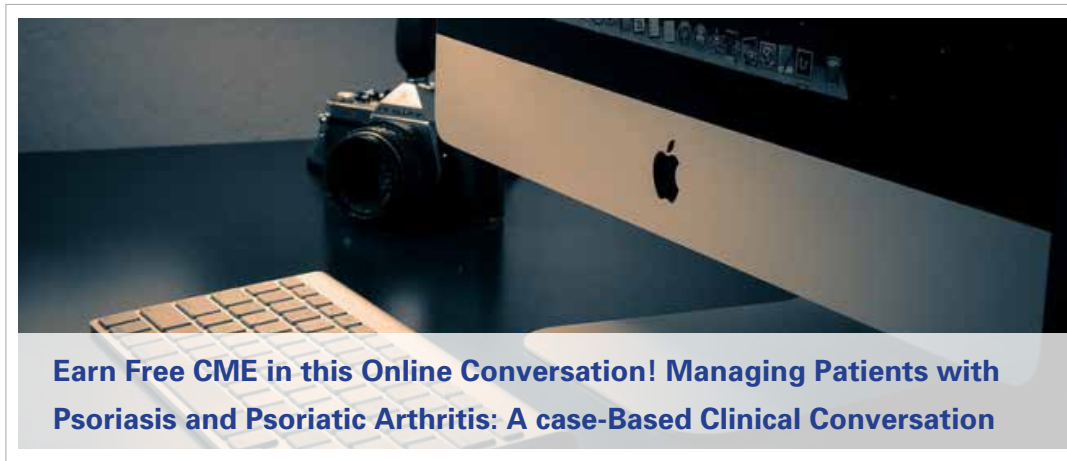
EXAMPLES

1 - A partial screen shot of the header of an email campaign sponsored by Promius - 2010



The email header features the SDPA logo on the left, which is a circular seal with "SDPA" in the center and "SOCIETY OF DERMATOLOGY PHYSICIAN ASSISTANTS" around the perimeter. To the right of the logo, the text reads "SOCIETY OF DERMATOLOGY PHYSICIAN ASSISTANTS". Below this, the main headline says "A Special Invitation from Promius® Pharma". To the right of the headline are four social media icons: Facebook, Twitter, YouTube, and a multi-colored icon. At the bottom left is the "PROMIUS PHARMA" logo in large, bold, orange and green letters. On the bottom right, there is a box titled "Upcoming Event" which contains the text: "SDPA 8th Annual Fall Conference: Don't miss out! Click [here](#) to find out more!".

2- A partial screen shot from an email campaign sponsored by Curatio - 2013



(C) “THIS WEEK ON DERMCAST” SPONSORSHIPS:

In addition to this, ad placement opportunities are available within our “This Week in Dermcast” emails, sent out weekly to our list of +5000.

(D) YOUR ADS IN OUR PRINT & EMAIL PUBLICATIONS

Diamond-tier partners also enjoy premium placement in some of our SDPA publications such as: Monthly Newsletters, E-News, and more.

(E) SOCIAL MEDIA POWER

The SDPA is extraordinarily active on 3 different Social Media channels, with a combined reach of more than 7000 followers. Monthly Newsletters, E-News, and more.





Interested in Partnering
with Dermcast?

Contact : dermcast@dermpa.org

1-800-380-3992 or rhigham@dermpa.org

The official online media resource of the SDPA

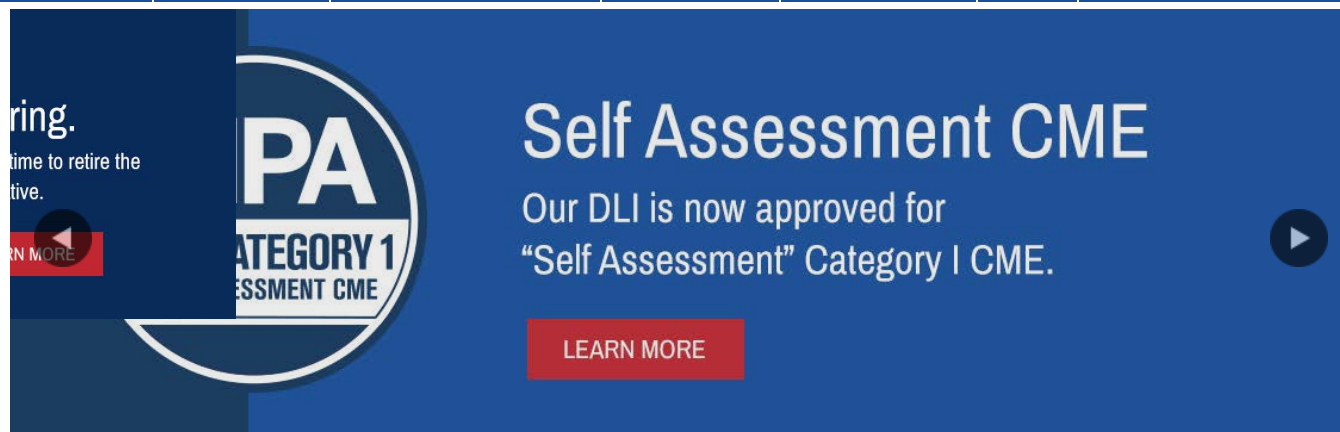




Empower. Educate. Advance.

The Future of Dermatology

- About Us
- Membership
- Education & Training
- Conferences
- Career Center
- JDPA
- Derm PA Foundation



Self Assessment CME

Our DLI is now approved for "Self Assessment" Category I CME.

[LEARN MORE](#)



What is a Dermatology PA?

Watch our video to learn more about our members and how a dermatology PA practices.

[FIND OUT MORE](#)



What is the SDPA?

We are a nonprofit professional organization composed primarily of PA members who provide dermatologic care or have an interest in the medical specialty of dermatology.

[FIND OUT MORE](#)



Hire a DermPA

The demand for dermatological services has never been higher. Learn about the benefits that hiring a dermatology PA can bring to your practice.

[FIND OUT MORE](#)



Distance

LATEST NEWS [more](#)

3/21/2016
SDPA Response to "Elephant in the room of dermatology"

3/21/2016
What to do with

CALENDAR

SDPA Annual Summer Dermatology Conference 2016
June 1-5, 2016 – JW Marriott Hotel – Austin, Texas

SIGN IN

[SIGN IN](#)

Learning Initiative

[FIND OUT MORE](#)

Excess Fat Under the Chin?

3/9/2016
Is Electronic Follow-Up Feasible for Monthly Acne Evaluations?

SDPA 14th Annual Fall Dermatology Conference 2016
November 3-6, 2016
– Caesars Palace –
Las Vegas, NV

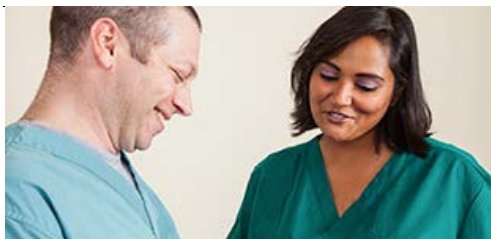
[Forgot your password?](#)
[Haven't registered yet?](#)



Journal of Dermatology for Physician Assistants The JDPA is the official clinical journal of the Society of Dermatology Physician Assistants. Published quarterly, members receive a complimentary subscription and access to CME Credit Exams. » [Find Out More](#)



Dermcast.tv Dermcast.tv is the official online media resource of the SDPA. Members can access dermatology related videos, podcasts, blog articles, and more. » [Find Out More](#)



SDPA Membership SDPA Members receive access to an extensive list of benefits. SDPA links members into a thriving community of dedicated dermatology professionals. » [Find Out More](#)



Dermatology PA Foundation The Dermatology PA Foundation is the SDPA's 501c3 nonprofit organization which works to engage in research, scholarship, and philanthropy to improve the practice of dermatologic patient care. » [Find Out More](#)



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Connect with SDPA

