



Support Opportunities

2027 AAD Industry Non-CME Program

**Maximize your reach at the Annual Meeting by
supporting an Industry Non-CME (INC) Program.**

Showcase your company and your latest education in front of the world's largest gathering of leaders, innovators and decision-makers in dermatology.

Extend the reach of your INC program beyond Annual Meeting with the **INC On-Demand Add-on** to make an impression year round.



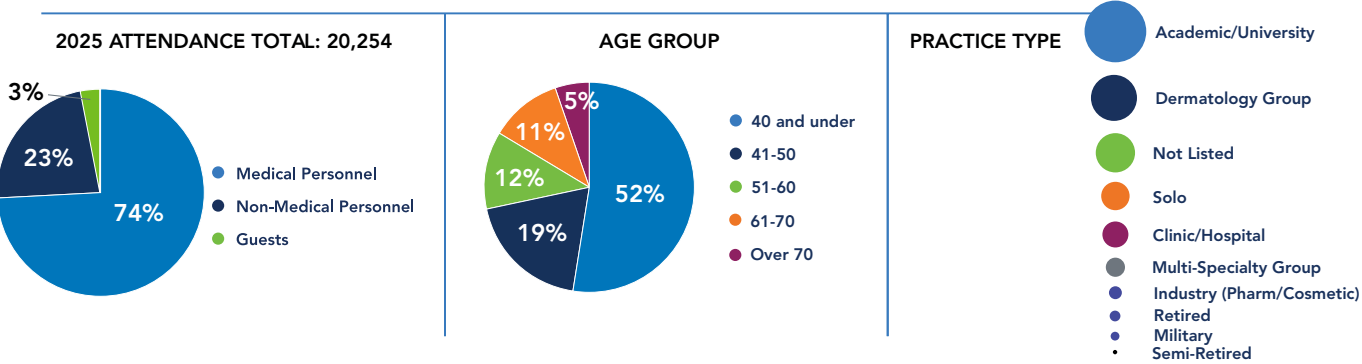
Connect with your audience at the AAD Annual Meeting

The AAD Industry Non-CME (INC) Program provides unique opportunities to:

- Leverage the Annual Meeting size and scope.
- Exclusively reach your audience.
- Present your latest research and clinical data.
- Develop and deliver content in a live setting.
- Share your program via INC On-Demand for year-round reach and accessibility.
- Showcase your latest innovation in a premium space at one of the conference hotels.
- Take advantage of a lead retrieval tool to connect with your audience post-meeting.
- Amplify your reach with AAD's official promotion of all INC programs to attendees.
- Boost traffic by leveraging **individual program advertising opportunities** for INC program supporters.
- Display the official AAD Licensee badge to align your brand with the AAD (for INC-On Demand supporters only).



Annual Meeting Reach



Available Programs

Registration may start at 6:00 a.m. for breakfast sessions and at 6:30 p.m. for dinner sessions.

	NEW Breakfast Sessions	Dinner Sessions
Thursday, March 18, 2027	—	7:00 p.m. to 9:00 p.m.
Friday, March 19, 2027	6:30 a.m. to 8:30 a.m.	—
Saturday, March 20, 2027	6:30 a.m. to 8:30 a.m.	7:00 p.m. to 9:00 p.m.
Sunday, March 21, 2027	6:30 a.m. to 8:30 a.m.	7:00 p.m. to 9:00 p.m.

Key Dates



INC Program Support Levels

INC Programs

Our premier placement for unmatched visibility, large capacity rooms, priority access to prime dates, and exclusive AAD Annual Meeting benefits designed to put your program at the center of the conversation.

ThINCshops

Smaller capacity offerings for more meaningful engagement with attendees through hands-on, interactive workshops.

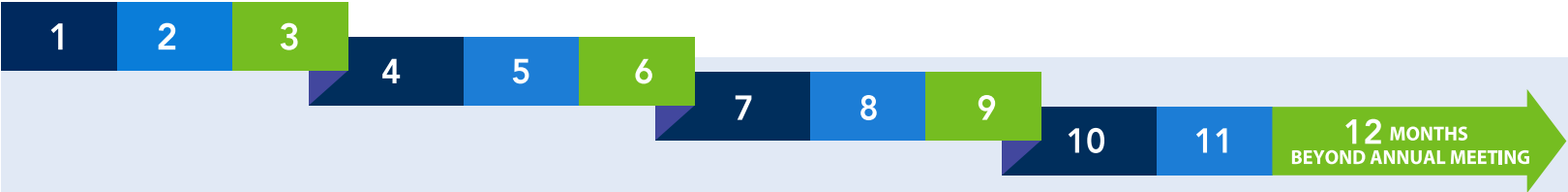
Supporter Opportunities	INC Program	ThINCshop
Priority in program date selection	✓	
Complimentary Wi-Fi (for attendees of INC Program)	✓	
Lead Retrieval Access	2 logins	1 login
Program listed in Meeting App schedule	✓	
Meeting App push notification day of program*	✓	
Program listed in Advance Registration Envelope*	✓	
Program promotion in <i>DermWorld</i> March issue* <i>Mailed prior to and distributed onsite at the Annual Meeting.</i>	✓	
Complimentary Pre-registration mailing list	✓	✓
Program details on INC Program landing page on aad.org*	✓	✓
Your pre-registration link included on INC Program landing page	✓	✓
Meeting App tile linked to INC Program landing page on aad.org*	✓	✓
Program mention in 2 AAD Meeting News E-previews*	✓	✓
Signage presence in the convention center and host hotel*	✓	✓
Program mention in 1 Instagram Story & 1 LinkedIn Post*	✓	✓
Exhibitor Price	\$100,000	\$80,000
Non-Exhibitor Price	\$135,000	\$108,000

*Note: These tactics promote all INC programs, not individual programs. AAD will design and manage these tactics. Supporter must adhere to published material deadlines to be included in these marketing campaigns.

Industry Non-CME Program (INC) On-Demand

The American Academy of Dermatology offers Industry Non-CME (INC) Program supporters the chance to expand beyond the ballroom and into the digital space — reaching thousands of dermatology professionals who may be unable to attend the Annual Meeting.

For an additional fee, your recorded session can be featured on the AAD Learning Center on aad.org for up to 12 months following the AAD Annual Meeting.



INC On-Demand Benefits Include:

Extended Visibility:

Your recorded session will be hosted on the AAD Learning Center (aad.org) for up to 12 months.

Mobile Access:

Featured on the newly launched AAD Learning Center Mobile App, with a rapidly growing user base.

Targeted Outreach:

Benefit from three dedicated push notifications via the Learning Center Mobile App driving traffic and visibility.

Official AAD Promotion:

Your content will be promoted as part of the Academy's official suite of digital education offerings.

Amplify the Impact Through Your Channels:

Leverage your own website, email campaigns, and social media to further distribute and promote your INC program.

Prestigious Recognition:

Be recognized as an Official Licensee of the American Academy of Dermatology — reminding the dermatology community your content meets the highest standards in the specialty.

Marketing Distinction:

Use the AAD Official Licensing Badge on your supporter promotional materials (final use subject to AAD approval).

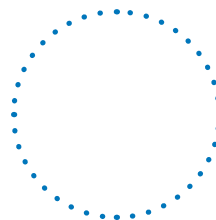
On-Demand Add-On: \$50,000

Note: All supporters are responsible for recording their sessions to ensure eligibility for on-demand placement.



Space for 2027 INC programs is extremely limited.

If you are unable to secure a live session slot, you will still have the opportunity to participate through the new INC On-Demand offering. Watch your email for details. For more information, email: INCprograms@aad.org



To apply, click below
to complete the online application form.

Lock in your spot today!

APPLY

Suggestions for Your Application:

- Choose a compelling and engaging program title that will attract attendees.
- Keep in mind that topic selections are made with the goal of maintaining a balanced overall INC Program and avoiding direct competition between sessions scheduled for the same day.
- Submit your application early — don't wait until the deadline to apply.

INC Program Support Benefits:

2027 AAD Annual Meeting | March 19-23 in San Francisco, CA

Support of an INC Program or ThINCshop includes a right-to-hold at the 2027 AAD Annual Meeting: covered room rental in AAD Meeting space in AAD hotels near the convention center, the Academy's promotion of supported INC programs as a whole to members and meeting registrants, and lead retrieval access.

INC Program Supporter

\$100,000 (Exhibitor Price), \$135,000 (Non-Exhibitor Price)

- All benefits of the ThINCshop Supporters
- Priority in program date assignment
- Complimentary Wi-Fi (for attendees of INC Program)
- One additional lead retrieval
- Plus, opportunities to add your individual INC Program to the following:
 - **AAD Meeting App:**
 - The AAD Meeting App is now the meeting's program guide. The Academy will include your INC Program's title, company name, date & time, and location in the mobile and web-based app, giving users the option to "favorite" it.
 - A push notification will be sent to the AAD Meeting App users approximately an hour before registration begins with information about the day's INC sessions.
 - **Exclusive Digital & Printed Signage:** The AAD will highlight your INC program on digital signs in central locations in the convention center and host hotels that list the upcoming session schedule on the day that it will take place.
 - **AAD Advance Registration Envelope:** This mailer includes the attendee badge and "top things to know before you go" insert for approximately 8,000 meeting registrants. Pending publication specs and deadline (November 24, 2026), the Academy will include your INC Program's title/topic, company name (or logo pending space), date and time in addition to the hotel name and QR code linking to registration information on aad.org
 - **DermWorld Ad:** Promoted in the March issue of *DermWorld*, featuring the full listing of all supporters.

ThINCshop Supporter

\$80,000 (Exhibitor Price), \$108,000 (Non-Exhibitor Price)

- Complimentary pre-registration mailing list (no emails). Supporters are sent one advance registrant mailing list approximately 4 weeks before the meeting for a single mailing after their mailer is approved.
- Complimentary access to 1 lead retrieval the AAD Meeting App login to scan attendee badges on the night of the program.

AAD promotion of the INC Program, as a whole:

- **Website:** INC program landing page on aad.org to promote the details of each INC program and their pre-registration link on one central webpage.
- **AAD Meeting App:** INC program landing page linked to tile on the main page of the AAD Meeting App.
- **e-Previews:** Included in two AAD Meeting News e-Previews. All e-Previews that include the INC Program will direct meeting registrants to the aad.org landing page for individual INC details.
- **Signage:** Digital and/or print signage in the convention center and hotels promoting all INC programs.
- **Social media:** Inclusion in one Instagram Story and one LinkedIn Post on the day of your scheduled INC program during Annual Meeting.

INC Program Guidelines

Application Process:

- Only completed applications from companies (“supporter”) will be considered. Additional resources for INC program supporters are only available to exhibiting companies, such as: meeting space requests, sleeping rooms at hotels in the AAD Meeting block, and more.
- Applications with all requested details (not just topic) must be completed by the potential supporter by **September 11, 2026** to be considered. Late applications may not be eligible for all benefits and may not receive their preferred date.
- All completed (full details on topic, not just condition/disease state) INC Program applications received by **September 11, 2026** will be reviewed for balance. AAD will not approve more than one program on the same topic on the same evening.

Approval Process:

- All approved applications received by the **September 11, 2026** will receive a notification regarding approval and space availability by EOD **October 2, 2026**. Space will be assigned based on supporter level and then by date the application is received. Applicants not approved due to space constraints will be added to a waiting list.
- If approved, the supporter will receive the AAD INC Program Letter of Agreement (LOA). The Exhibit A of this LOA is not changeable or omissible. If changes to the LOA are needed, approval by both parties is needed by **November 9, 2026**. If the required information is not received by **November 9, 2026**, then all reservations for spaces will be forfeited.
- Agreements signed after that date may not be eligible for all benefits.
- Cancellations after **December 1, 2026** will incur a fee totaling 50% of the contract amount.
- Once the LOA is signed by both organizations, the AAD will provide each supporter a memorandum with contact information for their assigned space, a list of INC program deadlines, and will connect them to the AAD advertising team so they may take advantage of additional program advertising opportunities.
- **Friday, November 20, 2026** – Final Program Information Due (Program Title, Description, & Pre-registration Link). Changes requested after this deadline may not be reflected on event signage, the AAD website, or promotional materials and may be subject to a \$1,000 Late Change Fee, in addition to any applicable production costs.
- Once the LOA is signed by both organizations, the supporter may hire a third-party company to promote and execute their INC program.
- If supporter intends to record, all speakers must be notified in advance and provide written consent. Additionally speakers must grant explicit, signed permission for the distribution of the recorded content.

Additional Guidelines and Areas of Note:

- The supporter and any third-party company hired by the supporter must demonstrate ethical business practices, as evidenced by its compliance with all applicable laws and codes of ethics.
- The supporter and any hired third-party company must adhere to the rules, regulations and guidelines in the AAD **Exhibit Prospectus**.
- If your INC Program speakers are also presenting at the AAD Annual Meeting they cannot repeat the same presentation or topic during the INC Program.
- Disclaimers that list how the INC Program does not qualify for continuing medical education (CME) credit and is independent of the official AAD Meeting as planned by the Scientific Assembly Committee are required on all promotional materials about your INC program.
- All participants must register separately under their appropriate registration category if they wish to attend scientific sessions or enter the Exhibit Hall.
- For more information on how to extend the reach of your INC program content to the AAD membership, please contact: **Paula King at pkking@aad.org**

INC Program Guidelines (cont’d)

INC Supporters are responsible for:

- All INC Program expenses (except for room rental and lead retrieval access) including audio visual (AV) equipment, technicians, and internet/Wi-Fi fees (INC Program Level includes Wi-Fi), food and beverage (including F&B minimums), room set-up and reset charges, and individual advertising costs (outside of promotional benefits of their support level).
- All INC Program arrangements including individual advertising opportunities, pre-registration tracking, and meeting-planning & set-up services and resources. Supporters may be required to use the AAD AV vendor and other contractors/vendors identified by the AAD or assigned hotel.

INC Supporters are required to:

- Execute the LOA by **November 25, 2026**, or their slot will be released and re-assigned.
- Obtain advance AAD approval by **February 18, 2027** for all directional, informational and promotional materials with required disclaimers for their INC Program in advance of use.
- Obtain advance AAD approval by **February 18, 2027** to livestream their program. INC Supporters may record and/ or livestream their INC Program only (nothing of the AAD Meeting) and use post-meeting with advanced AAD approval. Supporters are responsible for all costs associated with recording and/or livestreaming their programs.
- Complete the post-program survey sent by the AAD after your INC Program to track attendance and summary of attendee evaluations. Supporters who do not complete the required survey within 2 weeks post program will be ineligible to supporter an INC Program at the next AAD Meeting.

Any violations of the above industry and/or AAD standards will result in the supporter being prohibited from presenting future INC Programs at AAD Meetings.



To apply, click below
to complete the online application form.

All applications are due no later than September 11, 2026.
Apply early for your best chance to be selected.

APPLY

Please note: The non-exhibitor INC supporter rate includes a 35% non-exhibitor fee.

The AAD will review completed INC applications from exhibiting and non-exhibiting companies to ensure balance across the overall program content.

Only exhibiting companies have access to additional meeting planning resources, including:

- Requests for additional meeting rooms.
- Sleeping rooms within the AAD hotel block.
- Exhibitor badges.
- And other exclusive benefits.

