



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).