



**SOCIETY OF DERMATOLOGY  
PHYSICIAN ASSOCIATES (SDPA)**

# **BENEFITS REIMAGINED**

*2025*

*Industry Partnerships*

# Dermatology PAs influence dermatologic therapies *in all practice settings.*

The SDPA's nonprofit mission is to advance the care of patients through high-quality education and the empowerment of DermPAs™.

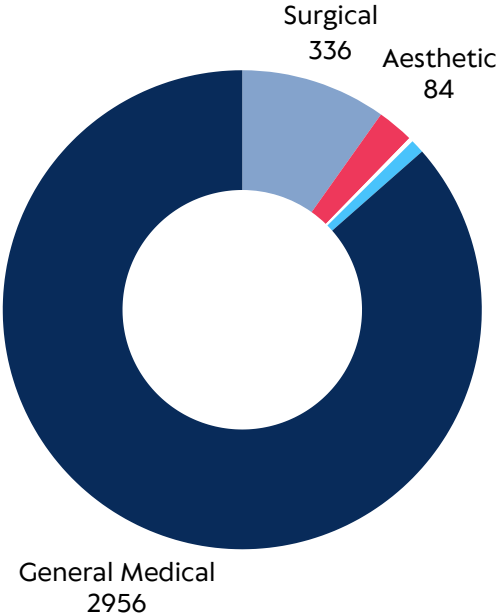
SDPA's growing membership of DermPAs™ join our society to learn best practices from industry leaders and participate in networking events where they can grow relationships and make important connections to help their practices.

Maximize your exposure to DermPAs™ throughout the year via unique program offerings designed to accomplish your marketing goals across a wide range of budgets.





# Data-Driven Decisions

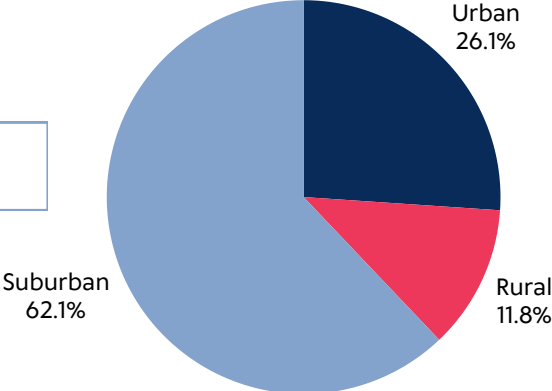


**Specialty Area:**

**Additional categories at left:**

Pediatric - 32 (Blue)  
Oncology - 10 (White)

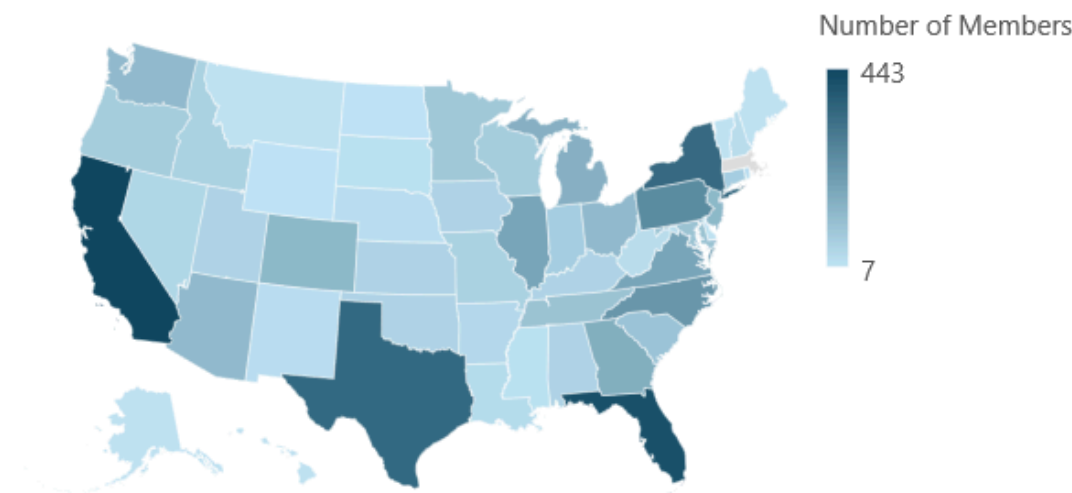
**Practice Setting:**



Source: All data is provided as of November 2024 from SDPA's Membership Database unless otherwise noted.

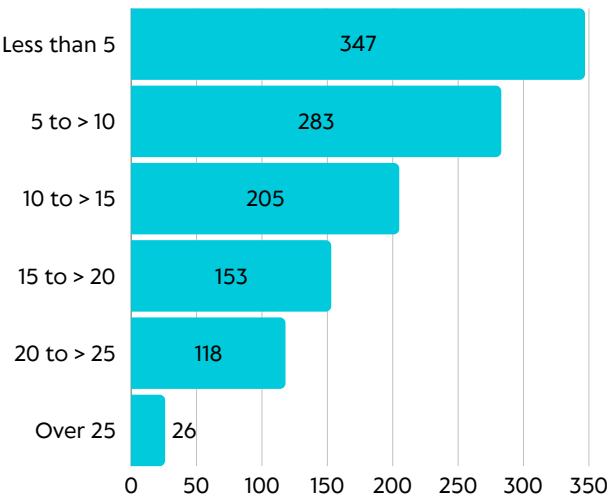
# Data-Driven Decisions

Where Our Members Practice:



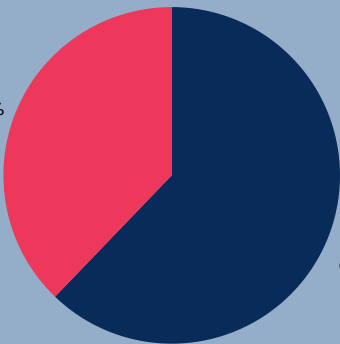
Years Practicing as a DermPA™

Source: 2024 Practice Survey



AAPA Member

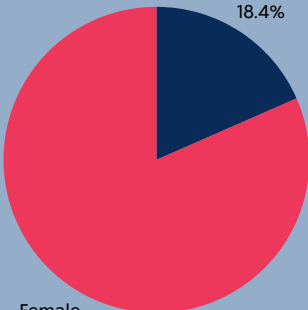
No  
37.8%



Yes  
62.2%

Gender

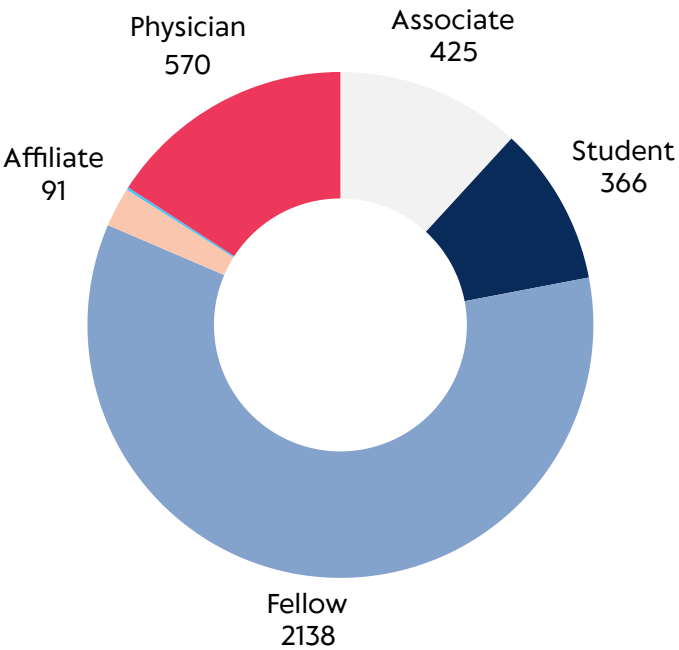
Male  
18.4%



Female  
81.6%

Source: All data is provided as of November 2024 from SDPA's Membership Database unless otherwise noted.

# Data-Driven Decisions



SDPA Membership Type

1,327

Number of SDPA members who have completed the Diplomate Fellowship™ Program.

Source: All data is provided as of November 2024 from SDPA's Membership Database unless otherwise noted.



# Industry Partnerships

SPONSORSHIP LEVEL	ANDROMEDA	PHOENIX	ORION
INVESTMENT	\$150,000	\$100,000	\$75,000
One Dermcast.live Online Event (pre-recorded or live)	✓		
<b>*NEW in 2024*</b> Premium Exhibit Booth Placement & Elevated Design at Annual Conferences	✓		
Early Notice of New SDPA Program Releases	✓		
Priority Selection of Premium Signage/Clings Throughout Conference Space (Open 1 Week in Advance)	✓		
<b>*NEW*</b> Professionally Produced, 30-Second Testimonial	✓		
<b>*NEW*</b> Explore Opportunity for Company-Produced Publication in JDPA	✓		
<b>*NEW*</b> First Right of Refusal for Ad Board Held at SDPA Conference	✓		
<b>*NEW*</b> SDPA Industry Partner lapel pins for your booth personnel distributed at SDPA Conferences	✓	✓	✓
<b>*NEW*</b> Conference Attendee Registration List Provided (Per Event)	3 times	2 times	1 time
Banner Advertisement on Corporate Partner Webpage	12 months	9 months	6 months
Complimentary Tickets to the Diplomat & VIP Event (Per Conference)	6 tickets	2 tickets	2 tickets
Complimentary JDPA Digital Subscriptions	6	4	2
Eblasts to SDPA Membership Sent on Your Behalf	4 eblasts	2 eblasts	1 eblast
Meet with SDPA Leadership to Discuss Dermatology Industry Trends	4 times	2 times	1 time
SDPA Membership Mailing List Provided	3 times	2 times	1 time
Inclusion of Branded Marketing Inserts or Products for Conference Bags (Per Conference)	2 pieces	1 piece	1 piece
Priority Invitation to Host an In-Person or Online Product Theater (Additional Fees Apply)	✓	✓	✓
Priority Selection of À La Carte Sponsorship Opportunities at SDPA Conferences (Open 1 Week in Advance)	✓	✓	✓



# Industry Partnerships

SPONSORSHIP LEVEL	ANDROMEDA	PHOENIX	ORION
INVESTMENT	\$150,000	\$100,000	\$75,000
Complimentary Abstract Submissions For Conferences ( <i>CME Committee approval required</i> )	✓	✓	✓
Recognition on SDPA Corporate Partner Webpage, Dermcast.Live Website, JDPA, eBlasts, and Conference Materials	✓	✓	✓
Two Invitations to the Industry Roundtable (Per Conference)	✓	✓	✓



*Did you know that SDPA is a mission-focused non-profit professional society dedicated to the success of our 4.9K+ members?*



# dermcast™

Dermcast.live is an online event featuring an SDPA Corporate or Nonprofit Partner. Dermcast.live is supported by SDPA and through our partner, CNTV, we manage the online event registration and send promotional invitation emails to the entire SDPA membership. SDPA also conducts a post-event survey. Three formats are offered:



## **45-minute talk show format**

Partners can discuss the following: the company's patient assistance programs; patient awareness programs; research and development; plus new releases and indications.



## **SDPA Market Forum**

Product theater followed by an SDPA member moderated discussion on the science and application of the product.



## **30-minute unbranded slide deck presentation**

Followed by a one-hour journal article discussion moderated by SDPA specific to the treatment.

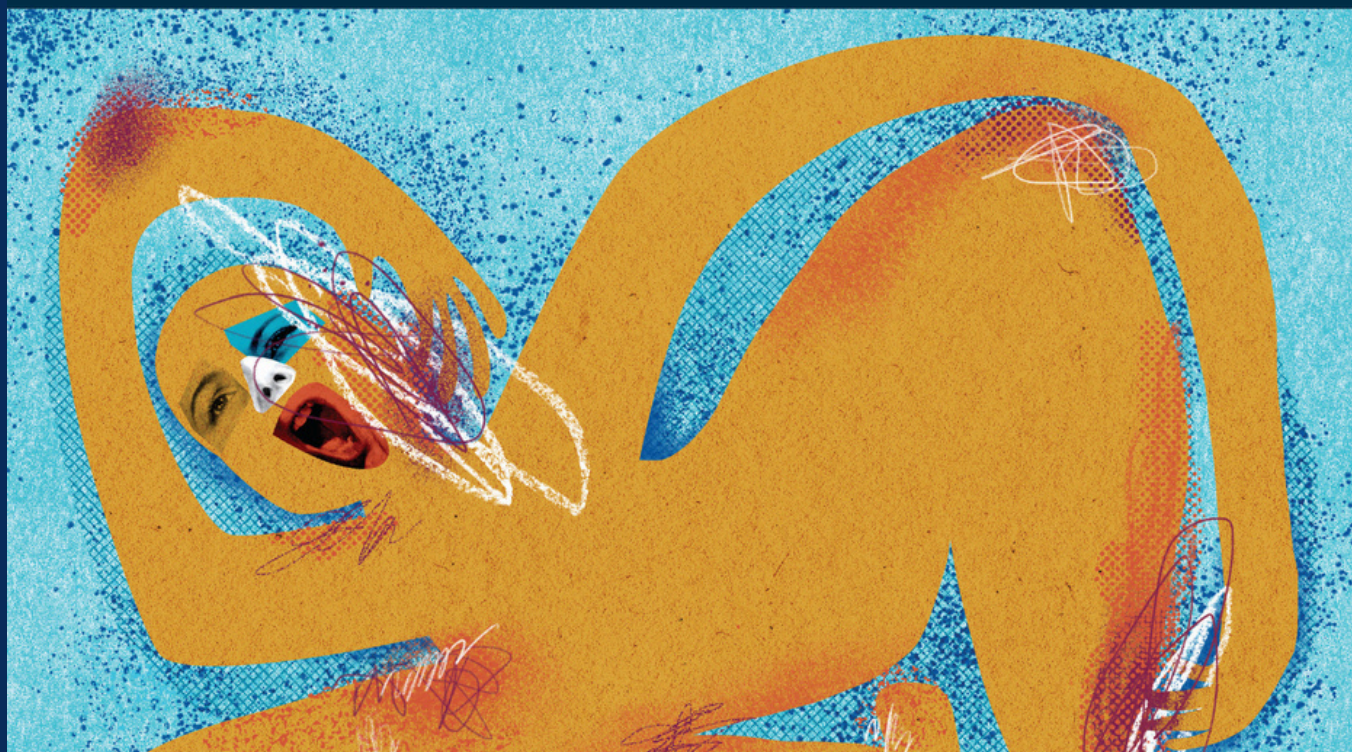




# JDPA

Journal of Dermatology for PAs

Volume 18  
Number 1  
Winter 2024



The Journal of Dermatology for PAs (JDPA) is the official peer reviewed journal of the SDPA. The mission of the JDPA is to improve dermatological patient care by publishing the most innovative, timely, practice-proven educational information available for the physician associate profession. It is published quarterly and available to SDPA members on a complimentary basis. Non-members can learn more at [www.jdpa.org](http://www.jdpa.org).

## SPONSORSHIP GUIDELINES

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SDPA does not endorse or recommend sponsors, programs, products or services from external sources. Sponsorship of SDPA's in-person or digital events by external sources does not constitute an endorsement or recommendation by SDPA. SDPA is not responsible for the content of videos, advertisements, promotions, claims, policies, or the quality/reliability of the products, services, or positions offered by external sources.

SDPA requires vendors who purchase a SDPA Corporate Partnership to sign a contract agreeing to follow all the aforementioned provisions of advertising. The sponsorship contract specifically states:

- Any merchandise produced by SPONSOR shall be of quality consistent with SDPA's public image,
- SDPA shall have the right to approve the same in writing, in advance, provided such approval shall not be unreasonably withheld.

SPONSOR shall not use the SDPA intellectual property in such a manner as to imply or in any manner suggest that SDPA endorses SPONSOR products or services.





# Thank you for your interest in partnering with SDPA.

All benefits listed in this brochure are available during your program term, which runs January through December annually.

Interested in partnering? Have additional questions?

Please reach out to Krista Bower, CEO & Executive Director, at [kbower@dermpa.org](mailto:kbower@dermpa.org).

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