



A NEW ERA OF PARTNERSHIP
POWERED BY SDPA,
THE PROFESSIONAL HOME
FOR **DERMPAS™**

2026 **CORPORATE SPONSORSHIP**

sdpa

Society of Dermatology
Physician Associates



Contact Krista Bower
CEO & Executive Director
kbower@dermpa.org



Table of Contents

[A New Era of Partnership](#)



Page 3

[Fast Facts: Member Data](#)



Page 4

[Partner Levels](#)



Page 5

[Always-On Visibility](#)



Page 6

[Customizable Add-Ons](#)



Page 7

[Strategic Upgrades](#)



Page 10

[2026 Conferences](#)



Page 11





A New Era of Partnership

SDPA: The professional home for DermPAs™.

As we step boldly into 2026, the Society of Dermatology Physician Associates (SDPA) is thrilled to unveil **A New Era of Partnership** through our all-new Corporate Partner Program, built not just to meet your needs but to truly exceed expectations.

We listened. This refreshed program features new tier names, expanded opportunities, and specialized offerings designed to meet you and your compliance requirements where you are. It's all about **Always-On Visibility**, helping you maintain momentum through consistent, meaningful touchpoints with our members year-round.

Recognized as the largest nonprofit constituent agency representing dermatology PAs, SDPA proudly surpassed 5,200 members in 2025, a true testament to the strength and growth of our community. And we're just getting started.

Guided by our steadfast vision and four pillars, SDPA remains committed to being the leading professional society supporting DermPAs™ worldwide, driving innovation, advancing education, and shaping the future of dermatology. Your continued partnership makes this possible.

Whether you've stood with us for years or are just beginning your journey with SDPA, we welcome you to be part of this next chapter. Together, we can elevate clinical excellence, expand access, and improve outcomes for patients everywhere.

Let's build something exceptional in 2026, together, in this New Era of Partnership.



Sarah Vicari, MMS, PA-C
SDPA President
svicari@dermpa.net



Krista Paternostro Bower, MPA, CAE
SDPA CEO & Executive Director
kbower@dermpa.org

Fast Facts: Member Data

Our Reach. Our Impact. **Your Opportunity.**

Membership Momentum

With nearly **5,300 active members and counting**, SDPA continues to grow stronger each year. In fact, our membership has grown over 12% since 2023. Our community is expanding globally, with an increasing presence of **students and international members** who are shaping the future of dermatology PAs.

That same spirit of connection thrives online, with over **5,000 monthly visits** to our member community platform, **SDPA Connect**.

SDPA Learning Center

With over 104,000 unique visitors since January 2025, the SDPA Learning Center averages more than **8,700 DermPA™ visits each month**.

Nearly **one in three members (30.8%)** have **achieved Diplomate status**. Since January 2025 alone, SDPA members have earned more than **25,000 CME credits**, underscoring their dedication to excellence in patient care and professional growth.



Engagement That Resonates

SDPA's reach extends far beyond conferences and clinics. Across all social platforms, our community maintains a strong **3.9% engagement rate**, surpassing industry averages and reflecting the energy and passion of our members.

Our email communications are just as impactful, with an impressive **51.2% open rate**, demonstrating that our members are highly engaged and eager to connect with SDPA.

Partner Levels

Premium Exposure. Exclusive Benefits. Lasting Impact.

Partnering with the Society of Dermatology Physician Associates (SDPA) connects your brand to a highly engaged community of Dermatology PAs nationwide. Our Corporate Partner Program offers tiered benefits, premium opportunities, and nimble add-ons designed to elevate your visibility, position your brand as a thought leader, and provide measurable ROI.

Ready to elevate your impact in the dermatology community? Let's build your custom SDPA partnership package today.

Step One: Choose Your Corporate Partner Level

Select the tier that aligns with your organization's goals, investment level, and desired impact.

Legacy Partner: Fueling the Future of Dermatology.

As a Legacy Partner, your brand isn't just showing up—you're shaping what's next. Your investment fuels innovation, supports long-term member education, and helps advance the DermPA™ profession nationwide. You are the engine behind SDPA's boldest initiatives.

Annual Investment: \$150,000.00



Visionary Partner: Driving Innovation, Shaping Tomorrow.

Visionary Partners are bold collaborators, aligning their brand with progress and purpose.

Your support enables new programs, digital experiences, and enhanced member engagement—all while positioning your company as a trusted thought leader in dermatology.

Annual Investment: \$100,000.00



NextGen Partner:* Igniting Opportunity. Elevating the Future.

Emerging Partners are rising disruptors—fresh thinkers and ambitious brands ready to make their mark. This level is designed to spark awareness, connection, and access to a powerful network of DermPAs. Whether entering the space or scaling up, Emerging Partners gain the tools to engage future leaders and build lasting visibility.

Annual Investment: \$25,000.00

***NexGen Partner Eligibility:** Companies must have less than \$75M in annual gross revenue (verified via public filings, company disclosure, or industry estimates).





Always-On Visibility

Step One: Choose Your Corporate Partner Level

Select the tier that aligns with your organization's goals, investment level, and desired impact.

Partnership Deliverables	LEGACY	VISIONARY	NEXTGEN
Investment	\$150,000	\$100,000	\$25,000
Linked logo on SDPA website (12 mo.)	✓	✓	✓
Banner ads on website (timed)	1 year	6 months	--
Dedicated e-blasts	4/year	3/year	--
Monthly newsletter recognition in Corporate Partner section of Member Newsletter	✓	✓	✓
Unbranded blog content	2/year	1/year	--
Ad on Hire-a-DermPA website	2/year	1/year	--
JDPA digital subscriptions	6/year	4/year	1/year
Mailing list access	4/year	3/year	1/year
SDPA Connect takeover	1/year	--	--
Exhibit booth at SDPA Summer & Fall Conferences	Premium	Standard	Discounted \$5,000.00
Meeting suite at SDPA Conference	Summer & Fall	Summer or Fall	--
Roundtable access at SDPA Summer & Fall Conferences	2 attendees per conference	1 attendee per conference	--
Meeting with SDPA Leadership at SDPA Conference	1/year at Summer or Fall	--	--
Lapel pins (given at conference)	✓	✓	✓

SDPA reserves the right to adjust offerings, pricing, or availability at its sole discretion.

Customizable Add-Ons

Step Two: Customize Your Partnership With Add-Ons

Our sponsorship tiers come with a curated selection of optional add-ons designed to help you amplify your reach, boost engagement, and maximize ROI, all while staying compliant.

Use this table to see what's available at your level and tailor your partnership experience to align with your goals.

Legacy	Visionary	NextGen
Two from List A and One from List B	One from List A or Two from List B	One from List B

List A		List B	
Premium Add-Ons	Eligible Tiers	Nimble Add-Ons	Eligible Tiers
Social Media Influencer Spotlight (Conference + Replay)	Legacy	Newsletter Polling Campaign (2 questions)	Legacy
Shared Patient Testimonial Playback	Legacy	Learning Center Ad (3 mo.)	Legacy
Dermcast Webinar	Legacy, Visionary	Unbranded Snack-ademic Short Segment	Legacy
Dermcast Podcast	Legacy, Visionary	Podcast Ad (30-seconds)	Legacy, Visionary
Dermcast In-Studio In-Person Recording (at conference)	Legacy, Visionary	Social Media Shoutout	Legacy, Visionary, NextGen
Digital Spotlight Week (All SDPA Channels, 1 Week)	Legacy, Visionary	Conference Mobile App Push Notification	Legacy, Visionary, NextGen
Clinical Feedback Request Campaign	Legacy, Visionary		
30-Second CNTV Produced Commercial On-Site (at conference)	Legacy, Visionary		
YouTube Pre/Post Roll (30-seconds)	Legacy, Visionary		



Customizable Add-Ons

List A: Premium Add-Ons

Social Media Influencer Spotlight (Conference + Replay): Amplify your brand's visibility by partnering with SDPA social media influencers. Your product or message will be highlighted during conference coverage and extended through post-event replay. This spotlight combines authentic peer-to-peer engagement with SDPA's digital reach, creating a lasting impression across platforms.

Shared Patient Testimonial Playback: Humanize your brand by sharing real patient stories. Sponsors may provide pre-approved patient testimonial content, which will be incorporated into SDPA conference programming or digital channels. This format underscores the impact of therapies in real-world settings, while maintaining compliance with approved messaging.

Dermcast Webinar: Co-develop a live or on-demand webinar with Dermcast to engage DermPAs™ on clinical topics or therapeutic advances. Each session is archived for extended reach and ongoing visibility.

Dermcast Podcast: Sponsor a Dermcast podcast episode to connect with DermPAs™ through clinical insights, industry updates, or interviews. Episodes are distributed across all major podcast platforms for lasting engagement.

Dermcast In-Studio In-Person Recording (at conference): Capture the energy of the conference with a professionally produced Dermcast recording. Sponsors may host faculty or thought leaders for an in-studio session filmed live on-site. Final recordings are distributed through Dermcast channels, offering both immediate buzz and enduring content value.

Digital Spotlight Week (All SDPA Channels, 1 Week): Take over SDPA's digital ecosystem for a full week. Sponsors receive coordinated exposure across the SDPA website, email newsletters, and social media platforms. This concentrated visibility package ensures consistent messaging, maximum impressions, and measurable engagement with the DermPA™ community.

Clinical Feedback Request Campaign (at conference): Engage directly with DermPAs™ by sponsoring a focused feedback initiative. Sponsors may select targeted clinical topics and collect valuable insights from attendees through digital and on-site prompts. Feedback is compiled into a post-conference report, providing meaningful data on clinician perspectives and practice behaviors.

30-Second CNTV Produced Commercial On-Site (at conference): Our professional production team will bring your brand to life and craft a polished, engaging video designed for maximum impact. Sponsors receive the final commercial for both on-site playback and post-conference use across digital channels.

YouTube Pre/Post Roll (30-seconds): A 30-second sponsor commercial will run as a pre- or post-roll on SDPA's YouTube channel, placing your brand in front of thousands of engaged viewers. This opportunity provides extended visibility with measurable analytics and guaranteed impressions.

Customizable Add-Ons

List B: Nimble Add-Ons

Newsletter Polling Campaign (2 questions): Drive engagement and capture actionable insights by sponsoring a two-question poll within SDPA's member newsletter. Sponsors may collaborate on poll topics, with results shared in real time. This quick-touch opportunity builds brand presence while generating practical market intelligence.

Learning Center Ad (3 mo.): Position your brand within the SDPA Learning Center — a trusted hub for DermPA™ education, reaching 8,700 DermPA™ each month. A three-month ad placement provides repeated exposure to members actively seeking clinical resources, ensuring ongoing visibility and association with professional growth.

Unbranded Snack-academic Short Segment: Let SDPA deliver the snack-sized bite of your brand—without the read-outs. Aired as part of the DermPA Network mini-series, these short segments offer practical pearls, CME previews, and emerging dermatology trends in a quick, digestible format. Designed for busy DermPAs™ on the go: bite-sized education, big impact.

Podcast Ad (30-seconds): Showcase your brand with a 30-second sponsored message featured within a Dermcast episode. With distribution across all major podcast platforms, your message reaches a nationwide audience of DermPAs™ and extends brand visibility long after the conference.

Social Media Shoutout: Leverage SDPA's strong digital presence with a branded shoutout on our social media channels. This opportunity connects your company directly with thousands of DermPAs™ and followers, driving awareness, engagement, and extended reach beyond the conference.

Conference Mobile App Push Notification: Deliver your message straight to attendees' phones with a sponsored push notification through the SDPA Conference App. With limited availability, this high-visibility opportunity directs attendees to your booth, program, or resource in real time during the conference.



Strategic Upgrades

Take your partnership to the next level with high-impact, high-visibility opportunities designed to elevate your brand and deepen engagement. These exclusive Strategic Upgrades are powerful ways to stand out—while maximizing your investment. They are only available to select partnership tiers and represent some of our most sought-after programs.

Please note: Strategic Upgrades are available for an **additional cost** and offered on a limited basis to maintain exclusivity and impact. Eligibility is based on your partnership tier.

Strategic Upgrade Opportunities	Eligible Tiers
<p>Unique Programming at SDPA Conference Beyond traditional sessions, SDPA conferences deliver innovative, one-of-a-kind programming that sets us apart as the premier gathering for DermPAs™. These experiences are designed to engage, inspire, and prepare attendees for the future of dermatology.</p> <ul style="list-style-type: none"> • Emerging DermPA™ Scholars – Cultivating the next generation of leaders. • Learning Academies – Advanced deep dives into complex topics. • Immersive Learning Labs – Interactive, skills-based education in real time. 	Legacy
<p>Custom Webinar Series (2-part, co-developed) Collaborate with SDPA to design a two-part webinar series tailored to your objectives. Delivered live or on-demand, these sessions provide direct engagement with DermPAs™ nationwide and remain archived for lasting educational and brand visibility.</p>	Legacy
<p>Opportunity to Host a Product Theater at SDPA Conference (Summer or Fall)* Showcase your product or therapy in a dedicated, non-CME Product Theater.</p>	Legacy—first right of refusal Visionary—if opportunities remain
<p>Ad Board at SDPA Conference (Summer or Fall) Conduct a live advisory board, convening top DermPA™ thought leaders to gather insights and feedback.</p>	Legacy—first right of refusal Visionary—if opportunities remain

*Please note for Product Theaters:

- Sponsors are limited to one (1) Product Theater per calendar year.
- To host a Product Theater, you must be a **Luminary Conference Sponsor** at the corresponding conference.





The future of DermPAs™
KNOWLEDGE • ADVOCACY • LEADERSHIP • ENGAGEMENT

See you in 2026!

We're excited for a 2026 filled with growth, collaboration, and innovation—and we hope you'll be part of it.

Be sure to mark your calendars for SDPA's 2026 events, and don't miss the full details in our **2026 Conference Prospectus**.

Spring 2026

Itch Conference



June 10-14, 2026

Denver, Colorado

Hyatt Regency Denver at Colorado Convention Center



November 11-15, 2026

Hollywood, Florida

The Diplomat Beach Resort, Curio Collection by Hilton



400 Virginia Ave SW, Suite 610
Washington DC 20024
www.dermpa.org