

sdpa



2026 SDPA Conference Prospectus



ITCH 2026

Spring 2026
TBD

SUMMER 2026

June 10-14, 2026
Denver, Colorado

Hyatt Regency Denver at the
Colorado Convention Center

FALL 2026

November 11-15, 2026
Hollywood, Florida

The Diplomat Beach Resort
by Hilton, Curio Collection



www.dermmpa.org



Krista Bower, kbower@dermpa.org

Table of Contents

→ About SDPA	Page 3
→ Attendee Overview	Page 4
→ Sponsorship Levels	Page 6
→ Exhibits	Page 8
→ À La Carte Opportunities	Page 9
→ Digital Opportunities	Page 15
→ Still itchy?: Itch Conference	Page 17
→ Make a Lasting Impact: DPAF	Page 18

About SDPA

Advancing the DermPA™ profession through **knowledge, advocacy, leadership, and engagement.**

The Society of Dermatology Physician Associates (SDPA) is the nation's leading professional organization dedicated to advancing the DermPA™ profession. With a dynamic community of nearly 5,300 members, SDPA is the largest constituent specialty organization of the American Academy of Physician Associates (AAPA), and most importantly, the professional home for DermPAs™.

Since its founding in 1994, SDPA has been mission-driven, championing dermatology through knowledge-sharing, impactful advocacy, and innovative leadership. Members of SDPA are at the forefront of dermatologic care, shaping the future of the specialty and making a difference in the lives of patients every day. Joining SDPA means becoming part of a vibrant, engaged network of healthcare professionals passionate about excellence in dermatology.



Join us for our 2026 SDPA Conferences! We're heading to **Denver, Colorado**, from **June 10-14, 2026**, at the Hyatt Regency Denver at the Colorado Convention Center. Then, get ready for some sunshine in **Hollywood, Florida**, from **November 11-15, 2026**, at The Diplomat Beach Resort by Hilton, Curio Collection.

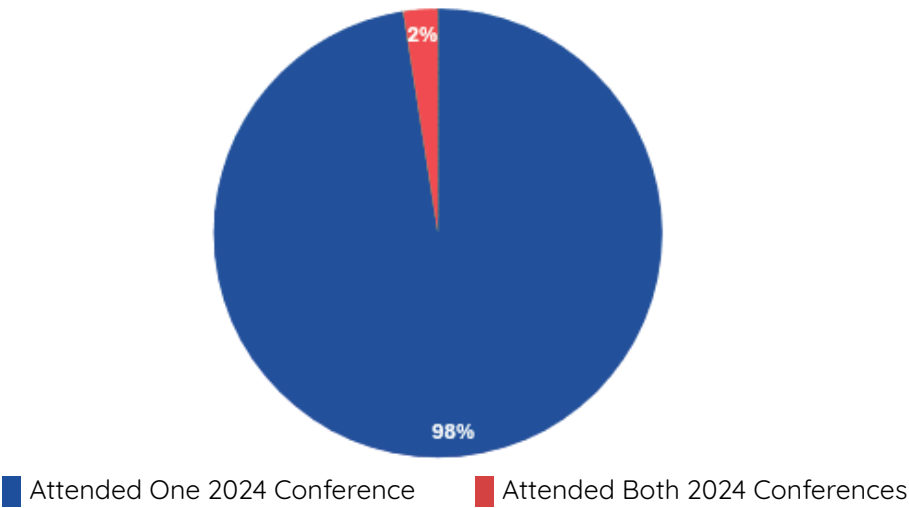
Join 800+ attendees at the SDPA Conferences for unmatched learning, networking, and professional growth. It's the must-attend event for DermPAs™ looking to stay ahead and connect with the best in the field!

Back by popular demand—Itch Conference returns in Spring 2026! This topic-specific event will once again dive deep into all things itch, this time in a new location. Stay tuned for the official date and location announcement.

Attendee Overview

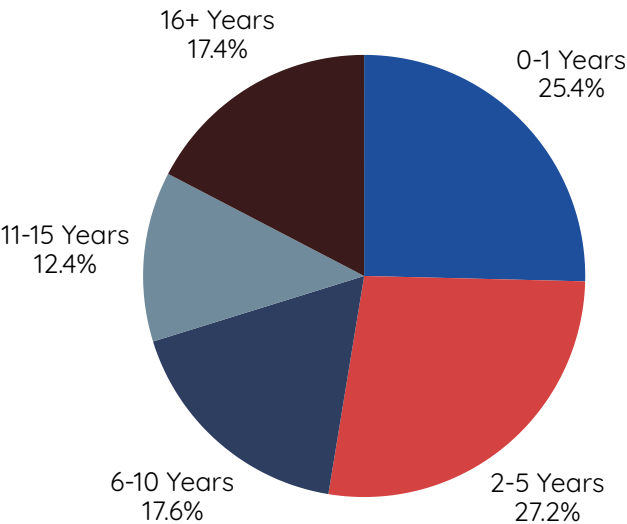
Who can you expect to meet at SDPA Conferences? Some fast facts on our conference attendees are shared below.

2024 CONFERENCE REGISTRANTS



YEARS OF EXPERIENCE

(2025 Summer Conference)

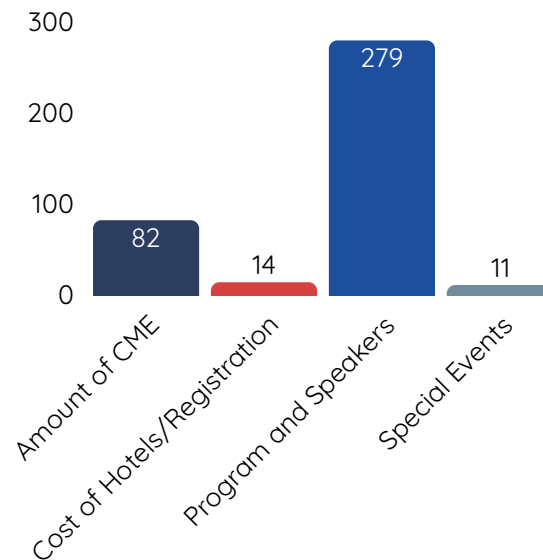


Attendee Overview

Who can you expect to meet at SDPA Conferences? Some fast facts on our conference attendees are shared below.

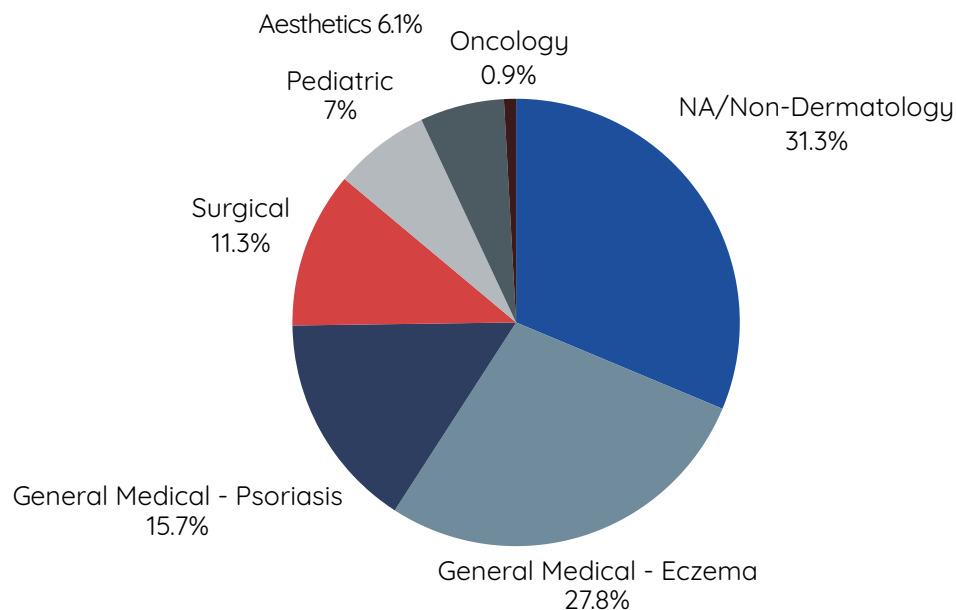
DECISION TO ATTEND

(2025 Summer Conference)



DERMATOLOGIC SPECIALTY

(2025 Summer Conference)



Sponsorship Levels

*SDPA's Legacy partners receive first right of refusal to purchase Product Theaters, with Visionary partners having the second right of refusal (Corporate Partnership levels). Sponsors are restricted to ONE (1) Product Theater per calendar year based on availability. Eligibility to purchase and secure a Product Theater is exclusive to Luminary sponsors. Please note: Even if you are a Corporate Partner, a Luminary sponsorship is required to be eligible for a Product Theater.

Luminary

\$50,000.00

- Opportunity to present a Product Theater at an additional fee (limited opportunities available)*
- Premier exhibit location and one (1) lead retrieval license (Legacy partners receive complimentary expanded booth)
- One (1) push notification through the event mobile app
- Linked logo placement on the SDPA conference website & digital marketing materials
- Logo recognition on signage
- Conference participant mailing list (3 times)
- Seven (7) exhibit hall badges
- Four (4) all-access badges (exhibits and General Session lectures)
- Special Events [Seven (7) tickets to the Welcome Event, Four (4) tickets to the VIP Reception]
- Up to Six (6) Priority Sleeping Rooms (additional fees apply)

Radiance

\$25,000.00

- Exhibit space and one (1) lead retrieval license
- Linked logo placement on the SDPA conference website & digital marketing materials
- Logo recognition on signage
- Conference participant mailing list (1 time)
- Four (4) exhibit hall badges
- Two (2) all-access badges (exhibits and General Session lectures)
- Special Events (Four (4) tickets to the Welcome Event, Two (2) tickets to the VIP Reception)

Cornerstone

\$10,000.00

- Linked logo placement on the SDPA conference website & digital marketing materials
- Logo recognition on signage
- Two (2) exhibit hall badges
- One (1) all-access badge (exhibits and General Session lectures)
- Special Events (Two (2) tickets to the Welcome Event, One (1) ticket to the VIP Reception)
- Add on exhibit space offered at discounted rate of \$5,500.00

Sponsorship Levels

*SDPA's Legacy partners receive first right of refusal to purchase Product Theaters, with Visionary partners having the second right of refusal (Corporate Partnership levels). Sponsors are restricted to ONE (1) Product Theater per calendar year based on availability. Eligibility to purchase and secure a Product Theater is exclusive to Luminary sponsors. Please note: Even if you are a Corporate Partner, a Luminary sponsorship is required to be eligible for a Product Theater.

	Luminary \$50,000.00	Radiance \$25,000.00	Cornerstone \$10,000.00
Opportunity to present a Product Theater at an additional fee* (Limited Opportunities Available)	✓	-	-
Up to Six (6) Priority Sleeping Rooms (additional fees apply)	✓	-	-
One (1) Push Notification Through the Event Mobile App	✓	-	-
Exhibit Space and One (1) Lead Retrieval License	✓ Premier Location (Andromeda partners receive complimentary expanded booth)	✓ Standard Space	Available for purchase at discounted rate of \$5,500.00.
Linked Logo on the SDPA Website	✓	✓	✓
Linked Logo in Conference Digital Marketing	✓	✓	✓
Logo Recognition on Signage	✓	✓	✓
Conference Participant Mailing List	3 times	2 times	-
Exhibit Hall Badges	7 badges	6 badges	2 badges
All-Access Badges	4 badges	3 badges	1 badge
Welcome Event Tickets	7 tickets	5 tickets	2 tickets
VIP Reception Tickets	4 tickets	3 tickets	1 ticket

Exhibits

Benefits of Exhibiting



- **Discover the Power of Prescribers:** 99% of SDPA attendees are prescribers who play a vital role in patient care.
- **Engage with Experts:** Connect with nearly 800 dermatology professionals who work directly with patients daily.
- **Build Connections:** Network with SDPA Leadership and influential voices in dermatology.
- **Immerse Yourself in SDPA Energy:** Experience the vibrant camaraderie and enthusiasm that define SDPA events.

Booth Registration

\$6,000.00

- Includes two (2) exhibit hall badges, one (1) lead retrieval license, and one (1) conference registration list, provided at request.
- Booth prices increase to \$7,500.00 four (4) weeks prior to event.

Non-Profit Booth Registration

\$500.00

- Includes two (2) exhibit hall badges and one (1) lead retrieval license.

Extra Lead Retrieval License

\$550.00/each

Additional Exhibit Hall Badge

\$500.00/each

À La Carte Opportunities



Grand Product Theater (45 Minutes)

\$60,000.00

Focused Product Theater (30 Minutes)

\$40,000.00

SDPA's Legacy partners receive first right of refusal to purchase Product Theaters, with Visionary partners having the second right of refusal (Corporate Partner levels).

Sponsors are restricted to ONE (1) Product Theater per calendar year based on availability. Eligibility to secure a Product Theater is exclusive to Luminary conference sponsors. Please note: Even if you are a Corporate Partner, a Luminary conference sponsorship is required.

Exclusive Product Theater Add-On

\$15,000.00

Have your Product Theater professionally recorded and featured on Dermcast.live and the SDPA YouTube channel—platforms visited by thousands of prescribers annually.

Pre-Conference Luncheon (Wednesday)

\$30,000.00

This is a prime opportunity to engage with attendees in a focused, dynamic setting. Capture the energy of the day, provide valuable insights, and connect with key professionals while elevating your brand presence. The pre-conference luncheon offers the perfect platform to make a lasting impression before the main conference begins!

First Timer's Reception (Wednesday Evening)

\$25,000.00

Make a lasting impression by sponsoring the First Timers' Reception! Be the first to connect with attendees as they embark on their SDPA conference journey, full of excitement and anticipation. Welcome these newcomers with drinks, appetizers, and a warm introduction to the event, putting your brand at the forefront of their experience. It's the perfect opportunity to build relationships and set the tone for an unforgettable conference!

À La Carte Opportunities

Arrival Reception (Wednesday Evening)

**\$50,000.00 Exclusive or
\$20,000.00 Each, Up to Three Sponsors**

Kick off the SDPA Conference in style at the Arrival Reception, where over 65% of attendees check in, offering the perfect chance to connect and engage from the start. Enhance your brand visibility with premier logo placement and creative collaboration with SDPA Marketing to showcase your products in a dynamic and impactful way. This is your opportunity to make a lasting impression and build valuable relationships within a targeted audience.

Faculty & Leadership Forum (Thursday Evening)

\$25,000.00

Engage with conference faculty and SDPA leadership in a special reception immediately following the CME sessions on opening day.

Welcome Event (Thursday Evening)

**\$100,000.00 Exclusive or
\$35,000.00 Each, Up to Three Sponsors**

The ultimate networking experience! Our Welcome Event is an over-the-top, high-energy networking opportunity designed to kick off the SDPA Conference in unforgettable style. With visually stunning settings and a dynamic atmosphere, this event is the perfect place to connect with industry leaders, peers, and influencers. Engage in meaningful conversations, explore new partnerships, and make lasting connections that will shape your experience at the conference and beyond. Don't miss this exclusive chance to network in a vibrant, inspiring environment!

Mingle Zone

\$65,000.00

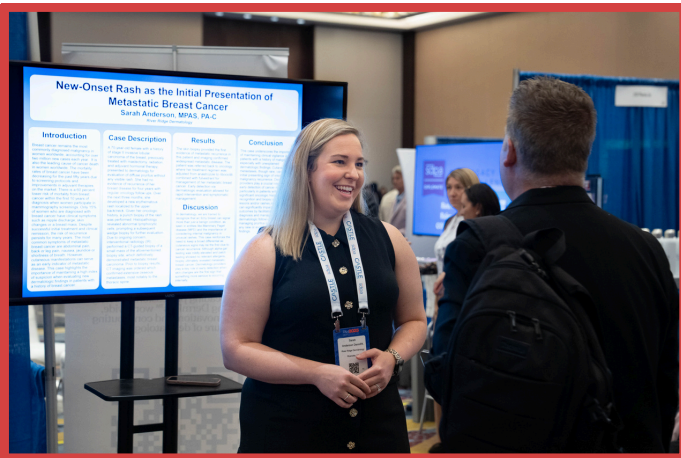
Be the host of the go-to social hotspot at the conference with the Mingle Zone Sponsorship! Decked out with comfortable lounge furniture, charging stations, and your custom branding, this space is where attendees will relax, recharge, and connect.

À La Carte Opportunities

Research Poster Session & Break (Friday)

\$10,000.00

Be part of the refreshing and engaging Research Poster Session & Break with this unique, non-exclusive sponsorship opportunity. Showcase your brand alongside research posters highlighting advancements in dermatological diseases and treatments, from psoriasis and eczema to melanoma and acne. During this session, attendees can explore groundbreaking findings and connect with thought leaders in the field. This is the perfect blend of networking and dermatology innovation, positioning your brand at the forefront of skin health and patient care.



Keynote Speaker

\$50,000.00

Take center stage as the sponsor of the Keynote Speaker, the most highly attended event of the conference! Align your brand with inspiration and expertise by supporting a session that captivates the entire audience. This premier sponsorship opportunity puts your name front and center during a powerful presentation by a leading voice in dermatology or healthcare. Gain unmatched visibility, showcase your commitment to advancing the field, and leave a lasting impression on attendees during this must-see event. This sponsorship includes four (4) social media or email blasts to conference attendees prior to the event.

À La Carte Opportunities

Headshot Station

\$20,000.00

Empower attendees to put their best face forward. This fun and interactive station delivers professional headshots that attendees love to show off. Your sponsorship will leave a lasting impression—literally! Give attendees the confidence to shine while showcasing your support for their career growth.

Latte & Espresso Bar

\$15,000.00

Let's face it, sometimes hotel coffee just won't cut it. Elevate attendees conference morning with a real cup of coffee, setting the tone for a productive and energized day. This exclusive 2-hour opportunity (location-dependent) offers the perfect chance to showcase your brand while serving up freshly brewed lattes, espressos, and more to conference participants. Make a lasting impression and fuel connections with every cup!

Snack Break & Beverage Station

**\$25,000.00 per day or
\$10,000.00 per break**

Boost your brand's presence with a snack and beverage station strategically placed in the bustling Exhibit Hall. Keep attendees energized and engaged.

- Per Day: Three (3) stations scheduled throughout the day.
- Per Break: Target key moments when attendees are most eager to refuel and connect.

Charging Stations

\$10,000.00

Power up your brand by sponsoring a dedicated charging station in a high-traffic area.

Conference Bags

\$25,000.00

Put your brand in attendees' hands—literally! Provide sponsor-branded bags to all participants, ensuring high visibility throughout the conference and beyond.

À La Carte Opportunities



Conference Bag Insert

\$6,000.00

Delight attendees from the moment they check in with a branded product, sample, or promotional item included in every conference bag. This insert opportunity offers direct, tangible exposure—creating a memorable first impression and lasting brand recall. Simple, yet impactful.

Lanyards & Badges

\$35,000.00

Hang your brand around every attendee's neck—literally! Your logo will be front and center on the one item everyone wears all day, every day. From sessions to networking events, your brand will be seen again and again—ensuring maximum visibility and continuous exposure.

Hotel Key Cards

\$25,000.00

Make a lasting impact from the moment attendees check in. Your logo, message, and a custom QR code will be prominently featured on every room key—ensuring repeated daily exposure throughout the event. A high-visibility opportunity that combines convenience, branding, and digital engagement right at attendees' fingertips.

À La Carte Opportunities

Room Drops

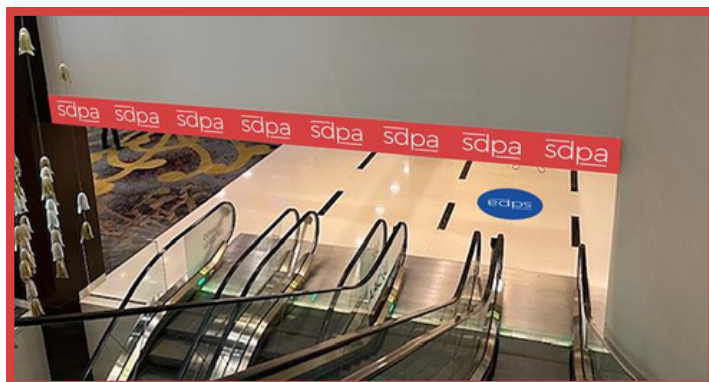
\$7,500.00

Make a memorable impact by delivering a personalized room drop to conference attendees. With your branded gift or message waiting in their hotel room, you'll connect directly and thoughtfully—right when they're ready to unwind. Whether it's a treat, swag, or an exclusive offer, this unique touchpoint elevates your brand and ensures you're remembered long after the day is done.

Clings, Banners, & More!

Pricing Varies

Take your brand to new heights with bold, unforgettable visibility! From eye-catching clings and banners to striking gobo displays, let's create standout designs that captivate attendees. **Please note: Opportunities vary based on location.** Ask us about escalator, elevator, and ceiling branding (including suspended LED displays and projection mapping)!



Digital Opportunities



WiFi

\$20,000.00

Everyone wants to be connected! Be the name everyone types in (and remembers). Your brand will be front and center with a custom network name (e.g., “YourBrand_WiFi”), branded password (e.g., “YourBrand_Rocks”), and a landing page that greets users upon login.

Event Mobile App

\$25,000.00

Be the brand attendees see every time they check the schedule, browse sessions, or get event updates.

- Splash screens showcasing your logo every time users open the app.
- Banner ads driving traffic to your products or services.
- Three (3) push notifications ensuring your messages reach all attendees in real-time.

With the app being the go-to tool for navigating the event, your sponsorship guarantees unparalleled visibility and engagement with attendees.

Push Notification (Event Mobile App)

\$1,500.00

Grab attendees’ attention instantly with one (1) push notification through our conference mobile app! Drive traffic to your booth with exclusive offers or highlight your upcoming product theater or dinner symposium. Deliver your message directly to attendees’ devices and ensure your brand stays top of mind throughout the event. Don’t miss this powerful opportunity to engage attendees in real time!

Networking at Conference Email

\$15,000.00

Banner ad placement on SDPA’s preconference email highlighting networking opportunities and tips. With 5,963 opens for our 2025 Summer Conference, it ranked as one of our most-opened conference-specific e-blasts.

Digital Opportunities

Onsite E-Blast

\$6,000.00

Promote your booth with a one-time e-blast sent directly to all attendees! Spotlight your game, giveaway, or special offer to boost visibility and engagement before they even hit the show floor. Secure your e-blast slot now—lock it in early and check it off your list. We'll handle the send, so you can focus on making your onsite presence unforgettable.

Daily Sizzle / Highlight Reel

\$15,000.00 per day

Ignite excitement and capture attention! Produced by our award-winning partner, this engaging video recap showcases the most memorable moments, key insights, and energy of the conference. Your brand will be prominently featured in a dynamic reel played three (3) times on the main stage, shared on social media, and showcased in our event app. It's visibility on the big screen, in their feed, and at their fingertips.

Social Media Influencer

\$6,000.00 per day

Leverage the voice of a trusted social media influencer with a dedicated following of DermPAs™ and dermatology professionals. This sponsorship puts your brand in front of a highly targeted audience across platforms like Instagram, TikTok, and LinkedIn—boosting visibility, credibility, and engagement where it matters most. Let someone they already trust help deliver your message and spark conversation in the derm community.

Conference Attendee List

\$5,000.00

Get exclusive, one-time-use access to our Conference Attendee List—your direct line to engaged DermPAs™ and key decision-makers—99% of attendees are prescribers who play a vital role in patient care. This is your chance to extend the impact of the event, follow up with qualified leads, and build lasting connections with the people who matter most to your business. This list includes name, credentials, and address of each conference attendee (excluding opt-outs).

Still **itchy**? So are we.

Big News: Our First Topic-Specific Conference Was a Hit!

At the 2025 SDPA Summer Conference, members told us they wanted more—so we're delivering! Coming **Spring 2026**, SDPA will bring the focus on itch to a brand-new location. Lock in your rates now!

Dates and location are currently being finalized, and Letters of Agreement (LOAs) will be executed once details are confirmed.



In-Person Direct Attendee Engagements

- Welcome Reception \$40,000.00
- VIP Lounge Access \$15,000.00
- Wellness Lounge \$10,000.00
- Leadership & Faculty Dinner \$50,000.00

Product Theater (30 minutes)

Presented during meals. Includes cling, email blast, and post-conference data package.
\$75,000.00 (Limited availability.)

Digital Attendee Engagements

- Mobile App \$25,000.00
- Wi-Fi \$10,000.00

In-Person Branded Promotional Materials

- Lanyards & Badges \$15,000.00
- Bags \$15,000.00
- Itch Relief Kits \$15,000.00
- Bag Inserts \$2,500.00

Additional Opportunities

- Late Check Out Luggage \$5,000.00
- To-Go Snack Sponsor \$10,000.00
- Refreshment Break \$5,000.00

Clings & Onsite Advertising

Options to be determined based on hotel availability.

Make a Lasting Impact

DPAF

DERMATOLOGY PA FOUNDATION

As the philanthropic arm of the SDPA, the Dermatology PA Foundation (DPAF) is dedicated to giving back--supporting education, outreach, and care where it's needed most. Through sponsorship, you can help advance this mission at SDPA Conferences and beyond.

At SDPA Conferences, your support enables us to:

- **Empower DermPAs™ to Present Research:** Help fund on-site abstract presentations that spotlight innovation and clinical advancement in dermatology. **\$10,000.00**
- **Provide Free Skin Cancer Screenings:** Support comprehensive screenings that promote early detection and raise public awareness in the community. **\$10,000.00**

Sponsorship of the on-site conference opportunities include:

- Linked logo placement in conference digital marketing (including website, app, and e-blasts)
- Logo recognition on signage
- Two (2) exhibit hall badges
- Two (2) tickets to the Welcome Event



Looking to support DPAF in other meaningful ways? Reach out to partner with us to:

- **Fund Conference Scholarships:** Open doors for DermPAs™ to enhance their knowledge and professional growth by attending SDPA events.
- **Support Medical Missions:** Help DermPAs™ deliver life-changing dermatological care to underserved communities around the world.

A photograph of two men in a professional setting, likely a conference. The man on the left, who is bald and has a beard, is wearing a purple and white checkered shirt and dark trousers. He is holding a smartphone and looking at it with a smile. The man on the right, who has short brown hair, is wearing a white and blue striped shirt and dark trousers. He is also holding a smartphone and looking at it. They are standing in front of a table with a white tablecloth. On the table, there is a pink box with the word "Bioss" on it, a white water bottle, and a red can of Coca-Cola. In the background, there are other people and a large mirror on the wall.

sdpa

Be part of the **experience.**



SDPA members and conference attendees practice at the forefront of patient care. Engaging with these healthcare professionals offers an invaluable opportunity to educate key providers. SDPA offers an unmatched opportunity to promote your brand at a gathering of dermatology professionals who make decisions about treatment options for patients presenting a range of diseases.

If you are interested in securing a sponsorship, have questions, or would like to explore customized opportunities, we're here to help. Reach out—we'd love to connect.

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



www.dermpa.org



400 Virginia Ave SW, Suite 610, Washington, DC 20024