



PROSPECTUS

SDPA Annual Fall Dermatology Conference

November 5-9, 2025

JW Marriott San Antonio Hill Country
San Antonio, TX

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 5,000 members, SDPA is the largest constituent specialty organization of the American Academy of Physician Associates (AAPA).

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 at the SDPA Annual Fall Dermatology Conference!

Mark your calendar for **November 5-9, 2025**, and get ready for an unforgettable experience at the **JW Marriott San Antonio Hill Country**! Located at 23808 Resort Parkway, San Antonio, Texas, this iconic venue will host the most prominent educational event designed by DermPAs™ for DermPAs™ and anyone passionate about advancing dermatologic care.

With over **800 attendees** expected, the SDPA Fall Dermatology Conference delivers unparalleled opportunities to learn, connect, and grow. Dive into exceptional programming led by industry experts, explore the buzzing exhibit hall showcasing cutting-edge innovations, and enjoy exciting evening events that combine networking with fun. Don't miss this premier gathering where dermatology professionals come together to elevate the field and inspire excellence!

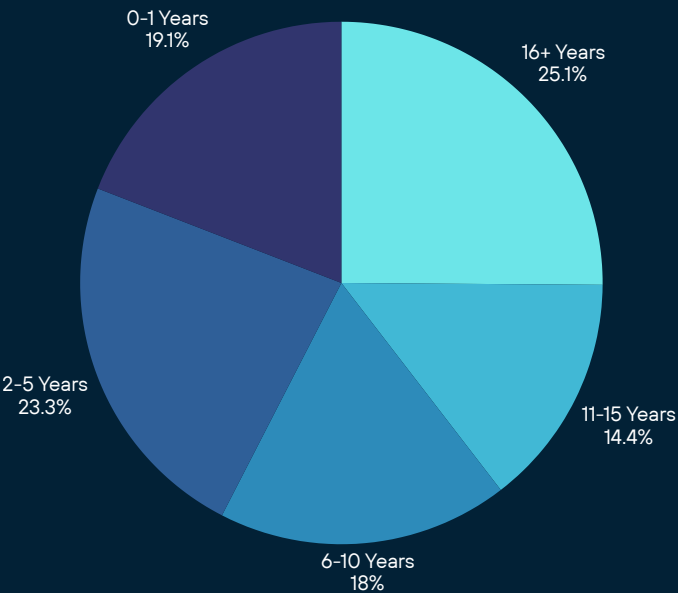
**The SDPA Fall Conference kicks off with the Arrival Reception with Exhibitors
from 6:00pm-7:30pm Wednesday, November 5, 2025.**

Exciting Insights

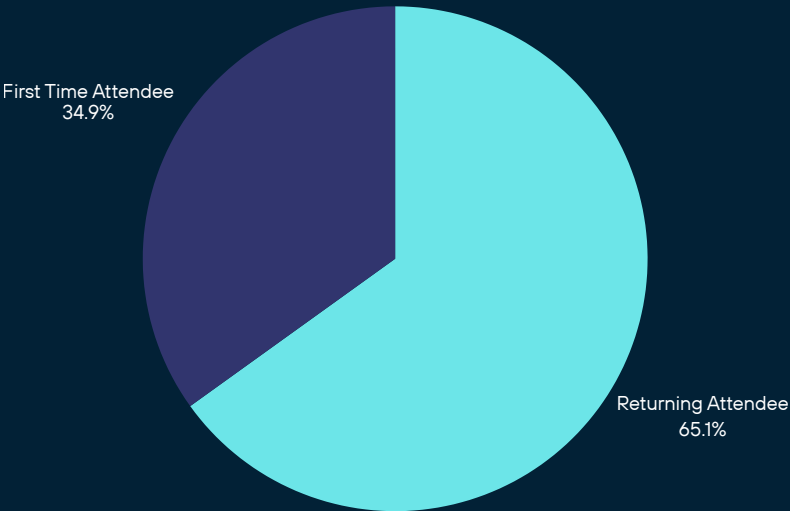
From the SDPA 22nd Annual Fall Dermatology Conference!

The data presented in the graphics below were gathered from an attendee survey conducted at the SDPA 22nd Annual Fall Dermatology Conference in Las Vegas, Nevada in November 2024. This valuable information offers conference sponsors, exhibitors, and corporate partners an exclusive snapshot of the diverse experience levels and past attendance of SDPA conference participants. Dive into these insights to better understand the dynamic audience that shapes our conference and helps drive the future of dermatology!

Number of Years Working as a PA/DermPA™



First Time Attendee vs. Returning Attendee



EVENT SPONSORSHIPS

Platinum Ranch

\$50,000.00

- Opportunity to present a Product Theater at an additional fee (choose 1 of 6 opportunities, first come, first serve)
- Premier exhibit space and one (1) lead retrieval
- Linked top logo placement on the SDPA website and in conference digital marketing
- Logo recognition on sponsor 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

Golden Spur

\$40,000.00

- Premier exhibit space and one (1) lead retrieval
- Linked logo on the SDPA website and in conference digital marketing
- Logo recognition on sponsor signage
- Conference participant mailing list (2 times)
- Six (6) exhibit hall badges
- Three (3) all-access badges (exhibits and General Session lectures)
- Special Events [Five (5) tickets to the Welcome Event, Three (3) tickets to the VIP Reception]

Silver Saddle

\$25,000.00

- Exhibit space and one (1) lead retrieval
- Linked logo on the SDPA website and conference digital marketing
- Logo recognition on sponsor 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)

Bronze Bronco

\$10,000.00

- Linked logo on the SDPA website and conference digital marketing
- Logo recognition on sponsor 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

To secure a Product Theater slot, it is necessary to purchase the Platinum Ranch sponsorship listed above. SDPA's Corporate Partners receive first right of refusal. Sponsors are restricted to ONE (1) Product Theater per calendar year based on availability.

EVENT SPONSORSHIPS

	Platinum Ranch	Golden Spur	Silver Saddle	Bronze Bronco
	\$50,000.00	\$40,000.00	\$25,000.00	\$10,000.00
Opportunity to present a Product Theater at an additional fee* (Choose 1 of 6 Opportunities, First Come, First Serve)	✓			
Up to Six (6) Priority Sleeping Rooms	✓			
Exhibit Space and One (1) Lead Retrieval	✓ Premier Space	✓ Premier Space	✓	
Linked Logo on the SDPA Website and in Conference Digital Marketing	✓	✓	✓	✓
Logo Recognition on Sponsor Signage	✓	✓	✓	✓
Conference Participant Mailing List	3 times	2 times	1 time	
Exhibit Hall Badges	7 badges	6 badges	4 badges	2 badges
All-Access Badges	4 badges	3 badges	2 badges	1 badge
Welcome Event Tickets	7 tickets	5 tickets	4 tickets	2 tickets
VIP Reception Tickets	4 tickets	3 tickets	2 tickets	1 ticket

*Eligibility to purchase and secure a Product Theater is exclusive to Platinum Ranch-level sponsors. Priority purchasing invitations are extended to SDPA's Industry Partners.

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.

Exhibit Hall Hours

Wednesday, November 5

6:00pm-8:00pm

Thursday, November 6

12:00pm-5:00pm

Friday, November 7

11:00am-3:00pm

Saturday, November 8

8:30am-1:30pm

EXHIBIT TABLES

Booth Registration

\$6,000.00

- Includes two (2) exhibit hall badges and one (1) lead retrieval.
- Booth prices increase to \$7,500.00 after September 1, 2025.

Non-Profit Booth Registration

\$500.00

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

Extra Lead Retrieval

\$550.00/unit

Additional Exhibit Hall Staff

\$500.00/each

Additional All-Access Badge

\$600.00/each

- Available to sponsors only



For more information, please contact Jordan Snelson at jsnelson@dermpa.org.



À LA CARTE OPPORTUNITIES

Grand Product Theater - 45 Minutes

\$60,000.00

Eligibility to purchase Grand Product Theater is exclusive to Platinum Ranch-level sponsors. Priority purchasing invitations are extended to SDPA's Industry Partners.

SOLD OUT



Focused Product Theater - 30 Minutes

\$40,000.00

Eligibility to purchase Focused Product Theater is exclusive to Platinum Ranch-level sponsors. Priority purchasing invitations are extended to SDPA's Industry Partners.

SOLD OUT

Arrival Reception

\$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.



Mingle Zone

\$65,000.00

Be the host of the conference with the Mingle Zone Sponsor. Packed out with comfortable lounge furniture, charging stations, and your custom branding, this space is where attendees will relax, recharge, and connect.

SOLD OUT

Welcome Event

\$75,000.00 Exclusive

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!

SOLD OUT



À LA CARTE OPPORTUNITIES

First Timer's Reception

\$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!

Conference Bags

\$25,000.00

Put your brand in the spotlight—literally! Provide sponsor-branded tote bags for all participants, ensuring high visibility throughout the conference and beyond.

Headshot Station

\$20,000.00

Empower attendees to put their best face forward with the Headshot Station Sponsorship. This fun and interactive station delivers professional headshots that attendees will 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.

Daily Conference WiFi

\$10K

Boost your brand visibility by sponsoring the Conference WiFi!

Benefits Include:

- Custom WiFi name (e.g., "YourBrand_WiFi").
- Branded landing page for all logins. Digital Signage and Morning Call out from Stage for code
- Recognition in event app, push notification, materials and announcements.

Member eBlasts onsite events

\$6,000.00

Promote your booth with a one-time eblast to all attendees! Highlight your game, giveaway, or special offer to drive traffic and boost engagement. Reserve your eblast today!



Who you'll meet at SDPA2025 in San Antonio

SDPA members and conference attendees represent the forefront in 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.

For more information,
please contact

Jordan Snelson at
jsnelson@dermpa.org.



À LA CARTE OPPORTUNITIES

Event Mobile App

\$25,000.00

Stay at the center of attention with the Event Mobile App Sponsorship! As the exclusive sponsor, your branding will be front and center on the app that attendees rely on for schedules, session details, and event updates.

Features include:

- Splash screens showcasing your logo every time users open the app.
- Banner ads driving traffic to your products or services.
- 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. Take this prime opportunity to make your brand unforgettable!

Event Mobile App - Push Notifications

\$1,500.00 Per Push

Grab attendees' attention instantly with Push Notifications through the SDPA Event 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!

Lanyards

\$35,000.00

Hang your brand around every attendee's neck—literally! As the exclusive Lanyard Sponsor, your logo will be front and center on the one item every attendee wears all day, every day. This high-visibility sponsorship ensures your brand gets maximum exposure while attendees flash their badges at sessions, networking events, and everywhere in between. It's the perfect way to keep your brand top of mind—while staying hands-free and fabulous!

Badges

\$20,000.00

High-visibility sponsorship ensures your brand gets maximum exposure while attendees flash their badges at sessions, networking events, and everywhere in between. It's the perfect way to keep your brand top of mind!



GAME SPONSORSHIPS

If you know SDPA, you know we love a good game! Sponsor a mobile app game, one of our daily challenges, or the fan-favorite Hide Sherman the Snake. Attendees will engage with your brand while having fun and creating memorable experiences. Sponsorship Benefits:

- Branded integration into the game of your choice.
- Recognition in game promotions and announcements.
- Increased visibility as attendees compete and connect.

Pricing varies.



À LA CARTE OPPORTUNITIES

Hotel Key Cards

\$20,000.00

Get your brand in the hands of every attendee! Your logo and message will be placed on the room key cards, with a **SOLD OUT** stamp for added exposure and engagement. A high-visibility opportunity that leaves a lasting impression!

Registration Bag Insert

\$6,000.00

Add some flair to the conference with a fun product in the Registration Bag Insert Sponsorship! Place your branded item in every attendee's bag, giving your brand direct exposure and a fun, memorable experience. Perfect for boosting engagement and creating lasting connections!

Room Drops

\$7,500.00/day

Surprise and delight attendees with a personalized room drop! Reach over 800 conference-goers directly in their hotel rooms with your branded gift or message waiting to greet them after a long day. From snacks and swag to exclusive offers, your delivery will create a memorable moment and show off your brand's creativity. This is your chance to stand out, make a lasting impression, and bring your message straight to their door!

Charging Stations

\$10,000.00

Power up your brand by sponsoring the Conference Charging Stations!

Benefits Include:

- Branded charging stations in high-traffic areas.
- Your logo and messaging on station signage.
- Recognition in event materials and announcements.

Conference Attendee List

\$5,000.00

Gain exclusive access to our Conference Attendee List for a one-time use. Connect with engaged professionals and decision-makers in your target audience.

Sponsorship Benefits:

- One-time access to the attendee list, including names, titles, and organizations.
- Opportunity to share your message with a focused audience.

For more information,
please contact
Jordan Snelson at
jsnelson@dermpa.org.

NEW À LA CARTE OPPORTUNITIES

Pre-Conference Workshop & Luncheon Sponsorship

\$30,000.00

Sponsor the Pre-Conference Workshop and Luncheon! 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 workshop and luncheon offer the perfect platform to make a lasting impression before the main conference sessions begin!

Latte & Espresso Bar

\$20,000.00

When hotel coffee just won't cut it, elevate your morning with a real cup of coffee! As a Latte & Espresso Bar Sponsor, you'll provide attendees with a premium coffee experience, 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!

Posters and Popsicles Research Poster Session & Break

\$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 one-hour session, attendees can enjoy popsicles as they 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.

Daily Sizzle/Highlight Reel

\$25,000.00 Per Day (3 Plays Per Day)

Ignite excitement and capture attention by sponsoring the Daily Sizzle and Highlight Reel! Produced by our award-winning production crew, this engaging video recap showcases the most memorable moments, key insights, and energy of the conference. Your sponsorship ensures your brand is prominently featured in a dynamic reel played three times daily during main sessions, shared across social media, and spotlighted on our event app, reaching a highly targeted audience of 99% prescribing DermPAs™. Position your brand at the heart of the action and connect with the audience where it matters most—on the big screen, in their feed, and at their fingertips.



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NEW À LA CARTE OPPORTUNITIES

Keynote Speaker Sponsorship

\$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.

Social Media Influencer (Per Day)

\$6,000.00/day

Get your brand in front of 5+ million dermatology professionals, with a focus on DermPAs™, through a leading influencer in the space. Reach a highly targeted audience across multiple platforms and amplify your presence in the dermatology community!

Scholars Lounge

\$25,000.00

Support the next generation of dermatologists by sponsoring the Emerging Scholars Lounge—a dedicated space for engagement, mentorship, and collaboration. This lounge serves as a hub where Emerging Scholars, past and present, can connect with mentors, discuss innovative research, and exchange ideas on advancing treatments for dermatological conditions like atopic dermatitis, rosacea, and skin cancers. Your sponsorship fosters a supportive environment for scholarly growth and innovation while positioning your brand as a champion of education, research, and the future of dermatology.

SOLD OUT



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NEW À LA CARTE OPPORTUNITIES

Know Before You Go Email x 2

\$15,000

Banner ad placement on the SDPA preconference email with important agenda details, app launch, event locations and so much more

Faculty & Leadership Forum

\$25,000.00

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

Breaks & Beverage Station

Boost your brand's presence with a Beverage or Snack Station strategically placed in the bustling Exhibit Hall. Keep attendees energized and engaged.

- **\$25,000.00 per day:** Make a lasting impression all day long with a dedicated station that draws traffic and sparks conversations (3 Stations throughout the day).
- **\$10,000.00 per break:** Target key moments when attendees are most eager to refuel and connect.

Clings, Banners, Gobo Displays & Ceiling Branding

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.

Reach higher with ceiling branding:

- Suspended LED Displays: Showcase dynamic messages or products.
- Projection Mapping: Turn the ceiling into an animated science showcase.





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The future of DermPAs™

KNOWLEDGE • ADVOCACY • LEADERSHIP • ENGAGEMENT