



sdpa **ITCH**

2026 **ITCH** PROSPECTUS

April 30—May 2, 2026 /// La Concha Resort, San Juan, Puerto Rico

After the huge success of last year's Itch Conference, SDPA is bringing this high-impact, topic-focused experience back in 2026—this time in beautiful **San Juan, Puerto Rico** at the La Concha Resort.

Itch 2026 will bring together 150 dermatology physician associates for a highly engaging conference designed for deeper learning and real connection. For sponsors, that means meaningful access to a focused audience actively looking for products, tools, and partners that support their clinical practice.

Sponsorship opportunities are available at every level, including on-site attendee engagement, digital engagement, advertising, and tabletop exhibits, making Itch an ideal platform to showcase your brand and connect in ways that matter.

By sponsoring the 2026 Itch Conference, you will receive:

- Direct access to a targeted group of dermatology PAs.
- A proven conference model with strong engagement and sponsor ROI.
- Multiple touchpoints before, during, and after the event.
- An intimate setting that encourages real conversations.
- A standout destination that attendees are excited to visit.

Join us at Itch 2026 and put your brand front and center at one of SDPA's most impactful events.



PREMIUM ON-SITE ENGAGEMENT

Elevate the attendee experience with a focus on your brand

These high-touch sponsorships are designed for meaningful, face-to-face interaction with attendees in a setting that feels natural and memorable. Options such as a Leadership or Faculty Dinner or a Wellness Lounge allow sponsors to connect with dermatology PAs outside of traditional exhibit formats, creating space for conversation, relationship building, and authentic brand presence. These experiences are ideal for partners looking to engage attendees where they gather, recharge, and connect—making your brand part of the conference experience, not just the agenda.

Options available:

- Leadership and Faculty Dinner—\$50,000
- Welcome Reception—\$40,000
- VIP Lounge—\$15,000
- Wellness Lounge—\$10,000

IN-PERSON BRANDED PROMOTIONAL MATERIALS

Reach every attendee with high visibility branding

These sponsorships place your brand directly in the hands of every conference attendee, ensuring consistent exposure throughout the event. By integrating your brand into essential conference materials, such as lanyards and attendee bags, you become part of each attendee's daily conference experience. This opportunity delivers broad, reliable visibility from check-in to the final session, making it an effective option for sponsors focused on awareness and broad reach.

Options available:

- Lanyard and Badges—\$15,000
- Bags—\$15,000
- Itch Relief Kits—\$15,000
- Bag Inserts*—\$2,500

**Only available if a bag sponsor is confirmed.*

PRODUCT THEATER

Share your product with an attentive audience

Product Theaters give sponsors dedicated time on stage to highlight a specific product, treatment, or innovation during a scheduled meal. With attendees already gathered, this format creates a focused environment for education and clinical context without competing programming.

Details:

- Presented during meals, this 30 minute opening includes an email blast and post-conference data package—\$75,000
- Limited availability

DIGITAL ATTENDEE ENGAGEMENTS

Take attendee interaction further than the event space

Digital sponsorships keep your brand visible throughout the conference by connecting directly to tools attendees rely on, like wi-fi and the mobile app. These opportunities provide consistent exposure during planning, on site, and post-event—ensuring your brand remains present every time attendees connect check schedules, or access conference content.

Options available:

- Mobile App—\$25,000
- WiFi—\$10,000

CLINGS AND ONSITE ADVERTISING

Transform surfaces into memorable sponsor touchpoints

Grab the attendees' attention every time they walk through high-traffic areas! Don't miss add-on opportunities like elevator clings, columns, digital ads and more. Options to be determined based on hotel availability. Information coming soon!

TABLE TOP EXHIBITS

Grab attention in a focused display space

Make the most of your time at Itch 2026 by adding a tabletop exhibit. This intimate format creates space for genuine engagement, product education, and relationship building with dermatology PAs in a setting designed for real conversation—not pass-through traffic. It's a smart way to extend your on-site presence and deepen connections while enjoying everything Puerto Rico has to offer.

Details:

- \$1,500
- Limited availability

ADDITIONAL OPPORTUNITIES

Make a lasting impression

These add-ons are designed to enhance the attendee experience in memorable ways that will leave them feeling good about your brand. Refreshment breaks, to-go snacks, and late check-out luggage holds meet attendees at exactly the moments they appreciate most and create a convenient and comfortable experience. These options offer feel-good brand exposure and are an easy way to add value to the event while creating positive associations with your brand.

Options available:

- To-Go Snack Sponsor—\$10,000
- Late Check-out Luggage—\$5,000
- Refreshment Break—\$5,000

INTERESTED?

Interested in sponsoring or have additional questions? Reach out to **Amber Falls**, Director of Organizational Effectiveness, at afalls@dermpa.org.



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