



2027

INDUSTRY PROSPECTUS

sdpa

Society of Dermatology
Physician Associates

ABOUT SDPA	1
Our Reach. Our Impact. Your Opportunity.....	1
CORPORATE PARTNERSHIPS	3
Partner Levels	3
Step Two: Customize Your Partnership with Add-Ons.....	4
Strategic Upgrades	6
CONFERENCE SPONSORSHIPS	8
Sponsorship Levels	8
Exhibits.....	10
SDPA ADVOCACY	15
Partnering with SDPA.....	15
SDPA Programming	15
Industry Partnership Opportunities	16
SUPPORTING DPAF	17
About DPAF	17
Sponsorship Opportunities	17
DERMCAST	19
What Makes Dermcast the Right Choice?.....	19

ABOUT SDPA

The Society of Dermatology Physician Associates (SDPA) is the nation's leading professional organization dedicated to advancing the DermPA™ profession. With over 5,200 members, SDPA is the largest constituent specialty organization of the American Academy of Physician Associates (AAPA) and the professional home for DermPAs™.

Since 1994, SDPA has advanced dermatology through education, advocacy, leadership, and collaboration. Our members are at the forefront of patient care, driving innovation and shaping the future of the specialty. As the largest nonprofit organization representing dermatology PAs, SDPA continues to grow while remaining committed to supporting DermPAs™ worldwide through exceptional education, professional development, and a connected community.

Whether you've been with us for years or are just joining, your partnership helps elevate clinical excellence, expand access to dermatologic care, and improve patient outcomes.

Our Reach. Our Impact. Your Opportunity.

Membership Momentum

- Over **5,200 active members**, with membership growing more than 8% since 2023
- **Expanding global community** with increasing student and membership
- More than **5,000 subscribers** to SDPA Connect, our online member community

SDPA Learning Center

- Over **337,000 unique visitors** since January 2025
- **27%** of members have achieved Diplomate status
- Members have earned nearly **90,000 CME credits** since January 2025, reflecting their commitment to lifelong learning and exceptional patient care

Highly Engaged Community

- A **3.9% social media engagement rate**, outperforming industry benchmarks
- An impressive **51.2% email open rate**, demonstrating strong member engagement and connection

Together, we're advancing the future of dermatology—one DermPA™ at a time.

CORPORATE PARTNERSHIPS

Partner Levels

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**

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**

NextGen Partner:* Igniting Opportunity. Elevating the Future.

- NextGen 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**

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

PARTNER DELIVERABLES	LEGACY	VISIONARY	NEXTGEN
Investment	\$150,000	\$100,000	\$25,000
Linked logo on SDPA website (12 mo.)	✓	✓	✓
Monthly newsletter recognition in Corporate Partner section of Member Newsletter	✓	✓	✓
Banner ads on website (timed)	1 year	6 months	--
Dedicated e-blasts	4 per year	3 per year	--
Unbranded blog content	2 per year	1 per year	--
Ad on Hire a DermPA™ website	2 per year	1 per year	--
JDPA digital subscriptions	6 per year	4 per year	1 per year
Membership mailing list	Up to 4 per year	Up to 3 per year	1 per year
SDPA Connect Takeover	1 per year	--	--
Exhibit Booth a SDPA summer and fall conferences	Premium*	Standard	Discounted (\$5,000)
Meeting suite at SDPA conference (subject to availability of hotel property)	Summer and Fall	Summer or Fall	--
Roundtable invite at Summer and Fall Conferences	2 attendees /conference	1 attendee /conference	--
Meeting with SDPA leadership at conference	1 per year at Summer or Fall	--	--
Lapel pins (given at conference)	✓	✓	✓

**Expanded booth, includes upgrading branding furniture package and additional Legacy Partner branding*

Step Two: Customize Your Partnership with Add-Ons

Our partnership 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 the table below to see what's available at your level and tailor your partnership experience to align with your goals.

- **Legacy:** Two from List A and one from List B
- **Visionary:** One from List A or two from List B
- **NextGen:** One from List B

LIST A PREMIUM ADD-ONS

Social Media Influencer Spotlight (at conference)
Shared patient testimonial playback (SDPA digital channels – YouTube, social media, newsletter)
DermCast webinar
DermCast In-Studio-In-Person Recording (at conference)
Digital Spotlight Week (All SDPA channels, 1 week)
30-second CNTV produces commercial on-site at conference
YouTube pre-post roll (30 seconds)

LIST B ADD-ONS

Learning Center Ad (3 months)
Social Media Shoutout
Conference mobile app push notification
Sponsored newsletter with specific topic

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. Partners 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 In-Studio In-Person Recording (at conference):** Capture the energy of the conference with a professionally produced Dermcast recording. Partners 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. Partners 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.
- **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. Partners 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 sponsored 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.

List B Add-Ons

- **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.
- **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.
- **Sponsored newsletter with specific topic:** Position your organization as a thought leader by sponsoring a dedicated newsletter focused on a topic of strategic relevance to your brand. Work with SDPA to identify a timely and engaging subject, with your organization prominently recognized as the exclusive sponsor. This targeted opportunity allows you to align your brand with valuable educational content while reaching an engaged audience of dermatology PAs.



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

Unique programming at SDPA conference—available to Legacy partners

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.

- Emerging DermPA™ Scholars – Cultivating the next generation of leaders
- Learning Academies – Advancing deep dives into complex topics
- Immersive training labs – interactive skills-based education in real time

Opportunity to host a product theater at SDPA conference (summer or fall)*—available to Legacy and Visionary partners

- Showcase your product or therapy in a dedicated, non-CME product theater

**Please note: Partners are limited to one (1) Product Theater per calendar year. To host a Product Theater, you must be a Luminary Conference Partner at the corresponding conference.*

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

CONFERENCE SPONSORSHIPS

Join 500+ 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!

Save the dates for our upcoming SDPA Conferences!

- **November 11–15, 2026** in Hollywood, Florida at The Diplomat Beach Resort by Hilton, Curio Collection
- **June 9–13 2027** in Chicago, Illinois at the Chicago Hyatt Regency
- **Nov 10–14, 2027** in Scottsdale, Arizona at the Scottsdale Westin Kierland
- **June 7–11 2028** in Boston, Massachusetts at the Omni Boston Seaport

Sponsorship Levels

Luminary: \$50,000

- 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 (includes access to breakfast, lunch, and F&B break)
- Four (4) all-access badges (exhibits and General Session lectures) educational lectures)
- Special Events- Seven (7) invites to the Welcome Event, Four (4) invites to the VIP Reception

Radiance: \$25,000

- 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 (includes access to breakfast, lunch, and F&B break)
- Two (2) all-access badges (exhibits and educational lectures)
- Special Events (Four (4) invites to the Welcome Event, Two (2) invites to the VIP Reception)

Cornerstone: \$10,000

- Linked logo placement on the SDPA conference website & digital marketing materials
- Logo recognition on signage
- Two (2) exhibit hall badges (includes access to breakfast, lunch, and F&B break)
- One (1) all-access badge (exhibits and educational lectures)
- Special Events (Two (2) invites to the Welcome Event, One (1) invite to the VIP Reception)
- Add on exhibit space offered at discounted rate of \$5,500

**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. A Luminary sponsorship is required to be eligible for a Product Theater.*

	LUMINARY \$50,000	RADIANCE \$25,000	CORNERSTONE \$10,000
Opportunity to host a Product Theater* (limited opportunities available)	✓	--	--
One (1) push notification through the event mobile app	✓	--	--
Exhibit space and one (1) lead retrieval license	Premier location (Legacy partners receive complimentary expanded booth)	Standard space	Available for purchase at discounted rate of \$5,000
Linked logo on SDPA website	✓	✓	✓
Linked logo in conference digital marketing	✓	✓	✓

	LUMINARY \$50,000	RADIANCE \$25,000	CORNERSTONE \$10,000
Logo recognition on conference signage	✓	✓	✓
Conference participant mailing list	3 times	2 times	--
Exhibit hall badges (includes access to breakfast, lunch, and F&B break)	7 badges	6 badges	2 badges
All-access badges (includes access to exhibits and educational lectures)	4 badges	3 badges	1 badge
Welcome event invites	7 invites	5 invites	2 invites
VIP reception invites	4 invites	3 invites	1 invite

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Exhibits

Our exhibit hall is the perfect place to engage and harbor meaningful connections with our attendees. Attendees visit our exhibit hall regularly throughout the conference, with an average of 300 attendees visiting each day of the conference!

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

- 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 four (4) weeks prior to event.

Non-Profit Booth Registration: \$500

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

Extra Lead Retrieval License: \$550/each

Additional Exhibit Hall Badge: \$500/each

À La Carte Opportunities

Grand Product Theater (45 Minutes): \$60,000

Focused Product Theater (30 Minutes): \$40,000

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. A Luminary conference sponsorship is required.*

Exclusive Product Theater Add-On: \$15,000

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

First Timer's Reception (Wednesday Evening): \$30,000

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!

Arrival Reception (Wednesday Evening): \$50,000

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

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

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

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.

Research Poster Session & Break (Friday): \$10,000

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

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.

Headshot Station: \$20,000

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.

Conference Bags: \$25,000

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

Conference Bag Insert: \$6,000

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.

Lanyards & Badges: \$35,000

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: \$30,000

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.

Room Drops: \$7,500

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

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

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

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!

Onsite E-Blast: \$6,000

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 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 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: \$2,000

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).

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 to industrypartner@dermpa.org.

SDPA ADVOCACY

Partnering with SDPA

Dermatology PAs have an important role in patient access across the United States. Nearly 85 million Americans, or one in four people, are treated for some form of skin condition every year. While these conditions are seen on the skin's surface, their effects are far more than skin deep. Yet increasingly, these patients face still another challenge: accessing necessary medications in a timely manner. Some health plans require prior authorization for treatment, prolonging the time patients must spend in discomfort and potentially avoiding the workplace and social settings. This process may sometimes also include a step therapy edit, requiring patients to fail a traditional treatment before getting an innovative therapy. Dermatology Physician Associates yield a significant role in dermatology access in all practice settings. Through our membership empowerment and advocacy, we can work towards allowing patients with skin disorders to resume productive and confident lives. This begins with allowing them to access the medications that treat their conditions.

SDPA Programming

SDPA sponsors educational initiatives and advocacy programs designed to educate DermPA™ members about patient-centric policies and activate them to be effective advocates for increased access and appropriate clinical care.

- Producing educational resources such as blogs, infographics, white papers, and clinical proceedings
- Sending letters and offering comments and testimony on proposed legislation and regulatory issues
- Providing media outlets with opinion editorials and comment



These programs provide the foundational capacity for a growing network of engaged advocates who are trained, organized and activated in furtherance of SDPA's mission.

Industry Partnership Opportunity

SDPA's advocacy support is raised through dedicated grants, sponsorships, and donations. The 2027 sponsorship opportunity is as follows:

SPONSORSHIP LEVEL	
Advocacy Ally \$50,000	Collaborate with SDPA leadership to discuss access-related issues impacting dermatology PAs
	Provide input to help inform SDPA access education for members
	Invitation to all SDPA advocacy events
	Public recognition at all SDPA advocacy events
	Invitation to present any one policy topic for a 30-minute webinar, live streamed and recorded for our members on Dermcast Live
	Opportunity to review draft SDPA advocacy materials and offer comments and suggestions
	Meet one-on-one monthly with SDPA advocacy staff to collaborate and keep abreast of advocacy developments
	Sponsor recognition in SDPA advocacy newsletters and other member-facing digital and printed advocacy materials
	Receive annual advocacy report with data on hill meetings held, grassroots actions taken, access issues reported, coalition letters signed, and other data points
	Sponsor recognition and speaking time at Convention of States (when scheduled at SDPA conferences) with SDPA's state affiliates

Other sponsors who support SDPA's advocacy agenda will be granted membership benefits of equal or comparable value. SDPA advocacy supporters will have the opportunity to provide the organization's leadership and their members with their perspective and insights. However, SDPA's policy positions, program content and work product is solely determined and controlled by SDPA's leadership and members. Thank you for your interest in partnering with the SDPA. All benefits listed in this packet are available during your program term, which runs January through December annually.

Interested in partnering or have additional questions? Reach out to industrypartner@dermpa.org.

SUPPORTING DPAF

About DPAF

As the philanthropic arm of the SDPA, the Dermatology PA Foundation (DPAF) never stops giving back to the community.

- Offering scholarships that help DermPAs™ advance their education by attending SDPA conferences.
- Supporting medical missions for DermPAs™ to provide care to underserved communities.
- Funding DermPAs™ to present their research at SDPA conferences.
- Providing free, comprehensive skin cancer screenings at select SDPA conferences, which highlights their commitment to promoting early detection, raising awareness, and providing educational resources to the community.

Sponsorship Opportunities

By becoming a DPAF sponsor, your organization will have the chance to support vital programs, including medical missions, free skin cancer screenings, and scholarship for DermPAs™ to further their expertise, all while gaining valuable exposure to a dedicated and engaged audience. Your sponsorship will not only help advance our mission but also showcase your company's commitment to patient care and community well-being.

We would love to discuss how we can customize a sponsorship package that aligns with your company's values and goals. Together, we can create a lasting impact and make a difference in the communities that need it most.



SPONSORSHIP PACKAGE	
Hypodermis Level: \$5,000	• Linked logo on the SDPA website • Linked logo and notice of sponsor in four (4) SDPA e-blasts • Dedicated social media post highlighting company's support of DPAF • One (1) exhibit hall badge to SDPA Summer or Fall Conference • One (1) ticket to Welcome Event or VIP Reception to SDPA Summer or Fall Conference
Dermis Level: \$2,500	• Linked logo on the SDPA website • Linked logo and notice of sponsor in one (1) SDPA e-blast • One (1) exhibit hall badge to SDPA Summer or Fall Conference
Epidermis Level: \$1,000	• Linked logo on the SDPA website



DERMCAST

Dermcast connects corporate and nonprofit partners with dermatology professionals through innovative, interactive formats. Empower your brand and reach the SDPA DermPA™ community through our tailored events and advertising options.

What Makes Dermcast the Right Choice?

- **Targeted Audience:**
 - Reach dermatology PAs, physicians, residents, and industry leaders globally.
- **Engaging Formats:**
 - From live events to podcasts and newsletters, you'll have innovative ways to connect.
- **Competitive Pricing:**
 - New, reduced pricing ensures maximum ROI for your marketing dollars.
- **Unparalleled Visibility:**
 - Position your brand as a leader in dermatology.

The data speaks for itself! Below are real stats from a Dermcast partner's YouTube video.

- 19,236 views
- 878.3 hours of watch time
- 383,372 impressions
- 0.6% impressions click-through rate

OFFERINGS

Showcase your brand, share key insights or new product launches, and highlight clinical advancements with an engaged dermatology audience.



1-Hour Dermcast	Content may be branded or unbranded Live or Recorded Published on the SDPA YouTube channel Typically structured as a 45-minute presentation followed by a 15-minute Q&A (format flexible) Marketing provided by SDPA includes promotion in e-newsletters, social media, and SDPA Connect. Future Benefit: One (1) 15-minute micro-podcast created from the original content for extended reach and ongoing engagement (to be housed on SDPA's podcast platform)	\$35,000
1-Hour Podcast (coming soon)	Content may be branded or unbranded Live or Recorded Published on the SDPA's podcast platform Typically structured as a 45-minute presentation followed by a 15-minute Q&A (format flexible) Marketing provided by SDPA includes promotion in e-newsletters, social media, and SDPA Connect.	\$20,000

CONTACT US

To discuss Dermcast partnership opportunities, or for more information, contact industrypartner@dermpa.org.