



***INDUSTRY PARTNERSHIP
& SPONSORSHIP OPPORTUNITIES***

PACIFIC DERMATOLOGIC ASSOCIATION
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PACIFIC DERMATOLOGIC ASSOCIATION

2008 INDUSTRY PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

The Pacific Dermatologic Association was founded in 1948 for educational and scientific purposes and to provide opportunities for the exchange of information and advancement of dermatological knowledge among physicians throughout the Western US, Pacific Rim, Canada, and Mexico. The PDA is the largest regional dermatologic society in the US, and the premiere educational society for dermatologists within the Pacific Rim area.

TO MAKE A COMMITMENT

Please note that sponsorships are filled on a first-come, first-served basis. For further information on opportunities to partner with the PDA or if you have additional support ideas, please contact:

PACIFIC DERMATOLOGIC ASSOCIATION
100 Meadowcreek Drive, Suite 150
Corte Madera, CA 94925

Kent Lindeman, CMP
Executive Director
Phone: (415) 927-5729
Fax: (415) 927-5726
Email: k lindeman@hp-assoc.com

We appreciate your past support of our meetings and programs and would ask that you now consider a contribution for 2008. Our Sponsorship book outlines the various opportunities that are available to help you select the one that is right for your company.

Donations should be sent to PDA to the attention of Kent Lindeman, PDA's Executive Director, at the address listed below. Initial commitments or questions about donations can be directed to him at (415) 927-5729 or via email at k lindeman@hp-assoc.com. Please note that PDA's Tax ID number is 91-6073773.

Again, thank you for your support of PDA and for your dedication to dermatology.

Sincerely,

Julie Hodge, MD
President

William Shellow, MD
Secretary – Treasurer

LIVE EDUCATION PROGRAMS

Industry sponsors can enhance their company image while supporting the Society in one of its primary strategic goals by supporting opportunities for educational and professional development. Society members gratefully acknowledge and appreciate industry participation and their assistance to foster efforts that help clinicians and academicians meet their educational needs.

60TH ANNUAL MEETING OF THE PACIFIC DERMATOLOGIC ASSOCIATION

AUGUST 6-10, 2008

THE PALACE HOTEL • SAN FRANCISCO, CA

CME: 17.5 hours

PDA's Annual Meeting includes plenary sessions with both practical and cutting-edge talks on a wide range of medical and surgical dermatologic topics. In addition, the popular Clinicopathologic Conference (CPC) features a guest dermatopathologist discussing pathologic correlations of clinical cases in the field of dermatology.

In 2007, the meeting drew 215 physician attendees from all over the world, including academic dermatology opinion leaders, clinical dermatologists, general dermatologists as well as medical extender physician assistants and trainees (fellows, residents, and medical students).



Pacific Dermatologic Association
60TH ANNUAL MEETING
August 6 - 10, 2008 • San Francisco, CA

SUPPORT OPPORTUNITIES

FOR PDA'S ANNUAL MEETING
INCLUDE THE FOLLOWING ITEMS:

UNRESTRICTED EDUCATIONAL GRANT \$1,000 - \$25,000

The PDA invites industry partners to consider support through an unrestricted educational grant. These grants help the PDA to underwrite important components of our educational meetings, such as speaker honoraria and travel, production of handouts, food and beverage and audio/visual.

SPEAKER GRANT \$5,000



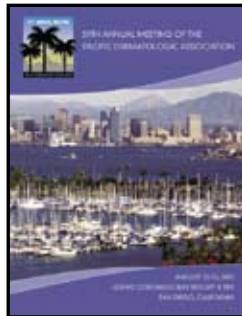
In addition to unrestricted contributions, educational grants for specific speakers on PDA's established scientific program are also available. Sponsorship would cover honoraria, travel and hotel accommodations.

RESIDENT CASE SYMPOSIUM \$7,500



The Resident Case Symposium is a featured part of PDA's Annual Meeting, offering "up and coming" dermatologists the opportunity to present and share analysis of dermatology cases in a number of different topic areas. Funds will be used to underwrite the participation of twelve (12) dermatology residents from programs in the Western US and Pacific Rim countries who are chosen to speak during the Resident Case Symposium. Each resident presenter receives a stipend to be used for travel expenses incurred during participation in the meeting, including hotel accommodations and air/ground transportation.

PROGRAM BOOK \$5,000



All registrants receive this conference program book that represents a compilation of all program lecture notes and syllabi, as well as important meeting information, the scientific program, the schedule-at-a-glance and updated contact information for all meeting registrants. Sponsors are provided with a full-page ad in the Program Book.

REGISTRATION BAGS \$5,000

All attendees receive a bag at registration and use it to transport their meeting materials. Sponsor would receive an imprint on the backpack in conjunction with the PDA logo.

AWARDS & SCHOLARSHIPS

VICTOR D. NEWCOMER AWARD \$2,500



The Victor D. Newcomer Award is open to physicians currently enrolled in a graduate dermatologic training program or physicians that have completed their training less than 5 years ago. The award is given to the most outstanding clinical research, basic science research or clinically focused review. The recipient is invited to PDA's Annual Meeting to give a brief presentation. Sponsorship would cover registration, a small honoraria and travel expenses.



2008 TOPICS TO INCLUDE:

- Pediatric Dermatology Symposium
- Skin Cancer Reconstruction Symposium
- Melanoma Symposium
- Practice Management Symposium
- Resident Case Presentations
- Approach to the Cosmetic Patient
- Hair Update
- Fillers
- Lymphoma Update
- Workforce Issues
- The Patient - Dermatologist Relationship
- Biologics



PDA SPONSORSHIP LEVELS & RECOGNITION

PDA provides four levels of sponsorship for industry partners. Recognition is provided for total dollars in one year in support of educational events, items, or programs of \$500 and above:

- Benefactor (\$10,000 or more)
- Patron (\$5,000 - \$9,999)
- Sponsor (\$1,000 - \$4,999)
- Contributor (\$500 - \$999)

	Name/Logo in Promotional Materials*	Company logo/hyperlink on website	Ad size in program book	Listing on signage at meeting	Insertion of product/material in attendee bag**
\$10,000+	X	Logo/hyperlink	Full Page (2 ads)	X	X
\$5,000-9,999	X	Logo/hyperlink	Full Page (1)	X	
\$1,000-4,999	X	Logo only	1/2 page	X	
\$500-999	X	Logo only		X	

* Circulated to over 4,000 practicing dermatologists in the Western US, Canada, Mexico and Pacific Rim countries as well as residents in 100+ dermatology resident programs. Important – requires sponsorship pledge by February 1, 2008 for logo to be included in print materials.

**Insertion of specific company product/promotional materials into bags presented to each meeting attendee is subject to approval of PDA Staff for size and space considerations within the bag.

