



2011

Industry

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Opportunities



63rd Annual Meeting :: COEUR D'ALENE, IDAHO

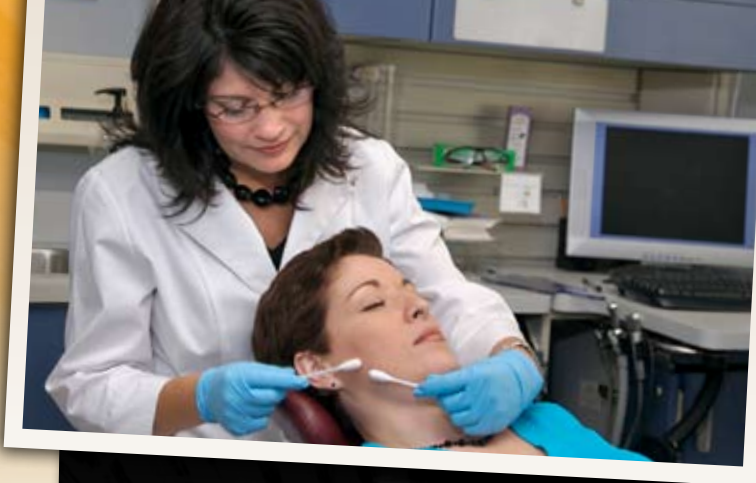
PACIFIC DERMATOLOGIC ASSOCIATION

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PACIFIC DERMATOLOGIC ASSOCIATION

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.

We appreciate your past support of our meetings and programs and would ask that you now consider a contribution for 2011. Our support brochure 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. Initial commitments or questions about donations can be directed to him at (888) 388-8815 or via email at klindeman@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,

Elizabeth Abel, MD
President

Anita Gilliam, MD, PhD
Secretary – Treasurer

Meeting Locations

San Diego, CA
San Francisco, CA
Portland, OR

Pasadena, CA
Coeur d'Alene, ID
Huntington Beach, CA

About the PDA and its Members

The PDA's mission is to offer high-quality continuing education opportunities to dermatologists practicing in the Western US, Canada, Mexico and Pacific Rim countries.

The association is committed to helping develop the next generation of dermatologists and improve the overall quality of patient care. The PDA is continually creating new programs and resources to attract and retain the interest and participation of young and mid-career level dermatologists. We are also partnering directly with dermatology residency programs in the West as well as local and regional dermatology societies to ensure the level of training of dermatologists remains high.

The PDA has served as a leadership training-ground for some of the most prominent names in dermatology today. Ron Moy MD, incoming president of the American Academy of Dermatology (AAD), and Suzanne Connolly, MD, incoming AAD Vice President, were both recent presidents of the PDA. Within our 750 physician membership, there are both established, experienced thought-leaders as well as younger up-and-coming clinicians and researchers.



63rd Annual Meeting of the Pacific Dermatologic Association
August 10–14, 2011
The Coeur d'Alene Resort
Coeur d'Alene, Idaho

The PDA Annual Meeting attracts dermatologists primarily from its geographic membership area (Western US, Pacific Rim and Canada). Each year the meeting offers both practical and cutting-edge content that spans the entire spectrum of medical and surgical dermatologic topics. In 2010, the meeting drew 225 physician attendees, including clinical dermatologists, general dermatologists and academic dermatology opinion leaders as well as medical extender physician assistants and trainees (fellows, residents and medical students). Please refer to page 4 for a list of presented topics from our past two meetings.

How does the PDA Annual Meeting “Standout”?

The meeting features a unique three-day Clinicopathologic symposia (one hour per day) where a guest dermatopathologist presents and discusses pathologic correlations of clinical cases submitted by meeting attendees. Always ranked as the most popular and informative session by attendees, the CPC has been held at each PDA Annual Meeting since 1949.

The PDA Annual Meeting does not include socioeconomic or political discussions within its program, choosing to focus exclusively on clinical and academic topics, differentiating it from other meetings, such as CalDerm.

The PDA Annual Meeting is always held in attractive, easy-to-get-to, “family friendly” destinations. The association encourages attendees to bring their spouses and families and does not charge extra for them to participate. The size of this regional meeting offers the opportunity for more personal interaction with speakers and colleagues than what is found in larger meetings.

SUPPORT OPPORTUNITIES

for PDA's Educational Programs include the following:

Unrestricted Educational Grant **\$1,000 - \$20,000**

The PDA invites industry partners to consider support for the Annual Meeting 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.

Attendee Breakfasts **\$5,000**

Attendees are provided a full breakfast each morning of the meeting. Sponsors are provided with a full page ad in the Program Book and event signage with their company logo.

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 bag in conjunction with the PDA logo.

Virtual Seminars **\$4,000**

In 2011, the PDA will be introducing virtual seminars, a new educational tool for members. Sessions will cover a wide range of current dermatologic topics, presented by expert speakers from around the country. The quarterly programs will compliment the continuing education provided during our Annual Meeting and will be geared for younger to mid-career level dermatologist looking for the latest updates or case analyses. The seminars will be recorded and available for download from the PDA website on demand as an enduring educational resource. Supporter would be recognized in promotion of all 2011 sessions, receive a slide in the seminar materials and recognition on the PDA website at www.pacificderm.org.



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.



PDA 2011 SPEAKERS

- ⋮ *Actinic Keratoses*
Neil Swanson, MD
Oregon Health & Science University
- ⋮ *Atopic Dermatitis*
Jon Hanifin, MD
Oregon Health & Science University
- ⋮ *Autoimmune/Bullous Diseases*
John Zone, MD
University of Utah
- ⋮ *Cosmetic*
Phil Werschler, MD
University of Washington

- ⋮ *Dermatopathology*
Nigel Ball, MD
University of British Columbia
- ⋮ *Infectious Disease*
Ted Rosen, MD
Baylor University
- ⋮ *Melanoma*
Susan Swetter, MD
Stanford University
Darrell Rigel, MD
New York University
Sancy Leachman, MD, PhD
University of Utah
- ⋮ *Nails*
Phoebe Rich, MD
Oregon Health & Science University

- ⋮ *Pediatric Dermatology*
Heather Brandling-Bennett, MD
University of Washington
- ⋮ *Practice Management*
Daniel Siegel, MD
New York University
- ⋮ *Psoriasis/Biologics*
Gerald Krueger, MD
University of Utah
- ⋮ *Sunscreen & Vitamin D*
Henry Lim, MD
Henry Ford Hospital

⋮ **Dr. Ben Hsu**
2011 Program Chair



PDA Support Levels & Recognition

PDA provides four levels of support for industry partners. Recognition is provided for total dollars in one year in support of educational events, items, or programs of \$1,000 and above:

BENEFACTOR (\$10,000 or more)

PATRON (\$5,000 - \$9,999)

SPONSOR (\$2,500 - \$4,999)

CONTRIBUTOR (\$1,000 - \$2,499)

	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	
\$2,500-4,999	X	Logo only	1/2 page	X	
\$1,000-2,499	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, 2011 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.



PDA Topics 2009 – 2010

- › Acne Symposium
- › Addressing the Aging Face
- › Anticoagulants in Derm Surgery
- › Atopic Dermatitis: Therapeutic Challenges
- › Botulinum Toxins
- › Case Presentations: Bullous Diseases in Children
- › CLIA Proficiency Exam
- › Co-Morbidities and Psoriasis: Changing Clinical Practice
- › Confocal Microscopy
- › Contact Dermatitis in Oregon
- › Cosmetic and Laser Surgery Mini-Symposium
- › Cosmetic Fillers and Injectables
- › Cosmetic Therapies for the Aging Face
- › Creative Advancement and Rotation Flaps
- › Current Applications for Photodynamic Therapy
- › Diagnosis and Management of Oral Ulcers
- › Eyelid Rejuvenation
- › Facial Volume Loss and Correction with Poly Lactic Acid
- › Formulas for Healthy Skin Maintenance: The Quest for the Fountain of Youth
- › Fractional Laser Resurfacing
- › From Bench to Bedside: New Approaches to the Treatment of Skin Disease

- › Frontiers of Dermatologic Therapy: New Technology and New Applications of Existing Technology
- › Gene Expression Profiles at the Site of Disease Reveal a Role for S100A8 /A9 in Promoting Melanocyte Loss in Vitiligo
- › Genetic Alterations Driving Melanoma: Implications for Classifications, Diagnosis and Therapy
- › Hyaluronic Acid Fillers Beyond NLFS
- › Inclusive Health: A Comprehensive Approach to Skin and Total Body Care
- › Injectables Live Demonstration
- › Innate Immunity and Inflammation in Acne Pathogenesis
- › Is Acne a Cutaneous Manifestation of Systemic Disease?
- › Island Pedicle Flaps
- › Management of Acne and Acne Scars
- › Management of Difficult Psoriasis
- › Merkel Cell Carcinoma: Toward Optimal Management of the Most Lethal Skin Malignancy
- › Mohs and Reconstructive Surgery Mini-Symposium
- › Mosaic Skin Disorders
- › MRSA Diagnosis, Treatment & Management Guidelines
- › New Technology for Aesthetic Dermatology

- › New Treatments in Medical Dermatology
- › Patch Testing 2010
- › Pearls for: Periorbital Reconstruction
- › Pediatric Dermatology Surgery: Advances and Controversies
- › Pediatric Dermatology Symposium
- › Population-Based Study of Cutaneous Melanoma in Alberta, Canada
- › Preventing Atopic Dermatitis
- › Refinements and Revisions in Reconstruction
- › Role of Antimicrobial Peptides in Defense and Inflammatory Skin Diseases
- › Seeing Red: Hemangiomas and Vascular Lesions
- › Side Effects of New Chemotherapeutic Agents
- › Signature NEVI
- › Targeted Therapies
- › The Perfect Lip
- › Translational Approaches to Treatment of Skin Cancer
- › Updates on: Fillers, Genetic Syndromes, MRSA, Nails, Pediatric Vascular Lesions, and Photodynamic Therapy
- › Ustekinumab and ABT-874 for Psoriasis
- › Vitamins and Photoaging
- › Xanthomas and Dyslipidemias