

ADAM Annual Partnership Prospectus



MAKE ADAM AN INTEGRAL PART OF YOUR MARKETING PLAN

Register now for the 2024 Annual Meeting for premium opportunities!



ADAM partnership opportunities deliver
your message to the full spectrum of
dermatology decision makers.

2023-2024 ADAM Annual Partnerships

\$25,000

- Annual Corporate Membership (\$750 value)
- Logo on ADAM website
- Logo on all ADAM Weekly Intel – footer, click-thru availability to company website
- 3 Educational Webinars annually (sponsor to choose topics upon ADAM approval)
- 3 Round tables (Focus Groups) annually (sponsor to host round table upon ADAM approval)
- Article in each *Executive Decisions in Dermatology* e-magazine (Quarterly)
- 4 half-page or 2 full page advertisements in *Executive Decisions in Dermatology* e-magazine
- 1 Social Post per Month to ADAM Facebook group
- Annual Conference – Recognition and Benefits of Top Diamond Sponsor Level:
 1. Presenting sponsor of Keynote Speaker OR Member Bash (includes welcome remarks at sponsored event)
 2. Guaranteed speaking position at 2024 Annual Conference on subject of your choice
 3. Logo on all conference marketing emails
 4. 6 Company Representatives
 5. 1 Tote Bag Insert
 6. Full attendee listing pre- and post- conference

\$15,000

- Annual Corporate Membership (\$750 value)
- 2 Educational Webinars annually (sponsor to choose topics upon ADAM approval)
- 2 Round tables (Focus Groups) annually (sponsor to host round table upon ADAM approval)
- 2 Articles in *Executive Decisions in Dermatology* e-magazine – publication of your choosing
- 2 half-page or 1 full page advertisement in *Executive Decisions in Dermatology* e-magazine – publication of your choosing
- 1 Social Post per Quarter to ADAM Facebook group
- 1 Advertisement in Weekly Intel per quarter
- Annual Conference - Recognition and Benefits of Platinum Sponsor
 1. Priority placement in Exhibit Hall
 2. 5 Company Representatives
 3. 1 Tote Bag Insert
 4. 1 Named Breakfast or Lunch as "Sponsor"
 5. Full attendee listing pre- and post- conference
 6. Option to exchange 2 annual virtual programs for 1 in-person speaker session at annual conference if available and approved

\$10,000

- Annual Corporate Membership (\$750 value)
- 1 Educational Webinar or Round table annually (topic and/or moderator upon ADAM approval)
- 1 Article in *Executive Decisions in Dermatology* e-magazine – publication of your choosing
- 1 half-page or 2 quarter-page advertisements in *Executive Decisions in Dermatology* e-magazine – publication of your choosing
- 2 Advertisements in Weekly Intel per year
- Annual Conference - Recognition and Benefits of Gold Sponsor
 1. Priority placement in Exhibit Hall
 2. 4 Company Representatives
 3. 1 Named Break as Sponsor
 4. 1 Tote Bag Insert
 5. Full attendee listing pre- and post- conference
 6. Recognition in all conference materials



\$5500

- Annual Corporate Membership (\$750 value)
- 1 Quarter page ad in *Executive Decisions in Dermatology* e-magazine of your choosing per year
- 1 Digital Ad in ADAM Weekly Intel per year
- Conference benefits:
 1. Table at Annual ADAM Conference, 3 Company Representatives
 2. Pre- and post- conference attendee list (name, company, city, state)
 3. Tote bag insert
 4. Recognition in all conference materials



\$3500

- Table at Annual ADAM Conference, 2 Company Representatives
- Post conference attendee list (name, company, city state)
- Recognition in all conference materials



The 2024 ADAM Annual Meeting will provide an engaging exchange of information for more than 300 dermatology administrators and managers eager to find partners for products and services for their dermatology practices.

Who attends?

Practice CEOs
Practice Administrators
Practice Managers
Billing Specialists
Accountants
Clinical Office Staff
Patient Coordinators
Insurance Managers
Technology Managers
Physicians

from

Solo Practice Offices
Multi-Practice Offices
Academics
and More

2024 ADAM Conference Sponsorships

Conference Add-On's

For those sponsoring at a \$5500 level and above, the following add-on exclusive sponsorship opportunities are available for the 2024 ADAM Annual Conference:

\$3500 Tote Bag Sponsorship

Place your logo on the bag everyone will be carrying at the conference and once they return home!

Exclusive sponsorship: Only 1 available

Sponsorship assumes all costs of tote bag production; ADAM office must approve artwork and final design of tote bag prior to printing. Sponsor agrees to print quantity of registrations.

\$3500 Lanyard Sponsorship

Have your company's logo on the lanyard everyone is wearing!

Exclusive sponsorship: Only 1 available

Sponsorship assumes all costs of lanyard production; ADAM office must approve artwork and final design of lanyards prior to printing. Sponsor agrees to print quantity of registrations.

\$4000 Key Cards Sponsorship

Place your company's logo and message on the most used item of the conference - the hotel key card!

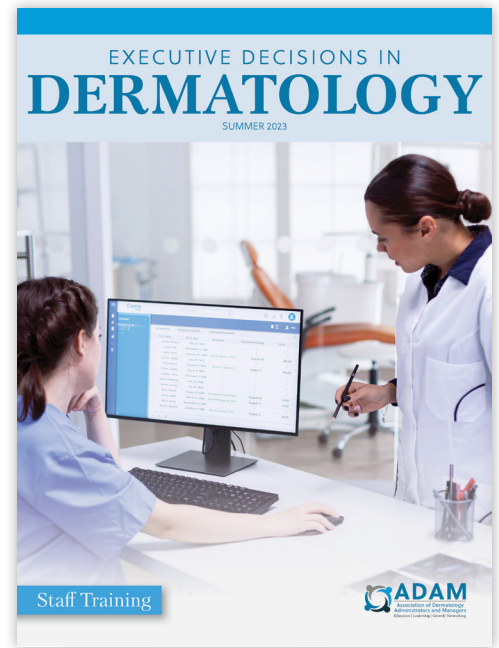
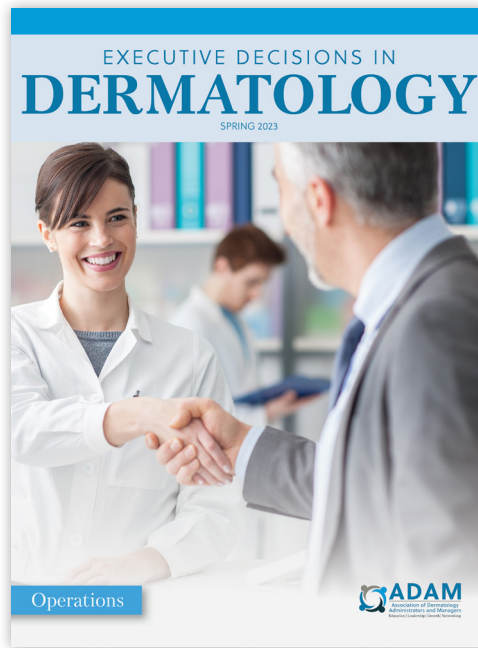
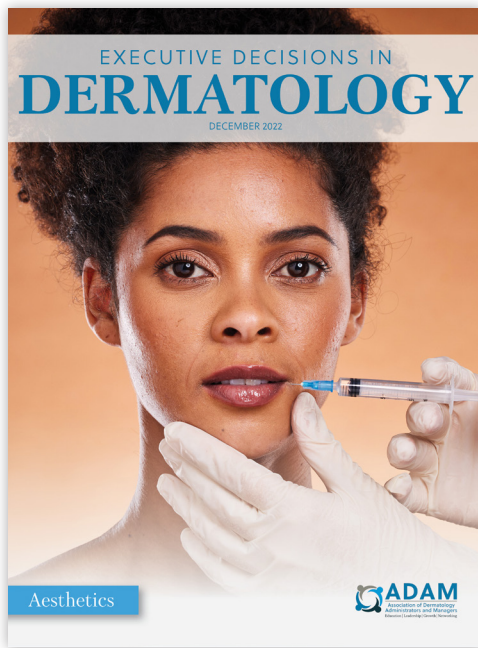
Exclusive sponsorship: Only 1 available

Sponsor assumes all costs of keycard production; ADAM office must approve artwork and final design of keycards prior to printing. Sponsor agrees to print quantity of registrations.

\$5000 Mobile App and Wifi Sponsorship

Curate your logo and brand every time an attendee logs in to the conference Wifi or opens the meeting app! Personalized Wifi Code from your company as well as premier logo placement on each page of the conference app.





ADAM Publications

Executive Decisions in Dermatology

Executive Decisions in Dermatology is a quarterly digital member publication – distributed via email and accessible on the ADAM website that incorporates an interactive, responsive design with analytic data. The publication provides information, ideas and best practices in dermatology practice management to 400+ ADAM members, including practice managers, administrators, residents, physicians and companies. Animated flipping pages, video content, clickable links, download / print capability and keyword search are new functions.

Added Value: Corporate members receive one free 1/4 page placement each year.

ADAM Weekly Intel

ADAM Intel provides weekly news to its 400+ members and keeps them informed yet not overburdened with too many emails.

Banner Specifications: 600px x160px preferred (728px x 90px acceptable) / RGB format, 72 dpi / PNG or JPG format / 150 KB (max 1MB)

Provide a link to a webpage of your choice.

Added Value: Corporate members receive one free banner ad placement each year.

ADAM Annual Meeting Exhibitor Prospectus

Why Exhibit?

Market your company and raise brand awareness among dermatology practice management decision makers!

Meet 350+ Potential Customers

The ADAM Annual Meeting will provide an engaging exchange of information for more than 350 dermatology administrators and managers eager to find new products and services for their dermatology practices. This meeting is your chance to reach and connect with these influential professionals and their valuable purchasing power through creative sponsorship and exhibit opportunities that provide valuable face-time with attendees.

Decision Makers Are Here

Market your company and raise brand exposure among dermatology practice management decision makers. You'll have the opportunity to establish your position as a leader in the marketplace and reach your top prospects at ADAM.

Each exhibit package includes branding opportunities outside of the exhibit floor as well as enhancements to make sure your participation is successful. There are several levels of exhibit participation and the ADAM staff will work with you to find the perfect participation level that meets your needs.

Traffic-generating features in the Exhibit Hall:

- Breakfast
- Lunch
- Coffee Breaks
- Networking Reception
- Passport Raffle Game

Corporate Membership

ADAM corporate members get the inside track on ADAM information and receive valuable opportunities to connect with members all year long. For just \$750 annually, your 2024 Corporate Membership includes:

- Premier placement at ADAM Annual Meetings.
- Two membership list rentals per year; includes name, practice and mailing address.
- Inclusion in ADAM's online corporate member directory with a direct link to your company's website.
- One hyperlinked quarter-page ad in the quarterly digital publication, Executive Decisions in Dermatology (Size 4" x 5.25", 300 dpi in an .eps or .jpg file)
- One banner ad to be included in an ADAM Intel email (size 600 x 160 px, 72 dpi in a .png or .jpg file, 150 KB - 1 MB, provide a link to a webpage of your choice).

Please note an ADAM Corporate Membership is included for those at the Bronze level and higher.



Association of Dermatology
Administrators & Managers

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