2020 SPONSORSHIP Opportunities

www.womensderm.org
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## About WDS

### ABOUT THE WOMEN’S DERMATOLOGIC SOCIETY (WDS)

The Women’s Dermatologic Society, founded in 1973, is dedicated to helping dermatologists fulfill their greatest potential and assisting them in making a contribution to our specialty and society. To achieve this goal, the Society relies on the active participation of its members, who represent a diverse cross-section of professional sub-specialties.

### VISION STATEMENT

The Women's Dermatologic Society is committed to issues relevant to women and their families.

### MISSION STATEMENT

The mission of the Women's Dermatologic Society is to be the premier organization cultivating personal and professional development of dermatologists dedicated to excellence in patient care, mentorship, volunteerism, and leadership.

### CONNECT WITH US

- @Womensdermsociety
- @WomensDerm
- @Womensdermsociety
- @Women’s Dermatologic Society
2019 – 2020 Board of Directors

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Bethanee Schlosser, MD, PhD

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**IMMEDIATE PAST PRESIDENT**
Pearl E. Grimes, MD

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Linda Susan Marcus, MD

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- Alison Ehrlich, MD, MHS
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- Shadi Kouros, MD, MPH
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- Rochelle Torgerson, MD, PhD
- Mara Weinstein Velez, MD
- Lucille White, MD
- Wendi Wohltmann, MD
- Ashley Wysong, MD, MS

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Elizabeth I. McBurney, MD

**INTERNATIONAL REPRESENTATIVE**
Lidia Rudnicka, MD, PhD

**YOUNG PHYSICIAN REPRESENTATIVE**
Nada Elbuluk, MD, MSc

**RESIDENT REPRESENTATIVE**
Courtney Rubin, MD, MBE

Fundraising Committee

**Committee Chair:**
Adelaide A. Hebert, MD

**Members:**
- Alison Ehrlich, MD, MHS
- Patricia Farris, MD
- Linda Stein Gold, MD
- Lawrence Green, MD
- Heidi Prather, MD

WDS NATIONAL OFFICE
555 E. Wells Street, Suite 1100
Milwaukee, WI 53202

Phone: 877-WDS-ROSE (877-937-7673)
Fax: 414-272-6070
Email: wds@womensderm.org
General Benefits & Level of Support

Benefits and level of support are calculated on an annual basis and includes all WDS programs, events, and awards that are supported throughout the year. Select the events you would like to sponsor and receive these additional benefits for your overall level of support.

<table>
<thead>
<tr>
<th>Level</th>
<th>Partner</th>
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<tbody>
<tr>
<td>PLATINUM</td>
<td>$150,000+</td>
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<td></td>
<td>• Corporate logo recognition in newsletters</td>
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<td>• Corporate logo recognition on WDS website</td>
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<td>• 8 Complimentary WDS Annual Meeting tickets</td>
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<td>• 8 VIP seating with WDS Leadership at the Annual Meeting</td>
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<td>• 8 social media blasts *content provided by company</td>
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<td>• 6 VIP seating with WDS Leadership at the Annual Meeting</td>
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<td>• 5 VIP seating with WDS Leadership at the Annual Meeting</td>
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<td>• 4 social media blasts *content provided by company</td>
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<td>SAPPHIRE</td>
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<td>• 4 Complimentary WDS Annual Meeting tickets</td>
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<td>• 4 VIP seating with WDS Leadership at the Annual Meeting</td>
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<td>RUBY</td>
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<td>• Corporate name recognition on WDS website</td>
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<td>• 3 Complimentary WDS Annual Meeting tickets</td>
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<td>• 3 VIP seating with WDS Leadership at the Annual Meeting</td>
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<td>EMERALD</td>
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<td>• 2 Complimentary WDS Annual Meeting tickets</td>
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<td>BRONZE</td>
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<td>• Corporate name recognition on WDS website</td>
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<tr>
<td></td>
<td>• 1 Complimentary WDS Annual Meeting ticket</td>
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Contact Kris Haskin, Executive Director, at khaskin@womensderm.org to create a custom package.
INDUSTRY VISIONING WORK GROUP (IVWG)
JANUARY 31, 2020 | SCOTTSDALE, AZ

The Industry Visioning Work Group (IVWG) provides a unique forum where members and Industry Partners can strategically plan and discuss the common problems faced as a specialty. This is a crucial link between dermatologists and the international corporate business community, and will help expand the conversation and cross boundaries to embrace medical, surgical, oncologic, cosmetic, pediatric and technical subspecialties. IVWG members are then invited to stay for the WDS Forum to connect with more WDS members.

ADDITIONAL BENEFITS
• 1 Corporate Membership for the year ($300 Value)
• 1 complimentary ticket to the WDS Annual Meeting
• Complimentary registration to attend the WDS Forum

WDS FORUM
JANUARY 31 - FEBRUARY 2, 2020 | SCOTTSDALE, AZ

By supporting the new WDS Forum, you will maximize your company’s visibility with attendees ranging from Past Presidents, Current Leadership, Private Practice and Academic Dermatologists, and Dermatology Residents.

Sponsorship opportunities include corporate sponsored breakfast symposiums, table top display at the interactive sponsor session, advertisement in the final program, complimentary registrations and more.

See the WDS Forum Prospectus for additional details.
Events

WDS ANNUAL MEETING EVENTS DURING THE AAD
MARCH 20 - 22, 2020 | DENVER, CO

WDS CENTER

**Friday, March 20 - Saturday, March 21, 2020:** The WDS Center serves as a central location for WDS members to gather. It enables members, as well as, committees to come together and discuss business. Wi-Fi, refreshments and light snacks are available throughout the day.

**ADDITIONAL BENEFITS**
- Opportunity to provide product/literature for tabletop display
- Corporate logo on all event signage and marketing materials

NETWORKING RECEPTION

**Friday, March 20, 2020:** The WDS Networking Reception encourages and supports both men and women to maximize their personal and professional potential by meeting and networking with their peers.

**ADDITIONAL BENEFITS**
- 2 complimentary registrations to attend the Networking Reception
- Opportunity to provide product/literature for attendee “goodie bag”
- Opportunity to provide product/literature for tabletop display with company representative present
- Corporate logo on all event signage and marketing materials

ANNUAL MEETING

**Sunday, March 22, 2020:** The WDS Annual Meeting highlights the achievements of the society, as well as, its members. It allows all members and sponsors an opportunity to meet, exchange ideas, network, and learn more about the issues in the world of dermatology. WDS also recognizes the following awards during this time: Legacy Award; Rose Hirschler Award; Wilma Bergfeld, MD Visionary & Leadership Award; Walter B. Shelley, MD Leadership Award; Mentor of the Year Award; Volunteer of the Year Award; President’s Award.

This signature event brings WDS leaders together with key opinion leaders in dermatology, as well as, young physicians and residents.

**ADDITIONAL BENEFITS**
- 2 complimentary registrations to attend the Networking Reception on Friday, March 20, 2020.
- Corporate logo in Annual Meeting Program
- Corporate logo on all event signage and marketing materials
- Recognition from the podium during the luncheon

Contact Kris Haskin, Executive Director, at khaskin@womensderm.org to create a custom package
Events

LEGACY CELEBRATION

Friday, March 20, 2020: The WDS Legacy Celebration celebrates the success and accomplishments of WDS while raising funds to secure our future. 100% of the proceeds from the Legacy Celebration are donated to the Legacy Fund, which was developed to provide long-term financial integrity to the WDS and its mission. This charitable event is truly unique in that each year the WDS honors one of our members who has been an advocate of WDS and leader to the Society and to dermatology.

This year’s event, the 8th Annual Legacy Celebration will honor Dr. Elizabeth McBurney for her extensive and generous contributions to the WDS and the field of dermatology.

The WDS Legacy Celebration has honored the following Members:

- Inaugural WDS Legacy Celebration – Dr. Wilma Bergfeld, WDS Founder and First President
- 2nd Annual Legacy Celebration – Dr. Tina Alster
- 3rd Annual Legacy Celebration – Drs. Rex & Johnnie Amonette & Family
- 4th Annual Legacy Celebration – Dr. Jean Bolognia
- 5th Annual Legacy Celebration – Dr. Susan Weinkle
- 6th Annual Legacy Celebration – Dr. Pearl Grimes
- 7th Annual Legacy Celebration - Dr. Lynn Drake

TICKET BREAKDOWN

<table>
<thead>
<tr>
<th>Package Level</th>
<th>Complimentary Tickets</th>
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<tr>
<td>$25,000 VIP Corporate Supporter Package</td>
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<tr>
<td>$2,500 VIP Corporate Supporter Package</td>
<td>2 tickets</td>
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</tbody>
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ADDITIONAL BENEFITS

- Listed as VIP Level Supporter in honor of Elizabeth McBurney, MD
- Recognition from the podium during the celebration
- Company Logo recognition on the printed invite as a Corporate VIP Supporter (Deadline December 1, 2019)
- Logo placement on all program materials
- Attribution in articles about the event (pre & post event)
- Special recognition displayed at the Legacy Celebration & Annual Meeting with your company logo
- Included in the WDS monthly newsletter and on the WDS website as corporate supporter
- Year-round acknowledgment in the WDS Legacy Fund Materials

Contact Kris Haskin, Executive Director, at khaskin@womensderm.org to create a custom package
Events

WDS EVENTS DURING THE AAD SUMMER ACADEMY
AUGUST 13-15, 2020 | SEATTLE, WA

SUMMER NETWORKING RECEPTION

**Thursday, August 13, 2020**: The WDS Networking Reception encourages and supports both men and women to maximize their personal and professional potential by meeting and networking with their peers.

**ADDITIONAL BENEFITS**
- 2 complimentary registrations to attend the Networking Reception
- Opportunity to provide product/literature for attendee “goodie bag”
- Opportunity to provide product/literature for tabletop display with company representative present
- Corporate logo on all event signage and marketing materials

SUMMER WDS CENTER

**Friday, August 14 - Saturday, August 15, 2020**: The WDS Center serves as a central location for WDS members to gather. It enables members, as well as, committees to come together and discuss business. Wi-Fi, refreshments and light snacks are available throughout the day.

**ADDITIONAL BENEFITS**
- Opportunity to provide product/literature for tabletop display
- Corporate logo on all event signage and marketing materials

WDS EVENTS DURING THE EADV
SEPTEMBER 23-24, 2020 | VIENNA, AUSTRIA

WDS PARADE OF ROSES

This event highlights topics in dermatology and overall women’s health with a poster session and oral abstract presentations.

**ADDITIONAL BENEFITS**
- 2 complimentary registrations to attend the Networking Reception
- Corporate logo on all event signage and marketing materials

INTERNATIONAL NETWORKING RECEPTION

The International Networking Reception supports both men and women to maximize their personal and professional potential by meeting and networking with their peers.

**ADDITIONAL BENEFITS**
- 2 complimentary registrations to attend the Networking Reception
- Opportunity to provide product/literature for tabletop display with company representative present
- Corporate logo on all event signage and marketing materials
WDS Hosted Networking

The WDS networking events provide an opportunity for WDS members to network while attending other dermatology society meetings. These events serve as a perfect opportunity to meet WDS member in an intimate setting.

NETWORKING BREAKFAST & PANEL DISCUSSION
AT THE ACMS ANNUAL MEETING
SATURDAY, APRIL 25, 2020 | NASHVILLE, TN

NETWORKING BREAKFAST & PANEL DISCUSSION
AT THE SID ANNUAL MEETING
FRIDAY, MAY 15, 2020 | SCOTTSDALE, AZ

NETWORKING BREAKFAST & PANEL DISCUSSION
AT THE ASDS ANNUAL MEETING
SATURDAY, OCTOBER 10, 2020 | NATIONAL HARBOR, MD

INTERNATIONAL NETWORKING EVENTS | VARIOUS

ADDITIONAL BENEFITS
- 2 complimentary registrations to attend the networking event being sponsored
- Corporate logo on all event signage and marketing materials
- Opportunity to provide product/literature for attendee “goodie bag”
- Opportunity to provide product/literature for tabletop display with company representative present

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The Transforming Interconnecting Program Project:
TOTAL WOMEN'S HEALTH VIA THE DERMATOLOGY GATEWAY (TIPP)

WOMEN'S SHELTER INITIATIVE

Currently women in shelters have access to programs that will help them stabilize themselves for the future, however, these programs do not address the “whole woman”. Through the dermatology gateway, our work will touch on diverse interrelated issues concerning the whole women and her body/mind systems including: aging, self-esteem, hormonal changes, stress management, body image, weight, gynecologic concerns, nutrition, acne, etc. By addressing the whole women and her body/mind systems it will change the way she feels about herself and values herself. Once she leaves the shelter she will be able to enter back into society with the confidence that she can be successful.

The mission of this initiative is to lift up women in need. By treating the total woman, we will address all of her needs. We will teach them skin care, oral hygiene, self-care habits, nutrition, and social skills so that they may go out into the world and be the best versions of themselves, inside and out.

General Skincare: Through this program, we will provide free skin evaluations for women in shelters. We will also provide interactive discussions and products for women to use so that they may continue their skincare and self-care outside the clinic, to build their confidence and help them succeed.

Nutrition: As part of this program, we will provide short interactive sessions on topics such as “Nutrition on a Budget” and “Reviewing the Food Pyramid”. We will show women how to make appropriate nutritional choices that will facilitate longevity and improvement in their general health and well-being.

Social Skills: Participants learn dining etiquette, grooming, social skills and appropriate dinner conversation. With the help of the WDS, these women will find the strength within themselves to start anew confidently, with a sense of well-being and self-respect.

Join us as we help women regain their health, well-being and self-respect through empowering the total woman.

The WDS TIPP Program has already held over 25 events in 10 States and 3 Countries, helping over 500 women!
Service Events

PLAY SAFE IN THE SUN
Through a wide range of outreaches nationwide, Play Safe in the Sun offers free skin cancer screenings, educational materials and literature, and complimentary samples of sunscreen to the public. Each outreach event is led by local WDS dermatologists, and the campaign is designed to help spread awareness of skin cancer prevention and proper skin health.

COAST-2-COAST
This member-driven program extends past the summer months to provide tools for local sun safety and skin cancer prevention activities. Through this initiative, members are encouraged and equipped to create their own educational outreach event in their offices and communities throughout the year. Events range from booths at health fairs, educational sessions in schools, and sun safety community events.

ADDITIONAL BENEFITS
- Product and/or literature to be handed out during events
- Corporate name or logo on WDS website, social media posts, and all email communications regarding the individual events held throughout the year
- Corporate Logo on all event signage

Regional Group Events
WDS regional groups were created to help facilitate local gatherings where networking, service, and educational projects can be planned and carried out more expeditiously, including projects and events that can be held concurrently in different cities with national organizational help. These groups will also be a channel for communication about the great things that are happening throughout the Women's Dermatologic Society.

ADDITIONAL BENEFITS
- Table-Top Company display with opportunity to have representative present
- Corporate logo on WDS website, social media posts, and all email communications regarding the individual events held throughout the year
- Corporate Logo on all event signage

DISTRIBUTED OVER 375,000 Sunscreen Samples
4,850 FREE Skin Cancer Screenings
Award & Grant Programs

ACADEMIC RESEARCH AWARD
Since 2007, the WDS Academic Research Award Program has provided funding for residents and early-career dermatologists performing basic science or clinical research relevant to the field of dermatology. Awards in the amount of up to $10,000 each are given on a competitive basis. These awards are intended to help the recipient further his or her academic career. Since inception, the WDS has given out 58 Academic Research Awards.

INTERNATIONAL TRAVEL AWARD
The International Travel Award provides support for international women dermatologists to attend the WDS Annual Meeting and the AAD Annual Meeting. These awards are provided to international dermatologists who demonstrate financial need. Since inception, the WDS has supported 91 international women to attend these events.

MENTORSHIP AWARD
The WDS Mentorship Award Program promotes the concept of mentorship within the WDS by establishing long-term relationships between mentors and mentees. The program helps develop leadership potential in candidates who have shown early promise through exceptional activities. Since inception in 2001, the WDS has facilitated over 700 mentoring relationships.

PRECEPTORSHIP AWARDS
Preceptorship awards allow WDS members to experience a hands-on learning experience with their peers. These partnerships arrange for our members to visit the appropriate area within your company to create a scientific learning experience and exchange of information.

ADDITIONAL BENEFITS
- Logo on Award or Certificate
- Recognition as a sponsor when the award is presented
- Corporate logo on award materials and emails

WDS HAS SUPPORTED OVER:

800 MENTORS
906 AWARDEES
From 32 Countries on 6 Continents

AWARD PROGRAMS
Mentorship Award, 758
Academic Research Award, 61
International Travel Award, 96
Career & Community Advancement Award, 29
Preceptorship Awards, 23
International Journal of Women’s Dermatology

The International Journal of Women’s Dermatology (IJWD) publishes articles pertaining to dermatologic medical, surgical, and cosmetic issues faced by female patients and their children. This open access journal has published almost 200 articles since its inception in 2015, with full text usage of almost 150,000!

Sponsorship opportunities include:

10 ARTICLE SPECIAL ISSUE

**BENEFITS INCLUDE**
- Opportunity to include Company logo online and link out to webpage
- Opportunity to identify overall topic of special edition
- Opportunity to help select guest editors
- Opportunity to have articles submitted for consideration
- Opportunity to print special issue for Annual Meeting or other events

5 ARTICLE SPECIAL ISSUE

**BENEFITS INCLUDE**
- Opportunity to include Company logo online and link out to webpage
- Opportunity to identify overall topic of special edition
- Opportunity to help select guest editors
- Opportunity to have articles submitted for consideration
- Opportunity to print special issue for Annual Meeting or other events

INDIVIDUAL ARTICLE

**BENEFITS INCLUDE**
- Acknowledgements for Article
- Opportunity to select topic of article

Co-Editors-in-Chief:
Jenny E. Murase, MD &
Dedee F. Murrell, MA, BMBCh, MD,
FACD

Deputy Editor:
Neil Sadick, MD

Contact Kris Haskin, Executive Director, at khaskin@womensderm.org to create a custom package
Additional Sponsorship Opportunities

YOUNG PHYSICIANS COMMITTEE
The WDS Residents, Fellows, and Young Physicians Committee offers complimentary tickets for several WDS events throughout the year to new and upcoming dermatologists. This provides a great opportunity for young physicians to see everything the WDS has to offer.

DIVERSITY TASK FORCE
The WDS Diversity Task Force began in 2018 as a way to broaden opportunities to Under Represented Minorites (URM) throughout their career. The Diversity Task Force currently hosts Diversity Networking Breakfasts as part of the WDS Annual Meeting and Summer Meeting Events. These events offer mini travel grants to URM medical students to attend. In addition, the Diversity Task Force started a Summer Research Fellowship in 2019 for URM Medical Students to expand on their mentorship opportunities.

WEBINAR SERIES
The WDS Residents, Fellows, and Young Physicians Committee released their first webinar series in 2016. It featured speakers and dermatologists of different backgrounds and expertise. These short, informative videos became available online in the summer of 2016. The 2nd series of videos was released in 2018.

GENERAL ADMINISTRATIVE
The support of administration supports the overall mission of the WDS by continuing to grow and create new programming that help women in dermatology realize and fulfill their greatest potential.
Thank you to our 2019 Supporters

**PLATINUM $150,000+**

- **MERZ**
  - Live better. Feel better. Look better.

**GOLD $100,000 - $149,999**

- **Ortho Dermatologics**

**SILVER $50,000 - $99,999**

- **Allergan**
- **Dove**
- **Galderma**
- **Lilly**
- **endo aesthetics**

**SAPPHIRE $25,000 - $49,999**

- **Aclaris**
- **Dermira**
- **La Roche-Posay**
- **Novartis**
- **Nutrafol**
- **OCuSOFT Inc.**
- **Sanofi/Regeneron**
- **Revision Skincare**
- **Viviscal**

**RUBY $10,000 - $24,999**

- **Almirall**
- **Bellus Medical**
- **BTL Industries**
- **Celgene**
- **Cutanea Life Sciences**
- **Dermavant Sciences**
- **Janssen Biotech**
- **LEO Pharma**
- **Procter & Gamble**
- **Promius Pharma**
- **Revance Therapeutics**
- **SkinBetter Science**
- **Skinceuticals**
- **ZO Skin Health**

**EMERALD $5,000 - $9,999**

- **Amgen**
- **Cassiopea SpA**
- **Collagen P.I.N.**
- **Colorescience**
- **Cynosure, A Hologic Co.**
- **DefenAge**
- **Evolus**
- **Fotona**
- **Mayne Pharma**
- **PCA Skin**
- **Sagis Dx**
- **Sente Labs**
- **Sienna**
- **Suneva Medical**
- **ThermiAesthetics**
- **USK UnderSkin**
- **Venus Concept**
- **Viveve**

**BRONZE $1,000 - $4,999**

- **AccuTec Blades**
- **Alastin Skincare**
- **CareCredit**
- **Combe Inc.**
- **Eclipse Med**
- **Or-Genix**
- **Sinclair Pharma**
- **Verrica Pharmaceuticals**
- **X-Medica**

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