

# SPONSOR OPPORTUNITIES

## **WOMEN'S & PEDIATRIC DERMATOLOGY SEMINAR™**

A CONTINUING MEDICAL EDUCATION CONFERENCE

**September 24-26, 2010  
Grand Hyatt San Francisco**

and

## **Las Vegas Dermatology Seminar™**

A CONTINUING MEDICAL EDUCATION CONFERENCE

**NOVEMBER 4 - 6, 2010  
THE VENETIAN & PALAZZO HOTELS**

**Featuring 7<sup>th</sup> Annual Psoriasis Forum**



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# SDEF Medical Directors



**Joseph F. Fowler, Jr., MD**

Clinical Professor of Dermatology  
University of Louisville  
Dermatology Specialists PSC  
Louisville, KY

**SDEF MEDICAL  
DERMATOLOGY DIRECTOR**



**David J. Goldberg, MD, JD**

Clinical Professor  
Mount Sinai School of Medicine  
Director, Skin Laser & Surgery  
Specialists of NY/NJ  
New York, NY

**SDEF COSMETIC  
DERMATOLOGY DIRECTORS**



**Christopher B. Zachary, FRCP**

Professor and Chair  
Department of Dermatology  
University of California, Irvine



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# Fast Facts Women's & Pediatric Dermatology Seminar

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- **Date** September 24 – 26, 2010, **6<sup>th</sup> Annual Conference**
- **Location** Grand Hyatt, San Francisco, CA
- **Target Audience**
  - Dermatologists (majority)
  - Pediatricians
  - Primary Care
  - Health professionals
- **Accreditation**
  - 19.50 AMA PRA Category 1 Credits
    - University of Louisville
  - 18.75 AAFP Prescribed credits
  - 23.4 Contact Hours
    - [Kentucky Board of Nursing]
- **Poster Session:** Yes
- **Exhibit Floor** Yes



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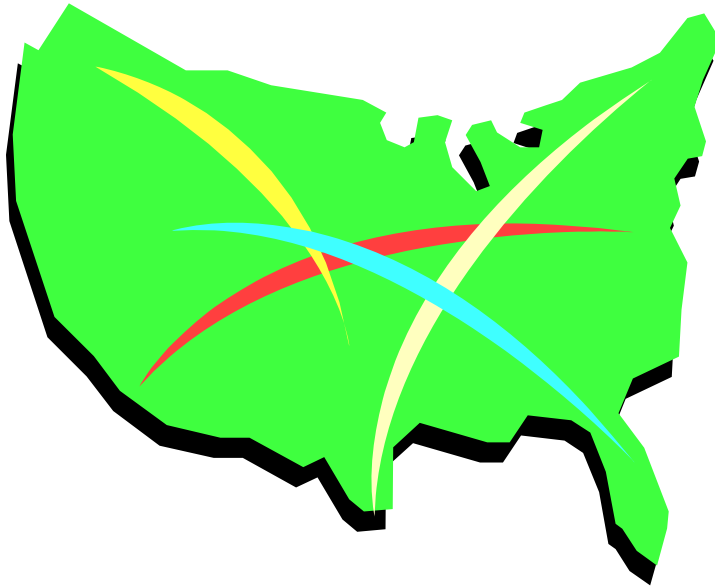
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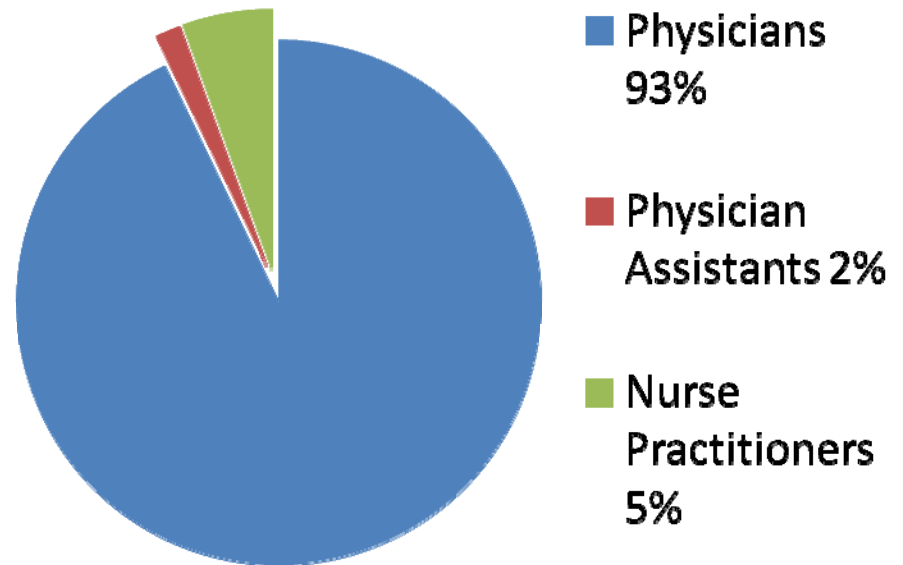
# Attendee Demographics: Women's & Pediatric Derm

From 22 States Across the USA

200-225 dermatologists, residents, physician assistants and other health professionals



## Attendees



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# Prestigious Faculty: Women's & Pediatric Dermatology

## Seminar Directors

Sheila Fallon Friedlander, MD  
University of California, San Diego

Maria Hordinsky, MD  
University of Minnesota  
Minneapolis

## Faculty

Hilary E. Baldwin, MD  
SUNY, Brooklyn, NY

Valerie D. Callender, MD  
Howard University  
Washington, DC

Jennifer C. Cather, MD  
Baylor University Medical Center  
Dallas

Kelly Cordoro, MD  
University of California, San Francisco

Joh A. Dyer, MD  
University of Missouri, Columbia

Libby Edwards, MD  
University of North Carolina  
Chapel Hill

Lawrence F. Eichenfield, MD  
University of California, San Diego

Joseph F. Fowler, Jr., MD  
University of Louisville

Ilona J. Frieden, MD  
University of California, San Diego

Jenny Kim, MD  
University of California, Los Angeles

Brandie Metz, MD  
University of California, Irvine

Robert Sidbury, MD, MPH  
Seattle Children's Hospital

David Swanson, MD  
Mayo Clinic, Scottsdale



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# Women's & Pediatric Dermatology Seminar Highlights

- Rosacea and Adult Acne
- Managing Hair Loss
- Hand Dermatitis and Skin Barrier
- HPV/STDs/Vulvar Diseases
- Psoriasis in the Female Patient
- Managing Pigmented Lesions in Kids
- Neonatal Skin Challenges
- Psoriasis in Pediatric Patients
- Lumps and Bumps
- Dermatology Reality Show



# Fast Facts Las Vegas Dermatology Seminar

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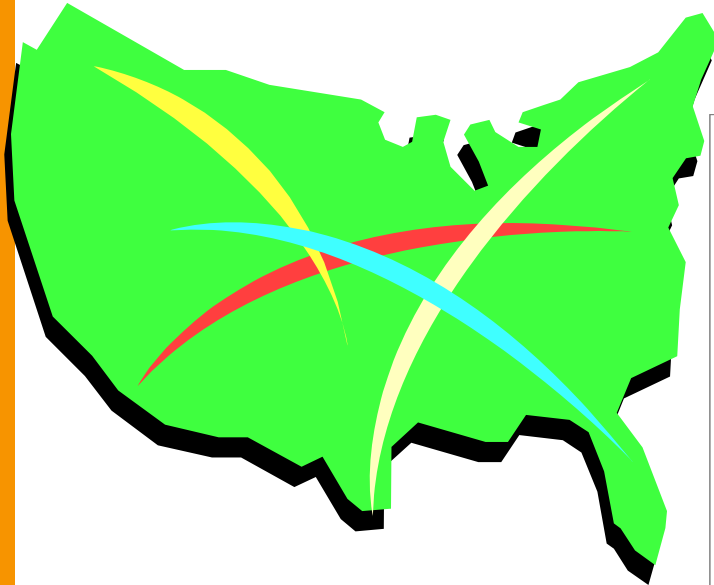
- **Date** November 4-6, 2010, **11<sup>th</sup> Annual Conference**
- **Location** The Palazzo, Las Vegas, NV
- **Target Audience**
  - Dermatologists (majority)
  - Residents – 7<sup>th</sup> Annual Psoriasis Forum
  - Primary Care
  - Health professionals
- **Accreditation**
  - 20 AMA PRA Category 1 Credits™
    - University of Louisville
  - 23.8 Contact Hours
    - [Kentucky Board of Nursing]
  - AAFP credit pending
- **Poster Session** Yes
- **Exhibit Floor** Yes



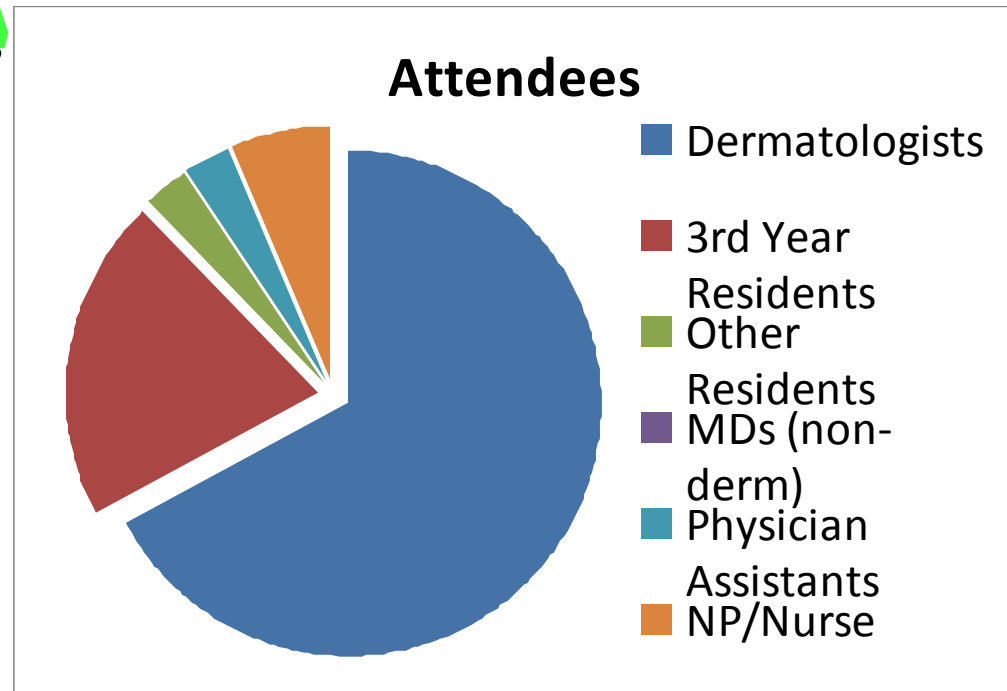
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# Attendee Demographics: Las Vegas Dermatology Seminar including 7<sup>th</sup> Annual Psoriasis Forum



**From 41 States Across the USA**  
**100-120 Senior Residents**  
**250 + Dermatologists and other health professionals**



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# Las Vegas Dermatology Seminar Highlights including 7<sup>th</sup> Annual Psoriasis Forum

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- The Science of Psoriasis
- Biologics: What's Here and What's Ahead
- Topical Therapies
- Co-morbidities
- Oral Retinoids
- The Clinical Case  
Challenge: A Practical Look  
at Patient Management
- Melanoma and Actinic Keratosis
- Eczema and Contact Dermatitis
- Natural Ingredients for Skin  
Care
- Acne and Rosacea
- Melasma and PIH
- Aesthetic Dermatology
- Vaccines in Dermatology
- Clinical Cases



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# Prestigious Faculty: Las Vegas Dermatology Seminar

## SDEF Chairs



Joseph F. Fowler, Jr., MD  
University of Louisville, KY



Christopher B. Zachary, FRCP  
University of California, Irvine



**7th Annual Psoriasis Forum Chairs**  
Francisco, A. Kerdel, MD  
University of Miami School of Medicine



Kenneth B. Gordon, MD  
University of Chicago



Craig L. Leonardi, MD  
St. Louis University Medical School



Bruce E. Strober, MD, PhD  
New York University  
Langone Medical Center

## Faculty

Mathew M. Avram, MD, JD  
Harvard Medical School, Boston

Timothy G. Berger, MD  
University of California,  
San Francisco

Miriam S. Bettencourt, MD  
University of Nevada

Douglas J. Fife, MD  
Private Practice  
Las Vegas, NV

Julie C Harper, MD  
University of Alabama  
Birmingham

Ellen S. Marmur, MD  
Mount Sinai Medical Center, NY

Brandie Metz, MD  
University of California, Irvine  
Mark R. Pittelkow, MD  
Mayo Clinic Rochester, MN

Linda F. Stein Gold, MD  
Henry Ford Health System

Susan Taylor, MD  
University of Pennsylvania

Stephen K. Tyring, MD, PhD, MBA  
University of Texas  
Houston Medical School



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# SDEF Psoriasis Forum: 7<sup>th</sup> Annual Senior Dermatology Resident Education Program

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- Well received and respected by the **100+ US-based residents** programs.
- **Rationale:** Drs. Kerdel and Leonardi felt that a number of the standard lectures failed to cover practical aspects and real life situations.
- Emphasizes practical aspects in the use of biologics for the management and treatment of patients with psoriasis.
- Topicals included in 2010 program:
  - **The Principles of Topical Therapy for Psoriasis**
- Provides senior residents with uniform exposure to these agents and fills unmet needs that, due to time constraints, are not filled in resident training programs.
- Under the direction of our renowned faculty, SDEF, developed a unique symposium dedicated to cover specific learning objectives.
- In addition to the intensive psoriasis symposium, senior residents are educated on many clinical aspects of medical dermatology.
- Opportunity to network with colleagues in the greater dermatology community as well as their peers and expert faculty.



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# SDEF's Las Vegas Resident's Program

## Residency Programs Represented in 2008 & 2009

- Albert Einstein
- Boston Medical Center
- Brown Univ
- Cleveland Clinic
- Cornell – NY Presbyterian
- Drexel
- Eastern Virginia Med School
- Georgetown
- Harvard
- Henry Ford Hospital
- Howard Univ
- Indiana Univ
- Johns Hopkins
- Univ of Puerto Rico
- Loma Linda Univ Med Center
- Louisiana State Univ
- Mayo Clinic
- Medical College of Georgia
- Medical Univ of South Carolina
- Midwestern Univ /  
Phoenix Dermatology
- National Naval Med Center
- New York Medical College
- Northwestern
- Nova Southeastern Univ
- Oregon Health & Science
- PITT
- Saint Louis Univ
- Scott & White Memorial
- Southern Illinois Univ
- St Johns Episcopal Hospital
- SUNY Downstate
- Texas A&M College of Med
- Texas Division of KCOM
- Texas Tech Univ
- UAMS
- US San Diego
- UCLA
- UCSF
- UMDNJ
- Univ Hospitals Case Med Center
- Univ of Alabama
- Univ of Alberta
- Univ of Arkansas
- Univ of Chicago
- Univ of Colorado
- Univ of Florida
- Univ of Kansas
- Univ of Miami
- Univ of Michigan
- Univ of Missouri
- Univ of Puerto Rico
- Univ of Texas Houston
- Univ of Toronto
- Univ of Utah
- Univ of Wisconsin
- Washington Hospital Center
- Weill Medical College



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# Pre-Conference Marketing Support

- **Print Advertising**
  - Skin & Allergy News
  - Pediatric News
  - Family Practice News
- **Online Advertising**
  - Websites
- **Brochure Distribution**
  - Multiple mailings
- **eMail blasts**
- **Direct Mail**



SAVE THE DATE!  
REGISTER AT  
[WWW.SDEFDERM.COM](http://WWW.SDEFDERM.COM)

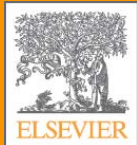
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FOUNDATION PRESENTS

**WOMEN'S &  
PEDIATRIC  
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A CONTINUING MEDICAL  
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**September  
24-26, 2010**

**Grand Hyatt  
San Francisco**



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# SDEF Women's & Pediatric Dermatology Seminar (WPD) Las Vegas Dermatology Sponsor (LVD) Levels

- **Diamond Sponsor: \$75,000**

- Premium exhibit space-2 spaces
- Sponsorship signage throughout Exhibit/Registration areas and on SDEF Website
- Badges for up to 6 exhibitors
- Two page 4-Color ad in Exhibitor/Sponsor Guide
- Choice of lanyard, keycard or conference bag sponsorship
- One door drop + insert in conference bag
- Signage at Continental Breakfast, Break, and Lunch
- Signage at Social Event: Reception
- Premium placement in *Skin & Allergy News*' PRODUCT ZONE-new online product guide [www.skinandallergynews.com](http://www.skinandallergynews.com)

- **Gold Sponsor: \$50,000**

- Premium exhibit space-1 space
- Sponsorship signage throughout Exhibit/Registration areas and on SDEF Website
- Badges for up to 4 exhibitors
- One page 4-Color ad in Exhibitor/Sponsor Guide
- One insert in conference bag
- Premium placement in *Skin & Allergy News*' PRODUCT ZONE-new online product guide [www.skinandallergynews.com](http://www.skinandallergynews.com)



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# SDEF Women's & Pediatric Dermatology Seminar (WPD) Las Vegas Dermatology (LVD) Sponsor Levels

- **Silver Sponsor: \$35,000**

- Exhibit booth 8 x 10
- Sponsorship signage throughout Exhibit/Registration areas and on SDEF Website
- Badges for up to 3 exhibitors
- One page 4-Color ad in Exhibitor/Sponsor Guide
- One insert in conference bag
- Placement in *Skin & Allergy News*' PRODUCT ZONE-new online product guide [www.skinandallergynews.com](http://www.skinandallergynews.com); links also from SDEF Exhibitor section on website.

- **Bronze Sponsor: \$25,000**

- Exhibit booth 8 x 10
- Sponsorship signage throughout Exhibit/Registration areas and on SDEF Website
- Badges for 2 exhibitors
- One page 4-Color ad in Exhibitor/Sponsor Guide
- Placement in *Skin & Allergy News*' PRODUCT ZONE-new online product guide [www.skinandallergynews.com](http://www.skinandallergynews.com); links also from SDEF Exhibitor section on website.



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# SDEF Women's & Pediatric Dermatology Seminar (WPD) Las Vegas Dermatology (LVD) Sponsor Opportunities

**Breakfast:** Includes "Sponsored in part by (company name)" signage in recognition of your company's contribution, acknowledgement in the final program and on the website, including food: **\$10,000**

**Coffee Break:** Includes "Sponsored in part by (company name)" signage in recognition of your company's contribution, acknowledgement in the final program and on the website, including food: **\$7,500**

**Luncheon:** Includes "Sponsored in part by (company name)" signage in recognition of your company's contribution, acknowledgement in the final program and on the website, including food: **\$15,000**

**Reception:** Includes "Sponsored in part by (company name)" signage in recognition of your company's contribution, acknowledgement in the final program and on the website, including food: **\$20,000**

**Hotel Room Key:** Includes company name and logo on key **\$3,500**

**Conference Bags:** Includes your company logo imprint on all attendee conference bags to be distributed during conference. **\$3,500**

**Literature Room Drop:** Opportunity to deliver company information (one piece limit) to each attendee hotel room **\$1,500**

**Lanyards:** Includes company name on lanyard **\$2,500**

**MiniMap:** A map of the city with the company's name on the front / back and ad space on the fold out page. **\$2,500**

**Conference Bag Insert:** One item placed inside the conference bag given to each attendee. **\$1,000**

**Items below  
discounted for Sponsors**

**Diamond 20% – Gold 15% – Silver 5%**

**Advisory Board Meeting:** Limited Number Available! Coordinate a meeting specific to your company's needs while all parties are at seminar. **\$10,000**

**Company-Directed Education:** **\$20,000**

## Exhibit Opportunities

**WPD: \$3,000**

**LVD: \$3,500**

**Contact Kathy Gaspar**

for application and information

**katherine.gaspar@yahoo.com**



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# New at SDEF Seminars “Company-Directed Education”

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- Company-directed education at **SDEF** conferences now available
  - Sponsor must be **Diamond, Gold or Silver Sponsor**
  - Proposal/application must be submitted to SDEF  
by **Aug 15 for WPD; Sept 15 for LVD**
- Limited time slots: first come/first served
  - **SDEF** provides time slot; program development provided by **third-party**
  - Services also available through **International Medical News Group (IMNG)**, LLC.
  - Slots will be provided: At Breakfast/Lunch/Post Sessions (depends on agenda)
- Slot fee applies and must be paid in full prior to event:
  - **WPD \$15,000 - LVD \$20,000**
  - **Discounted for Diamond 20% - Gold 10% - Silver 5%**
- Slot fee includes: Standard AV, session room, distribution of supplied traffic drivers, posting of supplied signage; additional food & beverage not included
- Door drops available for additional fee: Waived for Diamond and Gold sponsors
- An supplements/webcasts, etc must be published with *Skin & Allergy News (IMNG LLC)*

**For full details and info: contact [sdef@sdefderm.com](mailto:sdef@sdefderm.com)**



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# Contact Information

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## Sponsor Opportunities

Nick A. Rillo

[nick@sdefderm.com](mailto:nick@sdefderm.com)

240.221.4404

## Exhibit Reservations

Kathy Gaspar

[katherine.gaspar@yahoo.com](mailto:katherine.gaspar@yahoo.com)



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