The 7th International Investigative Dermatology Meeting (IID 2018) will be held May 16-19, 2018 at Rosen Shingle Creek, Orlando, Florida. Bringing the European Society for Dermatological Research, Japanese Society for Investigative Dermatology and Society for Investigative Dermatology together under one roof promises to be both a unique and exciting event.

IID 2018 has expanded and developed over recent years and is now a high profile event which sees dermatologists and skin researchers from around the world gather together to share information and ideas. IID 2013 saw over 2,400 delegates in attendance and we anticipate approximately 2,700 attendees for IID 2018.

IID 2018 will focus on presenting the latest information on cutaneous biology and skin diseases. With that in mind, we will complement the meeting with sponsor organizations who are also at the forefront of biological and skin research. To this effect we are pleased to announce details of the IID 2018 Marketing & Sponsorship Opportunities.

Please read this brochure and see what we have to offer. If you wish to take advantage of any of the promotional opportunities or require further details, please contact Becky Minnillo at minnillo@sidnet.org or 216.579.9300 x305.

COMMERCIAL SUPPORT
A variety of sponsorship and marketing opportunities are available to put your company at front of mind to meeting attendees. We consider our collaboration with our industry partners of paramount importance, and we will make every effort to ensure that your participation is worthwhile. We do this while maintaining the highest scientific standards and with the spirit of collaboration at the forefront.

IID 2018 will provide you with a unique platform to meet with partner scientists, clinical investigators and clinicians, and also to forge new cooperation with key opinion leaders, clinical or laboratory scientists, educators and allied health professionals.

Acknowledgement of support will appear on any/all collateral generated for the meeting. This will include various printed and electronic materials and signage throughout the meeting venue, including social activities. Commercial support may be used to offset some of the operational costs incurred during preparation and direct costs incurred during the meeting.

ABOUT IID 2018
The audience of this meeting represents the global skin research community with representatives from nearly 30 countries attending each year. IID 2018 is expected to draw approximately 2,700 attendees and 1,500 abstract submissions.
IID 2018: EXCLUSIVE SYMPOSIUM SLOT

EXCLUSIVE SYMPOSIUM SLOT $100,000
This exclusive package offers companies an opportunity to ensure premium visibility at IID 2018. Whether you are looking to boost your corporate image or seek out new clientele, IID 2018 is an opportunity which cannot be missed. Please note that sponsorship packages will be allocated on a “first-come, first-served” basis.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• A 90-minute exclusive lunchtime symposium (Symposium topic subject to approval from the Committee). No other symposia will be offered at the same time
• An allocated symposium room with capacity for 2,000 attendees
• Free meeting registration for up to four attendees
• Attendance to the Social Event & President's Reception for four
• State-of-the-Art Audio/Visual equipment (video projectors, microphones, screen) and dedicated technician
• Priority access to the Speaker Ready Room
• Recognition as a premier sponsor of IID 2018 on website, signage, and other collateral
• Publication of symposium title, schedule & program in the IID 2018 Meeting Program (pending publication dates) & Mobile App
• Exclusive and prominent poster display (provided by the sponsor) outside of the symposium room
• Use of the IID logo on invitations
• Insert of one invitation per symposium in the attendee’s bag (provided by the sponsor)
• Inclusion of the symposium in an announcement email one month prior to meeting with links to sponsor website

EDUCATIONAL AND SCIENTIFIC ACTIVITIES

SYMPOSIUM/WORKSHOP SPONSOR $50,000
By sponsoring a scientific symposia and/or workshop, you facilitate the dissemination of scientific discovery in skin health and disease. These sessions are especially important to educate the next generation of researchers. Inform our attendees about your company’s latest research or product development activities. These sessions support the core academic and professional needs of Senior Investigators, Clinicians, Residents & Post-Doctoral trainees. Attendees can learn about cutting edge sciences, necessary skills, and relevant opportunities that provide them with research data.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• A 90-minute symposium (Symposium topic subject to approval from the Committee)
• Standard lecture room in meeting venue
• State-of-the-Art Audio/Visual equipment (video projectors, microphones, screen) and dedicated technician
• Exclusive and prominent poster display (provided by the sponsor) outside of the symposium room
• Use of the IID logo on invitations
• Insert of one invitation per symposium in the attendee’s bag (provided by the sponsor)
• Inclusion of the symposium in an announcement email one month prior to meeting with links to sponsor website
• Publication of symposium title, schedule & program in the IID 2018 Meeting Program (pending publication dates) & Mobile App
NETWORKING AND EVENT HOSPITALITY

SOCIAL EVENT $100,000
EXCLUSIVE ITEM: The official networking event of IID 2018 will be held on Thursday, May 17th at The Wizarding World of Harry Potter™. The event is expected to be attended by 2,000 of the meeting’s participants and promises to be a highly visible occasion to mix and mingle. The Social Event traditionally fosters valuable exchanges outside the formal confines of the meeting and this location will be ideally suited for interactions among the attendees. This unforgettable event will also provide a unique environment to meet or re-connect with colleagues where thematic food and drink will be provided. This is a ticketed event and requires Pre-Registration.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Signage at the main entrance to the event
• Recognition by the IID during opening remarks
• Acknowledgement in all networking event announcements
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Attendance to the Social Event & President’s Reception for ten
• Signage by bus loading area
• Insert with company logo in attendee’s bags (provided by the sponsor)

WELCOME RECEPTION $50,000
EXCLUSIVE ITEM: The Welcome Reception, held on Wednesday, May 16th, will be attended by an estimated 1,500+ participants and is a highly popular networking occasion to reconnect with colleagues and make new acquaintances at the beginning of the meeting. This event fosters valuable attendee interactions that will to a large degree set the tone for the remaining days of the meeting. Lite fare and cocktails will be provided. Attendance to the event is included in the registration fee.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Signage at the main entrances to the event
• Recognition by the IID during opening remarks
• Acknowledgement in all networking event announcements
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Attendance to the President’s Reception for ten
• Insert with company logo in attendee’s bags (provided by the sponsor)

YOUNG INVESTIGATOR COLLEGIALITY POOL PARTY $35,000
EXCLUSIVE ITEM: This event is scheduled for Friday, May 18th, with expected attendance of 700. This fun evening will feature games, light fare and will be the perfect relaxed environment allowing for more intimate discussions in which Residents, Pre-Doctoral Students and Post-Doctoral Fellows can network in an informal atmosphere. This gathering provides opportunities to talk about subject matters of interest, such as research opportunities in dermatology, life in academia or how to combine clinical work with research.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Signage at the main entrance to the event
• Recognition by the IID during opening remarks
• Acknowledgement in all networking event announcements
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Attendance to the President’s Reception for ten
• Insert with company logo in attendee’s bags (provided by the sponsor)
• Only Residents, Pre-Doctoral Students & Post Doctoral Fellows are eligible to attend
COFFEE BREAKS $20,000
Per Break Session (3 available)
This is a great opportunity to show your support by facilitating
the interactions among participants, which will undoubtedly
continue their scientific discussions and interactions between
sessions and re-energize them during the breaks.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Signage at the Coffee Stations
• Recognition in the Meeting Program (pending
publication dates) & Mobile App
• Giveaway or printed material to be distributed at breaks
(provided by the sponsor)

ON-SITE SERVICES FOR
ATTENDEES

WI-FI SERVICE $30,000
EXCLUSIVE ITEM: Wi-Fi at events is no longer a ‘nice to
have’ benefit. Reliable Wi-Fi access is a critical, must-have
productivity tool. Today, almost all laptops and other mobile
devices have wireless capabilities and enable their users
to access their email and browse the Internet from almost
anywhere. Since meeting attendance takes people away
from their daily work, Wi-Fi access is essential to stay
connected and to save on costly roaming charges.
Sponsoring the meeting Wi-Fi offers tremendous visibility for
the sponsor who will provide a service which will certainly
be very useful to most attendees. Wi-Fi internet access will
be available throughout the meeting area and will provide
sufficient coverage and bandwidth for the expected number
of attendees.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Company branded login page to be defined and
designed by the sponsor with approval from the IID
• Company logo on a voucher in the attendee’s bag
announcing the Wi-Fi service and login information
• Recognition in the Meeting Program (pending
publication dates) & Mobile App
• Acknowledgement in all Wi-Fi announcements
• Recognition on transition slides

MOBILE APP $25,000
EXCLUSIVE ITEM: Sponsoring the IID 2018 Mobile App
offers an impactful integrated presence, with sponsorship
often translating to stronger brand recognition. The Mobile
App will be free for meeting participants. It will conveniently
provide smartphone and tablet users with on-the-go access
to the IID’s most exciting, informational and interactive
features, such as program overviews, speaker and abstract
information, general meeting and exhibitor information,
venue and city maps and tips. The app will be available for
download two weeks prior to the meeting.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Company logo on the app’s splash screen
• Recognition on transition slides
• Recognition in the Meeting Program (pending
publication dates)
• Acknowledgement in all Mobile App announcements
• Signage at the meeting registration table
• Insert with company logo in attendee’s bags
(provided by the sponsor)
ePOSTER DISCUSSIONS $25,000

EXCLUSIVE ITEM: In an effort to further increase participation and visibility of abstracts submitted, the IID is pleased to include this feature for sponsorship. Selected ePoster Discussions will take place during Poster Sessions scheduled on Thursday, Friday, and Saturday of IID 2018 at ten (10) iPad terminals located outside of the Poster/Exhibit Hall. The discussions will be thematic tours of selected electronic posters accompanied by a presenting author. Each poster presenter will be asked to briefly describe their work (3 min), followed by a short group discussion (3 min), that will be held with the help of a moderator.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
- Company logo on the display panels
- Recognition in the Meeting Program (pending publication dates) & Mobile App
- Recognition on transition slides
- Insert with company logo in attendee’s bags (provided by the sponsor)

ePOSTER GALLERY $20,000

EXCLUSIVE ITEM: The IID has partnered with CadmiumCD to provide meeting attendees with access to posters via electronic method. ePosters are a companion to having physical posters at the meeting site, and attendees will have access to view the ePosters during IID 2018 Meeting time only. As we all know, seeing every poster and having enough time to ask every question during Poster Sessions has become increasingly challenging at meetings. Access to ePosters hopes to alleviate (but not eliminate physical posters) these challenges. The ePoster Gallery site will allow attendees to search abstracts by category, session, author(s), keyword(s), and by ID number. They will also have the ability to contact the author directly via email should they have a question or comment about a particular abstract/poster.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
- Company logo on the home page of the ePoster Viewer
- Recognition in the Meeting Program (pending publication dates) & Mobile App
- Recognition on transition slides
- Insert with company logo in attendee’s bags (provided by the sponsor)
SPONSORSHIP & MARKETING OPPORTUNITIES

ATTENDEE BAG TAGS $20,000

EXCLUSIVE ITEM: Ensure that the attendee’s bag remains with its rightful owner during the meeting by sponsoring the bag tags. Bag tags that allow the attendees to insert their business card will be included inside each attendee bag. This opportunity extends your exposure as attendees frequently use the bag tag after the meeting for future travels.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Sponsors logo on Bag Tag
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Recognition on transition slides
• Insert with company logo in attendee’s bags (provided by the sponsor)

WEBCAST SPONSOR $20,000

Be listed as the sponsor of The IID’s You-Tube Channel which plays recorded lectures from IID 2018.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Company logo on all Lecture Pages
• Acknowledgement on the IID Website
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Insert with company logo in attendee’s bags

MOBILE DEVICE CHARGING STATIONS $10,000

EXCLUSIVE ITEM: Attendees charge their cell phones, computers and other electronic gadgets at conveniently located stations. These stations charge fast and are highly utilized by meeting attendees.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Signage on the charging stations
• Recognition in the Meeting Program (pending publication dates) & Mobile App
• Insert with company logo in attendee’s bags

BAG INSERTS $3,000

Provide an educational or promotional item (no more than 4 pages, up to A4 or US letter size) that will be inserted in all attendee’s bags. PDF versions of the inserts must be submitted for approval by the IID before insertion into the bags.

YOUR SPONSORSHIP PACKAGE WILL INCLUDE:
• Opportunity to educate the attendees about your products or research in a clear concise manner (materials provided by the sponsor)
• Recognition in the Meeting Program (pending publication dates)

Increase your visibility to over 2,700 of the world’s leading dermatologists and skin researchers.
IID 2018
International Investigative Dermatology