



5th Annual  
Hybrid

# Integrative Dermatology Symposium

Sponsor & Exhibitor  
Prospectus

Loews Ventana Canyon  
7000 North Resort Drive  
Tucson, AZ 85750

**September 30-October 2, 2022**

*Tucson, Arizona + Virtual*



LearnSkin will be hosting the fifth annual hybrid Integrative Dermatology Symposium (IDS) in person and online from September 30-October 2, 2022. Our goal is to improve dermatological patient care from an interdisciplinary approach.

Over 200 practitioners are expected to attend the in-person event and 300 are anticipated to join us virtually. This will include dermatologists, family practice physicians, pediatricians, osteopathic doctors, naturopathic doctors, physician assistants, nurses, acupuncturists, and Ayurveda practitioners.

With about one-third of the country afflicted with a skin disorder, we have the opportunity to make a tremendous impact by empowering practitioners to make better decisions for themselves and their patients. By supporting our conference, you will have the opportunity to advance innovation within medical education towards a more complete approach to health.



## About Us

LearnSkin was developed by leading dermatologists and integrative medicine practitioners to support integrative dermatological education throughout the healthcare community. With skin being the number one driver of doctor's visits, the goal is to share the latest in scientific research and treatment options in dermatology for both Western and Eastern medicine to meet the growing demand for responsible, high-quality, evidence-based education that bridges conventional and complementary medical approaches. Learn more at [LearnSkin.com](https://LearnSkin.com).



## Accreditations

IDS is planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) for *AMA PRA Category 1 Credits™*. IDS is also approved for CE credits and contact hours by the California Board of Registered Nursing, American Association of Naturopathic Physicians, and National Certification Commission for Acupuncture and Oriental Medicine.

*\*LearnSkin and IDS will follow the CDC guidelines pertaining to in-person events during the ongoing Covid-19 pandemic. Specifics within this prospectus may change accordingly.*





IDS 2022 will focus Beyond the Skin.

## Led by the following Steering Committee:

Chaired by



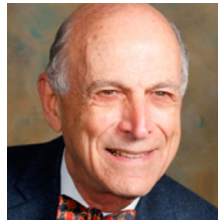
**Hadar Lev-Tov**  
*MD MAS*



**Raja Sivamani**  
*MD MS AP*



**Apple Bodemer**  
*MD*



**Howard Maibach**  
*MD*



**Jason Derico**  
*ND*



**Joseph Alban**  
*MS LAc*



**Keira Barr**  
*MD*



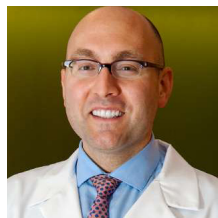
**Lawrence Eichenfield**  
*MS LAc*



**Micheal Traub**  
*ND DHANO FABNO*



**Olivia Hsu Friedman**  
*DACM LAc*



**Peter Lio**  
*MD*


















**Vivian Shi**  
*MD*





IDS is designed to appeal to practitioners across disciplines and will address emerging trends as well as practical approaches to dermatology as practitioners assess and manage skin conditions and care.

## The 5th annual IDS attendees will include

-  Acupuncturists
-  Advanced Practice and Registered Nurses
-  Ayurveda Practitioners
-  Chiropractors
-  Dermatologists
-  Estheticians
-  Family Practice Physicians
-  Internists
-  Licensed Herbalists
-  Naturopathic Doctors
-  Nurse Practitioners
-  Osteopathic Doctors
-  Pediatricians
-  Physicians
-  Physician Assistants

## Profession

Medical Doctor	35.8%
Physician Assistant/ Nurse Practitioner	22.9%
Student/Resident	16.5%
Naturopathic Doctor	13.6%
Acupuncturist/TCM	3.0%
Dietitian/Nutritionist	3.0%
Esthetician	2.0%
Non-Designated	3.2%

## IDS 2021 Exhibitor Survey



Overall Exhibitor Satisfaction



Assistance Received by IDS Staff



Attendee  
Engagement



Objectives Met



## Testimonials



Very exciting---great response from people who attended, obviously fulfilled an unmet need in the community. Congrats on a great meeting--you did a great job!

**-Exhibitor, 2018**



It was a wonderful experience being at this symposium and being first time exhibitors! We would be happy to do more collaborative work if we can. Look forward to next year!

**-Exhibitor, 2018**



I can honestly say that IDS was the best conference I've been to and/or exhibited at. It was really spot on with my own personal philosophy about skin health and therefore fit the company profile as well. It was incredible to speak with so many practitioners with the same mentality. I am a HUGE fan and will definitely be back.

**-Exhibitor, 2018**



Very professionally run, thanks to the great organizers! Members showed genuine interest in attending booths.

**-Exhibitor, 2019**



The IDS was incredible! The LearnSkin team did a wonderful job of organizing and their attention to detail is unmatched. Very successful!

**-Exhibitor, 2021**



I felt like this was the most well arranged conference I have ever been to in my career.

**-Exhibitor, 2021**

# Sponsorship and Exhibiting Opportunities

	<i>Only One Left</i> Platinum (\$50,000)	Gold (\$25,000)	Silver (\$10,000)	Bronze (\$5,000)	Exhibitor (\$3,500)
Opportunity					
Booth Space	Prime Location	Prime Location	Prime Location		
Virtual Booth Along with Mobile App					
Recognition on all Marketing Material and Conference Website					
Attendee Registration List					
Complimentary Registration for Clients and Customers	10	8	6	4	2
Ad Placement in Program Brochure	Full Page	Half Page	Quarter Page	Listing	Listing
Provide a Raffle Prize <i>(Optional)</i>					
Provide Sample Inserts for In Person Attendees <i>(Optional)</i>					Discounted to \$500
Logo Placement on Toolkit					
Events and Enhancements	Breakfast or Lunch Product Theatre	Options Listed Below	Morning and Afternoon Break Signage		
Chaperoned Email(s)	2	1			

SOLD OUT

## Event Mobile App

### Lead generation has never been easier!

You'll be able to manage leads from in-person and live stream activities in one place, set up meetings with attendees through the app, and monitor analytics.

Attendees will be encouraged to visit your booth through our passport game for a chance to win raffle prizes.

If you would like to donate one, it must be at least \$100 in value and confirmed by August 1, 2022.

## Sponsorship Levels

### Platinum Sponsorship \_\_\_\_\_ \$50,000

- 🍷 Product theatres are available to platinum sponsors during breakfast or lunch with a speaker of sponsor's choosing for up to 45mins podium lecture. Cost of food and beverage included and open to all attendees.

### Gold Sponsorship \_\_\_\_\_ \$25,000

#### 🍷 Option 1: Saturday Cocktail Hour

LearnSkin brings together dermatology thought leaders in collaboration with integrative medicine experts to share the latest advancements in the field. Your company will have an opportunity to sponsor the annual cocktail hour in the exhibit hall on Saturday evening. The sponsor will have 10 minutes to present along with signage and additional event marketing.

## Gold Sponsorship *(continued)*

\$25,000

### Option 2: Keynote Speaker

The highly anticipated keynote speakers are sure to fill the room. Your company will have an opportunity to present for 10 minutes on stage prior to Dr. Robert Lustig speaking on Friday or Dr. Andrew Weil speaking on Saturday. Sponsorship also includes signage and additional event marketing.

### Option 3: LearnSkin Board Member Dinner

Our growing community of expert dermatologists, primary care practitioners, naturopathic doctors, TCM practitioners, physician assistants, nurse practitioners, and estheticians meet annually in person at the IDS. The board meeting sponsor will have 10 minutes to present along with signage and additional event marketing.

**Sold Out**

### Option 4: Integrative Dermatology Certificate Program Intensives


The Integrative Dermatology Certificate Program is the only program of its kind in the world. This nine-month certificate program culminates at the IDS bringing together a cohort of dermatologists from around the globe. During one of their in-person intensive training days, your company will have an opportunity to sponsor a session and give a 30 minute presentation to these key opinion leaders.


### Option 5: Scholarships

This is a terrific way to increase brand awareness with the next generation of practitioners and support student/resident education. LearnSkin premium membership is also included for year-long learning. A total of 10 students will be supported to attend IDS through this program. As a sponsor, you will have the opportunity to host an optional private reception with selected students (food and beverage not included in the sponsorship budget).

## Silver Sponsorship

\$10,000

 Sponsorship includes “brought to you by” signage next to the breakfast and afternoon snack station(s) in addition to being mentioned in the program along with additional event marketing.

 LearnSkin will be hosting free movement and mindfulness classes on Saturday and Sunday morning with breathtaking views of the Catalina Mountains before the conference begins. Showcase your support of health and wellness with “brought to you by” signage along with additional event marketing.



+

**\$8,000**

**\$4,000**

\$3,000

**\$4,000**

\$2,000

**FREE**

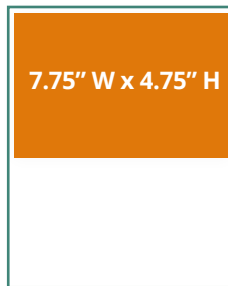


## Printed & Digital Program Advertising

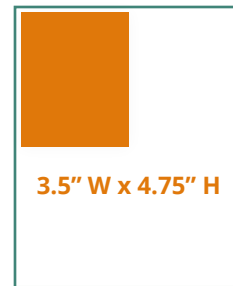
Deadline August 1, 2022 as PNG or JPG file.



Full-page ads reserved  
for Platinum Sponsors



Inside 1/2 Page \$1,500  
Complimentary for  
Gold Sponsors



Inside 1/4 Page \$500  
Complimentary for  
Silver Sponsors

### Accepted File Types

- 📁 Adobe PDF files created CMYK with hi-resolution print optimized format; all images and fonts embedded
- 📁 Adobe InDesign files with all images included and fonts converted to outline
- 📁 Adobe Photoshop EPS, TIFF, PNG, or JPG files, CMYK, 300 dpi at 100%



## Exhibit Information

Exhibit Fees, Terms, and Conditions to purchase a booth, please see [www.integrativedermatologysymposium.com](http://www.integrativedermatologysymposium.com)

Cancellations received on or before July 1, 2022 will receive a refund of the amount paid minus \$500 for administrative costs. After July 1, 2022, there will be no refunds given for booth cancellation.

## Exhibit Eligibility

The exhibit hall at the Integrative Dermatology Symposium is designed for the display and demonstration of products and/or services directly related to the practice, science, and advancement of dermatology. If applicable, all products and services exhibited must have appropriate governmental and agency approval.

- 🔥 LearnSkin has the sole authority to determine the eligibility of any company and/or its product(s).
- 🔥 LearnSkin reserves the right to refuse applications of organizations that do not meet Conference standard requirements or expectations.
- 🔥 LearnSkin reserves the right to close exhibits that reflect unfavorably on the character and the purpose of the Conference. This pertains to displays, literature, advertising, novelties, and conduct.



## Booth Specifications

All booths are tabletop exhibits: A 6' table will be placed in approximately 8' of space for each company. Collateral should all fit on the table or within a total of 8' of linear space.



### Included With Your Exhibit Space

- Materials: 6' table in approximately 8' of linear space, table linens, carpet, two standard chairs, and a wastebasket
- 2 conference registration badges; additional staff badges are available for \$200
- Attendee list (mailing addresses & email) IDS 2022 virtual platform profile page
- Lead generation mobile app
- Listing in program and on the IDS website
- Complimentary raffle prize (optional)



### Not Included With Your Exhibit Space

- Electricity, additional furniture or equipment rentals, labor for installing or dismantling your exhibit display
- Representatives beyond the two (2) company attendees
- Lead retrieval services
- Anything you leave in the exhibit area will be left at your own risk. Neither the Hotel nor LearnSkin will accept liability for any items in the exhibit area at any time.
- Internet access – available at an additional cost

An onboarding kit will be provided to the primary contact listed on your application once registration is approved.



## Exhibiting Schedule

### Exhibitor Setup

Thursday, September 29, 2022

6:00 PM - 9:00 PM MT

### Exhibitor Teardown

Saturday, October 1, 2022

6:00 PM - 9:00 PM MT

*If your booth requires minimal setup, you can setup the hour before the first break:  
Friday, September 30, 2022: 9:00 AM - 10:00 AM MT*

### Exhibit Hall Times

Exhibit space is located in the foyer in front of the conference ballroom.

#### Friday

September 30, 2022

AM Break

Lunch Break

PM Break

#### Saturday

October 1, 2022

AM Break

Lunch Break

PM Break

Evening Cocktail Hour

*\*Exhibit Hall details are subject to change.*



Virtual Exhibits

\$1,500

In response to the ongoing global pandemic and positive feedback from our 2020 Virtual Integrative Dermatology Symposium, the 2022 event will include a virtual option available to attendees who cannot attend the in-person event.

Virtual attendees will be able to access live lectures, submit questions, and network with other attendees. In-person exhibitors will be provided with a virtual booth, complete with a company profile and promotional materials. No exhibit staff are required, as the platform is set up to collect attendee information for follow-up post-event.

*The virtual event platform features several benefits:*

- Spotlight Banner/Video:** Header banner displayed inside a virtual booth (static image or Youtube/Vimeo video)
- Custom CTA:** The call to action (CTA) button on the booth page can be customized
- Product Features:** Product and services can be listed in the booth with demo videos
- Analytics:** Real-time analytics can be monitored





For additional marketing opportunities or to participate in ongoing program activities at LearnSkin prior to the Integrative Dermatology Symposium connect with our team to learn more. We look forward to working with you!

**For more information contact:**  
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(916) 205-3543