



Sixth Annual

Integrative Dermatology Symposium

Reno, Nevada + Virtual

Grand Sierra Resort
2500 E 2nd St, Reno, NV 89595

Sponsor & Exhibitor Prospectus

Nutrition: Nourish the Gut. Nourish the Skin.

October 27-29, 2023

LearnSkin will be hosting the Sixth Annual Hybrid Integrative Dermatology Symposium (IDS)

In person and online from October 27-29, 2023 with a pre-meeting for select dermatologists participating in the Integrative Dermatology Certificate Program (IDCP) from October 25-27, 2023 at the Grand Sierra Resort Hotel in Reno, NV. The IDS also includes a Sunday Integrative Esthetician Track for estheticians. Visit IntegrativeDermatologySymposium.com to learn more.

Our Goal

Is to improve dermatological patient care from an interdisciplinary approach. This year's theme focuses on nutrition, taking an inside out and outside in approach to skin care. Faculty include world experts in dermatology as well as nutrition and lifestyle medicine.



300+ Practitioners

are expected to attend in-person



300+ Practitioners

are anticipated to attend virtually

- Acupuncturists
- Advanced Practice and Registered Nurses
- Ayurveda Practitioners
- Chiropractors
- Dermatologists
- Estheticians
- Family Practice Physicians

- Licensed Herbalists
- Naturopathic Doctors
- Nurse Practitioners
- Osteopathic Doctors
- Pediatricians
- Physician Assistants

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.

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, National Certification Commission for Acupuncture and Oriental Medicine, and the Board for Certification of Nutrition SpecialistsSM.

LearnSkin and IDS will follow CDC guidelines pertaining to in-person events. As the global pandemic evolves, specifics within this prospectus may change.

IDS is designed to appeal to practitioners across disciplines.

IDS addresses emerging trends as well as practical approaches to dermatology as practitioners assess and manage skin conditions and care.

IDS 2022 Exhibitor Survey



Exhibit Hall



Foot Traffic



IDS Exhibiting Experience



IDS 2022 Attendee Survey Speakers and Sessions

100% exhibitors responded that they met their 2022 IDS objectives

93% of attendee respondents learned actionable information that will help in their practice

Fifth Annual Integrative Dermatology Symposium Overview

Going Beyond the Skin

Featuring Our Largest Event to Date!



September 30-October 2, 2022

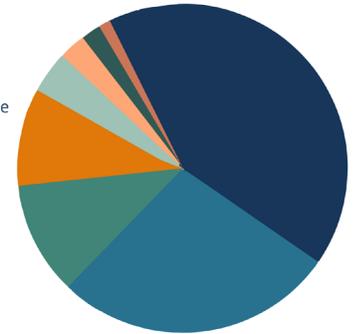
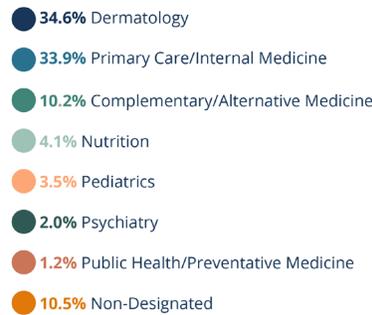
Tucson, AZ and Virtual

15.5+ CME Credits

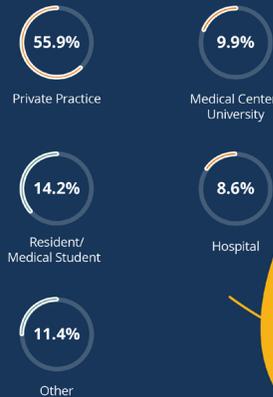
Location



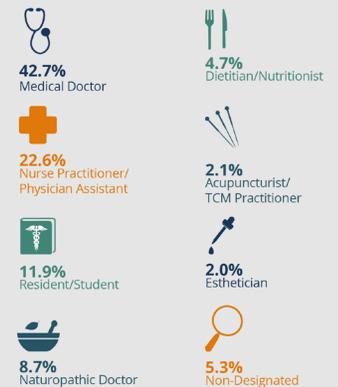
Specialty



Practice Type



Profession



Testimonials

I have been learning so much! Connecting with so many like-minded experts. The Integrative Dermatology Symposium has been such an overwhelmingly amazing experience!

— IDS 2022 In-Person Attendee

I am glad we have the opportunity to attend virtually! Thank you for including us. Looking forward to next year's conference.

— IDS 2022 Virtual Attendee

IDS 2023 Will Focus on Nutrition

Nourish the Gut. Nourish the Skin

Led by the following Steering Committee:

Chaired by



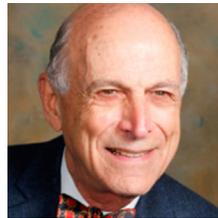
Hadar Lev-Tov
MD MAS



Steven Daveluy
MD



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



Raja Sivamani
MD MS AP



Vivian Shi
MD

Sponsorship and Exhibiting Opportunities

	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Exhibitor \$3,500
Booth Space	Prime Location Main Foyer	Prime Location Exhibit Hall	Prime Location Exhibit Hall		
Recognition on all Marketing Material and Conference Website					
Registration List for in-person and virtual attendees					in-person only
Complimentary Registration for Customers	10	8	6	4	2
Ad Placement in Program Brochure	Full Page	Half Page	Quarter Page	Listing	Listing
Provide a Raffle Prize					
Provide Sample Inserts for In-Person Attendees					Discounted to \$500
Logo Placement on Toolkit					
Virtual Booth Along with Mobile App					
Chaperoned Email(s)	2	1			
Events and Enhancements	Breakfast or Lunch Product Theater	Options Listed Below	Options Listed Below		

Virtual Booth Only - \$1,500

Includes registration list for virtual attendees only

Virtual Booth Only - \$2,500

Includes registration list for in-person and virtual attendees

Sponsorship Levels

Platinum (\$50,000)

Product theatres are available to platinum sponsors during breakfast, lunch, or dinner. Cost of food and beverage included and open to all attendees. Presentations must be between 30-45 minutes in length and will begin 15 minutes after the meal has been served. Presentations less than 40 minutes in length can open up for 5-10 minutes of live Q&A if desired.

Gold (\$25,000)

Pre-Conference Integrative Dermatology Certificate Program

- Wednesday, October 25, 2023
- Thursday, October 26, 2023

1

Product Theatre Breakfast, Lunch, or Dinner - 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 give a 30 minute presentation to these key opinion leaders.

Reception and Presentation

- Saturday, October 28, 2023

2

Hosted on-site in the exhibit hall, the cocktail hour is a signature IDS event. Guests and family are welcome for an evening of networking and merriment. The sponsor will be provided with a brief 10 -15 minutes presentation at the podium to kick off the meet and greet along with signage and additional event marketing.

Present to LearnHealth Board

- Thursday, October 26, 2023

3

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 - 15 minutes to present along with signage and additional event marketing.

LearnSkin Faculty and Alumni Reception

- Thursday, October 26, 2023

4

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 private faculty and alumni reception with 10 - 15 minutes to present along with signage and additional event marketing.

Dermatology Resident Spotlight

5

This is a terrific way to increase brand awareness with the next generation of practitioners and support resident education. A total of 10 residents will be supported to attend IDS through this program, including airfare and accommodation. Selected residents will be paired with a mentor at the event. One or more students will also be selected to speak during the resident spotlight. LearnSkin premium membership is included for year-long learning. As a sponsor, you will have the opportunity to host a private reception with selected students (*not included in the sponsorship budget*).

Silver
(\$10,000)

Breakfast or Afternoon
Snack Station

1

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

Fitness Session

2

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

Conference WiFi

3

Sponsor will have the opportunity to choose the network name and password which will be published in the program or on table tents along with additional event marketing.

Exhibit Booth Add-On - Sunday, October 29, 2023

Integrative Esthetician Track

The second annual IET takes place concurrently with IDS on Sunday, October 29th. Increase your exposure to estheticians seeking evidence-based integrative approaches taught by leading dermatologists and estheticians. Add-on includes exhibit booth inside the lecture hall along with one quarter page ad inside the Integrative Esthetician Track attendee program. For more information about sponsoring or exhibiting at the IET, [click here](#).

\$1,200

Branding Opportunities

Themed Jolly Folly Mascot

Jolly Folly, the famous LearnSkin mascot, is designed to match the conference theme each year. 2023 will focus on nutrition and be placed in the attendee swag bag. Sponsor logo will be prominently featured alongside the LearnSkin logo.

\$10,000

Attendee Swag Bags

Sponsor logo will be prominently featured alongside the LearnSkin logo.

\$10,000

Water Bottles

To reduce plastic waste, attendees will be provided reusable water bottles that can be customized with your logo.

\$7,000

Face Masks

One can never have too many masks or lip balms. Add your logo for a practical giveaway.

\$6,000

Charging Station

Attendees often bring more devices than sockets available in the lecture hall.

\$5,000

Lanyards

Color and design can be customized.

\$4,500

Lip Balms

One can never have too many lip balms. Include your logo on this functional giveaway that will surely be appreciated in the desert climate of Nevada.

\$3,000

Snack Packs

When attendees are craving a snack, they can reach into their swag bag to enjoy a custom snack pack featuring a sponsor logo.

\$2,500

Sample Inserts

Provide 400 attendees with paper inserts, samples, or promotional items. Must be pre-approved by LearnSkin.

\$1,500 for Non-Exhibitors or \$500 for Exhibitors
(Sample inserts included for sponsors)

Raffle Prizes

Must be a minimum value of \$100. This popular offering is an opportunity to increase brand awareness. **All raffle prizes must be shipped to the winner(s) directly no later than 2 weeks following the IDS.*

FREE

For additional branded swag bag insert opportunities, contact customers@learnskin.com.

Grand Sierra Resort Branding Opportunities

Hotel Promotional Screens



\$350 per screen

Hotel in Room Channel Branding



\$1,300

Main Electronic Marquee Entrance



\$2,500

Large Building Electronic Marquee



\$2,500

Hotel Key Cards

Most attendees will stay on-site, and this is a direct way to get your brand in their hands.

\$3,500 per 1,000

Bowling Center Branding



\$800/each

Convention Escalator Clings

\$1,400/each

Hotel Tower Elevators



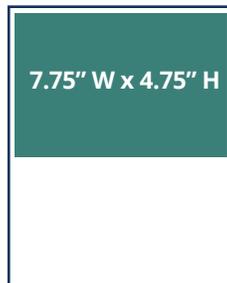
\$900/each

Printed & Digital Program Advertising

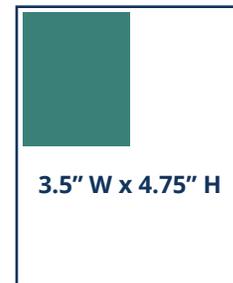
Deadline August 15, 2023 as PNG or JPG file.



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%

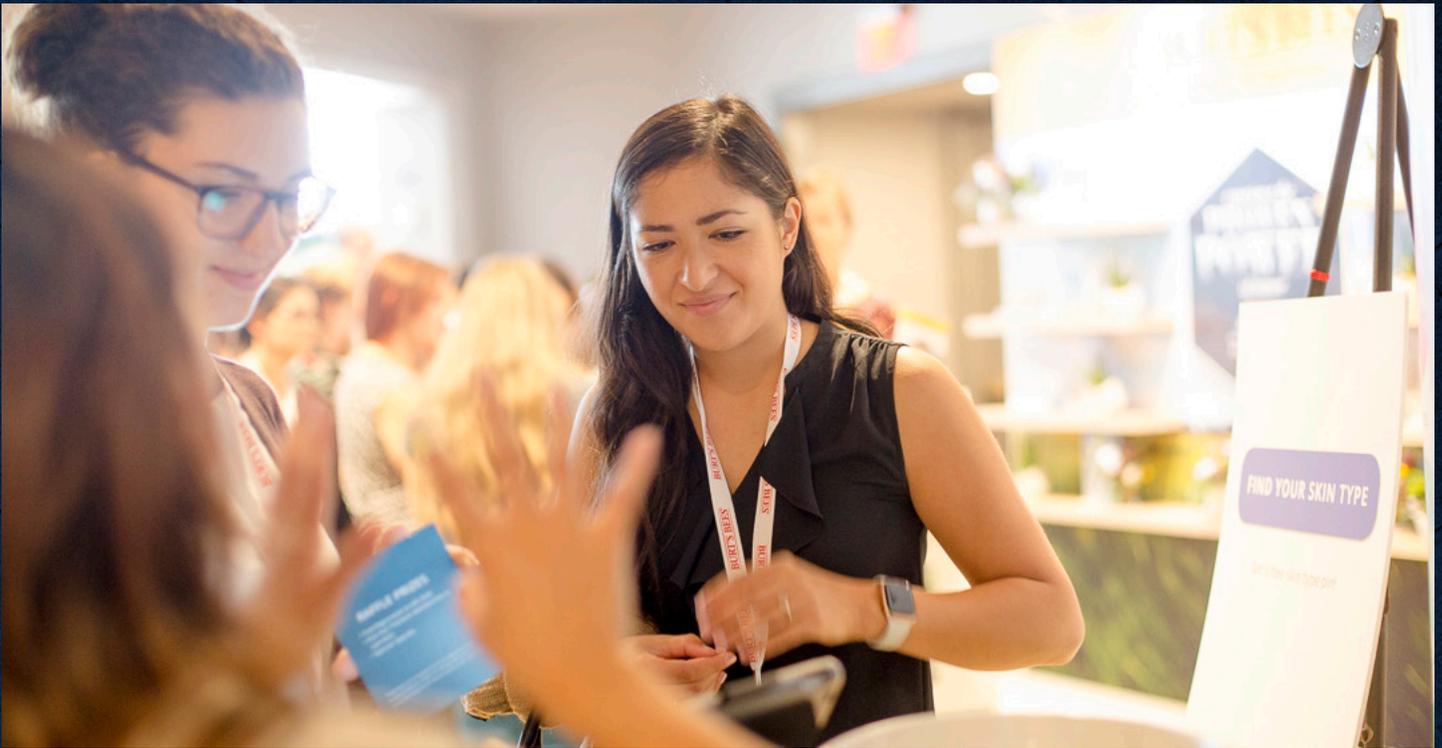


Exhibit Information

Exhibit Fees, Terms, and Conditions to purchase a booth, please see www.integrativedermatologysymposium.com

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.

Cancellations received on or before July 1, 2023, will receive a refund of the amount paid minus \$1,500 for administrative costs. After July 1, 2023, there will be no refunds given for booth cancellation.

Booth Specifications

- All booths are tabletop exhibits: A 8' table will be placed in approximately 10' of space for each company.
- Collateral should all fit on the table or within a total of 10' of linear space.

Included With Your Exhibit Space

- Materials: 8' table in approximately 10' 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 per GDPR)
- Virtual platform profile page for sponsors
- 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
- Security — the exhibit area will be locked each evening though no security guard will be present. 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
- Grand Sierra Resort shipping and storage fees

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

Exhibit Information

Exhibitor Setup

Thursday, October 26, 2023
4:00 PM - 8:00 PM PT

Exhibitor Teardown

Saturday, October 28, 2023
6:30 PM - 9:00 PM PT

Exhibit Hall Times

Each day includes 1+ hour, non-competing time in the exhibit hall:

Friday, October 27, 2023

AM Break
Lunch Break
PM Break

Saturday, October 28, 2023

AM Break
Lunch Break
PM Break
Reception

**Exhibit Hall details are subject to change*

Virtual Exhibits Only

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 is 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

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.

Exhibitor Testimonials

Thanks for putting on a great conference. Offering great lectures & ability to network w/peers and HCPs.

— Exhibitor 2022

IDS was a great opportunity to meet physicians interested in pushing the status quo. We are fortunate to sponsor a show of this quality to support our industry and help advance patient care.

— Exhibitor 2022

Well organized, well attended, will exhibit at future IDS!

— Exhibitor 2022

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

— Exhibitor 2022

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

— Exhibitor 2022

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 2019

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

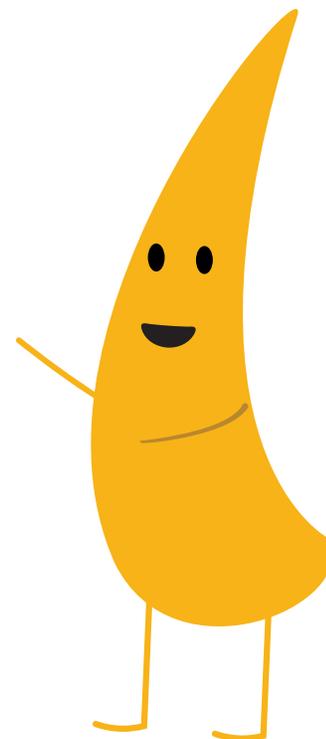
— Exhibitor 2019

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





Additional Sponsorships

For alternative 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:
Pam McGhee
customers@learnskin.com
(916) 205-3543