



Seventh Annual

# Integrative Dermatology Symposium

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Arlington, Texas + Virtual

*Loews Arlington Hotel and  
Convention Center*

888 Nolan Ryan Expy, Arlington, TX 76011

## **Sponsor & Exhibitor Prospectus**

*NURTURING SKIN RESILIENCE: SCIENCE OF AGING AND WELLNESS*

September 26-29, 2024



# LearnSkin will be hosting the

## Seventh Annual Hybrid Integrative Dermatology Symposium

In person and online from September 26-29, 2024 with a pre-meeting for select dermatologists participating in the Integrative Dermatology Certificate Program (IDCP) from September 25-26, 2024 at the Loews Arlington Hotel and Convention Center in Arlington, TX. The IDS also includes a Sunday Integrative Esthetics Track for estheticians. Visit [IntegrativeDermatologySymposium.com](https://IntegrativeDermatologySymposium.com) to learn more.

### Our Goal

Is to improve dermatological patient care from an interdisciplinary approach. This year's theme focuses on nurturing skin resilience, exploring the latest in aesthetics and aging. Faculty include world experts in dermatology as well as wellness and aging.



#### 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](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, National Certification Commission for Acupuncture and Oriental Medicine, and the Board for Certification of Nutrition Specialists<sup>SM</sup>.

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 2023 Exhibitor Survey



Met IDS Objectives



IDS has a very impressive list of sponsors this year. It was nice to be exposed to companies I have been asked about by patients, but haven't heard of myself.

— IDS 2023 Attendee



IDS was a wonderful experience. The foot traffic and quality conversations were a positive experience.

— IDS 2023 Exhibitor



The variety of sponsors is awesome. It's impressive to see companies from so many different verticals in the industry.

— IDS 2023 Attendee



Excellent conference with a large diversity of disciplines for human health.

— IDS 2023 Exhibitor

### 95% of exhibitors

found IDS to be equally or more effective than other conferences in showcasing their products and services.

### 100% of attendees

found IDS to be equally or more satisfying than other conferences they attended in the last 2 years.

SIXTH ANNUAL

## Integrative Dermatology Symposium



Nutrition: Nourish the Gut. Nourish the Skin.



### PARTICIPANTS

**789** Registrants  
**25** Speakers  
**35%** In-Person  
**65%** Virtual



October 27 - October 29, 2023



Reno, NV and Virtual



14.5 CME credits



### LOCATION

**50** States  
**24** Countries  
**91%** US  
**9%** International



### PROFESSION

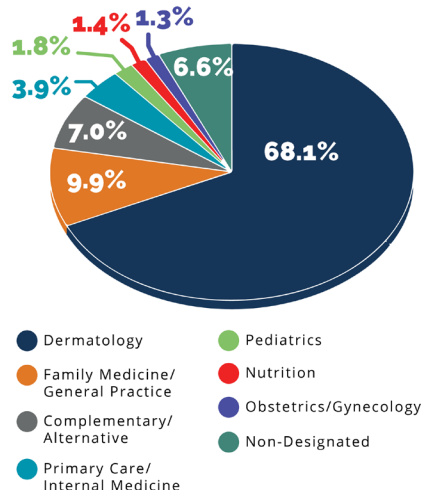
**Medical Doctor** 42.9%  
**Nurse Practitioner/Physician Assistant** 28.7%  
**Naturopathic Doctor** 12.2%  
**Resident/Student** 9.9%  
**Acupuncturist/TCM Practitioner** 2.2%  
**Dietitian/Nutritionist** 1.9%  
**Non-Designated** 2.2%



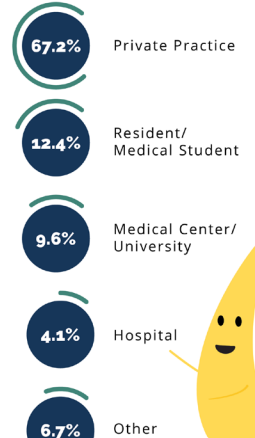
**14** Partners  
**44** Sponsors & Exhibitors



### SPECIALTY



### PRACTICE TYPE



# IDS 2024 Will Focus on Nurturing Skin Resilience

Science of Aging and Wellness

Led by the following Executive Board:



Apple Bodemer  
MD



Carolyn Candido  
MD



David J. Mann  
MD FAAD



Emma Norton  
ND



Hadar Lev-Tov  
MD MAS



Joseph Alban  
DAc



Lakshi Aldredge  
MSN ANP-BC DCNP FAANP



Lawrence Eichenfield  
MD



Michael Traub  
ND DHANP FABNO



Peter Lio  
MD



Neal Bhatia  
MD



Raja Sivamani  
MD MS AP





























Renee McLeod  
PhD APRN CPNP FAANP



Valerie A Stern  
DMSc MPAS PA-C



# Sponsorship and Exhibiting Opportunities

	<b>Platinum</b> <b>\$75,000</b> <b>Sold Out</b>	<b>Gold</b> <b>\$30,000</b>	<b>Silver</b> <b>\$10,000</b>	<b>Bronze</b> <b>\$5,000</b>	<b>Exhibitor</b> <b>\$3,500</b> <b>Sold Out</b>
Booth Space	Prime Location	Prime Location	Prime Location		
Recognition on all Marketing Material and Conference Website					
Attendee Registration List for In-Person and Virtual Attendees					In-Person Only
Virtual Booth <i>Includes Mobile App and Lead Retrieval</i>					
Complimentary In-Person 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					
Chaperoned Email(s)	2	1			
Events and Enhancements	Product Theater	Options Listed Below	Options Listed Below		

# Sponsorship Levels

## Platinum (\$75,000)

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### IDS

Friday, September 27, 2024

Saturday, September 28, 2024

### IDS & IET

Sunday, September 29, 2024

Product theatres are available to platinum sponsors during breakfast, lunch, or dinner. Cost of food and beverage is 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.

Sunday product theatres will participate in a combined event focused on esthetics and will include estheticians. This is a great opportunity for companies that would like to showcase their latest research or product development to both dermatology and esthetician attendees. *Bonus Feature: Access to both registration lists, chaperoned emails to both audiences, and ads included in both printed attendee programs.*

## Gold (\$30,000)

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### 1 Pre-Conference Integrative Dermatology Certificate Program

Wednesday, September 25, 2024

Thursday, September 26, 2024

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.

### 2 Welcome Reception

Thursday, September 26, 2024

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 kick off the welcome reception with 10 - 15 minutes to present along with signage and additional event marketing.

### 3 Cocktail Hour

Friday, September 27, 2024

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.

### 4 Networking Reception

Saturday, September 28, 2024

Following the workshops, attendees will be invited to drinks and appetizers to unwind for the evening in a fun and casual setting. Your company will have the opportunity to give a 10-15 minute presentation along with signage and additional event marketing.



## 5 Advisory Board Meetings

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 LearnSkin team can assist with coordinating 1-2 hour meetings with a targeted group of KOLs for your organization to conduct research and development. Refreshments, consulting fees, and room rental included with sponsorship.

## 6 Interactive Case Discussions

Friday, September 27, 2024

Saturday, September 28, 2024

Clinicians are eager to learn new treatments; however, implementation can be a hurdle for them to climb. New to IDS 2024 are interactive case discussions led by dermatologists with experience using integrative medicine tests, devices, topical and systemic therapeutics. Feature your brand with this unique session where attendees will dive into real world cases and how to apply your product offerings.

## 7 Workshops

Saturday, September 28, 2024

Two Hour Product Workshop. Sponsor will work with the IDS Director of Events on A/V requirements, room setup, and any profession or specialty requirements.

## 8 Dermatology Resident and Advanced Practice Provider Spotlights

This is a terrific way to increase brand awareness with the next generation of practitioners and support resident education along with PA and NP training. A total of 10 residents or advanced practice providers will be supported to attend IDS through this program, including airfare and accommodation. Selected participants will be paired with a mentor at the event. LearnSkin Premium Membership is included for year-long learning. As a sponsor, you will have the opportunity to host a private reception with selected participants (not included in the sponsorship budget).

### Silver (\$10,000)

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#### 1 Morning Caffeine or Afternoon Break Station

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

#### 2 Fitness Session

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.

#### 3 Research Abstract Poster Presentations

LearnSkin welcomes the latest in integrative dermatology research on Friday and Saturday. Showcase your support with “brought to you by” signage along with additional event marketing.

### Exhibit Booth Add-On - Sunday, September 29, 2024 *Integrative Esthetics Track*

The third annual IET takes place during IDS on Sunday, September 29th. Increase your exposure to estheticians seeking evidence-based integrative approaches taught by leading dermatologists and estheticians. Add-on includes exhibit booth inside the Exhibit Hall along with one quarter page ad inside the Integrative Esthetics Track attendee program. For more information about sponsoring or exhibiting at the IET, contact Pam McGhee at [pam@learnskin.com](mailto:pam@learnskin.com).

# 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**

## 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**

## 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 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](mailto:customers@learnskin.com).

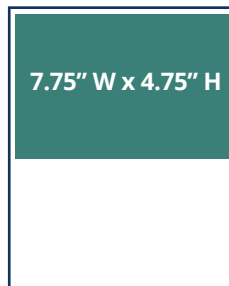


# Printed & Digital Program Advertising

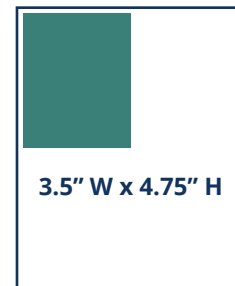
Deadline July 12, 2024 as PNG or JPG file.



Full-Page \$2,000  
Complimentary for  
Platinum Sponsors



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



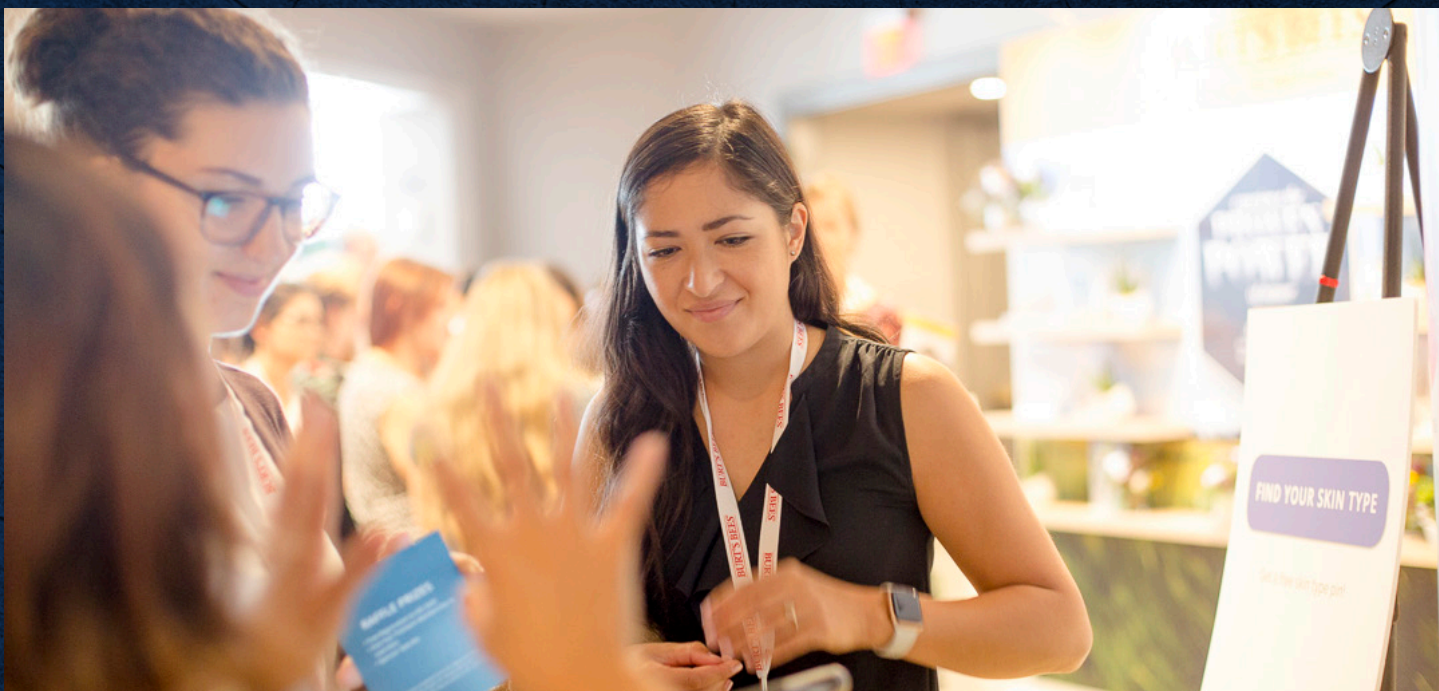
Inside 1/4 Page \$500  
Complimentary for  
Silver Sponsors

## 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

[Click here](#) to review the Exhibit Fees, Terms, and Conditions

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.

Event exhibitors must pay in full upon confirmation. Cancellations received on or before June 1, 2024, will receive a refund of the amount paid, minus a \$1,500 administrative fee. After June 1, 2024, no refunds will be given for booth cancellations.

For event sponsorship, due to the highly selective nature of the sponsorship, cancellations received on or before March 15, 2024, will receive a 50% refund. After March 15, 2024, no refunds will be given for sponsorship cancellations.



# 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

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- 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)
- Lead generation mobile app (Sponsors Only)
- Listing in program and on the IDS website
- Complimentary raffle prize (optional)

## Not Included With Your Exhibit Space

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- Electricity, additional furniture or equipment rentals, labor for installing or dismantling your exhibit display
- Representatives beyond the two (2) company attendees
- Lead retrieval services (Exhibitors Only)
- 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
- Loews Arlington Hotel and Convention Center 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, September 26, 2024  
4:00 PM - 8:00 PM CDT

## Exhibitor Teardown

Saturday, September 28, 2024  
3:00 PM - 5:00 PM CDT

## Exhibit Hall Times

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

### Friday, September 27, 2024

AM Break  
Lunch Break  
PM Break  
Reception

### Saturday, September 28, 2024

AM Break  
Lunch Break  
PM Break

*\*Exhibit Hall details are subject to change*





# 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

Please connect with our team to discuss additional marketing opportunities or to participate in year-round sponsorship activities at LearnSkin. We look forward to working with you!

For more information contact:  
Pam McGhee  
[customers@learnskin.com](mailto:customers@learnskin.com)  
(916) 205-3543