

# Journey through AAD

Introducing a fresh way to connect with your target audience at the AAD Annual Meeting!

Four new publications will feature customized agendas for key condition tracks at the AAD Annual Meeting:



**Surgical Dermatology**



**Cosmetic Dermatology**



**Melanoma and Non-Melanoma Skin Cancers**



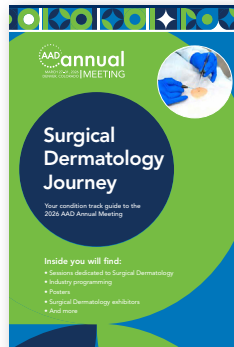
**Hair Disorders and Treatments**

## Content

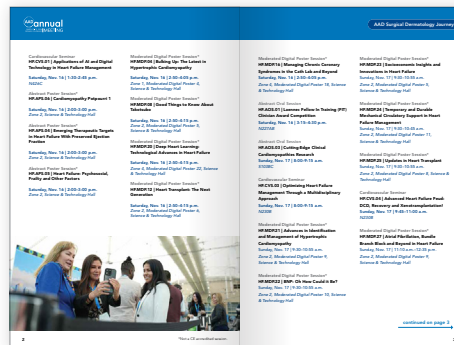
- All official and industry programming in each condition/track.
- Exhibit hall color-coded map and list of exhibitors specific to each Journey.

## Distribution

- Two display walls with pockets near registration and another high-traffic location.
- Handout staff on Day One and Two with custom aprons will help distribute, explain and encourage Journey pick-up.
- Copies in the busy AAD Resource Center.
- Copies to each advertiser for distribution in their booths.



Images for mockup purposes only and subject to change.



## Deadlines

Space reservation: **Feb. 9, 2026**

Materials due: **Feb. 16, 2026**



## Additional exposure

- A Journey channel on the **Meeting News Central** includes PDFs of each Journey.
- Promotion of the Journeys in ePreview #4, the AAD Know Before You Go email and the day one Daily Newspaper, with links or QR codes to each Journey PDF. Additional mention of the Journeys in earlier ePreviews.
- Each mention of Journeys will include "Supported by" information for the sponsor.

## Exclusive sponsorship for each Journey includes:

- Back Cover
- Inside Front Cover
- Three Full Page Ads

## Rates

\$40,000 each

Exclusive sponsorship opportunity

Contact your account manager for more information:

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