



**14TH ANNUAL SPRING MEETING
MAY 9, 2026 ■ SCOTTSDALE, ARIZONA**

2026 Industry Partnership and Support Opportunities



**78TH ANNUAL MEETING
AUGUST 21-23, 2026 ■ LAKE TAHOE, CALIFORNIA**



NEW FOR 2027 
**PDA WINTER MEETING
PARK CITY, UTAH**
SEE INSIDE FOR DETAILS



SCOTTSDALE

14TH ANNUAL SPRING TRAINING MEETING

joint meeting with the
Phoenix Dermatologic Society

MAY 9, 2026

Westin Kierland
Scottsdale, Arizona

Chairs: Drs. Christina Kraus,
Hege Grande Sarpa, & Janelen Smith
7 CME Credits to be offered



LAKE TAHOE

78TH ANNUAL MEETING

AUGUST 21-23, 2026

Everline Resort & Spa
Lake Tahoe, California

Chairs: Drs. Clive Liu & Maria Aleshin
14 CME Credits to be offered



PARK CITY

PDA WINTER MEETING

FEBRUARY 26-28, 2027

Hyatt Centric - Park City, Utah

Chairs: Drs. Jenny Hau, Marcia Hogeling,
Jenny Hsiao, Nate Rojek, & Scott Worswick
10 CME Credits to be offered



2026 SUPPORT OPPORTUNITIES

The Pacific Dermatologic Association (PDA) CME-eligible educational meetings attract dermatologists primarily from the Western US. The meetings offer practical and cutting-edge content that spans the entire spectrum of medical and surgical dermatologic topics.

Average attendance at Spring Training is 100 physicians and advanced practice providers.

Expected attendance at the PDA Annual Meeting is 150-200 physicians and advanced practice providers.



NEW FOR 2027: PDA is introducing a Winter Meeting in Park City, Utah. Approximately 75 physicians and advanced practice providers are expected.

A number of options are available for your participation:

- Exhibits
- Product Theaters
- Advisory Boards
- Branded Support Opportunities

Our 2026 programming will feature presentations on:

Medical Dermatology:

- Acne
- Alopecia Areata
- Atopic Dermatitis
- Bullous Pemphigoid
- Eczema
- Hidradenitis Suppurativa
- Hyperhidrosis
- Prurigo Nodularis
- Psoriasis
- Rosacea
- Seborrheic dermatitis
- Urticaria
- Vitiligo

Cutaneous Oncology

Cosmetic Dermatology – Injectables & Devices

Dermatopathology

Pediatric Dermatology

This support brochure outlines the various opportunities that are available to help you select the one that is right for your company. Please contact PDA's Executive Director, Kent Lindeman, at (317) 650-4893 or klindeman@hollandparlette.com to make a commitment or if you have any questions. Thank you for your support of the PDA and your commitment to dermatology.



PDA 2026 SPRING TRAINING SUPPORT OPPORTUNITIES



May 9, 2026 – Scottsdale, AZ

\$60,000 LEVEL - PRODUCT THEATER

Your company would receive:

- Recognition as a top level supporter in print and digital meeting promotion and on-site
- One (1) tabletop booth in a premiere, high traffic location
- Four (4) exhibitor registrations
- Opportunity to host one of two Product Theaters during lunch on Saturday, May 9 (*includes room rental, audio/visual and food & beverage for up to 75 people*)
- Floor clings with branded company logo placed in high visibility locations at hotel
- Insertion of product/promotional material provided to all attendees

\$20,000 LEVEL - ADVISORY BOARD

(\$15,000 for Product Theater Sponsors)

Your company would receive:

- Recognition as a mid-level supporter in print and digital meeting promotion and onsite
- One (1) tabletop booth
- Two (2) exhibitor registrations
- Opportunity to host Advisory Board Meeting/ Dinner on Friday, May 8 from 4:00 pm – 6:30 pm or 6:00 pm – 8:30 pm (*includes room rental, audio/visual and food & beverage for up to 10 physician attendees – does not include participant honoraria or travel*)
- Floor cling with branded company logo placed in high visibility location at hotel
- Insertion of product/promotional material provided to all attendees

PROMOTIONAL OPPORTUNITIES

BRANDED LANYARDS - \$5,000

Company logo would be printed on name badge lanyards.

BRANDED KEYCARDS - \$3,000

Company logo would be printed on keycards and provided to attendees upon hotel check-in.

EXHIBIT BOOTH - \$2,500

Includes one (1) 6' x 30" skirted table (table top display), two (2) exhibitor badges, pre & post show attendee list. Only 15 tabletop opportunities available. Exhibit registration will begin in January 2026.

WIFI SPONSORSHIP - \$2,500

Company logo would appear on the website, marketing materials, and event materials as the wifi sponsor..

LITERATURE INSERT - \$1,500

Entitles company to provide one (1) piece of literature to be inserted into attendee materials.



**PARTNER
SOCIETY**





PDA 2026 ANNUAL MEETING SUPPORT OPPORTUNITIES



August 21-23, 2026 – Lake Tahoe, CA

\$60,000 LEVEL - PRODUCT THEATER

- Recognition as a top-level supporter in print and digital meeting promotion and on-site
- Two (2) booths – a double booth space in a premiere, high traffic location
- Six (6) exhibitor registrations
- Opportunity to host Product Theater (includes room rental, audio/visual and food & beverage)
- Floor clings with branded company logo placed in high visibility locations at hotel
- One (1) direct marketing email sent to all PDA members and meeting attendees
- Insertion of product/promotional material provided to all attendees
- Invitation for up to four (4) to the invitation-only President's Reception / VIP Reception with Sponsors on Saturday, August 22 (*attendees include PDA leadership and invited program faculty*)

Product Theaters provide a focused, high-value live marketing opportunity for exhibitors to reach motivated attendees in a pre-scheduled, private session. They provide a forum to gather and discuss issues on patient education and therapeutic areas, demonstrate new and existing products and provide up-to-date research findings. PDA recognizes that Product Theaters will be promotional and many concentrate on a specific product or drug. These unopposed sessions are not approved for continuing education credits and scheduled throughout the day.

PRODUCT THEATER SCHEDULE AT THE 2026 ANNUAL MEETING

Friday, August 21	Coffee Up & Connect Breakfast PT (1 slot)	7:15 am – 7:50 am
	Energize & Educate Lunch PT (2 slots)	12:20 pm – 12:55 pm and 1:00 pm – 1:35 pm
Saturday, August 22	Coffee Up & Connect Breakfast PT (1 slot)	7:15 am – 7:50 am
	Energize & Educate Lunch PT (2 slots)	12:20 pm – 12:55pm and 1:00 pm – 1:35 pm

Each Product Theater includes:

- Meeting space
- Standard AV equipment including a riser with standing lectern, wireless lavalier microphone or podium microphone, LCD projector and screen (sized appropriately for the room), sound system and extension cord
- Listing of the session, including speaker and 50-word description on our Meeting “Product Theater & Non CME Sessions” website page
- Pre- and/or post-session registrant list
- Pre-show attendee mailing list

ASSIGNMENT OF PRODUCT THEATER TIME SLOTS

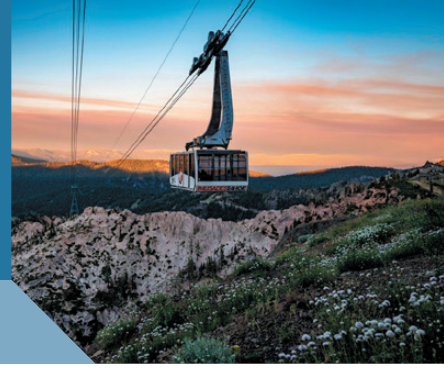
Time slots are assigned by PDA. Companies will be provided the opportunity to select their preferred dates and times on a first-come, first-served basis. When selecting a date and time, PDA requires companies to advise what drug they will be featuring in their Product Theater so that meeting organizers can plan accordingly and avoid overlap.

AFTER APRIL 1, 2026

Offered for \$40,000 if slots remain after April 1, 2026 on a first-come, first-served basis.



PDA 2026 ANNUAL MEETING SUPPORT OPPORTUNITIES



August 21-23, 2026 – Lake Tahoe, CA

ADVISORY BOARD MEETINGS - \$20,000

(\$15,000 for Product Theater Sponsors)

Includes room rental, audio/visual, and food and beverage (3 available)

Thursday, August 20:

5:30 pm – 6:00 pm Dinner

6:00 pm – 8:00 pm Advisory Board (1 slot)

Friday, August 21:

5:30pm – 6:00pm Dinner

6:00pm – 8:00pm Advisory Board (1 slot)

Saturday, August 22:

5:00 pm – 5:30pm Dinner

5:30pm – 7:30pm Advisory Board (1 slot)

Please be advised that the PDA can help companies solicit participants for their Advisory Board meetings to augment existing KOLs.

EARLY CAREER NETWORKING RECEPTION - \$15,000

A unique networking reception for resident attendees who are interested in learning more about employment opportunities in dermatology post training. The reception will be promoted as PDA Early Career Networking Reception, sponsored by Sponsoring Company.



CONFERENCE SUPPORTER - \$10,000

Conference support includes recognition as a supporter in print and digital meeting promotion and on-site marketing, one tabletop booth, two exhibitor registrations, and insertion of product/promotional material provided to all attendees.

BRANDED KEYCARDS - \$5,000

Company logo would be printed on keycards and provided to attendees upon hotel check-in.

EXHIBIT BOOTH - \$5,000

Includes an 8' x 10' booth, four (4) exhibitor badges, one (1) 7" x 44" booth sign, one (1) 6' x 30" skirted table, two (2) chairs and one (1) wastebasket and pre- and post-show attendee list. Exhibit registration will begin in February 2026.

BRANDED LANYARDS - \$5,000

Company logo would be printed on name badge lanyards.

BRANDED TOTE BAGS - \$2,500

Entitles company to display their logo on attendee tote bags.

WIFI SPONSORSHIP - \$2,500

Company logo would appear on the website, marketing materials, and event materials as the wifi sponsor.

LITERATURE INSERT - \$1,500

Entitles company to provide one (1) piece of literature to be inserted into attendee materials.

 **MAKE YOUR
COMMITMENT
TODAY**

Please note that support opportunities are filled on a first-come, first-served basis. If you have questions, about these opportunities or to make a commitment, please contact PDA Executive Director Kent Lindeman at (317) 650-4893 or klindeman@hollandparlette.com. PDA Tax ID# 91-6073773



PDA WINTER MEETING SUPPORT OPPORTUNITIES



February 26-28, 2027 - Park City, UT

Join us in beautiful Park City, Utah in February 2027 for an immersive and inspiring dermatological meeting. This boutique-style event is designed for approximately 75 dermatologists and advanced practice practitioners seeking a unique blend of cutting-edge education, peer connection, and outdoor adventure.

\$60,000 LEVEL - PRODUCT THEATER

- Recognition as a top-level supporter in print and digital meeting promotion and on-site
- Opportunity to host Product Theater (*includes room rental, audio/visual and food & beverage*)
- Floor clings with branded company logo placed in high visibility locations at hotel
- One (1) direct marketing email sent to all PDA members and meeting attendees
- Insertion of product/promotional material provided to all attendees

PRODUCT THEATER TIME SLOTS

Friday, February 26

8:00 am – 8:30 am and 5:00 pm – 5:30 pm

Saturday, February 27

8:00 am – 8:30 am and 5:00 pm – 5:30 pm

Sunday, February 28

8:00 am – 8:30 am

WELCOME RECEPTION - \$10,000

Exclusive sponsorship of reception event Friday evening, signage at function, company promotional items on tables during function, listing in program as sponsor of program, logo on all promotional materials, logo in official registration packet, and logo on meeting app, website and social media. Up to 5 additional attendees to the sponsored reception.

BRANDED KEYCARDS - \$5,000

Company logo would be printed on keycards and provided to attendees upon hotel check-in.

BRANDED LANYARDS - \$5,000

Company logo would be printed on name badge lanyards.

BRANDED TOTE BAGS - \$2,500

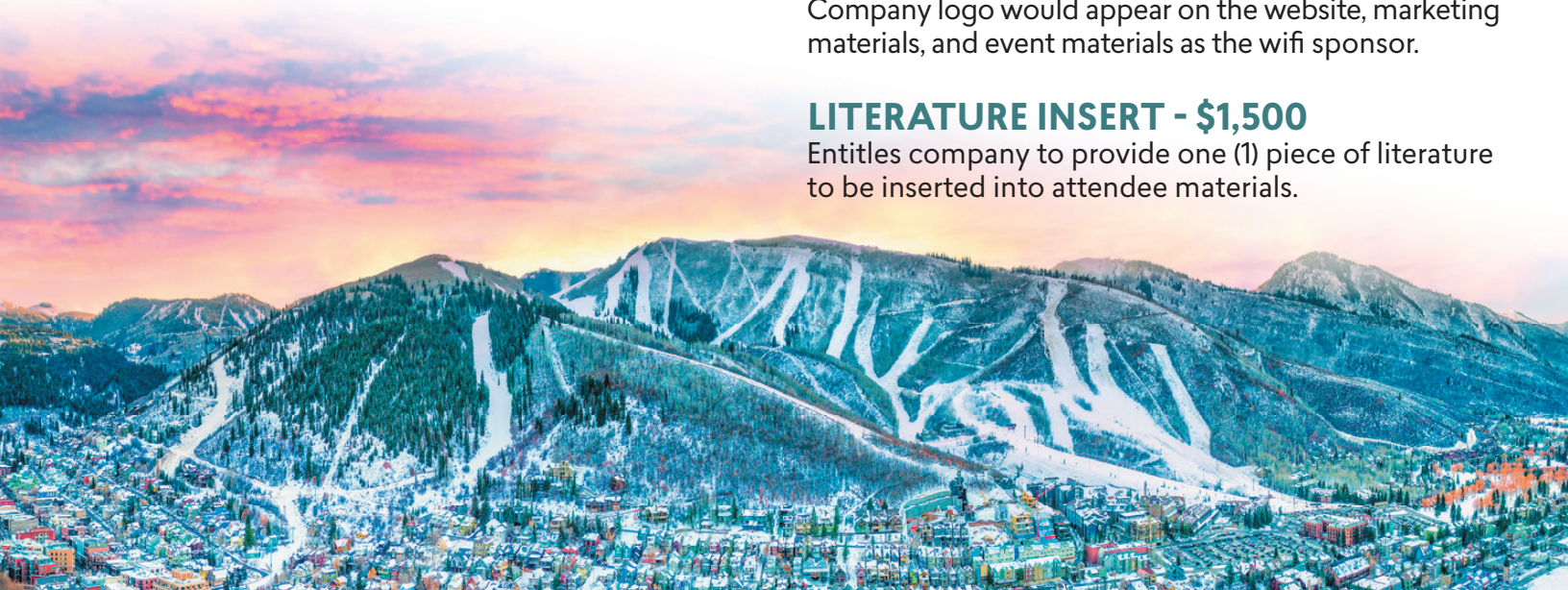
Entitles company to display their logo on attendee tote bags.

WIFI SPONSORSHIP - \$2,500

Company logo would appear on the website, marketing materials, and event materials as the wifi sponsor.

LITERATURE INSERT - \$1,500

Entitles company to provide one (1) piece of literature to be inserted into attendee materials.





SPONSORSHIP PLEDGE FORM

If you would like to support PDA meetings in 2026 and 2027, please complete and return this form. The PDA reserves the right to refuse any product demonstration it deems inappropriate.

Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Supporter (for printed materials): _____ Contact Name/ On-site Contact: _____

Phone: _____ Email: _____

SPRING TRAINING - AZ

MAY 9, 2026

- Product Theater** - \$60,000 (max 2)
- Advisory Board Meeting** - \$20,000 (max 2) (\$15,000 for Product Theater Sponsors)
- Branded Lanyards** - \$5,000 (max 1)
- Branded Keycards** - \$3,000 (max 1)
- Exhibit Booth** - \$2,500 (max 15)
- Wifi Sponsorship** - \$2,500 (max 1)
- Literature Insert** - \$1,500 (max 5)

TOTAL AMOUNT: _____

METHOD OF PAYMENT:

- Check**
- Visa
- MasterCard
- AmEx
- ACH

Credit Card Number: _____

Exp.Date: _____ CVV: _____

Credit Card Address: _____

Cardholder Name (please print): _____

Signature: _____

**Make check payable to Pacific Dermatologic Association or PDA (US Funds drawn on a US bank only) or provide credit card information (Visa, MasterCard, American Express).

PAYMENT TERMS & CANCELLATION:

All commitments must be paid in full no later than June 1, 2026. All cancellation requests must be submitted in writing and any requests submitted after April 1, 2026 will result in forfeiture of the support fee.

2026 ANNUAL MEETING - CA

AUGUST 21- 23, 2026

- Product Theater** - \$60,000 (max 6)
- Advisory Board Meeting** - \$20,000 (max 3) (\$15,000 for Product Theater Sponsors)
- Early Career Networking Reception** - \$15,000 (max 1)
- Conference Supporter** - \$10,000 (max 5)
- Branded Keycards** - \$5,000 (max 1)
- Exhibit Booth** - \$5,000 (max 40)
- Branded Lanyards** - \$5,000 (max 1)
- Branded Tote Bags** - \$2,500 (max 1)
- Wifi Sponsorship** - \$2,500 (max 1)
- Literature Insert** - \$1,500 (max 10)

PRODUCT THEATER TIME SLOTS:

Friday, August 21:

Coffee Up & Connect Breakfast PT (1 slot)

- 7:15 am – 7:50 am

Energize & Educate Lunch PT (2 slots)

- 12:20 pm – 12:55 pm
- 1:00 pm – 1:35 pm

Saturday, August 22:

Coffee Up & Connect Breakfast PT (1 slot)

- 7:15 am – 7:50 am

Energize & Educate Lunch PT (2 slots)

- 12:20 pm – 12:55 pm
- 1:00 pm – 1:35 pm



PDA WINTER MEETING - UT

FEBRUARY 26-28, 2027

- Product Theater** - \$60,000 (max 4)
- Welcome Reception** - \$10,000 (max 1)
- Branded Keycards** - \$5,000 (max 1)
- Branded Lanyards** - \$5,000 (max 1)
- Branded Tote Bags** - \$2,500 (max 1)
- Wifi Sponsorship** - \$2,500 (max 1)
- Literature Insert** - \$1,500 (max 10)

PRODUCT THEATER TIME SLOTS:

Friday, February 26 (2 slots)

- 8:00 am – 8:30 am
- 5:00 pm – 5:30 pm

Saturday, February 27 (2 slots)

- 8:00 am – 8:30 am
- 5:00 pm – 5:30 pm

Sunday, February 28 (1 slot)

- 8:00 am – 8:30 am

Please email completed application to make a commitment to
Kent Lindeman, PDA Executive Director at klindeman@hollandparlette.com