**VIRTUALLY ON**
**TUESDAY, NOVEMBER 9, 2021**
11:00 AM-12:30 PM CT
12:00 PM-1:30 PM ET

**MEDIA DAY 2021 SPONSORSHIP OPPORTUNITIES**

The SOCS Annual Media Day is an exciting and highly informative event that **attracts a large audience** of national magazine editors, dermatology trade journalists, health/beauty writers, bloggers and content producers year after year. This insightful program offers editorial guests a unique opportunity to learn more about a fascinating array of **important topics… straight from Skin of Color Society experts**.

Numerous interviews and articles featuring SOCS experts derive from this popular event on an ongoing basis.

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<th>SPONSORSHIP LEVELS</th>
<th>SUPPORTER $2,500-4,999</th>
<th>FOLLOWER $5,000-14,999</th>
<th>FAN $15,000-29,000</th>
<th>SUPER-FAN $30,000+</th>
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<td>Receive recognition in digital communication and promotional materials sent to media guests, posted on SOCS website, shared on social media platforms IG, Twitter, and Facebook.</td>
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<td>Company representative(s) attend Media Day with Virtual Expo area.</td>
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<td>Option to provide product, company, and multimedia content, and/or gift items for media guests via the Virtual Expo Hall (iPoster platform).</td>
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<td>Inclusion in PR Newswire national news release to 4,000+ media outlets and dermatology influencers.</td>
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<td>Special visual and verbal recognition at Media Day and at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting 2022.</td>
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| This special tier of sponsorship provides the benefits of the Partner Sponsors of 18th Annual SOCS Scientific Symposium in-person, including:  
  - Recognition of sponsors in welcome remarks.  
  - Recognition on up to 3 pre-event emails.  
  - Logo on SOCS website with link.  
  - Tiered recognition on 1 post-event “Thank You” email to all attendees.  
  - Logo on printed material: final program and signage at registration desk.  
  - SOCS Social Media recognition: Facebook, Twitter, Instagram. |  |  |  |  |

Special customized sponsorships are available. Please contact Kimberly Miller, SOCS Executive Director (kmiller@skinofcolorsociety.org) for more information.

Our presenting expert team of eleven nationally recognized dermatologists will address key issues and developments in medical and aesthetic dermatology, healthcare, and society of interest to people of color. We will offer four informative sessions covering: pigmentary disorders, hair disorders, health disparities, and internal diseases.

In addition to expert presentations, the SOCS Media Day program includes interactive Q & A’s and a Virtual Expo opportunity for Sponsors.

**MEDIA DAY SESSIONS AND PRESENTERS**

**Moderator**
Donald Glass II, MD, PhD, FAAD
*President, Skin of Color Society*

**HAIR DISORDERS SESSION**
Crystal Aguh, MD, FAAD
Candrice Heath, MD, FAAD

**HEALTH DISPARITIES SESSION**
Nada Ebuluk, MD, MsC, FAAD
Valerie Harvey, MD, MPH, FAAD
Susan Taylor, MD, FAAD
Rebecca Vasquez, MD, FAAD

**INTERNAL DISEASES SESSION**
Angel Byrd, MD, PhD, FAAD

**PIGMENTARY DISORDERS SESSION**
Seemal R. Desai, MD, FAAD
Janiene Luke, MD, FAAD