The Skin of Color Society (SOCS) and its related Foundation focus on physician education with skin of color, including, but not limited to, those of Asian, Hispanic/Latino, African, Native American and Pacific Island descent. The Society is committed to wide-ranging educational and investigational pursuits designed to impact individuals with skin of color and to ensure the success of dermatologists in serving these individuals.

To promote awareness of and excellence within skin of color dermatology through research, education, mentorship, and advocacy. We are committed to increasing diversity and inclusion in the field of dermatology to advance patient care.

ABOUT SOCS MEMBERS
Skin of Color Society members treat patients of color and focus on dermatological disease states that impact patients of color. Membership consists of board-certified dermatologists, as well as medical students, residents and research fellows.
We invite you to consider

THE SKIN OF COLOR SOCIETY

SPONSORSHIP OPPORTUNITIES

HELP US SERVE GROWING NEEDS

The US Census projections show that by 2044, more than 50% of the US population will have ancestry of skin of color. As population trends expand, so too does the work of the Skin of Color Society to improve diversity in dermatology and reduce healthcare disparities affecting people of color. Your support is vital to our mission.

Founded in 2004 by Dr. Susan C. Taylor, the Skin of Color Society is dedicated to promoting awareness of and excellence in skin of color dermatology.

OPPORTUNITIES TO SUPPORT OUR WORK

Grants supporting initiatives for dermatologic, medical, media, patient, and public audiences

**CONTACT**
Kimberly Miller, Executive Director
Direct 1-630-578-3991
kmiller@skinofcolorsociety.org

**ANNUAL SCIENTIFIC SYMPOSIUM** The Symposium brings together international colleagues, residents, and research fellows who present on new research, share experiences, and discuss the new direction of the special interest of dermatology—skin of color.

**DERMATOLOGY E-LEARNING AND EQUITY PLATFORM (DEEP)** Skin of Color Society’s online learning platform that offers CME credits to members and non-members.

**DERMATOLOGY FELLOWSHIP IN SKIN OF COLOR** Fund institution-based fellowship opportunities with a research focus on dermatologic diseases in skin of color, particularly in areas where further clinical, translational, and observational/prospective research is needed.

**EDUCATIONAL BROCHURES** Review, update, and augment SOCS educational brochures (print and online) and distribute QR code in-office promos to all SOCS members, physicians, and dermatologic/medical organizations.

**EDUCATIONAL VIDEO SERIES** SOCS experts collaborate on an educational video or short form series covering dermatological issues in Skin of Color patients. This video initiative would be added to the SOCS existing educational video library on the SOCS website and promoted through social media and traditional media outreach.

**EXPERT PANEL** A speakers bureau of SOCS leadership physicians available to address dermatology topics of mutual interest in skin of color, including participation in grand round lectures at different academic institutions.

**MEDIA DAY** A one-day event geared toward health and beauty editors and bloggers addressing a wide range of topics of interest with expert presentations.

**MEETING THE CHALLENGE: DIVERSITY IN CLINICAL TRIALS** Summit convening 40-50 key stakeholders to address inadequate representation in clinical trials by identifying challenges, develop actionable recommendations, and disseminate the summit findings.

**MENTORSHIP PROGRAM** Offer early career dermatologists the opportunity to connect with, and be mentored by, Skin of Color Society experts on a one-on-one basis, and thereby gain invaluable experience and training in skin of color dermatology.

**REGIONAL NETWORKING AND EDUCATIONAL SYMPOSIA** Partner with SOCS to continue our program of educational events across the United States that offer great networking and learning opportunities for SOCS members and non-members alike.

**RESEARCH & CAREER DEVELOPMENT AWARDS PROGRAM** Award funding to projects that promote dermatology research within the field of skin of color. It is the expectation that the recipient(s) of the funding will be tomorrow’s leaders in dermatology, helping to shape the future of the specialty.
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.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>SUPPORTER</th>
<th>FOLLOWER</th>
<th>FAN</th>
<th>SUPER-FAN</th>
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<tr>
<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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<td>This special tier of sponsorship provides the benefits of the Partner Sponsors of 18th Annual SOCS Scientific Symposium in-person, including:</td>
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<td>☐ Recognition of sponsors in welcome remarks.</td>
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<td>☐ Logo on printed material: final program and signage at registration desk.</td>
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<td>☐ SOCS Social Media recognition: Facebook, Twitter, Instagram.</td>
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Special customized sponsorships are available.
Please contact Kimberly Miller, SOCS Executive Director (kmiller@skinofcolorssociety.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.

The SOCS Media Day program features:

**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

**MEDIA DAY SESSIONS AND PRESENTERS**

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

**HAIR DISORDERS SESSION**
- Crystal Aguh
- Candrice Heath

**HEALTH DISPARITIES SESSION**
- Nada Ebuluk
- Valerie Harvey
- Susan Taylor
- Rebecca Vasquez

**INTERNAL DISEASES SESSION**
- Angel Byrd

**PIGMENTARY DISORDERS SESSION**
- Seemal R. Desai
- Janiene Luke

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

**What’s New and Next in Skin of Color Dermatology**

www.skinofcolorsociety.org
As we return to meeting in person, we expect that the Symposium will attract another record-setting crowd of international colleagues, residents, and research fellows.

Researchers from around the U.S. and the world will present new research in skin of color dermatology, share key insights and discuss the continuing evolution of the field.

With the ever-increasing importance of skin of color dermatology around the world, the Skin of Color Society continues to grow in size, scope and impact. We greatly value the engagement of our industry allies in support of our education, research, mentorship and leadership efforts.

In addition to our invited expert speakers, we will have residents, fellows, and medical students featured in oral and poster presentations.

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SPONSORSHIP OPPORTUNITIES

SOCS ANNUAL SCIENTIFIC MEETING

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<tr>
<th>SPONSORSHIP LEVEL</th>
<th>SOCS Expert featured on Sponsor’s social media platform</th>
<th>One minute SOCS approved social responsibility video at the end of the Symposium (share a message about what your brand is doing to support diversity in dermatology)</th>
<th>WiFi - Signs throughout the space will recognize your company as the WiFi supporter.</th>
<th>AV support - special mention of support in conjunction with AV</th>
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<td>CHAMPION $100,000+</td>
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- Complimentary registration
- Industry iPoster submission in virtual sponsor portal
- Branded break slides
- Branded transition slides
- 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
- Support of breakfast with signage at event
- Support of coffee break with signage at event
- Post attendee mailing list (no emails)
- This special tier of sponsorship also provides the benefits of the Friend Support of the Meeting the Challenge Summit: Diversity in Clinical Trials
The Skin of Color Society Annual Media Day features nationally and globally recognized experts covering key topics in dermatologic health, beauty, healthcare and society.

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.

The presenting team of leading dermatologists will address key issues and developments in medical and aesthetic dermatology of interest to people of color. The SOCS Media Day program includes: Expert presentations, interactive Q & A's and a virtual expo for Sponsors.

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

**SPONSORSHIP OPPORTUNITIES**

**SOCS ANNUAL MEDIA DAY**

This special tier of sponsorship also provides the benefits of the Friend Support of 18th Annual SOCS Scientific Symposium (in-person), including:

- Recognition of sponsors in welcome remarks;
- 1 complimentary registration;
- Tiered recognition in SOCS website as sponsor;
- Recognition in final program;
- Listing on signage at registration desk with company logo;
- Tiered recognition on 1 post-event “Thank You” email to all attendees.

Special visual and verbal recognition at Media Day (2022) and at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting (2023).

Inclusion in widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers.

Provide gift items for editors’ swag bags (virtual and/or mailed after event).

Company representative(s) attend Media Day.

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).

**SUPER FAN** $30,000+

**FAN** $15,000

**FOLLOWER** $5,000

**SUPPORTER** $2,500

CONTACT
Kimberly Miller, Executive Director
Direct 1-630-578-3991
kmiller@skinofcolorsociety.org
SOCS is developing a one-day Summit convening 40-50 key stakeholders across numerous disciplines and sectors to address inadequate representation in clinical trials. During the Summit stakeholders will identify challenges that impede progress in creating a diverse cohort of trial participants, develop actionable recommendations to overcome barriers to progress, and ultimately disseminate meeting findings via the publication of conference proceedings.

CONTACT
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kmiller@skinofcolorsociety.org

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