



Become a SOCS Ally

SEE OTHER SPONSORSHIP INITIATIVES

**ANNUAL SCIENTIFIC SYMPOSIUM**

*Participate in this Important Event*

**The 17th Annual Skin of Color Society Scientific Symposium** will be conducted virtually on March 13, 2021. It is expected that the Virtual Symposium will attract another **record-setting crowd of international colleagues, residents, and research fellows.**

Researchers from around the US 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 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 iPoster presentations.**

**SPONSORSHIP OPPORTUNITIES**

CONTACT

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	DIAMOND - \$100,000+	PLATINUM - \$15,000 - \$99,999	GOLD - \$10,000 - \$14,999	SILVER - \$5,000 - \$9,999	BRONZE - \$1,000 - \$4,999
Branded waiting room - 20 minutes prior to start of Virtual Symposium	•	•	•	•	•
Contact information of attendees that opt in during registration	•	•	•	•	•
Branded resident networking event	•	•	•	•	•
Social responsibility video - share a SOCS approved video message with attendees about what your brand is doing to support diversity in dermatology	•	•	•	•	•
Branded break slides	•	•	•	•	•
Branded transition slides	•	•	•	•	•
SOCS will distribute your virtual swag to attendees	•	•	•	•	•
Branded "thank you for attending" slides at the end of the Symposium	•	•	•	•	•
Industry iPoster submission in virtual sponsor portal	•	•	•	•	•
Recognition of sponsors in welcome remarks	•	•	•	•	•
Complimentary Virtual Symposium registrations	5	3	2	1	0
Tiered recognition on SOCS website	•	•	•	•	•
Recognition on 3 pre-symposium prospect emails	•	•	•	•	•
Tiered recognition on 1 post-symposium thank you email to all attendees	•	•	•	•	•
Recognition in the digital program	•	•	•	•	•
Social media recognition on SOCS platforms: Facebook, Twitter, Instagram	•	•	•	•	•

Shaping the Future  
VIRTUAL ON MARCH 13, 2021



**17TH ANNUAL** Skin of Color Society  
**VIRTUAL SCIENTIFIC SYMPOSIUM**



## 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.

*We invite you to consider*

## THE SKIN OF COLOR SOCIETY SPONSORSHIP OPPORTUNITIES

*unrestricted grants  
supporting initiatives for  
dermatologic, medical, media,  
patient, and public audiences*

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

**EDUCATIONAL VIDEO SERIES** SOCS experts would 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.

**VIRTUAL MEDIA DAY: SHAPING THE FUTURE** Geared toward health/beauty editors and bloggers, this event will address a wide range of topics of interest to the media with expert presentations.

**SOCS 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.

**PIPELINE PROGRAM** SOCS physician outreach to students to heighten awareness about the dermatologic specialty in general, and in skin of color dermatology specifically, to attract diverse students into the profession.

**MENTORSHIP PROGRAM** To 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.

**MEETING THE CHALLENGE: DIVERSITY IN CLINICAL TRIALS** Develop 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.

**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.



# SOCS

skin of color society

*Dedicated to promoting  
awareness and excellence in  
skin of color dermatology*

*Diversity in Action*

**SEE OUR WEBSITE  
for more details about SOCS Programs.**

**[www.skinofcolorsociety.org](http://www.skinofcolorsociety.org)**

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