



THE EXPERTS' FORUM FOR
MULTICULTURAL DERMATOLOGY

SEPTEMBER
7-8, 2019

CROWNE PLAZA TIMES SQUARE
NEW YORK, NY



New Name. New Look. New Dates.

Same Vital Annual Updates and Practical Pearls
for Skin of Color Dermatology



The Experts' Forum for Multicultural Dermatology

**SEPTEMBER
7-8, 2019**

**CROWNE PLAZA TIMES SQUARE
NEW YORK, NY**

Just as Skin of Color Dermatology has progressed, so has our meeting. It's now more important than ever for Dermatology Practitioners to have a trusted resource for critical annual updates, trending evidence-based research and advancements in Skin of Color.

The **Skin of Color Update 2019** meeting will continue to be a forum where experts in multicultural dermatology converge to share important updates, practical pearls, treatment protocols, and much more!



SkinOfColorUpdate.com | September 7-8, 2019 | New York, NY

SUPPORT THE MOST EXCITING GROWTH SPACE IN DERMATOLOGY

Skin of Color Update 2019, formerly Skin of Color Seminar Series (SOCSS), is the largest CE event dedicated to trending evidence-based research and new practical pearls for treating the dermatology needs of today's patients.

We proudly present a 1.5 day program for our 11th seminar in the series. With a faculty of nationally recognized thought leaders, SOC Update offers training in the most advanced methods and cutting-edge techniques in medical and aesthetic dermatology.

SOC Update returns to New York City on September 7-8, and features more interactive sessions and live demonstrations than ever before. The networking lounge, general session and special event opportunities gives sponsors the ability to connect with practicing dermatologists, residents, and extenders.

SKIN OF COLOR UPDATE 2019 FACULTY

SOC Update develops high quality educational programming through market research and the knowledge and expertise of our renowned advisors.



CO-CHAIR

Andrew F. Alexis, MD, MPH, FAAD
Director
Skin of Color Center
St. Luke's-Roosevelt Hospital Center
New York, NY



CO-CHAIR

Eliot F. Battle, Jr., MD
CEO & Founder
Cultura Cosmetic Dermatology & Laser Center
Washington, DC

FACULTY & ADVISORS*

Hilary Baldwin, MD

Associate Professor
Department of Dermatology
SUNY Downstate Medical Center
Brooklyn, NY

Victoria Barbosa, MD

Clinical Assistant Professor
Department of Dermatology
Rush University
Chicago, IL

Brian Berman, MD, PhD

Professor of Dermatology
University of Miami, Miller
School of Medicine
Miami, FL

Cheryl M. Burgess, MD

Medical Director
Center for Dermatology &
Dermatologic Surgery
Washington, DC

Valerie Callender, MD

Founder
Callender Dermatology &
Cosmetic Center
Washington, MD

Annie Chiu, MD

Owner and Founder,
The Derm Institute
Redondo Beach, CA

Fran Cook-Bolden, MD

The Skin Specialty Group
New York, NY

Vincent DeLeo, MD

Professor & Chairman
Department of Dermatology
St. Luke's-Roosevelt Hospital
Center
New York, NY

Seemal Desai, MD

Clinical Assistant Professor of
Dermatology
The University of Texas
Southwestern Medical Center
Dallas, TX

Jeanine B. Downie, MD

Medical Director
image Dermatology PC
Montclair, NJ

Adam Friedman, MD

Assistant Professor of
Dermatology/Physiology and
Biophysics
Director of Dermatologic Research
Associate Residency Program
Director
Montefiore - Albert Einstein
College of Medicine
New York, NY

Pearl Grimes, MD

Director
Vitiligo and Pigmentation Institute
of Southern California
Clinical Professor of Dermatology
University of California, Los
Angeles
Los Angeles, CA

Rebat M. Halder, MD

Professor and Chairman
Department of Dermatology
Director, Ethnic Skin Research
Institute
Director, Vitiligo Center
Howard University College of
Medicine
Washington, DC

Iltefat Hamzavi, MD

Senior Staff Physician
Multicultural Dermatology Center,
Henry Ford Hospital
Detroit, MI

Roopal Kundu, MD

Founder and Director
Center for Ethnic Skin
Northwestern University
Feinberg School of Medicine
Chicago, IL

Kavita Mariwalla, MD

Director of Mohs and
Dermatological Surgery
Department of Dermatology
St. Luke's-Roosevelt Hospital
Center and Beth Israel Medical
Center
New York, NY

Amy McMichael, MD

Professor
Department of Dermatology
Wake Forest University School of
Medicine
Winston-Salem, NC

Maritza Perez, MD

Director of Cosmetic Dermatology,
St. Luke's-Roosevelt Medical
Center
New York, NY

Babar K. Rao, MD

Acting Chair
Associate Clinical Professor
of Dermatology and
Dermatopathology
UMDNJ
Somerset, NJ

Marta I. Rendon, MD

Clinical Associate Professor
Department of Biomedical
Sciences
Florida Atlantic University
Boca Raton, FL
Wendy Roberts, MD
Medical Director
Desert Dermatology
Rancho Mirage, CA

Ted Rosen, MD

Professor of Dermatology
Baylor College of Medicine
Chief of Dermatology Service
Veterans Affairs Medical Center
Houston, TX

E. Victor Ross, MD

Scripps Clinic Carmel Valley
Laser & Cosmetic Dermatology
3811 Valley Centre Drive, Suite 4B
San Diego, CA 92130

Susan C. Taylor, MD

Society Hill Dermatology
Philadelphia, PA
Skin of Color Center
St. Luke's-Roosevelt Hospital
Center
New York, NY

Steve Wang, MD

Director of Dermatologic Surgery
and Dermatology
Memorial Sloan-Kettering Cancer
Center Basking Ridge, NJ

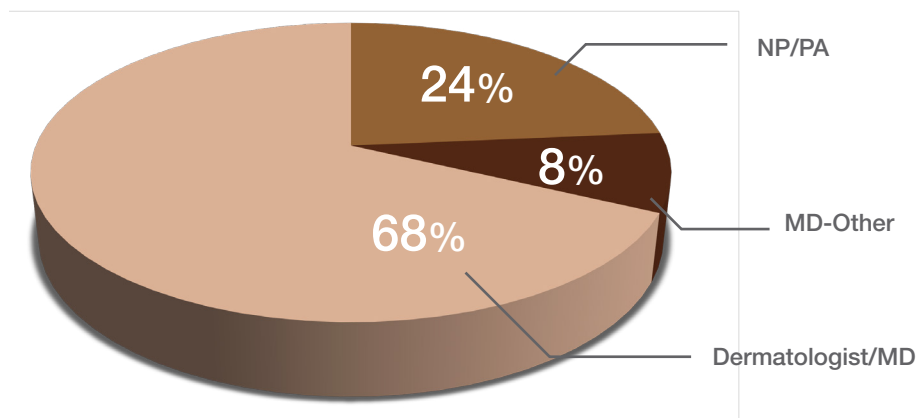
Heather Woolery-Lloyd, MD

Director of Ethnic Skin Care
Voluntary Assistant Professor
University of Miami
Department of Dermatology and
Cutaneous Surgery
Miami, FL

* Current and Past Faculty & Advisors

SKIN OF COLOR UPDATE

SOC Update's primary audience is the dermatologist. More than 220 delegates — including practicing and up-and-coming dermatologists from across the U.S. — registered for the 2017 meeting in New York.



SOC UPDATE ATTRACTS:

- Practicing Dermatologists
- Dermatology Residents and Fellows
- NPs and PAs
- MDs with a Dermatology Subspecialty
- RNs, LPNs and Medical Staff

100% OF 2018 SOC UPDATE SPONSORS SAID THEY ARE INTERESTED IN PARTICIPATING NEXT YEAR

90% OF SOC UPDATE ATTENDEES SAY THE NUMBER OF SOC PATIENTS THEY TREAT IS INCREASING

82% OF ATTENDEES WRITE MORE THAN 20 PRESCRIPTIONS IN A WEEK

SOC UPDATE DELIVERS YOUR TARGET AUDIENCE



DID YOU KNOW?

Patients with skin of color spent nearly **\$3 BILLION** on cosmetic procedures last year

TO INQUIRE ABOUT A CUSTOM SUPPORT PACKAGE OR EXHIBIT PACKAGE, PLEASE CONTACT:

Janel Doyle • Client Relations Manager, Events & Custom Projects • T: (646) 453-5722 • janel.doyle@sanovaworks.com

MEET YOUR GOALS

90% OF 2018 SOC UPDATE EXHIBITORS SAID THEY GENERATED LEADS TO MEET THEIR EXPECTATIONS

- Promote company capabilities
- Introduce new products
- Generate sales leads
- Enter new markets
- Produce immediate sales orders
- Develop competitive insight
- Demo products
- Increase visibility and branding
- Improve name recognition
- Test-market your products
- Distribute samples
- Identify trends in the industry
- Gain target market insight
- Strengthen relationships
- Conduct market research



“The small group environment is conducive to networking, learning, and having questions addressed.”

“The topics were the most highly diagnosed in our practice, therefore, the content was extremely relevant. I appreciate that several handouts from products/medical-aesthetic lines used skin of color as their documentation for treatment and success.”

SILVER

Support
Sponsorship
\$10,000+

GOLD

Support
Sponsorship
\$25,000+

PLATINUM

Support
Sponsorship
\$50,000+

At every support level, customized packages are built to meet your company's goals.

Supporters will be featured in select pre-conference announcements and in a joint advertisement in the onsite materials.

Thank you to our 2018 Supporters



@SkinOfColorUpdate



SKIN OF COLOR
UPDATE • 2019

SUPPORT OPPORTUNITIES

Custom support packages are available. Please inquire about the availability of discounted multi-event options.



Focus Groups

Attain invaluable qualitative information in an interactive group setting with an intimate group of attendees.

Advisory Boards

Meet one-on-one with SOC Update faculty and attendees. We provide a room, lunch, and seating for the faculty and attendees of your choice! This is a great way to extend your circle of contacts, develop new business, or get new perspectives.

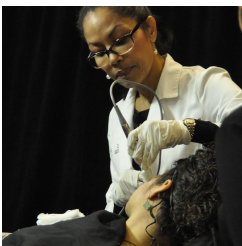
Roundtable Discussion in the Exhibit Hall

Host a dialogue on the topic of your choice! Hold open discussions with KOLs, conduct market research, or ask attendees to “try out a product.”



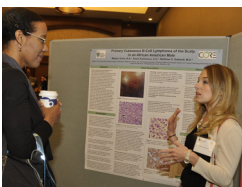
SOC Update/JDD Supplement and Roundtable Discussion

Work with our Official Media Partner, the Journal of Drugs in Dermatology, to create a peer-reviewed, MEDLINE®-indexed supplement by conducting a roundtable discussion at SOC Update.



Live Product Demonstration

Showcase your product to our esteemed delegation with an expert-mediated live demonstration. You have the option to select a member of our esteemed faculty or suggest your own thought leader to demonstrate the use of your product in a live demonstration.



ARTE Scholarships

Establish your dedication to the next generation of dermatologists by providing a personalized scholarship for our Advanced Resident Training and Education (ARTE) Scholarship Program.



Exhibit Kiosks

Includes one kiosk with a table, chair, ID sign, and wastebasket. Includes company listing in the On-site Guide, product listing in SOC Update Buyer's Resource, and two staff badges. Company logo will be included on conference signage.

Refreshment Break in Networking Lounge

Show your presence as attendees and faculty refresh and recharge throughout the day at refreshment stations acknowledging your support.

Lunch in Networking Lounge

Keep the attendees and faculty primed for education with food for thought – a nutritious lunch in the Networking Lounge. You will stand above the crowd with prominent signage displaying your name.

Closing Gala or Event

Leave a lasting impression with a custom branded gala event to close SOC Update. Mingle and network one-on-one as our attendees enjoy the evening's festivities.

VIP Dinner - ONE REMAINING

Create an intimate networking and physician advisory setting by supporting your own private VIP dinner. Invite a select number of attending faculty, chairmen, and physicians.

Treasure Hunt Medallion Inclusion

Direct traffic to your kiosk by participating in this educational treasure hunt! Before each break, a riddle will be given to attendees to solve and win a prize. The great part—the solution to the riddle is found only at your kiosk!

Industry Supported Product Theaters

Customized Topics

Brochure Mailer or E-mail Broadcast to Delegate List

Let us market for you! We will send an e-mail message or branded mailer to our delegation highlighting your symposia or kiosk information.

Registration Bag/Faculty Bag

The “must-have” accessory! All attendees receive this reusable tote bag with your logo prominently displayed.

Lanyards and/or Badges

Another “must-have” accessory attendees sport throughout the entire conference. Prominently display your company name on a badge and/or woven lanyard.

Pre- and Post-registration List

Order a pre-registration list so that you can make the most of your time at SOC Update. Set up appointments with attendees, catch up with speakers, or send out a mailing bringing traffic to your booth. Reconnect with attendees and speakers after the event with a follow-up mailing.

“Good traffic flow to the exhibits area. We appreciate the faculty suggesting from the podium to visit the hall and the fact that the faculty were in the hall too.”

TO INQUIRE ABOUT A CUSTOM SUPPORT PACKAGE OR EXHIBIT PACKAGE, PLEASE CONTACT:

Janel Doyle • Client Relations Manager, Events & Custom Projects • T: (646) 453-5722 • janel.doyle@sanovaworks.com

ESTABLISH RELATIONSHIPS
AND INCREASE YOUR BRAND
EQUITY WITH THIS ELITE
GROUP OF DERMATOLOGY
PRACTITIONERS

GENERATE LEADS
AND EXPAND YOUR
NETWORK IN THIS
INTIMATE SETTING



SkinOfColorUpdate.com | September 7-8, 2019 | New York, NY



SKIN OF COLOR UPDATE • 2019

Skin of Color Update 2019 (previously Skin of Color Seminar Series) is the largest CE event dedicated to trending, evidence-based research and new practical pearls for treating skin types III – VI.

**SEPTEMBER
7-8, 2019**

CROWNE PLAZA TIMES SQUARE
NEW YORK, NY

