

REACH YOUR
TARGET AUDIENCE

Partner with DNA

2017
CORPORATE
MEMBERSHIP PROGRAM

dna
DERMATOLOGY NURSES' ASSOCIATION®
www.dnanurse.org

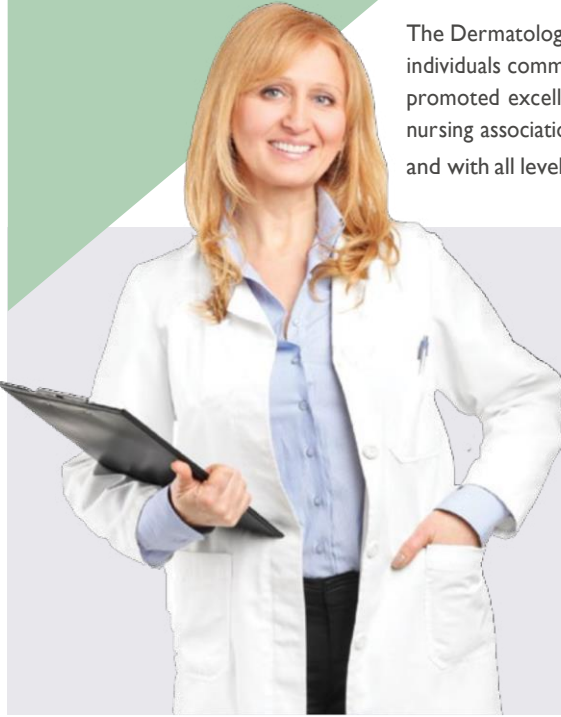


ABOUT dna

DERMATOLOGY NURSES' ASSOCIATION*

*Nurses Serving Nurses
for more than 30 years!*

The Dermatology Nurses' Association (DNA) is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. For more than 30 years, DNA has promoted excellence in dermatological care, education and certification. The DNA is the longest-standing dermatology nursing association in the United States and Canada with more than 2,000 members covering all dermatologic specialties and with all levels of education and certification.



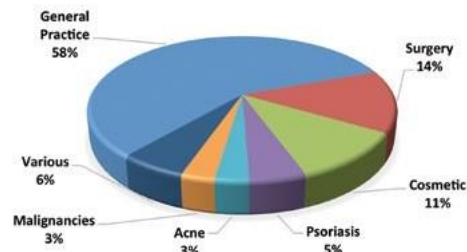
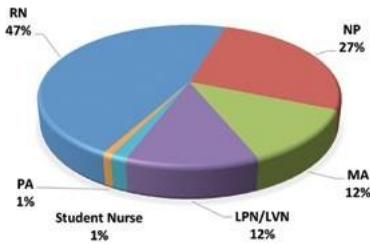
Nurse Practitioner Highlights

Did you know that more than **25%** of the DNA membership consists of Nurse Practitioners (NPs) These highly educated practitioners are leaders in patient care in hospitals and private practice and have interest and knowledge in prescription medications, emerging medical technologies and research.

These valued professionals are also members of DNA's Nurse Practitioner Society, which provides a forum for collaboration, targeted education and networking among the DNA NPs. The NP Forum, co-located with the DNA Annual Convention, is an intensive, two-day educational event highlighting the issues confronting today's dermatology NPs.

76%
of dermatology professionals are DNA members because of the **educational** and **networking** opportunities the association provides.

Membership by Professional Status



Member Clinical Specialty

DNA CORPORATE MEMBER HISTORY

3 Gen, LLC
3M Health Care
AbbVie
Actavis Pharmaceuticals
Actelion Pharmaceuticals
Acuderm, Inc.
Ailie BioDerma
Allergan
AllergEAZE
Amgen
Aqua Pharmaceuticals
Astellas Pharma US, Inc.
Aveeno
Bayer HealthCare
Beiersdorf, Inc.
Bristol-Myers Squibb

Celgene
ConMed Corporation
Coolibar, Inc.
Cosmoderm Bioscience
CosmoFrance
Cutera, Inc.
Cynosure
Daavlin
DeLaine Skincare
Delasco
Del-Ray Dermatologicals
Dermalogix Partners, Inc.
DermPath Diagnostics
Diplomat Pharmacy, Inc.
DUSA Pharmaceuticals
Elorac, Inc.

Ferndale Healthcare Inc.
Galderma Laboratories
Garnier USA
Gebauer Company
Genentech
Hill Dermaceuticals, Inc.
Hollister Wound Care
Jan Marini Skin Research
Janssen Biotech Inc.
Johnson & Johnson
La Roche-Posay
LEO Pharma, Inc.
Lilly USA
Lumenis, Inc.
Mary Kay Inc.
Merz North America

National Biological Corporation
Neocutis, Inc.
Neostrata Company
Neutrogena
Novartis Pharmaceuticals
Person & Covey, Inc.
PharmaDerm, a part of Fougera
Pharmaceuticals, Inc.
PhotoMedex, Inc.
Pierre Fabre USA
Prestium Pharma
Procter & Gamble
Ranbaxy Laboratories
Revision Skincare
Sanofi Pasteur
SkinCeuticals

SkinMedica, Inc.
Stiefel, a GSK Company
Stratus Pharmaceuticals, Inc.
Taro Pharmaceuticals
TCLRx
Unilever Home & Personal
Valeant Pharmaceuticals North America, LLC

BECOME A DNA CORPORATE MEMBER

Corporate Members' support of DNA helps provide educational opportunities for nurses working in the dermatological space. Advocacy, an important part of the DNA's mission, gives nurses the voice they need to represent their patients. DNA provides opportunities for nurses to network with other professionals and exchange ideas while providing scholarships for other professional growth opportunities.

Corporate Membership – \$3,000

- **Integrated recognition campaign** to include:
 - Company logo on the DNA homepage with a link back to your website
 - Listing in DNA's Corporate Member ad, as seen in *JDNA* and *DNAFocus*
 - Recognition on promotional signage and general session slides at DNA's Annual Convention
 - Listing in the official Annual Convention Guide
 - Inclusion in the traffic-building *Scavenger Hunt* program in the Annual Convention Exhibit Hall (must be an exhibitor)
- **Prime location in Exhibit Hall at Annual Convention** (limited availability)

- **Listing in online Corporate Member Directory** – Includes your company listing, contact information, link to your website and a 50 word description. A link to the Corporate Member Directory will be included in all DNA email communications.
- **Corporate Member Highlight** in *DNA Focus*. Once each year news from your company will be featured, with company logo. (maximum 100 words).
- **Exclusive marketing opportunities** – Promote your products, services and special messages via stand-alone branded emails and advertorials. (*Additional fees apply. Details in DNA's marketing brochure.*)
 - **Marketplace Emails** – An email of up to 500 words can broadcast a targeted message to the entire DNA membership.
- **Complimentary button ad** in the DNA's monthly *DNA Leadership Update* e-newsletter (one month)
- **DNA member mailing list** sent two times per year (At your request)
- **Complimentary subscriptions** to the quarterly *DNA Focus*, bi-monthly *JDNA*, and all DNA email communications

DNA TIERED PARTNERSHIP RECOGNITION PROGRAM

DNA truly values the idea of a "partnership." Our tiered program adds recognition levels and benefits to those companies who go above and beyond basic membership to assist DNA to achieve our long-term vision. All financial support (membership, advertising, exhibits, product theaters, receptions) accumulates to reach graduated tiers of support shown below.

Level	Invitation to the President's Reception at Convention	Recognition in Sessions	Signage at Meeting	Color-coded Recognition: Exhibit Booth and Ribbons for Booth Staff	Enhanced Listing in Convention Guide	Use of Pre-Convention Mailing List	Promotional Email Prior to Convention
Platinum \$75,001 +	2	Solo listing on walk-in slides at daily general session	Prominent listing on all signage	Recognizing Platinum Membership	Yes	Yes	Yes
Gold \$50,001–\$75,000	2	Solo listing on walk-in slides at daily general session	Listing on signage throughout	Recognizing Gold Membership	Yes	Yes	Yes
Silver \$25,001–\$50,000		Shared listing on walk-in slides at daily general session	Listing on signage throughout	Recognizing Silver Membership	Yes	Yes	Yes
Copper \$10,001–\$25,000		Shared listing on walk-in slides at daily general session	Listing on signage throughout	Recognizing Copper Membership	Yes	Yes	
Bronze Up to \$10,000		Shared listing on walk-in slides at daily general session	Listing on signage throughout	Recognizing Bronze Membership	Yes	Yes	



Contact Tom Greene, Corporate Relations Manager, for more information at [856.256.2367](tel:856.256.2367) or tgreene@dnanurse.org.



2017 CORPORATE MEMBERSHIP APPLICATION

CORPORATE MEMBERSHIP \$3,000

Please enter official address and contact information for listing on DNA's website and in print.

COMPANY NAME _____
Please print company name exactly as you wish it to appear.

PARENT COMPANY (if appropriate) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIN PHONE _____ FAX _____

COMPANY WEBSITE _____ CORPORATE EMAIL _____

Please enter information about the key contact for DNA communications regarding membership.

KEY CONTACT NAME _____

JOB TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ CELL _____

PHONE _____ FAX _____

Please email logo and description to heidi.perret@ajj.com for Corporate Member Directory on DNA's website.

PAYMENT INFORMATION

MY CHECK, PAYABLE TO DERMATOLOGY NURSES' ASSOCIATION, IS ENCLOSED DNA TAX ID #22-2485816
DNA accepts U.S. funds drawn on a US bank only.

PLEASE CHARGE MY VISA MASTERCARD AMERICAN EXPRESS

NAME ON CARD _____

CARD NUMBER _____ EXP DATE / SEC CODE _____ / _____

SIGNATURE OF CARDHOLDER _____

TOTAL PAYMENT AMOUNT \$ _____

Authorized Signature _____ Date _____ / _____ / _____

Please return your completed application, along with full payment to:

DNA Convention Office
Attn: Heidi Perret, 200 E Holly Avenue, Sewell, NJ 08080
Fax: 856-589-7463 or Email: heidi.perret@ajj.com