



REACH YOUR  
TARGET AUDIENCE.

*Partner with DNA.*

2016  
CORPORATE  
MEMBER PROGRAM

**dna**  
DERMATOLOGY NURSES' ASSOCIATION®

[www.dnanurse.org](http://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.

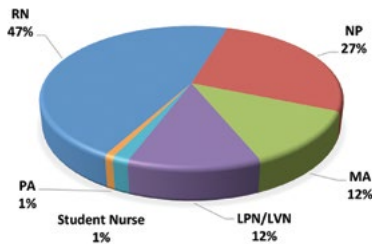
## Nurse Practitioner Highlights

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.

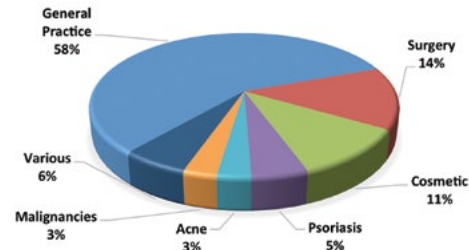
These valued professionals are also members of DNA's Nurse Practitioner Society, which provides a forum for collaboration, targeted education and networking among the DNA NPs. The NP Forum, co-located with the DNA Annual Convention, is an intensive, two-day educational event highlighting the issues confronting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

3 Gen, LLC  
3M Health Care  
AbbVie  
AccuVein  
Actavis Pharmaceuticals  
Actelion Pharmaceuticals  
Acuderm, Inc.  
AD RescueWear  
Advanced Care Scripts,  
Omnicare Specialty Care  
Group  
Ailie BioDerma  
Allergan  
AllergEAZE  
Amgen  
Aqua Pharmaceuticals  
Astellas Pharma US, Inc.  
Aurora Diagnostics  
Aveeno  
Avella Specialty Pharmacy  
Bayer HealthCare  
Beiersdorf, Inc.  
Bio-Oil  
Bristol-Myers Squibb

Calmoseptine, Inc.  
Canfield Imaging Systems  
Celgene  
ChopSaver Lipcare  
Chamberlain College of Nursing  
Coapt Systems  
Colorescience Pro  
Compulink  
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  
Edge Systems LLC  
Elorac, Inc.

Elsevier  
Elta MD Skincare  
Energizer Personal Care  
Fallene Ltd  
Ferndale Healthcare Inc.  
Galderma Laboratories  
Garnier USA  
Gebauer Company  
Genentech  
HealthCert International  
Hill Dermaceuticals, Inc  
Hollister Wound Care  
Jan Marini Skin Research  
Janssen Biotech Inc.  
Johnson & Johnson  
KAO Brands Company  
La Roche-Posay  
LEO Pharma, Inc.  
Lilly USA  
Lippincott, Williams and Wilkins  
Lumenis, Inc.  
Mary Kay Inc.  
Merck  
Merz North America

Mission Pharmacal  
MMR Technologies, Inc.  
National Biological Corporation  
Neocutis, Inc.  
Neostrata Company  
Neutrogena  
NexTech  
Novartis Pharmaceuticals  
Corporation  
OmniPath Diagnostics  
Onsite Dermatology  
Person & Covey, Inc.  
PharmaDerm, a part of Fougera  
Pharmaceuticals, Inc.  
PhotoMedex, Inc.  
Pierre Fabre USA  
Prestium Pharma  
Procter & Gamble  
Promius Pharma, LLC  
Ranbaxy Laboratories  
Revision Skincare  
Sanofi Pasteur  
Scar Heal, Inc.  
SkinCeuticals

SkinMedica, Inc.  
SmartPractice  
Stiefel, a GSK Company  
Strata Pathology Services  
Stratus Pharmaceuticals, Inc.  
StriVectin  
Sun Products: All Free & Clear  
Laundry Detergent  
Sun Protection Zone  
Taro Pharmaceuticals  
TopMD Skin Care  
Unilever Home & Personal Care  
USA  
Valeant Pharmaceuticals North  
America, LLC  
Walden University  
Western Governors University  
Whitworth Hats  
Wolters Kluwer Health  
ZO Skin Health

(List as of October 2015)

## 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 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. (<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.
  - **Advertorials** – An article of 750–1000 words on a dermatological treatment, drug efficacy, management/leadership technique, etc.
- **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, etc.—accumulates to reach graduated tiers of support.

| 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 |
|------------------------------------|---|--|----------------------------------|--|--------------------------------------|------------------------------------|---------------------------------------|
| <b>Platinum</b><br>\$75,001 +      | 2   | <b>Solo</b> listing on walk-in slides at daily general session | Prominent listing on all signage | Recognizing <b>Platinum Membership</b>                             | Yes                                  | Yes                                | Yes                                   |
| <b>Gold</b><br>\$50,001–\$75,000   | 2   | <b>Solo</b> listing on walk-in slides at daily general session | Listing on signage throughout    | Recognizing <b>Gold Membership</b>                                 | Yes                                  | Yes                                | Yes                                   |
| <b>Silver</b><br>\$25,001–\$50,000 |   | Shared listing on walk-in slides at daily general session      | Listing on signage throughout    | Recognizing <b>Silver Membership</b>                               | Yes                                  | Yes                                | Yes                                   |
| <b>Copper</b><br>\$10,001–\$25,000 |   | Shared listing on walk-in slides at daily general session      | Listing on signage throughout    | Recognizing <b>Copper Membership</b>                               | Yes                                  | Yes                                |                                       |
| <b>Bronze</b><br>Up to \$10,000    |   | Shared listing on walk-in slides at daily general session      | Listing on signage throughout    | Recognizing <b>Bronze Membership</b>                               | Yes                                  | Yes                                |                                       |



Contact Karen Spiro, Industry Relations and Sponsorship Manager for more information, 856.380.6872 or [kspiro@dnanurse.org](mailto:kspiro@dnanurse.org).

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 [kspiro@dnanurse.org](mailto:kspiro@dnanurse.org) 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 \_\_\_\_\_

ACCOUNT NUMBER \_\_\_\_\_ EXP DATE \_\_\_\_\_

SIGNATURE OF CARDHOLDER \_\_\_\_\_

TOTAL PAYMENT AMOUNT \$ \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

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

Dermatology Nurses' Association  
ATTN: Karen Spiro | 120 Route 73, Suite 200, Mount Laurel, NJ 08054  
Fax: 856-439-0525 or Email: [kspiro@dnanurse.org](mailto:kspiro@dnanurse.org)