



INDIGENOUS SKIN SPECTRUM SUMMIT

A special session of the Skin Spectrum Summit:
The Canadian Conference on Ethnodermatology



PROSPECTUS FOR INDUSTRY SPONSORS

March 18 & 20, 2021

skinspectrum.ca/iss2021

THE SKIN SPECTRUM SUMMIT

The Skin Spectrum Summit, now in its seventh year, is a landmark educational congress of healthcare professionals committed to providing better dermatologic care for Canada's diverse population. This March, organizers are holding a special session of the conference to address specific challenges in treating Canada's Indigenous community.

The first **Indigenous Skin Spectrum Summit** will seek to improve the cultural competence of healthcare providers and will give practical advice on treating Indigenous patients.

Coinciding with National Close the Gap Day, a day of action in support of achieving Indigenous health equality, the Indigenous Skin Spectrum Summit will educate healthcare providers as to the latest and best research and frame it in the specific context of Indigenous communities. Topics will include common and challenging skin disorders and diseases, health comorbidities, and wound healing.

Health equality is a fundamental right for all Canadians.

While the Skin Spectrum Summit typically provides education on treating patients across all six Fitzpatrick Scale skin types, the 2021 Indigenous Skin Spectrum Summit will be the first meeting devoted entirely to First Nations, Inuit, and Métis skin.



OUR SPECIAL FOCUS

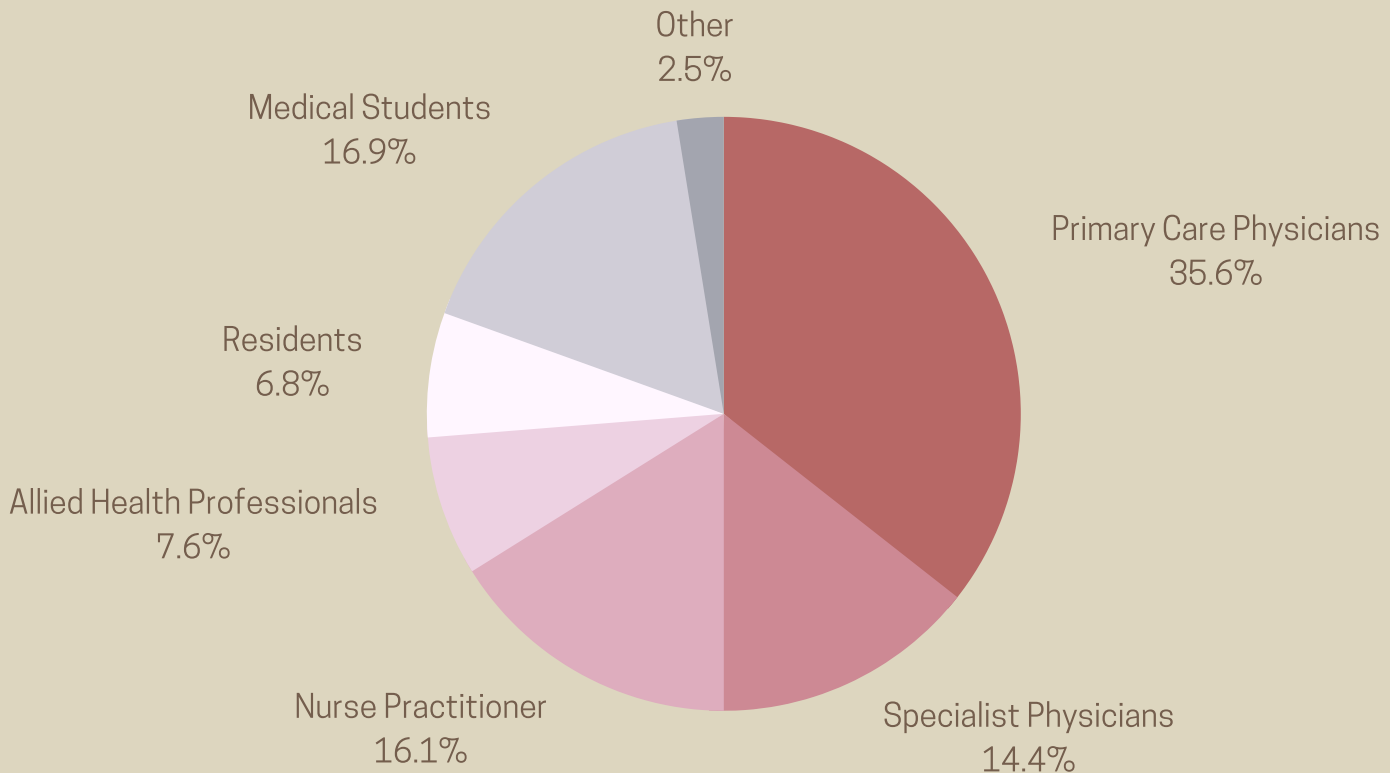
Canada's Indigenous communities are chronically underserved, with less and poorer access to medical expertise than other Canadians.

Quality of life in Canada, as measured by the United Nations Human Development Index, is "very high"—it ranked 12th globally in 2016. The same metrics would place Canada's on-reserve Registered Indian population at 78th globally. This severe inequality is unacceptable in a fair society.

Sponsor-level participation in this event is an opportunity to show strong leadership in the community, and to reach the approximately 1 in 20 Canadians (4.9%) who identify as Indigenous and are presently unlikely to have access to modern therapies.

The Indigenous Skin Spectrum Summit will include a unique target market with specific issues rarely addressed in other, non-focused conferences. Delegates will have the opportunity to consult with key opinion leaders in dermatology and Indigenous health.

AUDIENCE BREAKDOWN



Attendance at the Virtual Skin Spectrum Summit in October 2020



Since its inception in 2015, the Skin Spectrum Summit has attracted attendees from Canada's major cities. Attendance has grown year-over-year at in-person conferences, and the first Virtual Skin Spectrum Summit, in October 2020, was a success that brought together healthcare professionals from across Canada.

Sponsors of the ISSS will have the opportunity to demonstrate their commitment to improving healthcare in Canada's Indigenous communities.

SPONSORSHIP OPPORTUNITIES

Conference proceedings will be published in a Special Commemorative Issue of *The Chronicle of Skin & Allergy*; sponsorship of the event will include advertisement in the Special Edition.

GOLD

- **Industry presentation at the Indigenous Skin Spectrum Summit (limited availability)**
- Recorded presentation will be available on the Skin Spectrum Summit website and on the derm.city portal for asynchronous learning for one year post conference
- Highlights of sponsored presentation will be published as a "presentation digest" in the upcoming Special Commemorative Issue of *The Chronicle of Skin & Allergy*
- Gold-level acknowledgement and 150-word company profile published in the upcoming Special Commemorative Issue of *The Chronicle of Skin & Allergy*
- 200-word company statement of support of Indigenous health published in upcoming Special Commemorative Issue of *The Chronicle of Skin & Allergy*
- Sponsorship acknowledgement on all promotional and website materials

A culturally competent health care system can help improve health outcomes and quality of care and can contribute to the elimination of racial and ethnic health disparities.

SILVER

- Silver-level acknowledgement and 150-word company profile published in the upcoming Special Commemorative Issue of *Skin & Allergy*
- 200-word company statement of support of Indigenous health published in upcoming Special Commemorative Issue of *Skin & Allergy*
- Sponsorship acknowledgement on all promotional and website materials

CONTRIBUTOR

Contact:

Mitchell Shannon shannon@chronicle.org
Nick Antoniadis nick@chronicle.org
Peggy Ahearn peggy@chronicle.org
Phone: (416) 916-2476 (CHROn)

- Sponsorship acknowledgement on all promotional and website materials
- Acknowledgement in upcoming Special Issue of *The Chronicle of Skin & Allergy*