INTERNATIONAL HYPERHIDROSIS SOCIETY

Know Sweat

SweatHelp.org

2021 Sponsorship Opportunities

365 MILLION people suffer from excessive, uncontrollable sweating. Nearly 5% of the global population are looking for help.

Thank you for joining us in service.

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2021 Sponsorship Opportunities

The International Hyperhidrosis Society (IHhS) sets the standard for trusted editorial content and audience engagement in the hyperhidrosis community. To further its commitment to editorial excellence and support its mission, the IHhS relies on a variety of revenue streams, including corporate sponsorship.

Millions of people depend on the International Hyperhidrosis Society to be the compassionate and evidence-based leader in communications related to hyperhidrosis research, education, and care. Our programs reach hyperhidrosis sufferers, their caregivers, employers, teachers, healthcare providers and innovators in every corner of the world.

Research shows that hyperhidrosis sufferers who seek medical advice may wait 10 years or more to do so — enduring their hyperhidrosis symptoms without medical attention for all those lonely years. Meanwhile, many other hyperhidrosis patients never seek any care at all and suffer in silence. You can help us to get hyperhidrosis patients the care they need much, much sooner and, indeed, to be the difference between getting medical advice, or not.

The following pages list the potential opportunities for brand, product, and corporate support. Please use this as a starting point and know that we are available to build a customized plan that addresses the evolving landscape. We are also appreciative of unrestricted grants and donations.

The International Hyperhidrosis Society is a registered 501(c)(3) non-profit organization. Your contribution is tax deductible to the full extent allowed by law. Our EIN is 56-2361221.

We are recognized by GreatNonprofits and GuideStar, and are governed by a volunteer Board of Directors of physicians and scientists who are regarded as experts in dermatology, pediatrics, and, specifically, hyperhidrosis. Our work is independent and international.

Partnership with the International Hyperhidrosis Society (IHhS) is subject to review and approval at the sole discretion of the IHhS and shall never be construed as an endorsement. Breach of this tenet will result in removal of sponsorship until rectified. All claims of product efficacy and safety must be supported by research provided to the IHhS. All activities are governed by the IHhS Sponsorship Guidelines, which is available for review on www.SweatHelp.org in the About Us section. Costs noted within are subject to change without notice.

We thank you for your support and partnership in service!

All IHhS funding sources, including corporate sponsors, are considered under the "access" principle, which means that IHhS has no list of sources from which funding will not be accepted. However, potential conflict of interest and problems of community misperception, confusion, or similar reason regarding the funder's role and/or influence on programming will be considered in accepting or rejecting underwriting. All sponsors must abide by our Sponsorship Guidelines.

SweatHelp.org Pages

SweatHelp Home Page

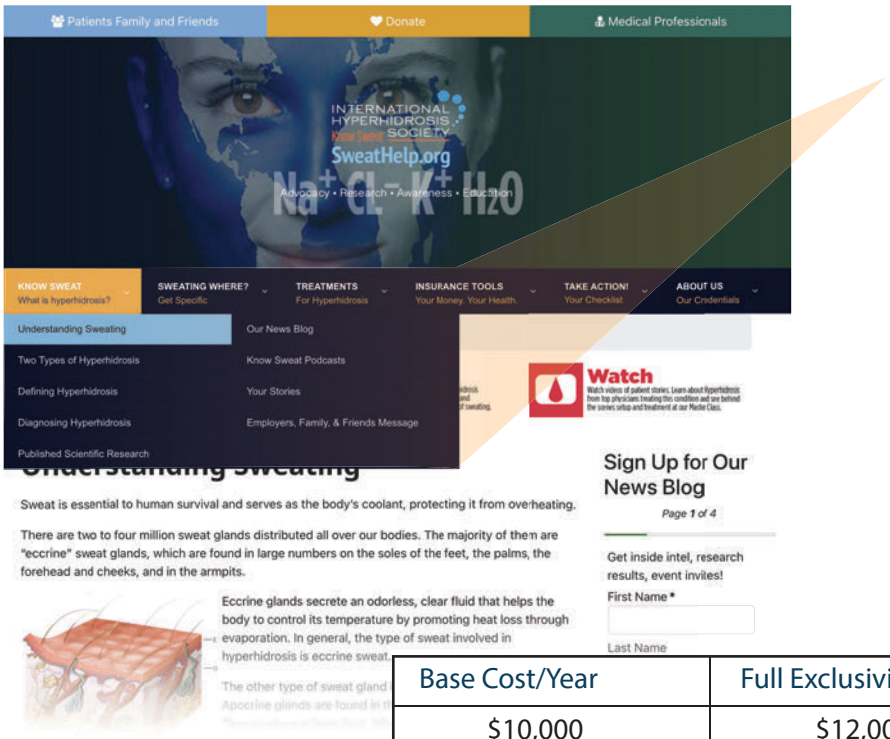
Details:

- Positioned adjacent to home page editorial
- Highest traffic page of site
- Most used entry portal to content

Not available; Full sponsorship exclusivity secured through year 2021.

Currenty Not Available

Base Cost/Year	Full Exclusivity (+20%)	Category Exclusivity (+10%)
$36,000	$43,200	$39,600



Know Sweat Section

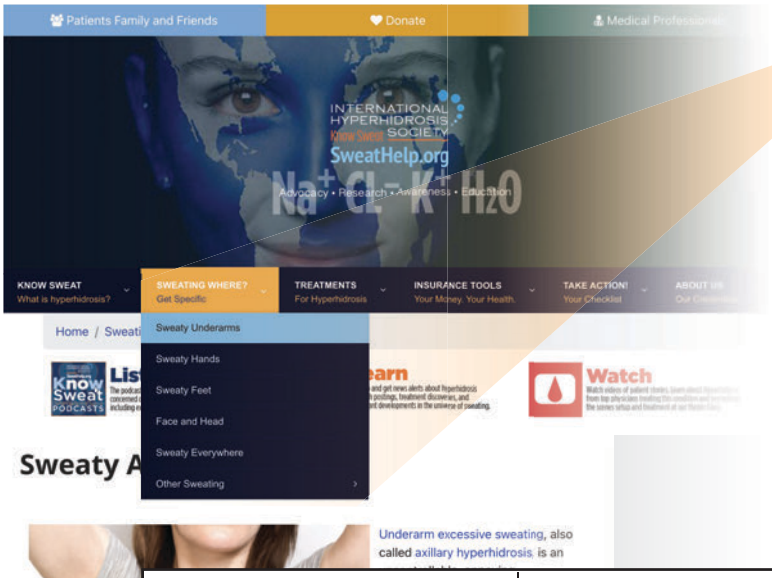
Details:

- Positioned adjacent to expert editorial of hyperhidrosis basics, sweating biology, Hh diagnosis, published research, and more
- Frequently used by reporters for fact checking and story content
- Section consists of 9 pages, including News Blog Archive

2020 annual pageviews: 171,892

Base Cost/Year	Full Exclusivity (+20%)	Category Exclusivity (+10%)
$10,000	$12,000	$11,000

SweatHelp.org Pages



Sweating Where? Pages

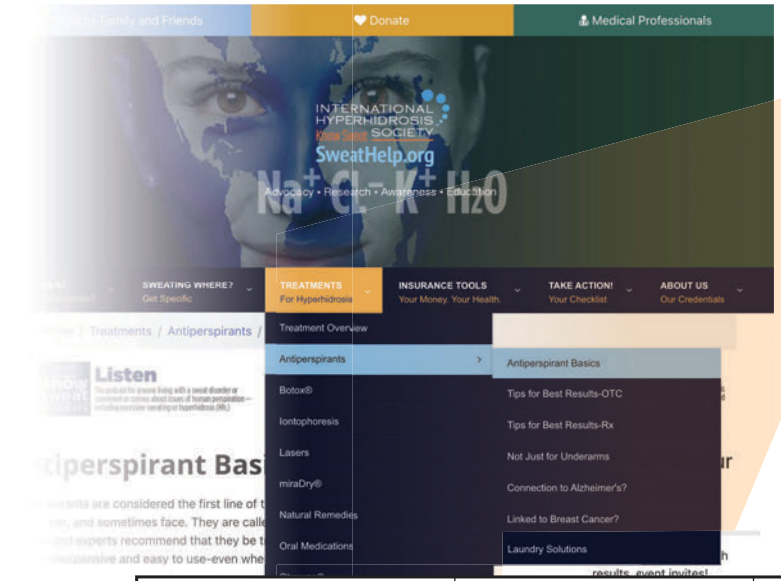
Details:

- Positioned adjacent to editorial deep dive in all focal areas and types of sweat conditions
- Treatments that can be applied for each focal area links to specific SweatHelp content pages
- Highly targeted audience

2020 annual pageviews: 463,548

Underarms 43,768 Face & Head 80,030
Hands 158,870 Everywhere 23,296
Feet 33,962
All Other Subpages 123,622 total (breakdown upon request)

Page(s)	Base Cost/Year/Page	Full Exclusivity (+20%)	Category Exclusivity (+10%)
Sweaty Underarms	$8,000	$9,600	$8,800
Sweaty Hands, Face & Head	$6,000	$7,200	$6,600
Feet, Everywhere, Other	$3,000	$3,600	$3,300



Treatments Pages

Details:

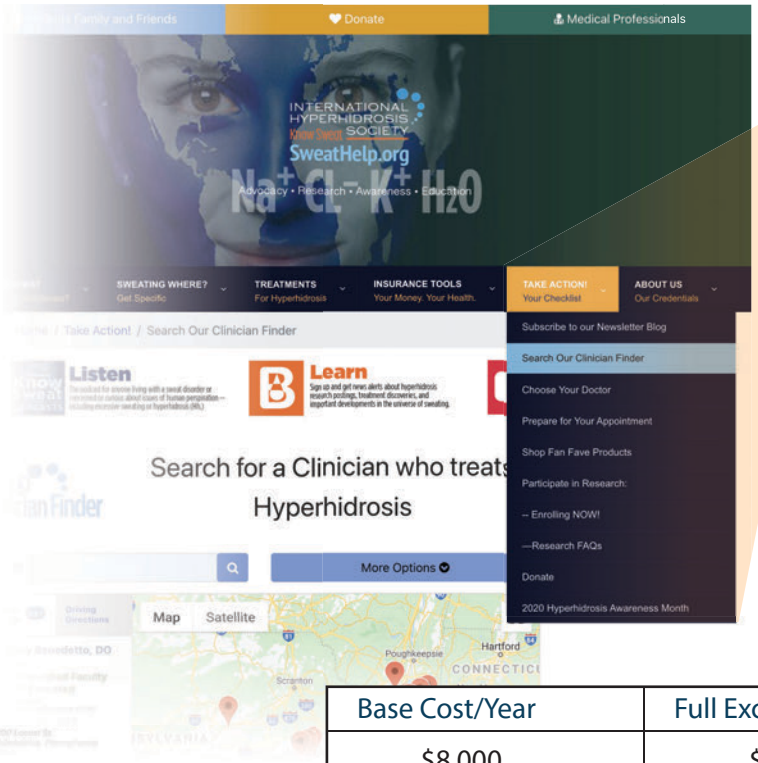
- Positioned adjacent to treatment editorial
- Referenced, evidence-based discussion of each option in detail
- Links to published scientific research

2020 annual pageviews: 493,118

Treatment Overview 39,614
All AP 107,094 total
Botox 25,541
Iontophoresis 62,106
Lasers 10,973
miraDry 43,911
Natural remedies 44,259
Oral medications 103,892
Qbrexza 17,023
Underarm surgery 13,644
ETS 25,061

Pages	Base Cost/Year/Page	Full Exclusivity (+20%)	Category Exclusivity (+10%)
Treatment Overview/ Treatment Pages	$6,000	$7,200	$6,600
Antiperspirant Subpages	$3,000	$3,600	$3,300

SweatHelp.org Pages



Take Action Section

Details:

- Positioned adjacent to action-oriented editorial
- Highly targeted and engaged audience at planning stage
- Section includes all pages except dedicated enrolling research pages and Hyperhidrosis Awareness Month page

2020 annual pageviews: 141,650

Base Cost/Year	Full Exclusivity (+20%)	Category Exclusivity (+10%)
$8,000	$9,600	$8,800

Medical Professionals Section

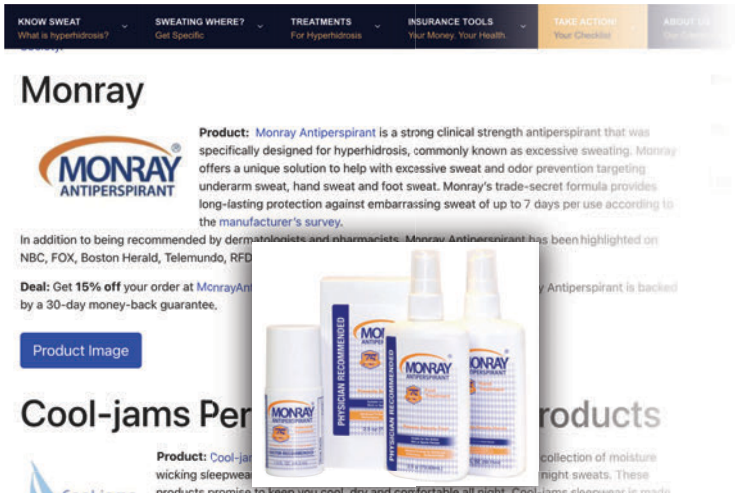
Details:

- Positioned adjacent to expert editorial and clinician resources
- Referenced, evidence-based content
- Over 30 pages in section
- Highly targeted and engaged audience

2020 annual pageviews: 50,431

Base Cost/Year/Section	ull Exclusivity (+20%)	Category Exclusivity (+10%)
$10,000	$12,000	$11,000

SweatHelp.org Digital Programs



Cost/Year/Brand
$1,000

Fan Faves Program

Details:

- Specially-designed online, consumer-facing program
- Priced to enable small and mid-sized innovators to reach activated and engaged shoppers
- Products featured on this page are often created and engineered by hyperhidrosis sufferers
- Includes logo, product description and images, exclusive promo code for SweatHelp visitors, and link to product/brand website
- IHhS promotion of program twice yearly, at minimum
- In-line links to program page throughout SweatHelp

2020 annual pageviews: 42,346

Communications: eBlast, Blog, & Social Program

Details:

Comprised of three elements, this program has unique ability to reach and engage the audience. Written in the voice of the IHhS, and designed with IHhS branding, the package is an effective tactic for brand communications, market research, clinical recruitment, and innovation feedback.

- eBlast to +50,000 global subscribers
  - -- Segmentation options via geography, gender, age, subscriber type (eg HCP, parent, patient), engagement, more
  - -- Robust reporting capability (eg opens, click map)
- Blog
  - -- Full story posted on SweatHelp and archived in perpetuity
  - -- Tied to eBlast
  - -- Featured on SweatHelp blog ticker for 3 months
  - -- In-line links to/from SweatHelp content
  - -- Available to all SweatHelp visitors
- Social
  - -- News promotion on all IHhS social platforms

	Cost/Campaign
eBlast + Social	$8,000
eBlast + Blog + Social	$10,000

Multi-Channel Programs

Focus Groups and In-Depth Interviews (IDIs)

Details:
Through focus groups and in-depth interviews, the International Hyperhidrosis Society provides sponsors with the opportunity to get first-hand qualitative insight from the hyperhidrosis community and/or medical professionals who provide care. Participants are recruited through the established communication channels of the IHhS and provide robust focus group discussions or individual interviews. In this venue, sponsors can confidentially gain proprietary insight from the hyperhidrosis community about a brand, a need, a concept or a trend.

Cost
Customized

Seal of Recognition

Details:
The International Hyperhidrosis Society encourages and applaudes patient-centric innovation applied to products and services benefiting the hyperhidrosis community.

Companies and brands may apply for the IHhS Seal of Recognition Award for the pursuit of improved knowledge, treatment, and care of excessive sweating. Eligible products must be FDA-approved/cleared as appropriate and have studies documenting safety, efficacy and any claims specific to excessive sweating. Published study results are ideal, but unpublished data may also be used to document claims. If awarded, the Seal may be on product packaging, in marketing and PR materials, and part of the overall product messaging strategy as described in the Agreement with the IHhS. Further, the IHhS may also publicize that award to its community. An application fee of $5,000 provides support of the program and the IHhS Board of Directors' review.

Cost
$25k/2 yrs

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Multi-Channel Programs

Clinical Research and Patient Recruitment

Details:
Tapping into the rich resources and deep community and disease-state knowledge of the International Hyperhidrosis Society, researchers can power their study enrollment through our patient recruitment strategies and targeted communications. Multi-channel, patient-focused campaigns integrate online and offline tactics to orchestrate faster enrollment of qualified participants.

Partner with the IHhS from protocol design to last-patient-in to topline findings for an excellent patient-centric experience for all stakeholders and participants.

Cost
From $3k

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+

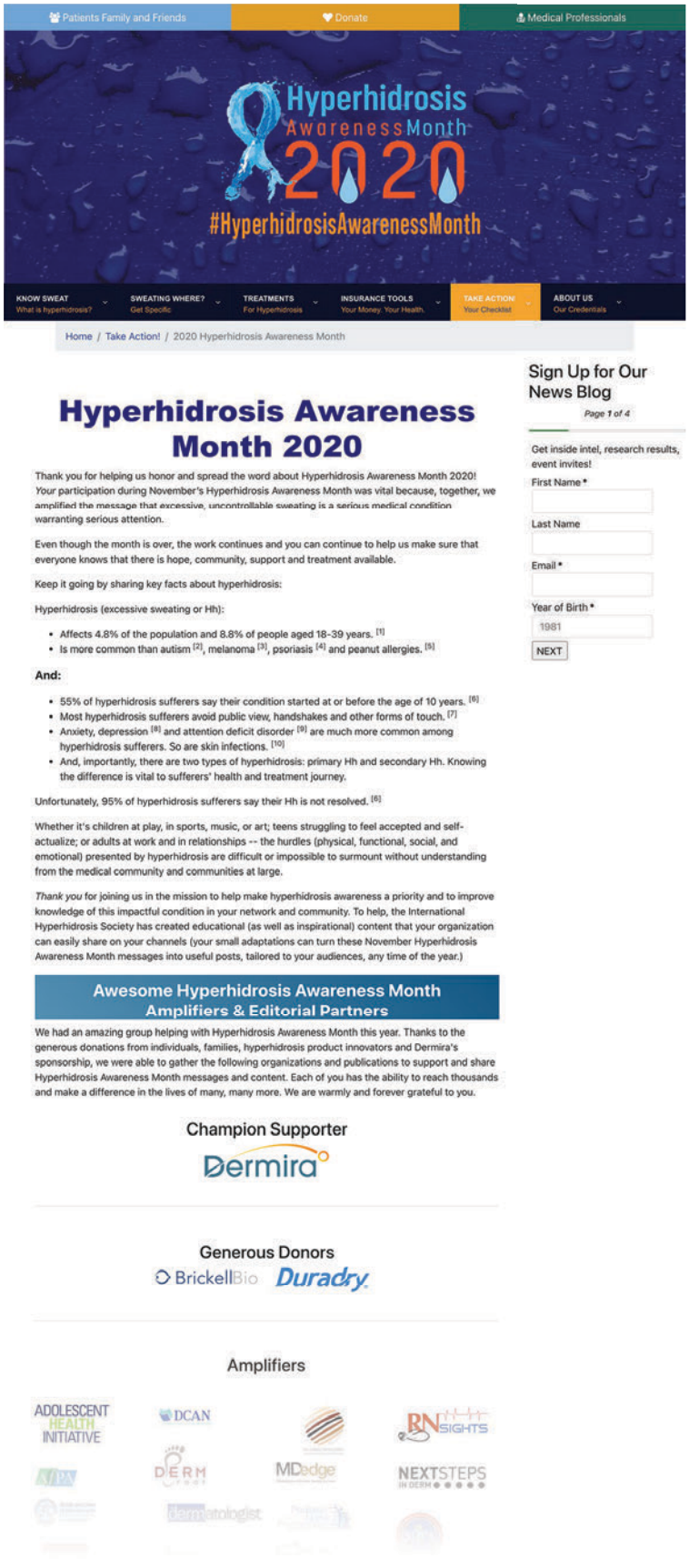
SurveyMonkey

Market Research

Details:
Surveys, polls, questionnaires, quizzes--you name it. We can design, develop, execute and report research insights to inform and inspire your team and product development.

Cost
Customized

Multi-Channel Programs

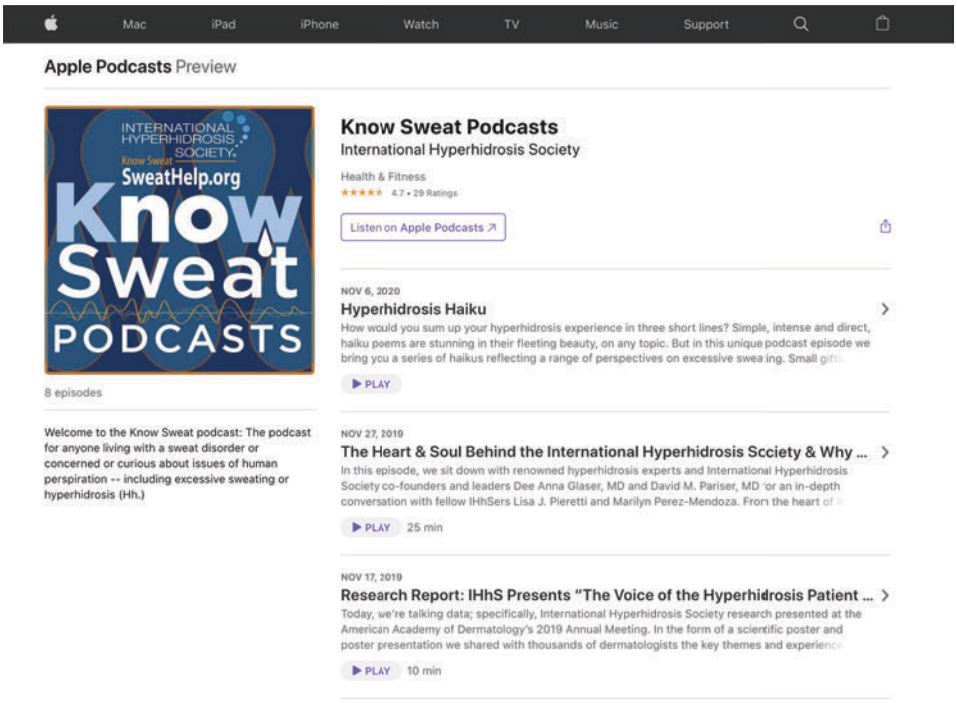


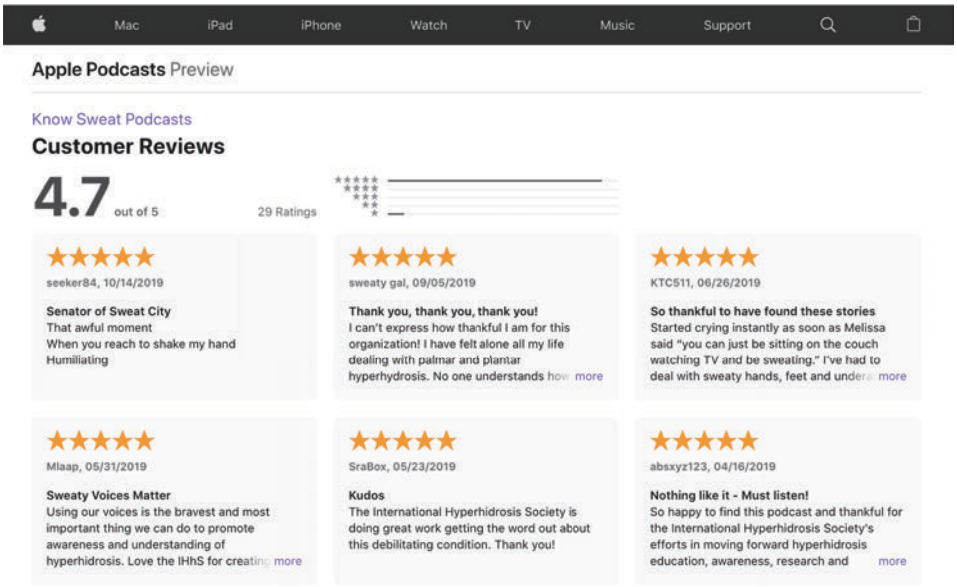
Hyperhidrosis Awareness Month

Details:
Each November, the IHhS launches a multi-channel global awareness campaign amplified by medical professional societies, educators, media and the worldwide hyperhidrosis community. Sponsors of this Program are acknowledged as vital supporters in all communications, tagged in social media posts, given advance campaign materials, and the support of the IHhS in amplifying their messaging. Sponsors are invited to co-create and align campaigns. All sponsors receive campaign report at conclusion.

Cost
From $5k

Multi-Channel Program



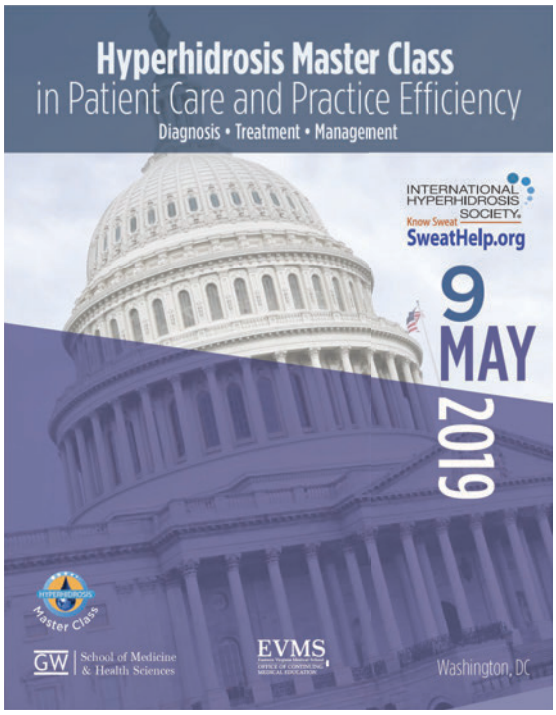


Know Sweat Podcasts

Details:
Intimate, confidential delivery channel. Professionally produced, available globally, this personal connection to audience creates community. Storytelling can span content that is scientific to first-person. Infinitely shareable and packaged to inspire and lift.

Cost
From $8k

Medical Professional Education Programs



IHhS US Master Class CME

Details:
Since 2004, the International Hyperhidrosis Society has conducted CME-accredited education symposia on all aspects of the hyperhidrosis continuum. Sessions span Hh impact, prevalance, diagnosis, treatments through to insurance and reimbursement. Lead by faculty who are renowned for their hyperhidrosis advocacy and research, our day-long events are hailed as best-in-class interactive immersion experiences. From New York to Portland to Miami and San Antonio, the in-depth sessions even provide medical professionals hands-on experience treating patient volunteers. Sponsorship of our events places brands and companies in the forefront of medical professionals who are active in hyperhidrosis care.

Cost
From $5k/event

Non-IHhS Medical Professional Symposia

Details:
The International Hyperhidrosis Society conducts workshops, symposia and exhibits, at medical professional associations' annual meetings like the Society of Dermatology Physician Assistants (SDPA), World Congress of Dermatology (WCD), and European Academy of Dermatology and Venereology (EADV). These events have proven invaluable avenues through which to speak directly with hundreds of medical professionals.

As a member of GlobalSkin, Sister Society of the EADV and the WCD, we have educated thousands of physicians in Berlin, Florence, Paris, Rhodes, London, Milan, Madrid, Barcelona and Buenos Aires.

As the only independent, non-profit hyperhidrosis organization, medical professionals flock to us for information and advice as opposed to the commercial entities at the same venue.

Cost
From $5k/event

Corporate Membership

We are pleased to offer IHhS Corporate Membership bundled benefits for your support of the International Hyperhidrosis Society and our work.

Platinum Member: $150K and above

- Support noted on SweatHelp with URL to Member page of choice
- Inclusion as Hyperhidrosis Awareness Month sponsor
- Product samples, coupons, reprints, etc distributed at IHhS symposia booths/events (supplied and shipped by Member)
- Advance notice of and invitations to special events
- Three proprietary surveys, up to 5 questions each, posted on SweatHelp and/or emailed to subscribers, or one survey of 20 questions
- Podcast interview with IHhS Executive Director and Member representative subject matter expert with co-promotion
- IHhS communication and promotion of Member support and podcast

Gold Member: $100K

- Support noted on SweatHelp with URL to Member page of choice
- Inclusion as Hyperhidrosis Awareness Month sponsor
- Product samples, coupons, reprints, etc distributed at IHhS symposia booths/events (supplied and shipped by Member)
- Advance notice of and invitations to special events
- Two proprietary surveys, up to 5 questions each, posted on SweatHelp and/or emailed to subscribers, or one survey of 15 questions
- Podcast interview with IHhS Executive Director and Member representative subject matter expert with co-promotion
- IHhS communication and promotion of Member support and podcast

Silver Member: $50K

- Support noted on SweatHelp with URL to Member page of choice
- Inclusion as Hyperhidrosis Awareness Month sponsor
- Product samples, coupons, reprints, etc distributed at IHhS symposia booths/events (supplied and shipped by Member)
- Advance notice of and invitations to special events

Rate Sheet†

SweatHelp.org

	Cost/Year	Full Exclusivity (20%)	*Category Exclusivity (10%)
Home Page	$36,000	$43,200	$39,600
Know Sweat Section	$10,000	$12,000	$11,000
Where do You Sweat?			
Underarm Page	$8,000	$9,600	$8,800
Hands Face & Head	$6,000/ea	$7,200	$6,600
Feet, Everywhere, Other	$3,000/ea	$3,600	$3,300
Treatments			
Treatment Overview Page and Treatment Pages	$6,000/ea	$7,200	$6,600
Antiperspirant Subpages	$3,000/ea	$3,600	$3,300
Take Action Section	$8,000/ea	$9,600	$8,800
HCP Section	$10,000	$12,000	$11,000

	Cost
Seal of Recognition	$25k/2 years
Focus Groups &IDIS	Customized
Clinical Research & Patient Recruitment	From $3k
Market Research	From $3k
IHhS Master Class CME	From $5k
Non-IHhS Medical Professional Symposia	From $5k

Ad specification: 200px X 200px in Gif, Jpeg or Png format. Max file 80k. Animated ads can repeat 3x max then be static.

	Cost/Year
Hh Awareness Month	From $5k
KnowSweat Podcasts	From $8k
Communications	Cost/Campaign
eBlast + Social	$8,000
eBlast + Blog + Social	$10,000
Fan Faves 1-year product listing	$1,000

†A surcharge of 3% (based on total invoice fee) should be included by payer on all credit card transactions.

***Categories:** OTC Topical, Rx Topical, In-Office Procedure, Home-Use Device, Textiles, Oral Medications

Total Ads Allowed: Up to 3 per page/section

- Sponsors are given right of first refusal to renew their support 2 months prior to expiration of page or section sponsorship.
- Sponsorship opportunities subject to availability. For the latest information, contact the International Hyperhidrosis Society by using the Contact Us form on SweatHelp.org in the About Us section, or email Christine@SweatHelp.org.