



REVOLUTIONIZING ATOPIC DERMATITIS+

New
Opportunities
Available!

Please join us for the
2024 Annual RAD Conference!

June 8-10, 2024

Hyatt Regency McCormick Place

Chicago, Illinois

The only global, multidisciplinary conference dedicated to the awareness, education, and discussion of atopic dermatitis.



Dear Exhibitors and Industry Professionals:

We are in the golden era of atopic dermatitis. So much progress has been made in managing and treating atopic dermatitis (AD) within the past few years, and I believe this is just the beginning. Efforts from the dermatology and allergy communities, along with the commitment from industry, have led to improved outcomes for many patients. However, many knowledge gaps and misconceptions exist, and there is still so much to learn and build upon. In addition, there is a major need for a state-of-the-art, evidence-based, multidisciplinary forum for AD management.

During this exciting and critical time for the AD community, I felt it was important to hold a CME-accredited conference that would focus exclusively on AD and the complex information that has accrued around proper diagnosis, treatment, and management. The first *Revolutionizing Atopic Dermatitis (RAD) Conference* was held in April 2019, and, by all accounts, it was a roaring success. Over the past few years, RAD has become a premier global meeting for atopic dermatitis, with over 2,000 attendees and 250 poster presentations. The feedback from attendees was unanimously positive, with a clear mandate for *Revolutionizing Atopic Dermatitis (RAD)* to be an ongoing annual hybrid conference. **Therefore, I am excited to announce the 6th Annual Revolutionizing Atopic Dermatitis (RAD) Conference will be held on June 8-10, 2024, in Chicago, IL.** I hope you choose to attend and support this innovative, global meeting. We are confident the conference will continue and expand for years to come!

We anticipate attendance by more than 200 dermatology and allergy healthcare professionals from all over the world. As an exhibitor, you will have an opportunity to discuss your products and services with AD experts and gain visibility.

I hope you take advantage of this opportunity to support the *Revolutionizing Atopic Dermatitis (RAD) Conference*.

Sincerely,

Jonathan Silverberg
Jonathan I. Silverberg, MD, PhD, MPH, FAAD
Conference Chair



Preliminary Agenda

Saturday, June 8, 2024			
	5:00 PM	8:00 PM	Registration
	7:30 PM	9:00 PM	Posters and Exhibits Reception
Sunday, June 9, 2024			
	4:00 PM	6:00 PM	Mini-Symposium 1
	6:15 PM	7:00 PM	Industry Session
	7:00 PM	9:00 PM	Faculty and Trainee Mixer
Monday, June 10, 2024			
	8:15 AM	8:45 AM	Industry Session
	9:00 AM	12:00 PM	Mini-Symposium 2
	12:15 PM	12:45 PM	Industry Session
	1:00 PM	3:50 PM	Late Breaking Research
	3:50 PM	4:00 PM	Closing

(Agenda subject to change)

In Person Registration Rates (No Virtual Sessions)

Group	Early-Bird Rates RAD Through April 15, 2024	Registration RAD April 16-June 1, 2024	Registration RAD June 2, 2024 - Onsite
Physicians	\$250	\$300	\$300
NPs, PAs, and Nurses	\$175	\$225	\$225
Residents and Fellows	\$100	\$150	\$175
Industry – Exhibits and Scientific Sessions	\$500	\$750	\$1,000
Students	\$50	\$75	\$75
Patients	\$50	\$75	\$75



Sponsorship Opportunities

Who Should Sponsor?

This conference would benefit any industry professionals who have an interest in and commitment to improving patient outcomes and furthering the development of AD treatments.

Past Conferences

1,200 attendees from 33 countries attended this two-day Virtual Conference that included 8 Mini-Symposia, Hot Topics, Live Interactive Q&A Discussion, and over 60 Abstracts

Platinum – \$125, 000- (limit 3)

Includes:

- Tabletop booth
- Breakfast or lunch or midday Product Theater
- 8 complimentary industry registrations include a welcome reception
- Website banner
- Recognition as a Platinum Sponsor in the Conference Guide, on-site signage, and website (logo only)
- Conference bag insert
- Full-page, full-color ad in Conference Guide
- Access to the pre-registration list
- Choice of one of the following (based on first come, first served basis):
 - Wi-Fi throughout meeting space*
 - Conference Bags*
 - Student/Resident Reception (not including food & beverage)*
 - Marketing email*
 - Upgrade to inside front cover or back cover of Conference Guide*
 - Sustainable water bottles or coffee cups*

Gold - \$100,000

Includes:

- Tabletop booth
- 5 complimentary industry registrations include a welcome reception
- Recognition as a Gold Sponsor in the Conference Guide, on-site signage, and website (logo only)
- Conference bag insert
- ½-page, full-color ad in Conference Guide or marketing email
- Choice of one of the following (based on first come, first served basis):
 - Lanyards*
 - Marketing email*
 - Upgrade to full-page ad in Conference Guide*
 - Pens or notepads*
 - Charger cables*



Silver \$75,000

Includes:

- Tabletop booth
- 3 complimentary industry registrations include welcome reception
- Recognition as a Silver Sponsor in the Conference Guide, on-site signage, and website (logo only)
- ¼-page, black-and-white ad in Conference Guide or marketing email

Bronze \$50,000

Includes:

- Tabletop booth
- 2 complimentary industry registrations
- Recognition as a Bronze Sponsor in the Conference Guide, on-site signage and website (logo only)



Opportunity	Sponsorship Cost
Registration Bag Insert <ul style="list-style-type: none"> Sponsor is responsible for printing and shipping to the hotel 	\$6,500 per 1-page insert
Ad Space in Program Booklet	Back cover, full page \$12,500 (1 available spot) Front inside cover, full page \$10,000 (1 available spot) Inside, full page \$5,000 Inside, ½ page \$2,500
Branded Name Badge Lanyards	\$10,000 (1 available spot)
Branded Registration Bags	\$15,000 (1 available spot)
Branded Notepads/Pens	\$5,500 (1 available spot)
Branded Water Bottles or Coffee Cups	\$15,000 (1 available spot)
Branded Charger Cables	\$10,000 (1 available spot)
Exhibit Booth <ul style="list-style-type: none"> Tabletop exhibit booth 	\$7,500 \$2,500 (nonprofit)
Atopic Dermatitis Books	\$27,500 for 500 copies
Sponsorship of Morning and/or Afternoon Break <ul style="list-style-type: none"> Logo included on directional signage and agenda. Acknowledgment in Conference Guide 	\$12,500 per break on Day 2 (2 available spots) \$10,000 per break on Day 3 (1 available spot)
Sponsorship of Dinner with Product Theater <ul style="list-style-type: none"> Logo included on directional signage and agenda. Acknowledgment in Conference Guide Will include audiovisual (to be detailed once confirmed) and a meal of conference management's choice 	\$75,000
Sponsorship of On-Site Social Event <ul style="list-style-type: none"> Logo included on directional signage and agenda. Location event to be determined based on sponsor guidelines Any décor, upgraded F&B and other costs to be provided by sponsor 	\$65,000
Wi-Fi Throughout Conference Space	\$25,000
Website Banner Ad	\$5,000
Marketing Email	\$10,000





Sponsorship Application Form

We sincerely appreciate your interest in sponsoring the 6th Annual *Revolutionizing Atopic Dermatitis (RAD) Conference!* Please fill out the information below, confirming your sponsorship. You will be contacted within 10 business days by RAD to finalize payment and registrations and to provide personalized deadlines. Please note: Some sponsorship opportunities are offered on a first-come, first-served basis.

Sponsor Information

Company Name _____

Contract Contact Name _____

Contract Phone Number _____

Contract Email Address _____

Address _____

City _____

State, ZIP _____

Meeting Day Contact Name
(if different from above) _____

Meeting Day Mobile # _____

Meeting Day Email _____

Sponsorship Level (please check one)

- _____ Platinum \$125,000 (includes 8 industry registrations)
- _____ Gold \$100,000 (includes 5 industry registrations)
- _____ Silver \$75,000 (includes 3 industry registrations)
- _____ Bronze \$50,000 (includes 2 industry registrations)
- _____ # of additional industry registrations: Exhibit + Scientific Sessions (\$500 each)



Promotional Opportunities (please check all that apply)

Advertising

- _____ Program Book Ad: Inside Cover, Full Page: \$12,500
- _____ Program Book Ad: Inside, ½ Page: \$2,500
- _____ Program Book Ad: Inside, Full Page: \$5,000
- _____ Program Book Ad: Back Cover, Full Page: \$10,000

Meal Sponsorships with Industry Session

- _____ Sponsorship Dinner: \$75,000
- _____ Sponsorship of Morning Break: \$12,500 – Sunday
- _____ Sponsorship of Afternoon Break: \$12,500 – Sunday
- _____ Sponsorship of Morning Break: \$10,000 – Monday

Industry Favorites

- _____ Registration Bag Insert: \$6,500/1-page piece
- _____ Tabletop Exhibit Booth \$7,500/\$2,500 (nonprofit)
- _____ Wi-Fi Throughout Conference Space: \$25,000

Branded Options

- _____ Branded Name Badge Lanyards: \$10,000
- _____ Branded Registration Bags: \$15,000
- _____ Branded Notepads/Pens: \$5,500
- _____ Branded Water bottles: \$15,000
- _____ Atopic Dermatitis Books - \$27,500

Please complete this application and email it to: Patrice Melluso, patrice@revolutionizingad.com

Rules and Regulations

Grantor Attendance Policy

Representatives of commercial supporters may attend an educational activity but may not engage in promotional activities while in the room where the CME activity takes place. No commercial promotional materials shall be displayed or distributed in the same room as the CME activity. Exhibits are permitted at the conference; however, they shall not influence nor interfere with the presentation of the CME activity.

Giveaways and Promotional Items

The conference requests compliance with all applicable industry, state, and federal regulatory and governmental agency guidelines (AMA, PhRMA, OIG, FDA, FCC, FTC, AdvaMed, etc.). Acceptable giveaways should primarily entail a benefit to patients, be related to the physician's work, and not be of substantial value. Giveaways may only be distributed from the exhibitor's booth and may not be mailed to attendees after the meeting or delivered to outside locations during the meeting. Prize contests, awards, drawings, raffles, or lotteries of any kind held at any time or place during the conference are not permitted. The conference, in its sole discretion, shall have the right to prohibit the distribution of any samples it deems objectionable or otherwise inappropriate.

Cancellation and Refund Policy

Full refunds (less \$100 processing fee) are available if requested in writing at least 1 month prior to the date of the program. The conference is not responsible for "acts of God" such as inclement weather, delays in airline travel, or governmental restrictions on travel due to national emergencies. Refunds will not be made if participants are delayed or unable to attend because of these issues.

For any questions about this conference or sponsorship opportunities, please contact:

Patrice Melluso
patrice@revolutionizingad.com
Revolutionizing Atopic Dermatitis
2936 W. Greenleaf Avenue
Chicago, IL 60645