



# REVOLUTIONIZING ATOPIC DERMATIS

New  
Opportunities  
Available!

Please join us for the  
**5<sup>th</sup> Annual RAD Conference!**

Saturday, April 29, 2023 – Monday, May 1, 2023

Omni Shoreham Hotel

Washington, DC

In Person with selected sessions virtual for Global Audiences.



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 next *Revolutionizing Atopic Dermatitis (RAD) Conference* will be held in April 2023.** 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 500 dermatology and allergy health care 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  
Conference Chair



**Preliminary Agenda - 2023**  
**Saturday, April 29, 2023**

Time	Session
2:00 PM – 5:00 PM	Exhibitor/Poster Setup
5:00 PM – 8:00 PM	Registration
7:00 PM – 9:00 PM	<b>Welcome and Poster Reception</b>

**Sunday, April 30, 2023**

Time	Session
7:45 AM – 8:30 AM	Breakfast/Product Theater Sponsored by Lilly
9:00 AM – 9:15 AM	<b>Opening Remarks</b>
9:15 AM – 10:30 AM	<b>Mini-symposium 1:</b>
10:30 AM – 11:55 AM	<b>Mini-symposium 2:</b>
11:45 AM – 12:15 PM	Exhibit Hall/Break/Featured poster walkthrough
12:15 PM – 1:00 PM	<b>Product Theater</b> <b>Sponsored by Pfizer</b>
1:00 PM – 1:30 PM	Exhibit Hall/Break
1:30 PM – 3:00 PM	<b>Mini-symposium 3:</b>
3:00 PM – 3:15 PM	Break
3:15 PM – 4:15 PM	<b>Mini-Symposium 4:</b>
4:15 PM – 5:15 PM	<b>Case Studies or Oral Presentations</b>
6:00 PM – 8:00 PM	Dinner/Product Theater – Leo (Hold)



**Monday, May 1, 2023**

Time	Session
7:45 AM – 8:30 AM	Breakfast/Product Theater Sponsored by Abbvie
9:00 AM – 9:15 AM	<b>Opening Remarks</b>
9:15 AM – 10:45 AM	<b>Oral Presentations</b>
10:45 AM – 12:00 PM	<b>Mini-symposium 5:</b>
12:00 PM – 12:30 PM	Exhibit Hall/Break/Featured poster walkthrough
12:30 PM – 1:15 PM	<b>Product Theater</b> <b>Sponsored by Incyte</b>
1:15 PM – 1:45 PM	Exhibit Hall/Break
1:45 PM – 3:00 PM	<b>Mini-symposium 6:</b>
3:00 PM – 3:15 PM	Break
3:15 PM – 4:30 PM	<b>Mini-Symposium 7:</b>
4:30 PM – 5:00 PM	<b>Closing Remarks</b>

*(Agenda subject to change)*



### In Person Registration Rates

Group	Early-Bird Rates (through February 28, 2023)	March 1, 2023 – April 14, 2023	Last Minute April 15 – Day of Program
Physicians	\$200	\$300	\$400
NPs, PAs, and Nurses	\$125	\$175	\$225
Residents and Fellow	\$75	\$100	\$125
Industry – Exhibits and Scientific Sessions	\$350	\$500	\$750
Students	\$25	\$50	\$75
Patients	\$25	\$50	\$75

### Virtual Registration Rates

Group	Early-Bird Rates (through February 28, 2023)	March 1, 2023 – April 14, 2023	Last Minute April 15 – Day of Program
Physicians	\$150	\$250	\$350
NPs, PAs, and Nurses	\$75	\$125	\$175
Residents and Fellow	\$50	\$75	\$100
Industry – Exhibits and Scientific Sessions	\$300	\$450	\$700
Students	\$15	\$35	\$50
Patients	Free	Free	Free



### 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

*1200 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.*

### Sponsorship Opportunities

Platinum – \$125,000 (limit 5)		
<b>Includes:</b> <ul style="list-style-type: none"> <li>• Tabletop booth/virtual Booth</li> <li>• Breakfast or Lunch Product Theater</li> <li>• 8 complimentary industry registrations include welcome reception</li> <li>• Website banner ad or marketing email</li> </ul>		<ul style="list-style-type: none"> <li>• Recognition as a Platinum Sponsor in the program guide, on-site signage and or meeting platform and website (logo only)</li> <li>• Conference bag insert</li> <li>• Full-page, full-color ad in program booklet or marketing email.</li> <li>• Access to the pre-registration list</li> </ul>
Gold – \$90,000	Silver – \$65,000	Bronze – \$45,000
<b>Includes:</b> <ul style="list-style-type: none"> <li>• Tabletop booth/virtual booth</li> <li>• 6 complimentary industry registrations include welcome reception</li> <li>• Recognition as a Gold Sponsor in the program guide, on-site signage, or meeting platform and website (logo only)</li> <li>• Conference bag insert</li> <li>• ½-page, full-color ad in program booklet or marketing email</li> </ul>	<b>Includes:</b> <ul style="list-style-type: none"> <li>• Tabletop booth/virtual booth</li> <li>• 4 complimentary industry registrations include welcome reception</li> <li>• Recognition as a Silver Sponsor in the program guide, on-site signage, meeting platform and website (logo only)</li> <li>• ¼-page, black-and-white ad in program booklet or marketing email</li> </ul>	<b>Includes:</b> <ul style="list-style-type: none"> <li>• Tabletop booth/virtual booth</li> <li>• 2 complimentary industry registrations</li> <li>• Recognition as a Bronze Sponsor in the program guide, on-site signage, meeting platform and website (logo only)</li> </ul>



Opportunity	Sponsorship Cost	
<b>Registration Bag Insert</b> <ul style="list-style-type: none"> <li>Sponsor is responsible for printing and shipping to the hotel</li> </ul>	\$3,500 per 1-page insert	
<b>Ad Space in Program Booklet or Marketing email</b>	Back cover, full page \$5,000 (1 available spot) Front inside cover, full page \$4,000 (1 available spot) Inside, full page \$2,500 (1 available spot) Inside, ½ page \$1000 (2 available spots)	
<b>Branded Name Badge Lanyards</b>	Sold Out	
<b>Branded Registration Bags</b>	\$10,000 (1 available spot)	
<b>Branded Notepads/Pens</b>	\$5,500 (1 available spot)	
<b>Branded Water Bottles</b>	\$15,000	
<b>Branded Charger Cables</b>	\$5,000 (1 available spot)	
<b>Exhibit Booth</b> <ul style="list-style-type: none"> <li>Tabletop exhibit booth</li> </ul>	\$3,500 \$1,500 (nonprofit)	
<b>Travel Scholarships</b>	Starting at \$10,000	
<b>Atopic Dermatitis Books</b>	\$27,500 for 500 copies	
<b>Sponsorship of Morning and/or Afternoon Break</b> <ul style="list-style-type: none"> <li>Logo included on directional signage and agenda</li> <li>Acknowledgment in conference guide</li> </ul>	\$12,500 per break on Sunday (2 available spots) \$10,000 per break on Monday (1 available spot)	
<b>Sponsorship of Dinner with Product Theater</b> <ul style="list-style-type: none"> <li>Logo included on directional signage and agenda</li> <li>Acknowledgment in conference guide</li> <li>Will include audiovisual (to be detailed once confirmed) and a meal of conference management's choice</li> </ul>	Sold Out	
<b>Sponsorship of On-Site Social Event</b> <ul style="list-style-type: none"> <li>Logo included on directional signage and agenda</li> <li>Location event to be determined based on sponsor guidelines</li> </ul>	\$65,000	
<b>Wi-Fi Throughout Conference Space</b>	\$25,000 (1 available spot)	

**New Opportunity**

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## Sponsorship Application Form

We sincerely appreciate your interest in sponsoring the 5<sup>th</sup> 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 \_\_\_\_\_

On-site Contact  
(if different from above) \_\_\_\_\_

On-site Mobile # \_\_\_\_\_

On-site Email \_\_\_\_\_

### Sponsorship Level (please check one)

- \_\_\_\_\_ Platinum \$125,000 (includes 12 industry registrations)  
\_\_\_\_\_ Gold \$90,000 (includes 8 industry registrations)  
\_\_\_\_\_ Silver \$65,000 (includes 4 industry registrations)  
\_\_\_\_\_ Bronze \$45,000 (includes 2 industry registrations)  
\_\_\_\_\_ # of additional industry registrations: Exhibit + Scientific Sessions (\$350 each)

### Promotional Opportunities (please check all that apply)

#### Digital Advertising

- \_\_\_\_\_ Program Book Ad: Inside Cover, Full Page: \$4,000  
\_\_\_\_\_ Program Book Ad: Inside, ½ Page: \$1,000  
\_\_\_\_\_ Program Book Ad: Inside, Full Page: \$1,350  
\_\_\_\_\_ Program Book Ad: Back Cover, Full Page: \$5,000

#### Meal Sponsorships with Product Theaters

- \_\_\_\_\_ Sponsorship Dinner: \$65,000  
\_\_\_\_\_ 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: \$3,000/1-page piece  
\_\_\_\_\_ Tabletop Exhibit Booth \$3,500/\$1,500 (nonprofit)  
\_\_\_\_\_ Wi-Fi Throughout Conference Space: \$25,000

#### Branded Options

- Sold Out \_\_\_\_\_ Branded Name Badge Lanyards: \$8,000  
\_\_\_\_\_ Branded Registration Bags: \$10,000  
\_\_\_\_\_ Branded Notepads/Pens: \$5,500  
\_\_\_\_\_ Branded Water bottles: \$15,000.00  
\_\_\_\_\_ Atopic Dermatitis Books - \$27,500
- \_\_\_\_\_ Travel Stipend \$10,000  
\_\_\_\_\_ Travel Stipend \$20,000  
\_\_\_\_\_ Travel Stipend \$30,000  
\_\_\_\_\_ Travel Stipend \$50,000

Please complete this application and return it to:

- Email to: Patrice Melluso, [patrice@revolutionizingad.com](mailto: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](mailto:patrice@revolutionizingad.com)

Revolutionizing Atopic Dermatitis, Inc.

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