



REVOLUTIONIZING ATOPIC DERMATITIS

New
Opportunities
Available!

Please join us for the
Fourth Annual RAD Conference!

Saturday, April 9, 2022 – Monday April 11, 2022

In Person with selected sessions virtual for Global Audiences.

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



Dear Exhibitors and Industry Professionals:

Impressive 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, 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. There were more than 180 attendees, 35 poster presentations, and truly cutting-edge lectures by world-renowned experts in dermatology, allergy and immunology, sleep medicine, ophthalmology, and nursing care. The second *Revolutionizing Atopic Dermatitis (RAD) Conference* was held virtually in April 2020 and had more than 440 attendees, 10 late-breaking presentations and 55 poster presentations. The third *Revolutionizing Atopic Dermatitis (RAD) Conference* was held virtually in December 2020 and had more than 600 attendees from 33 countries, 12 late-breaking oral presentations and 50 poster presentations. The fourth *Revolutionizing Atopic Dermatitis (RAD) Conference* was held virtually in June 2021 and had more than 300 attendees from 25 countries, 15 late-breaking oral presentations and 65 poster presentations. The fifth *Revolutionizing Atopic Dermatitis (RAD) Conference* will be held virtually in December 2021 and is expected to have more than 600 attendees from 30 countries. The feedback from attendees was unanimously positive, with a clear mandate for *Revolutionizing Atopic Dermatitis (RAD)* to become an ongoing annual conference. **Therefore, I am excited to announce the next *Revolutionizing Atopic Dermatitis (RAD) Conference* will be held in April 2022.** 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 third *Revolutionizing Atopic Dermatitis (RAD) Conference*.

Sincerely,

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



Preliminary Agenda - 2022
Saturday, April 9

Time	Session
8:00 AM – 5:00 PM	Sponsored Advisory Boards
2:00 PM – 5:00 PM	Exhibitor/Poster Setup
5:00 PM – 8:00 PM	Registration
7:00 PM – 9:00 PM	Welcome and Poster Reception

Sunday, April 10

Time	Session
7:00 AM – 7:40 AM	Breakfast Session – TBD
7:45 AM – 8:25 AM	Breakfast Session presented by Abbvie
8:30 AM – 8:40 AM	Opening Remarks
8:40 AM – 10:20 AM	Mini-symposium 1: The growing toolbox of topical therapy
8:40 AM – 9:00 AM	Topical corticosteroids
9:00 AM – 9:20 AM	Topical calcineurin inhibitors
9:20 AM – 9:40 AM	Topical PDE4 inhibitors
9:40 AM – 10:00 AM	Topical JAK inhibitors
10:00 AM – 10:20 AM	Managing challenging cases with topical therapy
10:20 AM – 10:30 AM	Question & Answer
10:30 AM – 10:55 AM	Exhibit Hall/Break
10:55 AM – 12:30 PM	Mini-symposium 2: Managing challenging cases of AD <i>even</i> in the developing world
10:55 AM – 11:15 PM	Allergen avoidance when testing is not available
11:15 AM – 11:35 PM	Non-medicated treatment approaches
11:35 AM – 11:55 PM	Old-school medications
11:55 AM – 12:15 PM	Complementary and alternative medications: what's the evidence?
12:15 AM – 12:25 PM	Question & Answer
12:30 PM – 1:10 PM	Lunch/Product Theater – Pfizer
1:15 PM – 1:55 PM	Lunch/Product Theater – Leo



2:00 PM – 4:10 PM	Mini-symposium 3: A new world of oral systemic and biologic therapy
2:00 PM – 2:20 PM	Oral JAK inhibitor therapy in AD: Efficacy
2:20 PM – 2:40 PM	Oral JAK inhibitor therapy in AD: Safety and laboratory monitoring
2:40 PM – 3:00 PM	Biologic therapy in adult AD
3:00 PM – 3:20 PM	Biologic therapy in pediatric AD
3:20 PM – 3:40 PM	Biologic therapy in AD: Expanding indications
3:40 PM – 4:00 PM	Shared decision-making for systemic therapies in clinical practice
4:00 PM – 4:10 PM	Question & Answer
4:10 PM – 4:30 PM	Exhibit Hall/Break Featured Poster Walk-through
4:30 PM – 5:50 PM	Mini-Symposium 4: Emerging systemic therapies in AD
4:30 PM – 4:50 PM	What are the remaining unmet needs?
4:50 PM – 5:10 PM	Emerging topical anti-inflammatory therapy
5:10 PM – 5:30 PM	Emerging oral systemic therapy
5:30 PM – 5:50 PM	Emerging biologic therapy
5:50 PM – 6:00 PM	Question & Answer
6:30 PM – 8:00 PM	Dinner/Product Theater



Monday, April 11

Time	Session
7:00 AM – 7:40 AM	Breakfast/Product Theater – TBD
7:45 AM – 8:25 AM	Breakfast/Product Theater – Arcutis
8:30 AM – 10:30 AM	Late Breaking Research
10:30 AM – 10:50 AM	Exhibit Hall/Break
10:50 AM – 12:55 PM	Mini-symposium 5: Assessment and management of itch in atopic dermatitis
10:50 AM – 11:10 AM	Pathophysiology of itch in atopic dermatitis
11:10 AM – 11:30 AM	Burden of itch on patients and caregivers
11:30 AM – 11:50 PM	What are the best tools to assess itch in atopic dermatitis patients?
11:50 PM – 12:10 PM	Efficacy of current treatments for itch in atopic dermatitis
12:10 PM – 12:30 PM	Emerging therapies for itch in atopic dermatitis
12:30 PM – 12:45 PM	Panel discussion: Is atopic dermatitis really the “itch that rashes”?
12:45 PM – 12:55 PM	Question & Answer
1:00 PM – 1:40 PM	Lunch/Product Theater Regeneron
1:40 PM – 2:20 PM	Lunch/Product Theater
2:25 PM – 3:15 PM	Mini-symposium 6: The many costs of atopic dermatitis
2:25 PM – 2:45 PM	Patient and caregiver costs from atopic dermatitis
2:45 PM – 3:00 PM	Healthcare costs from atopic dermatitis
3:00 PM – 3:15 PM	Panel discussion: Should cost factor into treatment selection?
3:15 PM – 5:00 PM	Mini-symposium X: Global atopic dermatitis treatment guideline updates
3:15 PM – 3:30 PM	Treat to target recommendations
3:30 PM – 4:00 PM	AAAAI/JTAF practice parameter
4:00 PM – 4:20 PM	AAD guidelines
4:25 PM – 4:45 PM	International guidelines
4:25 PM – 4:45 PM	Question & Answer
5:00 PM	Closing Remarks

(Agenda subject to change)



In Person Registration Rates

Group	Early-Bird Rates (through January 31, 2022)	February 1, 2022 - March 15, 2022	March 15, 2022 April 4, 2022
Physicians	\$200	\$300	\$400
NPs, PAs, and Nurses	\$125	\$175	\$225
Residents and Fellows	\$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 January 31, 2022)	February 1, 2022 - March 15, 2022	March 15, 2022 April 11, 2022
Physicians	\$150	\$250	\$350
NPs, PAs, and Nurses	\$75	\$125	\$175
Residents and Fellows	\$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 50 Abstracts.

Sponsorship Opportunities

Platinum – \$125,000		
Includes: <ul style="list-style-type: none"> • Tabletop booth/virtual Booth • Breakfast or Lunch Product Theater • 18 complimentary industry registrations include welcome reception • Website banner ad or marketing email 		<ul style="list-style-type: none"> • Recognition as a Platinum Sponsor in the program guide, on-site signage and or meeting platform and website (logo only) • Conference bag insert • Full-page, full-color ad in program booklet or marketing email. • Access to the pre-registration list
Gold – \$90,000	Silver – \$65,000	Bronze – \$45,000
Includes: <ul style="list-style-type: none"> • Tabletop booth/virtual booth • 10 complimentary industry registrations include welcome reception • Recognition as a Gold Sponsor in the program guide, on-site signage, or meeting platform and website (logo only) • Conference bag insert • ½-page, full-color ad in program booklet or marketing email 	Includes: <ul style="list-style-type: none"> • Tabletop booth/virtual booth • 8 complimentary industry registrations include welcome reception • Recognition as a Silver Sponsor in the program guide, on-site signage, meeting platform and website (logo only) • ¼-page, black-and-white ad in program booklet or marketing email 	Includes: <ul style="list-style-type: none"> • Tabletop booth/virtual booth • 5 complimentary industry registrations • Recognition as a Bronze Sponsor in the program guide, on-site signage, meeting platform 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 	\$3,500 per 1-page insert
Ad Space in Program Booklet or Marketing email	Back cover, full page \$3,000 (1 available spot) Front inside cover, full page \$2,000 (1 available spot) Inside, full page \$1,500 (1 available spot) Inside, ½ page \$1000 (2 available spots)
Branded Name Badge Lanyards	Sold Out
Branded Registration Bags	\$10,000 (1 available spot)
Branded Notepads/Pens	\$5,500 (1 available spot)
Branded Water Bottles	\$15,000
Branded Cloth Face Masks	\$10,000 (1 available spot)
Branded Alcohol Wipes	\$5,000 (1 available spot)
Exhibit Booth <ul style="list-style-type: none"> Tabletop exhibit booth 	\$3,500 \$1,500 (nonprofit)
Travel Scholarships	Starting at \$10,000
Atopic Dermatitis Books	\$27,500 for 500 copies
Sponsorship of Breakfast or Lunch 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 	\$50,000
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 Sunday (2 available spots) \$10,000 per break on Monday (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 	\$45,000
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 	\$65,000
Wi-Fi Throughout Conference Space	\$25,000 (1 available spot)

New Opportunity

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<p>Specific Advisory Boards</p> <ul style="list-style-type: none">• (e.g., residents, nurses, PCPs, allergists)• Includes meeting space and meals for up to 20 (e.g., 10 advisors, 2 staff, and 4 clients), honoraria, and basic audiovisual. Sponsor will be responsible for agenda, content, speakers, handouts, signage, etc.	\$75,000 (3 available spots)
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Sponsorship Application Form

We sincerely appreciate your interest in sponsoring the third *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 8 industry registrations)

_____ Gold \$90,000 (includes 6 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: \$1,500

_____ Program Book Ad: Inside, ½ Page: \$750

_____ Program Book Ad: Inside, Full Page: \$1,000

Sold Out Program Book Ad: Back Cover, Full Page: \$2,500

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 Cloth Face Masks: \$10,000

_____ Branded Water bottles: \$15,000.00

_____ Branded Alcohol Wipes: \$10,000

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

_____ On-site Social Event: \$65,000 – Sunday

_____ Specialty Advisory Board: \$75,000 – Nurses

_____ Specialty Advisory Board: \$75,000 – Residents

Sold Out Specialty Advisory Board: \$75,000 – Physicians

_____ 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

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

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