



REVOLUTIONIZING ATOPIC DERMATITIS

New
Opportunities
Available!

**Please join us for the
Third Annual RAD Virtual Conference!**

Saturday, December 11, 2021 – Monday December 13, 2021

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 and 55 poster presentations. 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 December 2021.** 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 400 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
2021
Saturday, December 11**

Time	Session
5:00 PM	Welcome and Poster Reception

Sunday, December 12

Time	Session	Presenter
7:00 AM – 7:45 AM	Incyte Industry Sponsored Session	
8:00 AM – 8:10 AM	Opening Remarks	Jonathan I. Silverberg, MD, PhD, MPH
8:10 AM – 10:17 AM	Mini-Symposium 1: Clinical phenotypes of atopic dermatitis	Moderator:
8:10 AM – 8:27 AM	Morphologic variants of atopic dermatitis	Jonathan Silverberg
8:28 AM – 8:48 AM	Hand and foot dermatitis in atopic dermatitis	Jacob Thyssen
8:49 AM – 9:09 AM	Head and neck dermatitis in atopic dermatitis	Raj Chovatiya
9:10 AM – 9:22 AM	Itch-dominant atopic dermatitis	Jonathan Silverberg
9:23 AM – 9:35 AM	Global variability of atopic dermatitis phenotypes	Jonathan Silverberg
9:36 AM – 9:48 AM	Longitudinal course of atopic dermatitis	Raj Chovatiya
9:49 AM – 10:06 AM	Using atopic comorbidities to define atopic dermatitis phenotypes	Anne-Marie Singh
10:07 AM – 10:17 AM	Q&A	All
10:18 AM – 10:49 AM	Virtual Exhibit and Poster Hall	
10:50 AM – 12:01 PM	Mini-Symposium 1 (Cont): Clinical phenotyping of atopic dermatitis	Moderator:
10:50 AM – 11:07 AM	Diverse atopic dermatitis presentations in diverse patient populations	Andrew Alexis
11:08 AM – 11:25 AM	Molecular basis for different clinical phenotypes	Stephan Weidinger
11:26 AM – 11:45 AM	Case-based discussion of the DESCRIBE-AD framework	Raj Chovatiya
11:46 AM – 12:01 PM	Q&A	All
12:02 PM – 12:24 PM	Guest Lecture: Evolution of diagnostic criteria for atopic dermatitis	Jon Hanifin



12:25 PM – 1:15 PM	Abbvie Industry Sponsored Session	Andrew Blauvelt, MD
1:15 PM – 2:24 PM	Mini-Symposium 2: Assessment and Management of Atopic Dermatitis in the Geriatric Population	Moderator:
1:15 PM – 1:32 PM	Epidemiology and burden of atopic dermatitis in the geriatric population	Katrina Abuabara
1:33 PM – 1:50 PM	Assessment of atopic dermatitis in the geriatric patient	Eric Simpson
1:51 PM – 2:08 PM	Management of atopic dermatitis in the geriatric population – what’s the evidence?	Aaron Drucker
2:09 PM – 2:24 PM	Q&A	All
2:25 PM – 3:29 PM	Mini-symposium 3: Assessing atopic dermatitis in clinical practice	Moderator:
2:25 PM – 2:42 PM	How well do you really know your patients?	Zelma Chiesa-Fuxench
2:43 PM – 3:00 PM	What makes the most sense for my practice?	Jonathan Silverberg
3:01 PM – 3:18 PM	What matters to patients?	Korey Capozza
3:19 PM – 3:29 PM	Q&A	All
3:30 PM – 3:50 PM	Hot Topic: COVID-19 and atopic dermatitis	Jacob Thyssen
3:51 PM – 5:10 PM	Mini-symposium 4: Diet and atopic dermatitis	Moderator:
3:51 PM – 4:08 PM	Do food allergens trigger atopic dermatitis?	Anne-Marie Singh
4:09 PM – 4:26 PM	Breast feeding and early food introduction in infant atopic dermatitis: What’s the evidence?	Aaron Drucker
4:27 PM – 4:43 PM	Atopic dermatitis, eating habits and cardiometabolic health	Phil Greenland
4:44 PM – 5:01 PM	Can dietary supplements reduce atopic dermatitis severity?	Jacob Thyssen
5:02 PM – 5:10 PM	Q&A	All
5:11 PM – 6:27 PM	Mini-symposium 5: Microbiome and atopic dermatitis	Moderator:
5:11 PM – 5:28 PM	Microbiome and atopic dermatitis: chicken or the egg?	Peck Ong
5:29 PM – 5:46 PM	Anti-microbial therapy in atopic dermatitis – what’s the evidence?	Jonathan Silverberg
5:47 PM – 6:04 PM	Emerging microbiome interventions in atopic dermatitis	Amy Paller
6:05 PM – 6:15 PM	Q&A	All



6:15 PM – 6:30 PM	Closing Remarks	Jonathan I. Silverberg, MD, PhD, MPH
6:30 PM – 7:20 PM	Lilly Industry Sponsored Session	

Monday, December 13

Time	Session	Presenter
7:00 AM – 7:45 AM	Pfizer Industry Sponsored Session	
8:00 AM – 9:45 AM	Late Breaking Research	
8:00 AM – 8:07 AM	To be announced	
8:08 AM – 8:15 AM	To be announced	
8:16 AM – 8:23 AM	To be announced	
8:24 AM – 8:31 AM	To be announced	
8:32 AM - 8:39 AM	To be announced	
8:40 AM - 8:47 AM	To be announced	
8:48 AM – 8:55 AM	To be announced	
8:56 AM – 9:03 AM	To be announced	
9:03 AM - 9:10 AM	To be announced	
9:11 AM – 9:18 AM	To be announced	
9:19 AM – 9:26 AM	To be announced	
9:27 AM – 9:34 AM	To be announced	
9:35 AM – 9:42 AM	To be announced	
9:46 AM – 10:05 AM	Totally RAD Award	
10:06 AM – 10:40 AM	Mini-symposium 6: Optimizing clinical research in atopic dermatitis	Moderator:
10:07 AM – 10:23 AM	Evolving treatment targets of atopic dermatitis	Stephan Weidinger



10:24 AM – 10:40 AM	Strategies to enhance recruitment in atopic dermatitis research	Eric Simpson
10:41 AM – 11:10 AM	Virtual Exhibit Hall	
11:11 AM – 12:49 PM	Mini-symposium 6 (cont.): Optimizing clinical research in atopic dermatitis	Moderator:
11:11 AM – 11:28 AM	Increasing diversity in clinical research of atopic dermatitis	Candrice Heath
11:29 AM – 11:46 AM	Optimizing registry research in atopic dermatitis	Katrina Abuabara
11:47 AM – 12:04 PM	Parameters that impact interpretation of clinical research in atopic dermatitis	Jonathan Silverberg
12:05 PM – 12:22 PM	Patient perspectives on participating in atopic dermatitis research	Korey Capozza
12:23 PM – 12:39 PM	Investigator perspectives on atopic dermatitis trials	Andrew Blauvelt
12:40 PM – 12:50 PM	Q&A	All
12:51 PM – 1:35 PM	Sanofi-Regeneron Industry Sponsored Session	
1:36 PM – 2:35 PM	Challenging case in atopic dermatitis	Panel TBD
2:36 PM – 4:16 PM	Mini-symposium 7: Sleep, broken clocks and eczema	Moderator:
2:36 PM – 2:41 PM	Introduction	Phyllis Zee
2:42 PM – 2:52 PM	Sleep and circadian phenotypes in children and adults with atopic dermatitis Approach in Children	Stephen Sheldon
2:53 PM – 3:03 PM	Sleep and circadian phenotypes in children and adults with atopic dermatitis Approach in Adults	Sabra Abbott
3:04 PM – 3:24 PM	The role of circadian rhythms in sleep disturbances among atopic dermatitis patients	Anna Fishbein
3:25 PM – 3:40 PM	Itch rhythms and therapeutics in the context of atopic dermatitis	Gil Yosipovitch
3:41 PM – 3:56 PM	Evidence based psychologic/behavioral approaches to sleep disturbance in atopic dermatitis	Genery Booster
3:57 PM – 4:10 PM	Q&A	All
4:11 PM – 5:30 PM	Mini-symposium 8: Climate and atopic dermatitis	Moderator:
4:11 PM – 4:28 PM	Impact of climate on atopic dermatitis epidemiology and clinical characteristics	Jacob Thyssen



4:29 PM – 4:46 PM	Role of airborne allergens in atopic dermatitis	Peck Ong
4:47 PM – 5:02 PM	Wildfires and atopic dermatitis	Maria Wei
5:03 PM – 5:18 PM	Effects of climate change on atopic dermatitis	Mark Davis
5:19 PM – 5:29 PM	Q&A	All
5:30 PM – 6:29 PM	Mini-symposium 9: Atopic dermatitis treatment update	Moderator:
5:30 PM – 5:47 PM	Topical therapy	Amy Paller
5:48 PM – 6:05 PM	Oral therapy	Stephen Weidinger
6:06 PM – 6:23 PM	Biological therapy	Eric Simpson
6:24 PM – 6:29 PM	Q&A	All
6:30 PM – 6:50 PM	Future directions and what to watch for 2022 Closing Remarks	Jonathan I. Silverberg, MD, PhD, MPH

(Agenda subject to change)



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.

Sponsorship Opportunities

Platinum – \$110,000		
Includes: <ul style="list-style-type: none"> • Virtual booth • Breakfast or Lunch Product Theater • 20 complimentary industry registrations • RAD Website banner ad • Recognition as a Platinum Sponsor in the virtual program guide, and website (logo only) • Two promotional email created by you and posted on social media • Conference bag insert and virtual resource guide at revolutionizingad.com • Access to the pre-registration list 		
Gold – \$75,000	Silver – \$50,000	Bronze – \$35,000
Includes: <ul style="list-style-type: none"> • Virtual booth • 12 complimentary industry registrations • Recognition as a Gold Sponsor in the virtual program guide, and website (logo only) • Conference bag insert • Website Banner Ad 	Includes: <ul style="list-style-type: none"> • Virtual booth • 8 complimentary industry registrations • Recognition as a Silver Sponsor in the virtual program guide, and website (logo only) • Social Media Acknowledgment 	Includes: <ul style="list-style-type: none"> • Virtual booth • 6 complimentary industry registrations • Recognition as a Bronze Sponsor in the virtual program guide, and website (logo only)

Registration Rates

Group	Early-Bird Rates (through October 31, 2021)	October 31, 2021 - November 30, 2021	December 1, 2021 - December 12, 2021
Physicians and Fellows	\$125	\$250	\$400
NPs, PAs, and Nurses	\$100	\$200	\$300
Residents and Students	\$75	\$150	\$200
Industry – Exhibits and Scientific Sessions	\$350	\$500	\$750



Opportunity	Sponsorship Cost	
Branded Name Badge Lanyards	Sold Out	
Branded Registration Bags <i>To be shipped to US based residents only</i>	\$10,000 (1 available spot)	
Branded Notepads/Pens	\$5,000 (1 available spot)	
Branded Water Bottles	\$10,000	
Branded Alcohol Wipes	\$3,500 (1 available spot)	
Exhibit Booth <ul style="list-style-type: none"> Virtual with video conferencing 	\$3,500 \$1,500 (nonprofit)	New Opportunity
Atopic Dermatitis Books	\$25,000 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 	Sold Out	
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 	Sold out	New Opportunity
Translation – One Language	\$25,000	
Virtual Advisory Boards <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)	

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 \$110,000 (includes 8 industry registrations)
_____ Gold \$75,000 (includes 6 industry registrations)
_____ Silver \$50,000 (includes 4 industry registrations)
_____ Bronze \$35,000 (includes 2 industry registrations)
_____ # of additional industry registrations: Exhibit + Scientific Sessions (\$350 each)

Promotional Opportunities (please check all that apply)

<input type="checkbox"/> Industry Favorites Virtual Tabletop Exhibit Booth \$3,500/\$1,500 (nonprofit)	<input type="checkbox"/> Meal Sponsorships with Product Theaters Sponsorship of Breakfast/Lunch/Dinner: \$35,000
<input type="checkbox"/> Branded Options Sold Out	<input type="checkbox"/> Specialty Advisory Board: \$75,000 – Nurses
<input type="checkbox"/> Branded Name Badge Lanyards: \$8,000	<input type="checkbox"/> Specialty Advisory Board: \$75,000 – Residents
<input type="checkbox"/> Branded Registration Bags: \$10,000	<input type="checkbox"/> Specialty Advisory Board: \$75,000 – Physicians
<input type="checkbox"/> Branded Notepads/Pens: \$5,000	
<input type="checkbox"/> Branded Water bottles: \$8, 500.00	
<input type="checkbox"/> Branded Alcohol Wipes: \$3,500	

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

Revolutionizing Atopic Dermatitis, Inc.

6518 Pebble Brooke Road

Baltimore, MD 21209