



REVOLUTIONIZING ATOPIC DERMATITIS

**New
Opportunities
Available!**

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

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

(Location and format TBA)

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 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 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 - 2021
Saturday, December 11

Time	Session	Duration (min)	Presenter
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		
6:00 PM – 6:15 PM	Opening Remarks	15	
6:15 PM – 7:00 PM	Hot Topic: What's New in the Pathogenesis of Atopic Dermatitis	45	
7:00 PM – 9:00 PM	Product Theatre – Leo Pharma		
7:00 PM – 9:00 PM	Welcome and Poster Reception		

Sunday, December 12

Time	Session	Duration (min)	Presenter
7:00 AM – 7:45 AM	Breakfast – Incyte		
8:00 AM – 8:10 AM	Opening Remarks		Jonathan I. Silverberg, MD, PhD, MPH
8:10 AM – 10:00 AM	Mini-Symposium 1: Evaluation and Management of Atopic Comorbidities in Atopic Dermatitis	110	
10:00 AM – 10:45 AM	Exhibit Hall/Break		
10:45 AM – 12:20 PM	Mini-Symposium 2: Non-Atopic Comorbidities in Atopic Dermatitis Cutaneous Comorbidities Extra-cutaneous and Systemic Comorbidities	95	
12:20 PM – 1:35 PM	Lunch/Product Theater – Sponsored by Abbvie		
1:35 PM – 3:05 PM	Mini-Symposium 3: Topical Therapy of Atopic Dermatitis	90	
3:05 PM – 3:50 PM	Exhibit Hall/Break Featured Poster Walk-through		
3:50 PM – 5:50 PM	Mini-Symposium 4: Systemic, Photo, and Biologic Therapy and Atopic Dermatitis	120	
6:30 PM – 8:00 PM	Dinner/Product Theater – Lilly		



Monday, December 13

Time	Session	Duration (min)	Presenter
7:00 AM – 8:00 AM	Breakfast/Product Theater – Pfizer		
8:00 AM – 9:30 AM	Late Breaking Research	90	
9:30 AM – 10:20 AM	Mini-Symposium 5: Diagnostic Challenges in Atopic Dermatitis	50	
10:20 AM – 10:55 AM	Mini-Symposium 6: Clinical Phenotypes of Atopic Dermatitis	35	
10:55 AM – 11:25 AM	Exhibit Hall/Break		
11:25 AM – 12:15 PM	Mini-Symposium 7: Assessment and Management of Atopic Dermatitis in Skin of Color	50	
12:15 PM – 1:05 PM	Mini-Symposium 8: Assessment and Management of Chronic Hand Eczema in the Atopic Dermatitis Patient	50	
1:10 PM – 1:50 PM	Lunch/Product Theater – Sponsored by Regeneron	40	
1:50 PM – 2:40 PM	Mini-Symposium 9: Assessment and Management of Atopic Dermatitis in the Geriatric Population	50	
2:40 PM – 3:20 PM	Mini-Symposium 10: Assessment and Management of Atopic Dermatitis in the Pediatric and Adolescent Population	50	
3:20 PM – 5:00 PM	Mini-Symposium 11: Emerging Therapies for Atopic Dermatitis	100	
5:00 PM	Closing Remarks		Jonathan I. Silverberg, MD, PhD, MPH

(Agenda subject to change)

Registration Rates

Group	Early-Bird Rates (through August 31, 2021)	April 1, 2021 - November 30, 2021	December 1, 2021 - December 12, 2021
Physicians and Fellows	\$200	\$300	\$400
NPs, PAs, and Nurses	\$125	\$175	\$225
Residents and Students	\$75	\$100	\$125
Industry – Exhibits and Scientific Sessions	\$350	\$500	\$750



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

600 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 – \$110,000		
<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • Breakfast or Lunch Product Theater • 15 complimentary industry registrations • 15 invitations to the Welcome Reception • Website banner ad • Recognition as a Platinum Sponsor in the program guide, on-site signage, and website (logo only) • Conference bag insert • Full-page, full-color ad in program booklet • Access to the pre-registration list 		
Gold – \$75,000	Silver – \$50,000	Bronze – \$35,000
<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 8 complimentary industry registrations • 8 invitations to the Welcome Reception • Recognition as a Gold Sponsor in the program guide, on-site signage, and website (logo only) • Conference bag insert • ½-page, full-color ad in program booklet 	<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 6 complimentary industry registrations • 6 invitations to the Welcome Reception • Recognition as a Silver Sponsor in the program guide, on-site signage, and website (logo only) • ¼-page, black-and-white ad in program booklet 	<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 4 complimentary industry registrations • Recognition as a Bronze Sponsor in the program 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 	\$3,000 per 1-page insert	
Ad Space in Program Booklet	Back cover, full page Front inside cover, full page Inside, full page Inside, ½ page	\$2,500 (1 available spot) \$1,500 (1 available spot) \$1,000 (1 available spot) \$750 (2 available spots)
Branded Name Badge Lanyards	Sold Out	
Branded Registration Bags	\$10,000 (1 available spot)	
Branded Notepads/Pens	\$5,000 (1 available spot)	
Branded Water Bottles	\$10,000	
Branded Cloth Face Masks	\$8,000 (1 available spot)	
Branded Alcohol Wipes	\$3,500 (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	\$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 \$35,000	
Sponsorship of Morning and/or Afternoon Break <ul style="list-style-type: none"> Logo included on directional signage and agenda Acknowledgment in conference guide 	\$10,000 per break on Sunday (2 available spots) \$7,500 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 	Sold out	
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 	NA 	
Translation – One Language	\$25,000	
Wi-Fi Throughout Conference Space	\$25,000 (1 available spot)	
Specific 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., advisors, 2 staff, and 4 clients), honoraria, and basic audiovisual. Sponsor will be responsible for agenda, content, speakers, handouts, signage, etc. 	10	\$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)

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
_____ 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: \$5,000
_____ Branded Hotel Key Cards: \$8,000
_____ Branded Cloth Face Masks: \$8,000
_____ Branded Water bottles: \$8, 500.00
_____ Branded Alcohol Wipes: \$3,500

Meal Sponsorships with Product Theaters

- Sold Out Sponsorship of Breakfast/Lunch/Dinner: \$35,000
_____ Sponsorship of Morning Break: \$10,000 – Sunday
_____ Sponsorship of Afternoon Break: \$10,000 – Sunday
_____ Sponsorship of Morning Break: \$7,500 – Monday

_____ On-site Social Event: \$45,000 – Saturday
_____ Specialty Advisory Board: \$85,000 – Nurses
_____ Specialty Advisory Board: \$85,000 – Residents
_____ Specialty Advisory Board: \$85,000 – Physicians

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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