



REVOLUTIONIZING ATOPIC DERMATITIS

**Please join us for the
Virtual Conference
December 11, 2022**

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 we 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, and multidisciplinary forum for AD management.

During this exciting and critical time for the AD community, we 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 in Chicago (USA), and by all accounts, it was a roaring success. There were over 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 RAD Virtual Symposium, which was held virtually in April 2020, had more than 400 participants and 55 abstracts. As with the first Conference, the feedback from attendees was unanimously positive, with a clear mandate for Revolutionizing Atopic Dermatitis to become an ongoing annual meeting. In December 2020, the **2nd Annual RAD Conference** was also held virtually with 600 attendees from 33 countries and included 8 Mini Symposia, Hot Topics, Live Interactive Q&A and over 50 abstracts. The attendee feedback reinforced the need for more interprofessional education in AD.

As a result of the ongoing pandemic and in order to continue to provide program accessibility for participants around the globe, the RAD organizing committee made the decision to plan for virtual rather than in-person conferences in 2021:

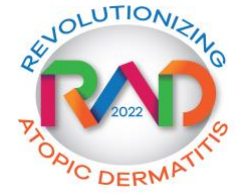
The **RAD Virtual Conference**, a one-day program, was held in June 2021 with more than 300 attendees from 25 countries in attendance. The world-class faculty discussed the latest updates in clinical management of AD from the dermatology perspective, with a special focus on the rapidly evolving therapeutic landscape. The program featured nearly 70 original abstracts and two sessions dedicated exclusively to late-breaking abstracts.

The **3rd Annual Live RAD Conference** was held virtually on December 12-13, 2021, with abstract viewing opening the evening of December 11. Once again the program featured world-class speakers focused on the latest advances in the diagnosis, treatment, and management of AD, including special patient populations, emerging therapies and “hot topics”; 64 cutting edge abstracts including 12 late-breaking oral presentations, and live panel discussions and Q&A. More than 700 dermatology, allergy and immunology healthcare professionals, NPs/PAs/nurses and patients from over 32 countries participated in the program!

At the beginning of 2022, with continued travel restrictions due to the pandemic, the RAD Organizing Committee decided to hold a live conference event both in person and virtually:

The **4th Annual RAD Conference** was a huge success! The program was held live in person on April 9-11, 2022, in Baltimore, Maryland, as well as virtually. Over the course of the two-day conference, over 500 attendees from more than 26 countries participated. Our expert RAD faculty explored the rapidly evolving AD landscape and participated in live Q&A during which questions from in-person and virtual attendees were discussed. A total of 68 abstracts were featured, including an oral session dedicated to late-breaking research.

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) Virtual Conference will be held in December 2022.** We anticipate



attendance by more than 500 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.

Thank you for your continued support of this important, global initiative! 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!

Sincerely,

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



Preliminary Agenda
December 11, 2022
8:00 AM – 6:20 PM EST

Time	Session
8:00 AM – 11:00 AM	Poster Viewing Opens
10:00 AM – 10:30 AM	Sponsored Product Theater - Arcutis
10:35 AM – 11:05 AM	Sponsored Product Theater – Pfizer
11:05 AM – 11:15 AM	Opening Remarks
11:15 AM – 1:15 PM	Mini-Symposium 1: Treatment Update on Atopic Dermatitis
11:15 AM – 11:45 PM	Topical Therapy
11:45 AM – 12:15 PM	Oral Systemic Therapy
12:15 AM – 12:45 PM	Biologic Therapy
12:45 AM – 1:00 PM	Treatment Guidelines
1:00 AM – 1:15 PM	Q & A
1:20 PM – 1:50 PM	Sponsored Product Theater – Abbvie
1:55 PM – 2:25 PM	Sponsored Product Theater – Regeneron
2:30 PM – 3:30 PM	Mini-Symposium 2: Mental health interventions for atopic dermatitis
3:30 PM – 4:30 PM	Mini-Symposium 3: Digital medicine revolution in atopic dermatitis
4:30 PM – 5:00 PM	Sponsored Product Theater – Eli Lilly
5:00 PM – 6:20 PM	Late-Breaking Research
6:20 PM – 6:30 PM	Closing Remarks

(Agenda subject to change)



Sponsorship Opportunities

Platinum – \$50,000

Includes:

- RAD Website Banner
 - 728 px wide by 90 px high
 - PNG Format
- 25 complimentary industry registrations
- Recognition as a Platinum Sponsor on the RAD website
- Access to the pre-registration list

Gold – \$35,000

Includes:

- 15 complimentary industry registrations
- Recognition as a Gold Sponsor on the website
- Access to the pre-registration list

Silver – \$20,000

Includes:

- 5 complimentary industry registrations
- Recognition as a Silver Sponsor on the website
- Access to the pre-registration list

Product Theatre– \$50,000 – Sold out

Includes:

- 5 complimentary industry registrations
- Logo included on directional signage and agenda
- Acknowledgment in conference guide

Registration Rates

Group	September 30, 2022 – November 1, 2022	November 2, 2022 – December 2022
Physicians and Fellows	\$50.00	\$75.00
NPs, PAs, and Nurses	\$50.00	\$75.00
Residents and Students	\$0	\$0
Industry – Exhibits and Scientific Sessions	\$300.00	\$500.00



SPONSORSHIP APPLICATION FORM

We sincerely appreciate your interest in sponsoring the second *Revolutionizing Atopic Dermatitis (RAD) Virtual 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 _____
Live Meeting Day Contact
(if different from above) _____
Live Meeting Day Mobile # _____
Live Meeting Day Email _____

Sponsorship Level (please check one)

_____ Platinum \$50,000 (includes 25 industry registrations)
_____ Gold \$35,000 (includes 15 industry registrations)
_____ Silver \$25,000 (includes 5 industry registrations)
Sold
Out Product Theatre - \$50,000.00 –

Please complete this application and return it to:

- Email to: Patrice Melluso, patrice@revolutionizingad.com

Rules and Regulations

Grantor Attendance Policy

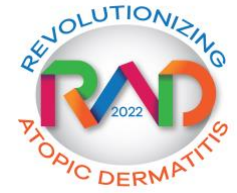
Representatives of commercial supporters may attend an educational activity but may not engage in promotional activities while in the room where the CME activity takes place. No commercial promotional materials shall be displayed or distributed in the same room as the CME activity. Exhibits are permitted 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 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