



REVOLUTIONIZING ATOPIC DERMATITIS

**Please join us for the
Inaugural RAD Conference!**

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

April 6-7, 2019
Chicago, Illinois



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, but misconceptions still abound, 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, 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. Therefore, **I am excited to announce the Inaugural Revolutionizing Atopic Dermatitis (RAD) Conference, which will be held in April 2019 in Chicago, Illinois.** I hope you choose to attend and support this novel, global meeting. We are confident it will continue and grow for years to come!

We anticipate attendance by more than 100 dermatology and allergy health care professionals from all over the United States. 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 Inaugural *Revolutionizing Atopic Dermatitis (RAD)* Conference. We hope to see you in Chicago!

Sincerely,

Jonathan Silverberg

Jonathan Silverberg, MD, PhD, MPH
Conference Chair



Who Should Exhibit?

This conference would benefit any industry professionals who have an interest in and commitment to improving patient outcomes and furthering the progress of AD treatments.

Faculty Presenters

Conference Chair



Jonathan Silverberg, MD, PhD, MPH

Assistant Professor, Dermatology
Preventive Medicine and Medical Social Sciences
Northwestern University
Feinberg School of Medicine
Director, Contact Dermatitis Clinic
Northwest Memorial Hospital
Chicago, Illinois, USA

Conference Faculty



Mark Boguniewicz, MD

Professor, Division of Allergy-
Immunology
Department of Pediatrics
National Jewish Health and
University of Colorado School
of Medicine
Denver, Colorado, USA



Phyllis C. Zee, MD, PhD

Chief of Sleep Medicine
Department of Neurology
Northwestern University
Feinberg School of Medicine
Chicago, Illinois, USA



Noreen Heer Nicol, PhD, RN, FNP, NEA-BC

Associate Professor
University of Colorado
College of Nursing
Aurora, Colorado, USA



Preliminary Agenda

Time	Session		Presenter
7:00 - 8:00 AM	Breakfast (sponsorship available)		
8:00 - 8:10 AM	Introduction	(10 min)	Dr. Silverberg
8:10 - 8:30 AM	Diagnosis of atopic dermatitis	(20 min)	Dr. Silverberg
8:30 - 8:50 AM	Pathogenesis of atopic dermatitis	(20 min)	Dr. Boguniewicz
8:50 - 9:10 AM	Clinically relevant epidemiology of atopic dermatitis	(20 min)	Jacob Thyssen
9:10 - 9:30 AM	Assessing severity of atopic dermatitis in clinical practice	(20 min)	Dr. Silverberg
9:30 - 10:00 AM	Burden of atopic dermatitis	(30 min)	Patient
10:00 - 10:30 AM	Coffee break and visiting booths (sponsorship available)		
10:30 - 11:00 AM	Allergic contact dermatitis and patch testing in atopic dermatitis	(30 min)	Jacob Thyssen / Dr. Nicol
11:00 - 11:25 AM	Atopic comorbidities and allergy testing in atopic dermatitis	(25 min)	Dr. Boguniewicz
11:25 - 11:45 AM	Sleep disturbances in atopic dermatitis	(20 min)	Dr. Zee
11:45 - 12:05 PM	Questions and Answers		All AM faculty
12:05 - 1:10 PM	Lunch (sponsorship available)		
1:10 - 1:30 PM	Ophthalmic comorbidities in atopic dermatitis	(20 min)	Janine Baqai
1:30 - 1:50 PM	Prevention of atopic dermatitis	(20 min)	Jacob Thyssen
1:50 - 2:15 PM	Nursing care and education for atopic dermatitis	(25 min)	Dr. Nicol
2:15 - 2:30 PM	Optimizing current topical therapy of atopic dermatitis	(15 min)	Dr. Nicol
2:30 - 2:40 PM	Break	(10 min)	
2:40 - 3:10 PM	Systemic, photo and biologic therapy of itch and atopic dermatitis	(30 min)	Dr. Silverberg
3:10 - 3:40 PM	Emerging therapies for atopic dermatitis	(30 min)	Dr. Boguniewicz
3:40 - 4:00 PM	Questions and Answers		All PM faculty
4:00 - 4:05 PM	Closing comments		Dr. Silverberg

(Agenda subject to change)



Sponsorship Opportunities

Platinum - \$35,000 Sold Out	Gold - \$20,000 Sold Out	Silver - \$15,000 Sold Out
<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 6 complimentary Industry Registrations • 6 invitations to the Welcome Reception, with verbal acknowledgment from stage • Recognition as a Platinum Sponsor in the program guide, on-site signage, and website (logo only) • ½-page black-and-white ad in program booklet • Access to the pre-registration list 	<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 4 complimentary Industry Registrations • 4 invitations to the Welcome Reception • Recognition as a Gold sponsor in the program guide, on-site signage, and website (logo only) • ¼-page black-and-white ad in program booklet • Access to the pre-registration list 	<p>Includes:</p> <ul style="list-style-type: none"> • Tabletop booth • 2 complimentary Industry Registrations • Recognition as a Silver sponsor in the program guide, on-site signage, and website (logo only) • Access to the pre-registration list

Registration Rates

Group	Early Bird Rates (through January 15, 2019)	January 16, 2019 – March 31, 2019	April 1, 2019 – April 5, 2019	On site
Physicians	\$125	\$175	\$225	\$300
NPs, PAs, and Nurses	\$75	\$75	\$75	\$75
Residents	\$75	\$75	\$75	\$75
Industry – Exhibits and Scientific Sessions	\$500	\$500	\$500	\$500



Promotional Opportunities

Opportunity	Sponsorship Cost
Digital Signage* <ul style="list-style-type: none"> 3 screens placed throughout conference area Sold in 8-second increments; content looped together for continuous play 	8 seconds: \$7,000 (6 available spots)
ePreview Ad Space* <ul style="list-style-type: none"> Electronic newsletter emailed to all pre-registrants twice, 4 weeks prior to conference 	Leaderboard: \$3,000 (1 available spot) Tower: \$2,000 (1 available spot) Rectangles: \$1,500 each (2 available spots)
eDaily Ad Space* <ul style="list-style-type: none"> Electronic newsletter emailed to all pre-registrants once a week prior to the conference and once on the first day of the conference 	Leaderboard: \$3,000 (1 available spot) Tower: \$2,000 (1 available spot) Rectangles: \$1,500 each (2 available spots)
Registration Bag Insert† <ul style="list-style-type: none"> Sponsor is responsible for printing and shipping to the hotel; shipping information to be provided by RAD on February 1, 2019 	\$3,000 per 1-page insert
Ad Space in Program Booklet*	Back cover; full page: \$2,500 (1 available spot) Front inside cover; full page: \$1,500 (1 available spot) Inside full page: \$1,000 (1 available spot) Inside ½ page: \$750 (2 available spots)
Branded Hotel Key Cards*	\$7,000 (1 available spot)
Branded Name Badge Lanyards*	SOLD
Branded Registration Bags*	\$3,500 (1 available spot)
Branded Pads/Pens*	\$1,500 (1 available spot)
Exhibit Booth <ul style="list-style-type: none"> Tabletop exhibit booth 	\$3,000 \$1,500 (Nonprofit)
Sponsorship of Breakfast with Product Theater <ul style="list-style-type: none"> Logo included on directional signage & agenda Will include audiovisual (to be detailed once confirmed) and a meal of conference management's choice 	SOLD
Sponsorship of Morning and/or Afternoon Break <ul style="list-style-type: none"> Logo included on directional signage & agenda 	\$5,000 per break (2 available spots)
Sponsorship of Lunch with Product Theater <ul style="list-style-type: none"> Logo included on directional signage & agenda Will include audiovisual (to be detailed once confirmed) and a meal of conference management's choice 	SOLD
Sponsorship of Dinner with Product Theater <ul style="list-style-type: none"> Logo included on directional signage & agenda Will include audiovisual (to be detailed once confirmed) and a meal of conference management's choice 	\$30,000 (1 available spot)
Wi-fi Throughout Conference Space	SOLD



SPONSORSHIP APPLICATION FORM

We sincerely appreciate your interest in sponsoring the Inaugural Revolutionizing Atopic Dermatitis (RAD) conference! Please fill out the information below, confirming your sponsorship. You will be contacted within 10 business days by Accredited 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 _____

Contact Name _____

Phone Number _____

Email Address _____

Address _____

City _____

State, ZIP _____

On-site Contact
(if different from above) _____

On-site Mobile # _____

On-site Email _____

Sponsorship Level (please check one)

- SOLD** Platinum \$35,000 (includes 6 Industry Registrations)
- SOLD** Gold \$20,000 (includes 4 Industry Registrations)
- SOLD** Silver \$15,000 (includes 2 Industry Registrations)
- SOLD** # of Additional Industry Registrations: Exhibit + Scientific Sessions (\$500 each)

Promotional Opportunities (please check all that apply)

Digital Advertising		Branded Options	
_____	Digital Signage: \$7,000/8-second increment	NA	Name Badge Lanyards: \$3,500
_____	ePreview Ad: Leaderboard: \$3,000	_____	Registration Bags: \$3,500
NA	ePreview Ad: Tower: \$2,000	_____	Notepads/Pens: \$1,500
_____	ePreview Ad: Rectangles: \$1,500	_____	Hotel Key Cards: \$7,000
_____	eDaily Ad: Leaderboard: \$3,000		
_____	eDaily Ad: Tower: \$2,000		
_____	eDaily Ad: Rectangles: \$1,500	NA	Meal Sponsorships with Product Theaters
_____	Program Book Ad: Inside Cover, Full Page: \$1,500	_____	Sponsorship of Breakfast: \$30,000
_____	Program Book Ad: Inside 1/2 Page: \$750	_____	Sponsorship of Morning Break: \$5,000
_____	Program Book Ad: Inside Full Page: \$1,000	NA	Sponsorship of Afternoon Break: \$5,000
_____	Program Book Ad: Back Cover, Full Page: \$2,500	_____	Sponsorship of Lunch: \$40,000
			Sponsorship of Dinner: \$30,000
Industry Favorites			
_____	Registration Bag Insert: \$3,000/1-page piece		
NA	Conference Space Wi-fi: \$10,000		

Please complete this application and send via:

- Email to: Patrice Melluso, pmelluso@theaccredited.com
- Mail to: Revolutionizing Atopic Dermatitis, Inc., 2936 W. Greenleaf Ave., Chicago, IL 60611



Rules and Regulations

Attendee Lists

Attendee lists will be available 4 weeks prior to the conference.

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 one 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
pmelluso@theaccredited.com
Revolutionizing Atopic Dermatitis, Inc.
2936 W. Greenleaf Ave.
Chicago, IL 60611