



PeDRA Annual Conference

2021 Prospectus

The 9th PeDRA Annual Conference will take place virtually October 14-15, 2021. Under this year's theme of **Building Bridges**, more than 350 participants – including dedicated scientists, partners from industry and government, patients, and advocates – are expected to participate to learn, share, and advance research that improves the lives of children and families facing the burden of skin diseases.

Whether you select an opportunity listed below[§], or ask that an opportunity be customized to meet the needs of your organization, PeDRA will work with you to design a conference experience that provides you with the greatest value.

- **General Sponsorship** – PeDRA invites organizations to support the 2021 Annual Conference through general sponsorship requests.
- **Virtual Event Platform (\$15,000)** – Named support^{**} of virtual event platform. Organization logo displayed alongside PeDRA logo on the 2021 PeDRA Annual Conference promo/landing page and on the main event page. *1 available*
- **Early Investigator Forum (\$7,500)** – Named support of PeDRA's second virtual Early Investigator Forum to provide programming focused on developing skills for a successful career in science and clinical research. While targeted to the early career audience, all conference attendees are welcome to join. Approximately 150 participants are anticipated in 2021. *1 available*
- **Digital Poster Forum (\$5,000)** – Named support of the 2021 Digital Poster Forum to be available throughout the virtual conference. Organization logo displayed on the Poster Forum icon on the virtual event platform and recognized with a hyperlink to company website on Annual Conference webpage. *1 available. Digital Poster Forum sponsor may add named support of the 2021 PeDRA Poster Pub Crawl for an additional \$2,500.*

Annual Conference Sponsors at any of the above levels will be recognized for their contributions through:

- Complimentary attendance at the Annual Conference (1 enrollment complimentary; additional attendee(s) pays registration fee; up to 4 attendees total from any one industry partner)
- Recognition by conference host on each day of the conference, with logo displayed on presentation slide.
- Recognition on conference website.
- Recognition in "supporters" section of virtual event platform.
- Complimentary virtual exhibit space (standard level).

[§] Opportunities are first come, first served according to the date of signed agreement or invoice and are subject to changes in conference schedule or logistics. All supporters will be recognized on the conference webpage and presentation slide. Industry partners providing \$10,000 or more and all patient advocacy organization supporters will also be recognized in conference emails. For more information on the 2021 PeDRA Annual Conference and sponsorship opportunities please email mike.siegel@pedraresearch.org or visit <https://pedraresearch.org/2021-annual-conference/>.

^{**} In all cases, named support includes recognition in "Supporters" section of virtual event platform and by host during session introductions on both conference days.

Additional Opportunities

- **Attendance (\$300 Early Registration for industry, FREE for patients and advocacy representatives) –** Interested participants are welcome to register for the conference and to submit an abstract for consideration as a digital poster. A maximum of 4 attendees may attend from any one industry partner.
- **Banner Ads (\$1,000) –** Approved ads to appear in a rolling sequence on the virtual event platform (bottom of screen on mobile and lower left-hand corner on desktop) throughout the conference. Ads may be hyperlinked to one approved webpage. *8 available*
- **Virtual Exhibit Space (minimum of \$1,000 for industry, FREE Standard Exhibit for patient advocacy) –** One virtual exhibit space to display organization materials and provide a connection point for attendees for duration of the conference. All exhibits can include standard organization info (e.g., name and icon), a hyperlink to the main organization website, organization contact email, and a welcome video. The 2021 PeDRA Annual Conference will provide three levels for additional exhibit features:
 - **Platinum Exhibit (\$3,000) –** Large icon (maximum of two per row on desktop) featured at the top of the exhibit hall on both mobile and desktop. Exhibit may include up to three pdf handouts and three additional hyperlinks, including one link to a product theater or similar special content.
 - **Bronze Exhibit (\$1,750) -** Standard icon (maximum of three per row on desktop) appearing in the middle of the exhibit hall on both mobile and desktop. Exhibit may include up to two pdf handouts and three additional hyperlinks.
 - **Standard Exhibit (\$1,000) –** Standard icon (maximum of three per row on desktop) featured in the lower portion of the exhibit hall on both mobile and desktop. Exhibit may include one pdf handout and one additional hyperlink.

Exhibitors at every level will also have the opportunity to include their exhibits as part of the 2021 Conference Game.