



PeDRA Annual Conference

2022 Partnership Prospectus

The 10th PeDRA Annual Conference will take place November 3-5, 2022 in Bethesda, MD. Planned as a hybrid event with a focus on in-person engagement and the option to participate virtually, the conference is expected to bring more than 350 participants – including dedicated scientists, industry partners, patients, and advocates – 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 Grants or Sponsorships (\$500 - \$50,000)

PeDRA invites partners to consider support of the 2022 Annual Conference through unrestricted contributions to underwrite important components of the conference like staff travel, handout production, and audio/visual expenses. Commensurate with support level contributors will receive:

- Complimentary attendance for up to four company representatives at the Annual Conference
- Opportunity to share materials and interact with attendees at general sessions and social activities
- Recognition commensurate with sponsorship level in:
 - Conference Partners page of conference program/webpage/mobile app
 - Conference signage
 - From the podium before the full conference audience at least once per day
 - Conference-related email correspondence

Meals and Reception Support Opportunities

- **Attendee Breakfasts (\$15,000)** – Named support of one of the full breakfasts that will be provided on the second and third days of the conference. Organization logo to appear on signs and table tents. 250 anticipated attendees. *2 available*
- **Attendee Lunches (\$10,000)** – Named support of one of the lunches that will be provided on the first and second days of the conference. Organization logo to appear on signs and stickers on each boxed lunch. 250 anticipated attendees. *2 available*
- **Networking Reception (\$7,500)** – Named support of one of two receptions to include networking, refreshments, and exploration of posters and exhibits. Organization to be recognized from the podium and logo to appear on signs and napkins. 200 anticipated attendees. *2 available*
- **Refreshment Breaks (\$2,500)** – Named support of refreshment breaks between sessions. Organization logo to appear on signs at refreshment stations. 250 anticipated attendees. *3 available*

Activities and Events Support Opportunities

- **Social Event (\$12,500)** – Named support of the conference social event (details TBD) to take place on the evening of Friday, November 4th as a casual opportunity for networking and relationship building. 200 anticipated attendees. *1 available*

[§] 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, app, and presentation slide(s). Industry partners providing \$10,000 or more will also be recognized in conference emails. For more information on the 2022 PeDRA Annual Conference and sponsorship opportunities please email mike.siegel@pedraresearch.org or visit <https://pedraresearch.org/2022-annual-conference/>.

- **Keynote Session (\$10,000)** – Named support of the keynote session featuring a presentation by David Fajgenbaum, MD, MBA of the University of Pennsylvania. 350 anticipated attendees. *1 available. Available to patient advocacy organizations only.*
- **NextGen Research Forum (\$7,500)** – Named support of the 2nd annual NextGen Research Forum, providing medical student attendees at the conference with the opportunity to present, network, and gain valuable career guidance. 75 anticipated attendees. *1 available*
- **Digital Poster Forum (\$7,500)** – Named support of the digital version of the 2022 Poster Forum which will be held in both live and digital formats. Organization logo displayed on the icon on the conference app and recognized with a hyperlink to company website on Annual Conference webpage. *1 available.*
- **Camp Wonder at PeDRA (\$5,000)** – Named support of the 3rd annual Camp Wonder at the PeDRA Annual Conference. Run in collaboration with the Children’s Skin Disease Foundation, the camp will provide structured activities for pediatric patient attendees. 20 anticipated attendees. *1 available*
- **Professional Headshot Station (\$5,000)** - Named support of station to capture free professional headshots for conference attendees on one day of the conference. *1 available*
- **Dash for Discovery Fun Run (\$250 - \$5,000)** – The 2nd annual Dash for Discovery fun run/walk will be held as a hybrid event during the week of October 31st with an in-person run during the Annual Conference. \$5,000 for named support (*1 available*) or \$250 **available to patient advocacy organizations** as recognized sponsors. 150 anticipated participants.
- **Focused Study Group Breakout Sessions (\$1,000)** – Named support of the breakout session(s) for one of PeDRA’s Focused Study Groups. Organization to be recognized on signage and presentation slide and will have the opportunity to share one handout on tables when attendees arrive. 50 – 100 anticipated attendees per session. *10 available. Available to patient advocacy organizations only.*

Collateral and Infrastructure Support Opportunities

- **Virtual Event Platform / Conference App (\$12,500)** – Named support of conference app which will be used by live attendees for in-person engagement and as the primary engagement platform for virtual participants. Organization logo displayed alongside PeDRA logo on the 2022 PeDRA Annual Conference promo/landing page and on the main event page. *1 available*
- **Event Folders (\$10,000)** – Organization logo displayed alongside the PeDRA logo on folders provided to in-person attendees at registration, and ability to provide one literature insert in each folder. *1 available*
- **Wi-Fi Sponsorship (\$7,500)** – Named support of wireless internet provided to conference attendees throughout the event space. *1 available*
- **Keycards (\$7,500)** – Organization logo to appear alongside the PeDRA logo on keycards provided to attendees upon hotel check-in. *1 available*
- **Welcome Kits (\$5,000)** – Organization logo to appear on welcome message in kits distributed by mail to virtual attendees. 100 anticipated virtual attendees. *1 available*
- **Lanyards (\$5,000)** – Organization logo to appear on lanyards attached to all in-person attendee badges. *1 available*
- **Exhibit Space (\$2,500)** – One exhibit table to display organization materials for the duration of the conference with an associated virtual exhibit on the conference app. *20 available. Free to patient advocacy organizations.*
- **Literature Insert (\$1,000)** – Entitles organization to include one piece of literature in each event folder. *8 available*
- **Banner Ads (\$1,000)** – Approved ads to appear in a rolling sequence on the conference app throughout the conference. Ads may be hyperlinked to one approved webpage. *8 available*