

14th PeDRA Annual Conference

OCTOBER 15-17, 2026 ALEXANDRIA, VA

PARTNERSHIP PROSPECTUS

The **PeDRA Annual Conference** is a unique and dynamic event that brings together a broad community of scientists, patients, advocates, industry partners, and trainees to advance PeDRA's mission to **create, inspire, and sustain research to prevent, treat, and cure childhood skin disease**. In 2026, PeDRA expects to welcome more than 350 participants at its 14th Annual Conference from October 15 – 17 at the Hilton Alexandria Mark Center. As the flagship event of the largest mission-driven research alliance in the field of pediatric dermatology, the PeDRA Annual Conference is the perfect venue to establish collaborations, raise awareness, and strengthen your connection to a community of stakeholders committed to improving the lives of children facing the burden of skin diseases and conditions. 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.

Bundled Sponsorship Packages

| LEVEL BENEFITS | SOLD | | | |
|--|----------------------|----------------------|--------------------|--|
| | Bronze (\$15,000) | Silver (\$30,000) | Gold (\$50,000) | Platinum (\$75,000) <i>One available</i> |
| Complimentary conference registration(s). | 2 | 4 | 6 | 8 |
| Opportunity to interact with attendees in research-focused breakout sessions, general sessions, and social activities. | ✓ | ✓ | ✓ | ✓ |
| Recognition on conference webpage, signage, appreciation literature, and mobile app . | ✓ | ✓ | ✓ | ✓ |
| List of registered conference attendees with contact information for those who opt-in. | Post Event | Pre Event | Pre Event | Pre Event |
| Recognition on PeDRA's social media channels as a conference supporter. | Standard | Standard | Dedicated | Dedicated |
| Recognition from the podium before the full conference audience and on slides at least once per day. | Standard | Standard | Standard | Dedicated |
| Recognition on conference-related email correspondence. | | ✓ | ✓ | ✓ |
| Opportunity to provide one literature insert for attendees to be distributed at registration. | | ✓ | ✓ | ✓ |
| One exhibit table in the exhibit area for the duration of the conference. | | ✓ | ✓ | ✓ |
| Opportunity to include one approved slide in the rotation of slides on display between sessions in the general session room with one QR code allowed. | | ✓ | ✓ | ✓ |
| Opportunity to send one approved message or polling question to attendees through the conference mobile app. | | | ✓ | ✓ |
| Opportunity to host a live advisory board meeting in association with the conference, at the conference venue. | | | ✓ | ✓ |
| Partner logo to appear alongside PeDRA logo on conference welcome kits distributed at registration. | | | | ✓ |
| Partner logo to appear alongside PeDRA logo on table tents in general session rooms for the duration of the conference. | | | | ✓ |
| Opportunity to host the Platinum Sponsor Symposium for conference attendees during lunch on Friday, October 16. | | | | ✓ |

Receive a 10% discount on itemized sponsorship offerings when combined with any bundled sponsorship package.

This only applies to itemized sponsorship offerings not also listed as a bundled sponsorship benefit at any level.

Itemized Offerings

| Meals and Receptions |
|---|
| Dinner and Karaoke Reception (\$15,000) – Named support of the primary conference social event with dinner and karaoke on Friday, October 16 th . Partner logo on signs and napkins with the opportunity to welcome the audience from the microphone. 350 anticipated attendees. <i>1 available</i> |
| Poster Forum and Reception (\$12,500) – Named support of the poster forum and reception(s) with networking and refreshments. Partner logo to appear on signs and napkins. 350 anticipated attendees. <i>1 available</i> |
| Attendee Breakfast (\$10,000) – Named support of one of two attendee breakfasts. Partner logo to appear on signs and napkins with the opportunity to address the audience from the podium for up to 5 minutes. 100 anticipated attendees. <i>2 available</i> |
| General Reception (\$7,500) – Named support of the evening reception on Thursday, October 15 th . Partner logo to appear on signs and napkins. 200 anticipated attendees. <i>1 available</i> |
| Early Investigator Reception (\$5,000) – Named support of a reception for early career clinician scientists. Organization to be recognized on signs with the opportunity for two representatives to attend the event, which is otherwise closed. 50 anticipated attendees. <i>1 available</i> |
| URiM Breakfast (\$3,500) – Named support of a networking breakfast for attendees from groups underrepresented in medicine. Partner logo to appear on signs and table tents. 100 anticipated attendees. <i>1 available</i> |
| Refreshment Breaks (\$2,500) – Named support of refreshment breaks between sessions. Organization logo to appear on napkins and signs at refreshment stations. 350 anticipated attendees. <i>4 available</i> |
| Activities and Events |
| NextGen Research Forum (\$12,500) – Named support of the 6 th NextGen Research Forum, including a reception, poster forum, and four concurrent oral presentation sessions, providing medical students with the opportunity to present, network, and gain valuable career guidance. Organization to be recognized on signs with the opportunity for two representatives to attend the event. 100 anticipated attendees. <i>1 available</i> |
| Dash for Discovery (\$250 - \$5,000) – The 6 th PeDRA Dash for Discovery Fun Run will take place on the morning of Saturday, October 17 th . \$5,000 for corporate sponsorship (<i>1 available</i>) or \$250 for patient advocacy or other nonprofit organizations (unlimited) . 100 anticipated participants. |
| Camp Wonder at PeDRA (\$5,000) – Named support of the 6 th Camp Wonder at PeDRA. Run in collaboration with the Children’s Skin Disease Foundation, camp provides structured activities for kids with parents attending the conference or local to the conference. Organization logo to appear on signage with the opportunity for additional visibility or involvement to be determined in collaboration with PeDRA. <i>1 available</i> |
| Focused Study Group Breakout (\$2,750) – Named support of Focused Study Group breakout session(s). Partner logo to appear on signage with the opportunity to share one handout. 100+ anticipated attendees per session. <i>11 available</i> |
| Wellness and Yoga (\$2,000) – Named support of wellness and yoga activities throughout the conference under the guidance of an expert coach. Organization logo to appear on signage. <i>1 available</i> |
| Professional Headshot Station (\$1,750) – Named support of a free headshot station at the conference. Organization logo to appear on signs with the opportunity to provide one handout at the station. <i>1 available</i> |
| Family Attendance (\$500+) – Supporting the travel and attendance of patient stakeholders to the 2026 PeDRA Annual Conference. Organization logo to appear on signage. <i>Non-exclusive</i> |
| Engagement and Infrastructure |
| Advisory Board Meeting (\$17,500) – Opportunity to host a live advisory board meeting at the conference hotel (12 guests and 2.5 hours max). PeDRA will provide a room and assist with invitations, agenda, and content creation upon request. All other costs and logistics, including food and beverage, A/V, and honoraria are the partner’s responsibility. <i>6 available</i> |
| Wi-Fi Sponsorship (\$12,500) – Named support of wireless internet provided throughout the event space. <i>1 available</i> |
| Conference App (\$10,000) – Named support of the PeDRA conference mobile app. Organization logo displayed alongside PeDRA logo on the 2026 PeDRA Annual Conference app. <i>1 available</i> |
| Keycards (\$10,000) – Organization logo to appear alongside the PeDRA logo on keycards provided to attendees upon hotel check-in. <i>1 available</i> |
| Lanyards (\$7,500) – Organization logo to appear on lanyards attached to all attendee badges. <i>1 available</i> |
| Meeting Room (\$5,000) – Dedicated meeting room with signage at the conference hotel for partner to use for the duration of the conference. Partner responsible for all food and beverage, A/V, and any other logistics. Cannot be used to host an ad board or similar. <i>2 available</i> |
| Exhibit Space (\$3,500) – One exhibit table to display organization materials for the duration of the conference. <i>30 available. Free to patient advocacy or other nonprofit organizations. Includes two exhibitor badges</i> |
| Welcome Session Brochure Drops (\$2,500) – Opportunity to provide one piece of print collateral to be available on attendee seats in the general session room at the start of the welcome session. <i>Non-exclusive</i> |
| Literature Insert (\$1,500) – One piece of literature in welcome kits distributed to all attendees. <i>Non-exclusive</i> |

For more information visit <https://pedraresearch.org/2026-annual-conference/> and review the Sponsor and Exhibitor Information below.
Please email mike.siegel@pedraresearch.org with questions or to reserve an opportunity.

SPONSOR AND EXHIBITOR INFORMATION

General

- Opportunities are first come, first served and dependent upon availability according to the date of signed agreement or invoice.
- Opportunities are subject to change due to changes in conference schedule or logistics.
- All sponsors and exhibitors will be recognized on the conference app and presentation slide(s). Only bronze, silver, gold, and platinum sponsors will be recognized on the conference webpage and social media.
- Partners providing itemized support totaling at least \$10,000 will receive one complementary badge, while partners providing between \$5,000 and \$9,999 will be eligible for one representative to pay to register as a non-member. This also applies to badges added on as part of itemized sponsorships being combined with bundled sponsorship packages. In this case, badge eligibility will be based on the pre-discounted itemized sponsorship total.
- Executive, medical, advocacy, and scientific staff from industry partners are best suited for participation with full badges at the PeDRA Annual Conference. Commercial and sales staff are well suited to attend as exhibitors.
- Exhibitor badges provide access to exhibits, posters, and receptions. General and breakout sessions are closed to exhibitors.
- No patient advocacy organization representative should receive a limited-access exhibit badge. All such organizations will receive two full badges complementary, regardless of whether they have an exhibit.
- All industry representatives attending the Conference must be affiliated with a conference sponsor or PeDRA Corporate Council member organization and must register as individuals using a code provided by PeDRA. Industry representatives who register through other categories will be given a fair chance to register as part of a sponsoring company or Corporate Council member before their registration is canceled, with or without notification. This applies even if an industry partner is named as an author on an accepted abstract.
- Attendee lists may be provided as part of a bundled sponsorship package. Pre-event lists will be shared within 72 hours of the close of late registration. Post-event lists will be shared within 10 days of the end of conference. Lists will include the name and affiliation for all non-industry, non-staff, adult attendees. Email address and/or phone number may be provided for attendees who opt in.
- PeDRA may provide badge scanning or attendee tracking services for sessions or exhibits but makes no guarantee that badge scanning will be available. Sponsors and exhibitors are welcome to use their own strategies to track attendance and participation at their exhibits or sponsored events.
- Standard social media and podium recognition will showcase partners as part of a larger group of sponsors and exhibitors.
- Dedicated social media and podium recognition will showcase a sponsor on its own or alongside PeDRA only.
- Partners may publicly communicate their participation at the Conference through email or social media but must verify the accuracy of all statements being made beforehand. PeDRA may request inaccurate or misleading content to be retracted.
- Cancellations must be made in writing to mike.siegel@pedraresearch.org. Due to the impact on logistics and availability of opportunities to other partners, full refunds will be granted for cancellations prior to August 1, 2026; 50% refunds will be granted between August 1 and August 30, 2026; and no refund will be provided for cancellations on or after September 1, 2026.

Exhibits

- Exhibits at the PeDRA Conference include a six-foot skirted table and two chairs unless otherwise communicated. There may be a solid wall, partial wall, airwall, railing, window, or pillar behind each exhibit.
- Sponsors are responsible for any electrical, shipping and handling, or similar costs related to their exhibit space.
- An exhibit guide with shipping and logistical details will be provided no less than six weeks prior to the conference start date.
- Exhibit locations will be determined by PeDRA and available to exhibitors upon check-in at the conference venue.
- All exhibits may be included in the PeDRA Conference Game with further details provided prior to the event.

Advisory Board Meetings

- PeDRA will provide a room at the conference venue and assist with invitations, agenda, and content upon request. All other logistics are the partner's responsibility including A/V, food and beverage, participant support, and travel arrangements.
- Must be confirmed at least six weeks in advance. **Partners are encouraged to reserve advisory board meetings as early as possible to ensure the availability of participants before they make travel arrangements.**
- May be a maximum of 2.5 hours in length
- May include a maximum of 12 attendees from the PeDRA community. There is no limit to the number of participants from the partner, within the physical limitations of the meeting room.
- Advisory board participants do not all need to be registered for the conference, however PeDRA will only support invitations to PeDRA members or attendees already registered for the conference.
- Advisory board meetings may be scheduled during times allocated by PeDRA on the afternoon/evening of Wednesday, October 14, morning of Thursday, October 15, or late morning/afternoon of Saturday, October 17. This schedule is subject to change.

Platinum Sponsor Symposium

- One Platinum Sponsor Symposium may be held during lunch on Friday, October 16 as an exclusive benefit to a platinum-level conference sponsor. It will be unopposed on the agenda and will be the only activity providing lunch that day.
- The Symposium will occupy a maximum of one hour on the agenda, including time for attendees to get lunch and get settled at the start and should account for transition time at the end. As a result, speaking programs should be limited to 45 minutes.
- PeDRA will provide the event room and A/V services within the existing conference set-up. Other expenses and logistics, including speaker recruitment and management, honoraria, travel, content creation, and evaluation will be the partner's responsibility.
- The Symposium must be educational rather than promotional and must be relevant to the conference audience. PeDRA is available to collaborate on content, format, and speaker identification.
- Speakers should be free from conflicts of interest related to the PeDRA Annual Conference.
- Sponsor must compensate speaker(s) in accordance with PeDRA's current Conference Honorarium Policy. If speakers are not otherwise eligible for complimentary registration, then sponsor shall either pay for speaker registration directly or pay PeDRA to receive a complimentary registration code that can be used.
- PeDRA reserves the right to reject content, format, or speakers if any are deemed inappropriate.
- PeDRA leadership must have the opportunity to introduce the session from the podium.
- PeDRA will provide boxed or buffet lunches to conference attendees at its own expense. There will be no transfer of value from the sponsor to attendees.
- The partner may choose to record video and/or audio during the Symposium at their own expense and will be free to coordinate any recording logistics with PeDRA's A/V team.
- PeDRA will provide standard marketing for the event through email, web, social media, standard signage, and the conference app. Any additional marketing (for example, retractable banners and additional dedicated messages) will be the partner's responsibility and must be coordinated with PeDRA.
- Platinum Sponsor may choose to distribute handouts to attendee tables or chairs before or during the Symposium. Such handouts must be designed and printed at the partner's expense and distribution must be coordinated with PeDRA staff. Note that other materials may be present on the tables during the Symposium and will not be removed.