

PARTNERSHIP PROSPECTUS

The **PeDRA Annual Conference** is a unique and dynamic event that brings together a broad community of clinicians, 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.*** PeDRA expects to welcome 400 participants at its 15th Annual Conference from October 14 – 16, 2027 at the Westin Galleria Dallas. 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, educate, and strengthen connections to a community of people 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 we customize an opportunity to meet the needs of your organization, PeDRA will work with you to design a conference experience that provides you with lasting impact.

Bundled Sponsorship Packages

LEVEL / BENEFITS	Bronze ($15,000)	Silver ($30,000)	Gold ($60,000)	Platinum ($90,000) *Two available* *
Complimentary **conference registration(s)**.	2	4	7	10
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**.	✓	✓	✓	✓
10% discount on itemized sponsorship benefits (only applies to benefits not listed at any bundled sponsorship level).	✓	✓	✓	✓
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.			✓	✓
Partner logo to appear alongside PeDRA logo on conference **welcome kits** distributed at registration.			✓	✓
Opportunity to host a live **advisory board meeting** in association with the conference, at the conference venue.			✓	✓
Opportunity to send one approved **message or polling question** to attendees through the conference mobile app.				✓
Opportunity to host a **Platinum Sponsor Symposium** for conference attendees during lunch on either Thursday, October 14 or Friday, October 15.				✓

**Platinum Sponsorships are only available to Silver and Gold PeDRA Corporate Council members and are subject to an application and review process to evaluate suitability of Platinum Sponsor Symposia with PeDRA's conference objectives. Applications must be received through this online form by December 15, 2026. Companies not approved for Platinum Sponsorship will automatically be offered Gold Sponsorship with first choice of available itemized or customized benefits.*

Itemized Offerings

Meals and Receptions
Poster Forum and Reception ($17,500) – Named support of the poster forum and reception planned for Thursday, October 14. Partner logo on signs and napkins with the opportunity to welcome the audience to the reception from the microphone. 350 anticipated attendees. *1 available*
Friday Night Reception ($15,000) – Named support of the primary conference social event on Friday, October 16 featuring dinner and karaoke. Partner logo on signs with the opportunity to welcome the audience from the microphone. 300 anticipated attendees. *1 available*
Attendee Breakfast ($12,500) – Named support of one breakfast during the conference. Partner logo on signs and napkins with the opportunity to address the audience from the podium for up to 5 minutes. 250 anticipated attendees. *2 available*
Exhibitor Reception ($10,000) – Named support of the exhibitor reception planned for Friday, October 16th. Partner logo on signs and napkins. 350 anticipated attendees. *1 available*
Early Investigator Networking ($5,000) – Named support of a reception or lunch for early career clinician scientists. Partner to be recognized on signs with the opportunity for two representatives to attend the event, which is otherwise closed. 50 anticipated attendees. *1 available*
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. *1 available*
Refreshment Break ($3,000) – Named support of a refreshment break between sessions. Partner logo to appear on napkins and signs at refreshment stations. 350 anticipated attendees. *4 available*

Activities and Events
NextGen Research Forum ($15,000) – Named support of the 7th 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. Partner logo to appear on signs with the opportunity for two representatives to attend the event. 100 anticipated attendees. *1 available*
Dash for Discovery ($250 - $5,000) – The 7th PeDRA Dash for Discovery Fun Run will take place on the morning of Saturday, October 16th. $5,000 for corporate sponsorship (*1 available),* $500 for featured nonprofit sponsorship (*3 available*), or $250 for standard nonprofit sponsorship *(unlimited)*. 100 anticipated participants. *Featured sponsorship includes premium logo placement and dedicated social media recognition.*
Camp Wonder at PeDRA ($5,000) – Named support of the 7th 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. Partner logo to appear on signs with the opportunity for additional visibility or involvement to be determined in collaboration with PeDRA. *1 available*
Focused Study Group Breakout ($4,000) – Named support of Focused Study Group breakout session(s). Partner logo to appear on signs and one piece of print collateral distributed to seats prior to attendee arrival. 100+ anticipated attendees per session. *12 available*
Wellness and Yoga ($2,500) – Named support of wellness and yoga activities throughout the conference under the guidance of an expert coach. Partner logo to appear on signs. *1 available*
Professional Headshot Station ($2,000) – Named support of a free headshot station at the conference. Partner logo to appear on signs with the opportunity to provide one handout at the station. *1 available*
Travel Support ($500+) – Supporting the travel and attendance of trainees, early investigators, and patient stakeholders to the 2027 PeDRA Annual Conference. Partner logo to appear on signs. *Non-exclusive*

Engagement and Infrastructure
Advisory Board Meeting ($20,000) – 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. *8 available*
Wi-Fi Sponsorship ($15,000) – Named support of wireless internet provided throughout the event space. *1 available*
Keycards ($15,000) – Partner logo to appear alongside the PeDRA logo on keycards provided to attendees upon hotel check-in. *1 available*
Lanyards ($12,500) – Partner logo to appear on lanyards attached to all attendee badges. *1 available*
Conference App ($10,000) – Named support of the conference mobile app. *1 available*
Meeting Room or Lounge ($4,500) – Dedicated meeting room with signage at the conference hotel for partner to use for one full day during 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. *4 available*
Exhibit Space ($4,000) – One exhibit table to display organization materials for the duration of the conference. *30 available. Free to patient advocacy or other nonprofit organizations. Includes two exhibitor badges*
Welcome Session Drops ($3,000) – One piece of print collateral or small giveaway distributed to attendee seats before the start of the welcome session on Thursday, October 14. *Non-exclusive*
Welcome Kit Insert ($1,750) – One piece of print collateral or small giveaway included in welcome kits distributed to attendees at registration. *Non-exclusive*
Conference App Banner Ad ($1,000) – Banner ad on rotation on the conference app. *8 available*

For more information visit https://pedraresearch.org/2027-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, social media, and email when applicable.
- Conference registrations for industry representatives are limited to the totals provided through conference sponsorship and/or PeDRA Corporate Council membership, regardless of whether they are paid or complimentary registrations. Under no circumstances may an industry representative register for the PeDRA Annual Conference as a non-member or any category of PeDRA member. This applies even if an industry partner is named as an author on an accepted abstract.
- 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.
- Industry representatives must complete their own conference registrations and are strongly advised against relying on third parties or secondary registration systems. Only registrations completed directly through PeDRA's designated registration form will be honored.
- Partners providing $5,000 of itemized support will be eligible to pay for one registration to the conference. Partners providing $10,000 of itemized support will receive either one complimentary registration or two paid registrations. This pattern continues up to the total of itemized support provided. This also applies to itemized sponsorships being added to bundled sponsorship packages, in which case registrations will be determined based on the pre-discounted total.
- Executive, medical, advocacy, and scientific staff from industry partners are best suited for participation with full registrations for 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 sessions, breakout sessions, and the NextGen Research Forum are closed to exhibitors.
- No patient, caregiver, or patient advocacy organization representative shall receive a limited-access exhibit badge. Patient advocacy organizations will receive two full complimentary registrations, regardless of whether they have an exhibit.
- Attendee lists will only be provided as part of bundled sponsorship packages or in support of advisory board meeting participant recruitment. Pre-event lists will be shared no earlier than one month prior to the start of the conference. Post-event lists will be shared within 10 days of the end of conference. Lists may include some or all of the following information—name, affiliation, and email address—for non-industry, non-staff, adult attendees, depending on each registrant's sharing preferences.
- 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 supporters.
- Dedicated social media and podium recognition will showcase a partner 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 beforehand. PeDRA may request inaccurate or misleading content to be retracted.
- Sponsorship cancelations must be made in writing to mike.siegel@pedraresearch.org with cc to conference@pedraresearch.org. Due to the impact on logistics and availability of opportunities to other partners, full refunds will be granted for cancelations prior to August 1, 2027; 50% refunds will be granted between August 1 and August 30, 2027; and no refund will be provided for cancelations on or after September 1, 2027.
- Sponsors are responsible for shipping all printed and other materials to the conference venue following instructions provided by PeDRA and must be labeled accurately. Print items and giveaways not received by PeDRA staff by 8 AM CT on Wednesday, October 13 may not be included in welcome kits or session drops and no refund will be provided.

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, open space, or pillar behind each exhibit.
- Exhibitors may use their exhibit space creatively, including removal of the table and chairs. However, no exhibitor may encroach upon, impede access to, or obscure the view of other exhibits and no exhibit may block walkways or other general use areas.
- Partners 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 later 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 game challenges developed by PeDRA staff.

Advisory Board Meetings

- PeDRA will provide a room at the conference venue and assist with invitations, agenda, and content upon request. All other costs and 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 advisors. There is no limit to the number of participants from the partner or support staff as long as total attendance remains within the physical limitations of the meeting room.
- Advisory board participants and support staff do not need to be registered for the conference, however PeDRA may 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 Wednesday, October 13 or afternoon of Saturday, October 16. This schedule is subject to change.

Platinum Sponsor Symposia

- Two Platinum Sponsor Symposia may be held during the conference as a special benefit to Platinum-level conference sponsors. Platinum Sponsor Symposia will run unopposed on the agenda and will be the only activities providing lunch on Thursday, October 14 and Friday, October 15.
- Platinum Sponsorship for the 2027 PeDRA Annual Conference is only available to Silver and Gold Level members of the PeDRA Corporate Council as of December 1, 2026. Companies may only apply for Platinum Sponsorship once per Corporate Council membership term.
- Companies interested in Platinum Sponsorship must **submit an application** **(https://pedraresearch.org/2027-platinum-sponsor-application)** that shares the preliminary agenda, learning objectives, and intended speakers for their Symposium by December 15, 2026. A subgroup of the PeDRA Meetings Committee will evaluate applications for suitability in the context of both the current year and overall objectives of the PeDRA Annual Conference. Company(s) approved will be notified no later than January 31, 2027. PeDRA may elect to accept one or no Platinum Sponsor depending on the suitability of applications.
- Companies who apply and are not approved for Platinum Sponsorship will automatically be offered Gold Sponsorship with first choice of available itemized benefits and an invitation to co-create a customized sponsorship package that aligns with their priorities and objectives for the 2027 PeDRA Annual Conference.
- Each Platinum 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, rehearsal, recording, editing, and evaluation will be the partner's responsibility.
- Platinum Sponsor Symposia must be educational rather than promotional and must be relevant to the conference audience. Companies are expected to collaborate with PeDRA on content, format, and speaker identification.
- Speakers should be free from conflicts of interest related to the PeDRA Annual Conference.
- Sponsors must compensate speaker(s) in accordance with PeDRA's current Conference Honorarium Policy. If speakers are not otherwise eligible for complimentary registration, then the Platinum Sponsors shall either pay for speaker registration directly or pay PeDRA to receive a complimentary registration code that can be used. Such a registration will not count against the total number of registrations allowed for the company.
- PeDRA reserves the right to reject content, format, or speakers for any reason.
- PeDRA leadership must have the opportunity to introduce Platinum Symposia 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 Platinum sponsors 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 at its own discretion. Any additional marketing (for example, retractable banners and additional dedicated messages) will be the partner's responsibility and must be coordinated with PeDRA.
- Platinum Sponsors may choose to distribute handouts to attendee tables or chairs before or during their Symposia. 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 Symposia and will not be removed.