

Can you meet?

**eczema**  
VIRTUAL  
**expo21**

Virtual Eczema Expo  
Sponsorship Prospectus

EczemaExpo.org  
August 27-29, 2021

Presented by the  
National Eczema Association



National  
**Eczema**  
Association



NEA is the driving force for an eczema community fueled by knowledge, strengthened through collective action and propelled by the promise for a better future.

## Virtual Eczema Expo presented by the National Eczema Association



For over 30 years, the National Eczema Association has been committed to improving the health and quality of life of individuals with eczema, and those who care for them, through research, support and education. Eczema Expo connects patients, caregivers, health care and industry professionals for a transformative weekend of education, support and community.

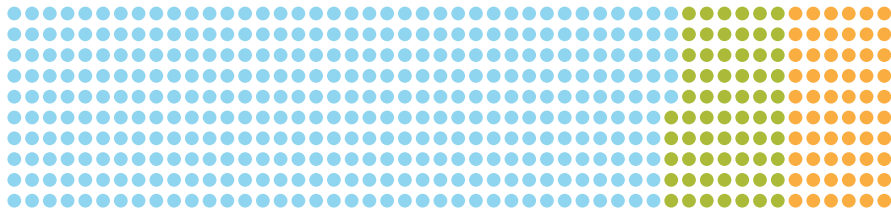
**615+ annual attendees**

**60+ educational breakout sessions**

**30+ Industry KOL's presenting**

### Attendee Breakout

- Adult attendees (both patients and caregivers) – 75%
- Industry, corporate & medical professionals – 13%
- Children attendees (0-18) – 12%



## Your Support of Eczema Expo Matters

Sponsorship of Virtual Eczema Expo provides the support necessary to create a community experience where all participants can learn, share and connect from the comfort of their own homes. This one-of-a-kind weekend event provides sponsors the ability to learn more about atopic dermatitis directly from the experts – those living with the condition, their loved ones and healthcare providers.

Additionally, Expo attendees are incentivized to learn more about YOU, our sponsors, who are also committed to improving the lives of this community. Through the Exhibit Hall, participants are encouraged to learn more about products and therapies developed for individuals living with atopic dermatitis. Exhibitors are able to showcase their offerings, chat virtually with participants and track engagement.

**“The best part of the virtual Expo was all of the Zoom style meetings. I found them extremely informative and helpful. Most of the time we get 15 minutes with the doctor, who asks how we're doing and then prescribes medication. The conference provided so much more valuable information.”** - Patient

**“I think the most meaningful part of the virtual Expo were the opportunities to connect with others with eczema. A lot of people in my day-to-day life don't understand the impact that eczema can have on one's life, but I felt like I was finally in a community where people understood.”** - Patient



## Virtual Eczema Expo Sponsorship Levels

### Sponsorship Levels

#### **GOLD SPONSOR – \$25,000**

- Sponsorship of Gathering Spaces
- Primary OTC Sponsor logo placement at virtual event
- Primary OTC Sponsor logo on select Expo web pages
- Primary OTC Sponsor logo included in applicable Expo promotions and communications
- Exhibitor package
- Swag bag sponsor (optional)
- One sponsored content asset for Expo Resources Library
- 6 attendee registrations

#### **SILVER SPONSOR – \$10,000**

- OTC Sponsor logo placement at virtual event
- OTC Sponsor logo on select Expo web pages
- OTC Sponsor logo included in applicable Expo promotions and communications
- Exhibitor package
- Swag bag sponsor (optional)
- 4 attendee registrations

#### **BRONZE SPONSORSHIP – \$5,000**

- Linked acknowledgment at virtual event
- Linked acknowledgment on Expo web pages
- Linked acknowledgement on applicable Expo promotions and communications
- Swag bag sponsor (optional)
- 4 attendee registrations

#### **SWAG BAG SPONSOR – \$1,000**

- Product, sample, coupon etc. of sponsors choice to be included in the tote that will be sent to all attendees. If sending a product, ingredient information is required.

*Sponsor registrations will include limited access to selected breakout sessions.*

