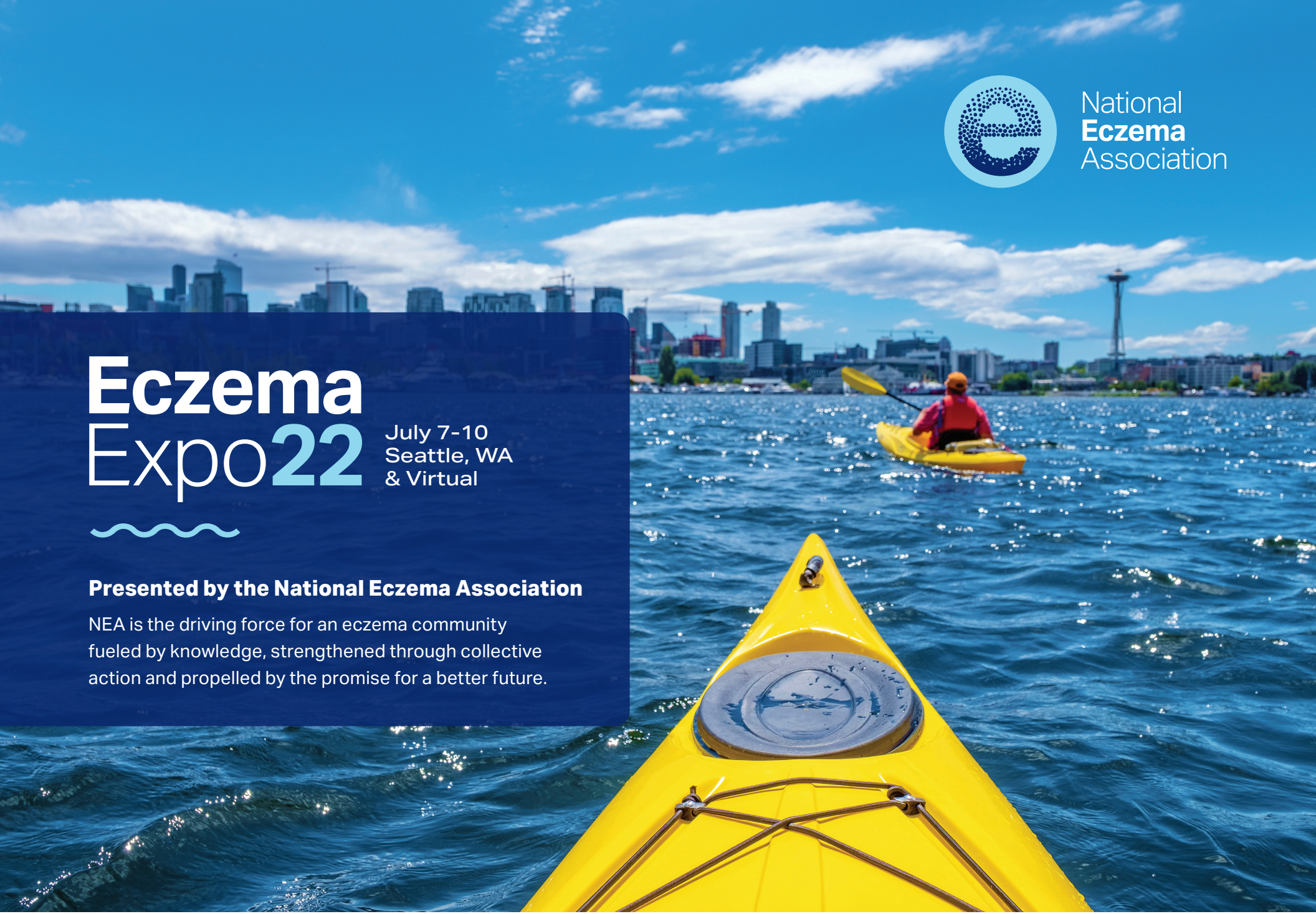


National Eczema Association

# Eczema Expo22

July 7-10
Seattle, WA
& Virtual

**Presented by the 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.

## Eczema Expo 2022 Sponsorship Prospectus

EczemaExpo.org

# Eczema Expo 2022 presented by the National Eczema Association (NEA)

Eczema Expo 22

Eczema Expo is NEA's annual community conference where patients, caregivers, healthcare providers, industry members and brand partners gather for education, support and connection. The highly anticipated event provides a one-of-a-kind opportunity for the eczema community to come together to find strength in shared experiences, as well as learn about the latest eczema information and resources from world-renowned experts.

Expo 2022 will be a hybrid event with an in-person gathering July 7-10 in Seattle, WA, and a virtual track running concurrently.

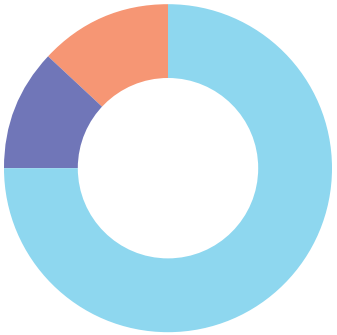
## Expo Stats:

615+ annual attendees

60+ educational breakout sessions

30+ industry KOLs presenting

## Attendee Stats:



- **75%** Adult attendees (both patients and caregivers)
- **12%** Children attendees (0-17)
- **13%** Pharmaceutical, brand & medical professionals

# Your support of Eczema Expo matters

Eczema Expo22

When you sponsor Expo 2022, you're providing the support necessary to create a community experience where all participants learn, share and connect. This one-of-a-kind four-day event provides Sponsors the ability to learn more about atopic dermatitis directly from the experts: people living with eczema, their caregivers and world-class healthcare providers. For the first time, NEA will be offering Expo in-person and virtually to broaden our impact and reach. Select sessions and educational materials will be available to those who cannot attend the event in-person, including the live streaming of all general sessions.

Sponsorship of Expo 2022 demonstrates that your company cares about individuals with eczema and shares NEA's commitment to lessening the impact of eczema on patients and caregivers. At Expo, sponsors are incorporated into the eczema ecosystem, creating a mutually beneficial experience for your brand and Expo attendees.

Expo is an unrivaled opportunity for the eczema community to hear about your brand. Attendees are incentivized to visit and learn about our sponsors in our always-lively Exhibit Hall, with product sponsorship providing additional opportunities for attendees to interact with your brand and products.

**Contact Jessica Bartolini at jess@nationaleczema.org with questions or to register.**

# Sponsorship Opportunities

Eczema Expo22

*Sponsor benefits with an asterisk (*) apply to live and virtual Expo programming; all other benefits only apply to the in-person event.*

## Level – Diamond: $150,000

- 30-second commercial played during Opening or Closing Session*
- Verbal and logo recognition during Opening and Closing Sessions*
- 10 ft x 10 ft exhibit space in a premium location
- Exhibit booth highlight in daily attendee email
- Attendee incentive to visit Exhibit booth
- Signage in high-traffic areas
- Logo included on select Expo emails*
- Logo on Expo swag bag*
- Branded/unbranded brochure in Expo swag bag*
- Full page ad in Expo program
- Primary logo on Expo program
- Primary logo on NEA's Expo website*
- Six attendee registrations

## Level – Platinum: $75,000

- Verbal and logo recognition during Closing Session*
- 10 ft x 10 ft exhibit space in a premium location
- Exhibit booth highlight in daily attendee email
- Attendee incentive to visit Exhibit booth
- Signage in high-traffic areas
- Logo included on select Expo emails*
- Branded/unbranded brochure in Expo swag bag*
- Half page ad in Expo program
- Secondary logo on Expo program
- Secondary logo on NEA's Expo website*
- Four attendee registrations

# Sponsorship Opportunities

Eczema Expo22

*Sponsor benefits with an asterisk (*) apply to live and virtual Expo programming; all other benefits only apply to the in-person event.*

## Level – Gold: $50,000

- Verbal and logo recognition during Closing Session*
- 10 ft x 10 ft exhibit space
- Exhibit booth highlight in daily attendee email
- Attendee incentive to visit exhibit booth
- Signage in high-traffic areas
- Logo included on select Expo emails*
- Half page ad in Expo program
- Tertiary logo on Expo program
- Tertiary logo on NEA website*
- Four attendee registrations

## Level – Silver: $25,000

- Verbal and logo recognition during Closing Session*
- 6 ft standard exhibit space
- Attendee incentive to visit exhibitor booth
- Logo on select Expo signage
- Logo included on select Expo emails*
- Logo in Expo program
- Logo on NEA's Expo website*
- Three attendee registrations

## Level – Bronze: $10,000

- 6 ft standard exhibit space
- Attendee incentive to visit exhibitor booth
- Logo on select Expo signage
- Mention in Expo program
- Mention on NEA's Expo website*
- Two attendee registrations

# Sponsorship Opportunities at a Glance

Eczema Expo22

| Diamond: $150,000 | Platinum: $75,000 | Gold: $50,000 | Silver: $25,000 | Bronze: $10,000 |
|---|---|---|---|---|
| 30-second commercial played during Opening or Closing Session* | x | x | x | x |
| Verbal and logo recognition during Opening and Closing Sessions* | Verbal and logo recognition during Closing Session* | Verbal and logo recognition during Closing Session* | Verbal and logo recognition during Closing Session* | x |
| 10 ft x 10 ft exhibit space in a premium location | 10 ft x 10 ft exhibit space in a premium location | 10 ft x 10 ft exhibit space | 6 ft standard exhibit space | 6 ft standard exhibit space |
| Exhibit booth highlight in daily attendee email | Exhibit booth highlight in daily attendee email | Exhibit booth highlight in daily attendee email | x | x |
| Attendee incentive to visit Exhibit booth | Attendee incentive to visit Exhibit booth | Attendee incentive to visit Exhibit booth | Attendee incentive to visit Exhibit booth | Attendee incentive to visit Exhibit booth |
| Signage in high-traffic areas | Signage in high-traffic areas | Signage in high-traffic areas | Logo on select Expo signage | Logo on select Expo signage |
| Logo included on select Expo emails* | Logo included on select Expo emails* | Logo included on select Expo emails* | Logo included on select Expo emails* | |
| Logo on Expo swag bag* | x | x | x | x |
| Branded/unbranded brochure in Expo swag bag* | Branded/unbranded brochure in Expo swag bag* | x | x | x |
| Full page ad in Expo program | Half page ad in Expo program | Half page ad in Expo program | Logo in Expo program | Mention in Expo program |
| Primary logo on Expo program | Secondary logo on Expo program | Tertiary logo on Expo program | | |
| Primary logo on NEA's Expo website* | Secondary logo on NEA's Expo website* | Tertiary logo on NEA Expo website* | Logo on NEA's Expo website* | Mention on NEA's Expo website* |
| Six attendee registrations | Four attendee registrations | Four attendee registrations | Three attendee registrations | Two attendee registrations |