

2020

DCC

DEBRA
CARE
CONFERENCE

JULY 19-22 | ATLANTA, GEORGIA



debra

DEBRA.ORG/2020DCC

SPONSORSHIP
& EXHIBITOR
OPPORTUNITIES

JOIN US IN ATLANTA

The 2020 debra Care Conference will be held from July 19-22 at the Omni Atlanta Hotel at CNN Center. This National 4-day event is the largest gathering of EB families, individuals, researchers, medical experts, and resource professionals of its kind, attracting more than 600 attendees. Any company with products or services that are essential or supportive to those with EB should attend.



600+
REGISTRANTS



81%
Patient/Family



12%
Medical
Professional



7%
Corporate



July 19-22, 2020 (with hotel stays until the 23rd!)

**Omni Atlanta Hotel at
CNN Center**
100 CNN Center NW
Atlanta, GA 30303

SPONSORSHIP LEVELS & BENEFITS

| OPPORTUNITY | Platinum | Gold | Silver | Bronze |
|---|----------|----------|----------|----------|
| | \$40,000 | \$25,000 | \$15,000 | \$10,000 |
| PRE-EVENT MARKETING | | | | |
| Logo on Conference Website | Premium | Standard | Standard | Small |
| Inclusion in Press Release | X | X | | |
| Pre-Event Dedicated Social Media Promotion | X | X | | |
| Pre-Event Dedicated Email Promotion | X | X | | |
| ON-SITE AT CONFERENCE | | | | |
| Company Logo with Link on Event Mobile App | X | X | X | X |
| Event Mobile App Content | Premium | Standard | Standard | Small |
| Exhibitor Table Location | Premium | Premium | Standard | Standard |
| Access to Conference Sessions | X | X | X | X |
| Special Acknowledgment & Logo Placement on General Session Backdrop | X | X | | |
| Company Logo on Attendee Name Badges | X | | | |
| Designated Exhibitor Workshop in Break-Out Room | X | | | |
| POST-EVENT MARKETING | | | | |
| Facebook Informational Posts (08/2020 - 08/2021) | 12 | 8 | 5 | 1 |
| Dedicated Emails to Constituents (08/2020 - 08/2021) | 6 | 5 | 4 | 1 |
| Unique Participant Survey or Poll | X | X | | |



ADDITIONAL OPPORTUNITIES

6' x 6' Exhibitor Table Only | **\$5,000**

Kids Room Sponsor | **\$2,500**

Make a general donation towards the DCC

WHY BECOME AN EXHIBITOR

- ▶ Designated exhibit space in a high traffic area of the event
- ▶ Opportunities to share your products or research and obtain feedback
- ▶ Meet attendees with buying power and influencers in the Epidermolysis Bullosa Community
- ▶ Access to debra of America's email and social media audiences
- ▶ Make a difference in the world of EB



SPONSORSHIP FORM

debra of America appreciates the significant role our corporate supporters and exhibiting partners have towards the success of the debra Care Conference.

PLEASE CHOOSE FROM THE SPONSORSHIP LEVELS BELOW:

☐ **PLATINUM** (\$40,000)

☐ **GOLD** (\$25,000)

☐ **SILVER** (\$15,000)

☐ **BRONZE** (\$10,000)

► **ADDITIONAL OPPORTUNITIES**

☐ 6' x 6' Exhibitor Booth Only (\$5,000)

☐ Kids Room Sponsor (\$2,500)

☐ I would like to make a donation towards the conference: \$ _____

SPONSOR LISTING INFORMATION:

LISTING (as it should appear in published materials): _____

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ **EMAIL:** _____

Completed form may be emailed to Jason Kelly at **dcc@debra.org** or faxed to: **212-868-9296**.
Payment may be made by credit card or invoiced upon submittal of form.



Dystrophic Epidermolysis Bullosa Research Association of America
EIN: 11-2519726

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