



9.7.2023 - 9.9.2023

Research Triangle Park

# Event Details

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# Event Overview

The Rare Fair was launched in 2018 as the first and only 100% virtual event for the global rare disease community. Since 2018, we've welcomed over 3,000 attendees from across the globe to our events. Join us as we continue to build collaborative and inclusive events for rare disease stakeholders.

Each year, we work to provide content that resonates with the rare disease community and that not only inspires engagement, but action.

In 2023, The Dash Alliance is partnering with Rare Revolution Magazine and Rare Youth Revolution for "YouthFest", the only event that provides targeted programming for young adults 29 and under.

This year's theme is "**Leveling Up for Rare**", a nod to the amazing opportunities we have in the rare disease community to support all stakeholders in the pursuit of better resources.

This year, The Rare Fair will be a 3-day hybrid event broadcast live from Research Triangle Park, North Carolina, as we feature organizations and people making incredible strides in the rare disease space.

**Days One and Two** will feature speakers, interactive panels, and networking opportunities for stakeholders in a **traditional educational format**, coupled with exciting special events and features.

On **Day Three**, we'll have content for families, young adults, and the kids as we host **YouthFest** and our 2nd annual **Junior Edition of The Rare Fair** for kids.

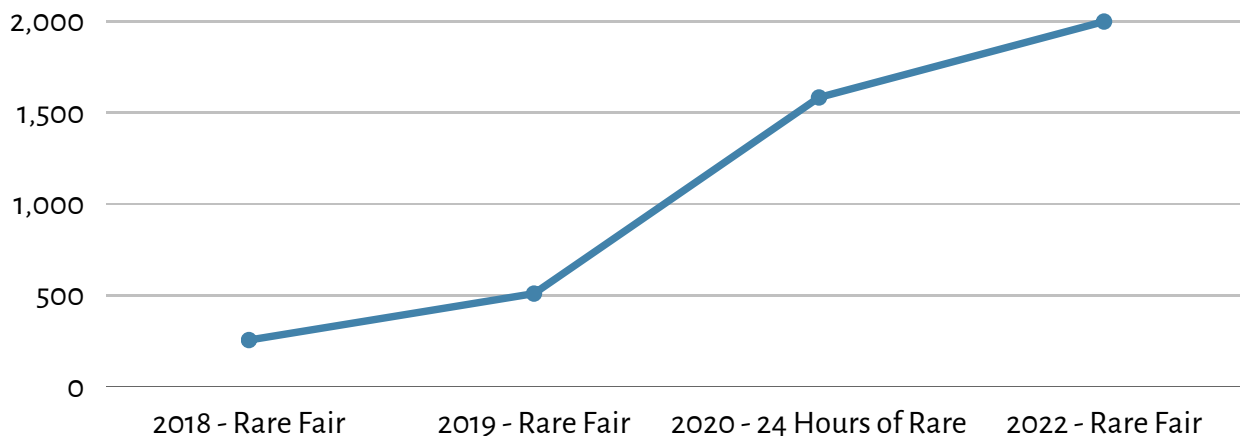
We'll also be hosting a day-long workshop for non-profit organizations looking to develop and enhance their offerings.

# Dash Alliance Event Stats

Since launching The Rare Fair in 2018, we have seen the evolution of rare disease events to be more inclusive. In continuing to leverage digital platforms to keep patient populations safe and our events inclusive, we have seen an increased reach year-over-year.

## Increased Growth and International Reach

Attendance continues to grow year-over-year at Dash Alliance events.



### Event Highlights from the last 3 years of Dash Events:

- 3000+ global attendees
- 250 educational sessions and panels
- 250+ disease groups represented
- 50+ countries represented
- Countless connections made





# Session Highlights

All attendees are welcome to join any session for a 360-degree discussion with representatives from each stakeholder group.

## Patient/Caregiver/Advocate Session Topics

- Extended Family Relationships and Caregiver Support
- Medical Gaslighting
- Engaging Young People in Advocacy
- Accessibility and Rare: A Panel Discussion
- Transitioning from Pediatric to Adult Care
- Caring for Rare Patients Over 50
- Marriage and a Rare Diagnosis

## Biotech/Data Science Session Topics

- Biotech and Life Science - Assessing the Education and Career Landscape
- Data Sharing & Selling - Understanding Registries, Studies, and Databases
- How Will Digital Technologies and Data Science Revolutionize Rare Healthcare?
- Rare Revolution Genetics Project
- Advances in Gene Therapy and the Path Forward - Promoting Patient Engagement Post-Treatment
- The Future of Biotech in Rare

## Medical/Researcher/Academic Session Topics

- Emergency Medicine & Patient Record Access
- Building Virtual Centers of Excellence and Creating Global Accessibility
- Diagnostic Pediatrics and Undiagnosed Patients
- International Collaboration to Further Research - Building a Foundation
- Checking in on Clinical Trials - A Status Report
- Educating The Next Generation Physician on Rare Diseases
- Building a Rare Disease Center for Women

## Industry

- Connecting with Patients: A Paradigm Shift for Industry, Medicine, and Academics
- RTP as a Blueprint for Rare Community Development
- Women in Rare
- Additional sessions to be announced

## Workshops

- Rare Relationships (Dating, Marriage & Everything In Between)
- Health Literacy & Medical Research
- All day non-profit workshop - September 9th

## Special Events

Accessible Fashion Show  
Live Reporting

Networking Cocktail Hours  
Open Mic Sharing Sessions

\*Daycare will be available onsite.

\*Sessions subject to change. Additional sessions TBA.



# Session Highlights

## Session Topics

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- RTP as a Blueprint for Rare Community Development
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- Educating The Next Generation Physician on Rare Diseases
- Biotech and LifeScience Education and Career Landscape

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## Special Events

Accessible Fashion Show  
RTP Spotlight  
Open Mic Sharing Sessions

Networking Cocktail Hours  
Live Reporting

## Special Features

- Poster Sessions
- NFC Scavenger Hunt
- Live Art Demonstration

\*Daycare will be available onsite

\*Sessions subject to change. Additional sessions TBA.



# YouthFest Highlights

## General Sessions

- Engaging Young People In a Compliant Way in Advocacy
- Medical Gaslighting
- Genetics Project

## YouthFest Session Topics

- Gaslighting
- Leveraging your Experience as a Rare Patient
- Transitions Panel
- Siblings Panel
- Genetics and Relationships

## Workshops

- Writing CV's and Leveling up on LinkedIn
- Recognizing and Coping with Medical Gaslighting

## Special Events

- Headshot Sessions
- Dance Party

## Special Features

- Lounge/ Letters of Love Exhibition
- VR Patient Experience/Invisible Illness
- Recruitment Fair
- Open Mic/Talent Showcase

## Networking Sessions

- Recruitment Networking - Industry
- Youth Mocktail Hour

\*Agenda subject to change



# Junior Edition Highlights

## Topics - Parent/Caregiver Track

- Holistic Care for Rare Kids - Balancing Nutrition, Physical, Mental, and Emotional wellness with a rare diagnosis
- Estate Planning
- 504/Learning Plan Workshop
- Transition Tips Session for Parents & Teens
- Family Support - Managing the Impact of a Diagnosis on the Whole Family
- Navigating Insurance and Maximizing Your Benefits
- Rare Primer: How to Connect with Non-Profits, Understand Patient Programs, and Build a Lasting Resource Network for Your Child

## Workshops for Kids

- Managing your Medical Needs
- Talking to your friends about your diagnosis
- The Power of Journaling
- Express Yourself! (A Guided Art Session)
- Open Mic/Talent Session

## Special Events

- Family Dance Party

## Special Features

- Scavenger Hunt
- Toy & Book Table
- Raffles
- Family Photography Sessions
- Science Experiment Sessions
- Firetruck/EMS Visit
- Arts & Crafts
- Surprises!

\*Agenda subject to change





# Non-Profit Workshop Highlights

## Workshop Overview

This one-day workshop provides one-hour sessions designed to help organizations understand the intricacies of running a rare disease non-profit.

At the end of the session, attendees will have a solid framework and path forward for their organization, regardless of whether the organization is pre-launch or an established entity.

Attendees will receive a printed workshop notebook as well as access to digital tools as part of their registration.

## Session Topics

- How to establish your 501c3/NGO status
- Building your social media presence
- Securing funding for your organization
- Legal and banking Information you must know
- Event Planning Tips, From Funding to Execution
- Understanding the Hunt For Patient Data
- Grant Writing And Other Challenges
- How to build a relationship with your lawmakers
- Collaborating with other non-profit organizations
- Building academic partnerships to further research
- Partnering with Industry

## Special Features

- Expert access
- Networking Lunch
- Ongoing access to a closed support group with other attendees

\*Agenda subject to change

# Sponsorship Opportunities

## \$100,000

- Presenting Sponsor - The Rare Fair | 1 Available
- Presenting Sponsor - YouthFest - Sponsorship Claimed

## \$50,000

- Expo Hall Sponsor | 1 Available
- Tech Showcase Sponsor | 1 Available

## \$25,000

- Pitch Competition Sponsor | 2 Available
- Virtual Event Platform Sponsor No Paywall | 1 Available
- Interactive VR Patient Experience | 2 Available
- Accessible Lounge Sponsor | 2 Available
- Interactive Patient Display | 1 Available

## \$10,000

- Family Dance Party | 2 Available
- Accessible Fashion Show & Dinner | 2 Available
- Open Mic/Talent Showcase | 2 Available
- Transitions Panel/Workshop/Workbook Sponsor | 2 Available
- Poster Hall Sponsor | 2 Available
- Live Art Demonstration | 1 Available
- Daycare Sponsor | 2 Available
- Advocacy Workshop Sponsor | Workbook Sponsor | 2 Available
- Care Pack Project | 2 Available

## \$5,000

- Live Broadcast Desk | Daily Sponsorships Available
- Networking Cocktail/Mocktail Hours | 2 Available
- Speed Networking Sessions Sponsor | 1 Available
- Toy Table Sponsor | 3 Available
- Letters of Love Campaign Sponsor | 2 Available
- Family Photography Sessions Sponsor | 2 Available

## \$2,500

- Guided Art Sessions (Rare Fair Junior) | 2 Available
- Snack Breaks | 8 Available
- RTP Spotlight Segments | 8 Available
- Live Bot Interactions with Z-Bot | 4 Available
- NFC Scavenger Hunt Sponsor | 2 Available
- Delegate Bag Sponsor | Unlimited

## Other

- Device Charging Station | \$500 per day | 4 Available
- Bespoke options available

# Event Sponsorship Opportunities

## Media Partner | Bespoke Options Available

Contact us for details on how your media outlet can participate.

## Travel Scholarship Sponsor

Since 2018, The Rare Fair has been a virtual-only event offering patients, caregivers, physicians, and industry an unprecedented opportunity to collaborate with each other around the world.

For the first time in 2023, The Rare Fair will be hybrid event offering in-person opportunities as well as the same opportunities provided in the past to our virtual audiences. Our goal is to provide a means for rare disease families, caregivers, and patients to travel to our amazing event without the burden of trying to offset the cost of travel while still taking care of their rare disease. Without your help, so many people would not be able to attend. Our events have traditionally been patient first and with your generosity, we can still make that possible.

- International Scholarships - sponsor individuals / families traveling internationally
- Domestic Scholarships - sponsor a US-based individual or family

Please reach out to us if you'd like to contribute to the travel scholarship fund.

## Sponsor a Session

- 45-minute Breakout sessions are available for \$2000/session.
- 1 Hour Panel sessions are available for \$5000/session, plus travel expenses for panelists.

# Exhibitor Opportunities

## Industry Booth (\$5000)

### Pre-Event Marketing

- Enjoy visibility on pre-event marketing emails
- Exhibitor logo on the event website
- Promotion on Rare Revolution Magazine, Rare Youth Revolution, The Dash Alliance and The Rare Fair social media networks, with cross-promotion from our partners

### Virtual Booth Specs

- 24/7 access to all of your virtual booth collateral
- Chat functionality
- Virtual Networking Sessions

### Physical Booth Specs

- Table
- 2 chairs
- 120v Power Outlet
- Dedicated daily expo hall hours
- In-booth livestream available for an additional fee

### Post-Event

- Inclusion in post-event marketing emails and materials
- Event metrics report

## Non-Profit Booth (\$2000)

### Pre-Event Marketing

- Enjoy visibility on pre-event marketing emails
- Exhibitor logo on the event website
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## Partner Booths (\$7000)

For industry exhibitors who would like to host their own booth as well as a booth for a non-profit partner, we have partner booths available. Please reach out to learn more about this unique opportunity to serve your patient community.

# CONTACT US

Sponsorships & Exhibitors

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Media

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## CONNECT WITH US



#TheRareFair2023