



9.7.2023 - 9.9.2023

Research Triangle Park

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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.

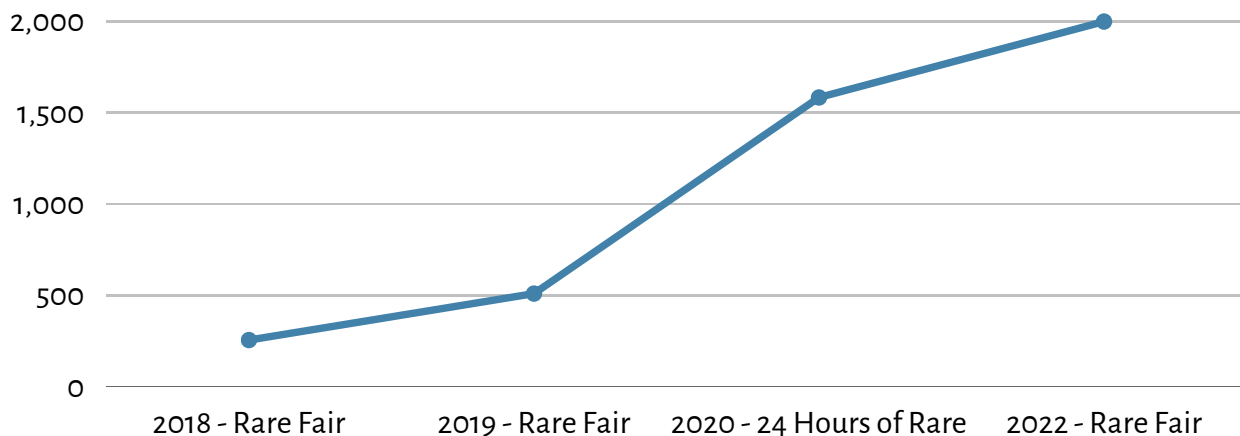
We'll also be hosting a day-long workshop for non-profit organizations looking to develop and enhance their offerings.

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





Event Highlights

Session Topics

- Rare Relationships with Companion Workshop (Dating, Marriage & Everything In Between)
- Extended Family Relationships and Caregiver Support
- Emergency Medicine & Patient Record Access
- Establishing a Medical Home
- Data Sharing & Selling - Understanding Registries, Studies, and Databases
- Accessibility and Rare: A Panel Discussion
- YouthFest Advocacy Session with Companion Workshop
- Building Virtual Centers of Excellence and Creating Global Accessibility
- Nursing in Rare
- Diagnostic Pediatrics
- Caring for Older Patients
- Connecting with Patients: A Paradigm Shift for Industry, Medicine, and Academics
- International Collaboration to Further Research

Workshops

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

Special Events

Expo Hall/Tech Showcase/Pitch Competition	Accessible Tech Home Presentation
Silent Auction to Benefit Rare Orgs	Accessible Fashion Show
Silent Disco/Dance Party	Interactive VR Patient Experience
Networking Cocktail Hours	RTP Spotlight
Live Broadcast Desk/Reporting	Open Mic Sharing Sessions

Special Features

- Poster Sessions
- Accessible Lounge
- NFC Scavenger Hunt
- Live Art Demonstration
- Speed Networking Sessions (Separate sessions for Industry attendees)
- Live Bot Interactions

*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
- The Illuminating RARE Talent Intern Programme
- Medical Gaslighting

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
- Silent Disco/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 with Circus Performances

*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
- 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

- Silent Disco/Family Dance Party Friday Night

Special Features

- Scavenger Hunt
- Toy & Book Table
- Raffles
- Family Photography Sessions
- Science Experiment Sessions
- Arcade Truck
- Firetruck/EMS Visit
- Inflatable slides
- Arts & Crafts

*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

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)

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- Enjoy visibility on pre-event marketing emails
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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