

# 2020 RNDs

connect. care. cure.™

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A one-day virtual educational  
conference for those affected by  
rare neuroimmune disorders

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**Saturday, August 29 | 8:00 am - 4:30 pm MT**

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Presenting Sponsors



Siegel  
Rare Neuroimmune  
Association



# 2020 RNDS

**The Siegel Rare Neuroimmune Association (SRNA)** is a non-profit advocacy organization dedicated to advancing research and clinical care and providing support through networking and education to those affected by rare neuroimmune disorders - acute flaccid myelitis (AFM), acute disseminated encephalomyelitis (ADEM), MOG antibody disease (MOGAD), neuromyelitis optica spectrum disorder (NMOSD), optic neuritis (ON) and transverse myelitis (TM). Our stakeholders include individuals diagnosed with rare neuroimmune disorders and their families/friends, clinicians, scientists, supporters and related-interested organizations. In 1999, we held the first international symposium about rare neuroimmune disorders, with more than 100 attendees from all over the world. Since then, we have held a symposium every other year to bring together individuals diagnosed with rare neuroimmune disorders and the clinicians and researchers that focus on these disorders.

In light of the COVID-19 pandemic, we have made the difficult but necessary decision to cancel the in-person event in August and proceed with a virtual format. Though it will be different, we are nonetheless excited about the unique opportunities this new approach affords us. We remain committed to hosting a conference that empowers our rare disease community to become better advocates for themselves and provides valuable resources to keep learning about these rare conditions.

## Objectives

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Acquire an understanding of rare neuro-immune disorders (ADEM, AFM, MOGAD, NMOSD, ON, and TM) and how they relate to each other.

Learn about the latest therapies and strategies to manage the symptoms associated with these chronic rare neuroimmune disorders, including clinical studies and future treatment strategies.

## Audience

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This conference is open to all individuals diagnosed with ADEM, AFM, MOGAD, NMOSD, ON, and TM, their families and caregivers. Medical professionals interested in these disorders are also welcome to attend. SRNA can provide certificates for attendance for those who would like to apply for CME credits.

## Connect

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Attendees will have the opportunity to virtually connect with one another, share experiences, interact with medical professionals and researchers, learn about and participate in research studies and SRNA programs during the one-day educational symposium.

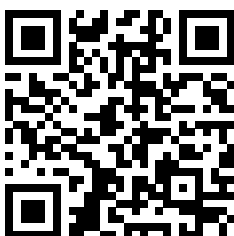
# Exhibitor Sponsorship | \$1,000

**As an exhibitor, you will have a dedicated booth at the Expo Area— the exhibitor hall of digital exhibitor booths at the 2020 RNDS. Attendees can visit the Expo Area and learn about your organization.**

Your dedicated booth can contain a live video, branded content, Twitter links, pre-recorded videos, special offers, salespeople on live camera, and a customized call-to-action (CTA) button.

Almost everything can be customized, including the:

- **Tagline, description, logos, and image** | Any of these pieces of your booth can be changed.
- **Event offer (optional)** | You can choose to include a special offer in your booth, such as a percentage off of a product, a coupon code, a giveaway, or whatever you'd like. This is a text-only field.
- **Video (livestream or pre-recorded)** | The video in your booth can be pre-recorded as a YouTube video. Or it can be a live session where you or your team can be on live camera with guests. Up to 10 people can be on camera.
- **Moderated, Open or Invite Only** | If you choose a live session, you can then choose whether you want it to be open or moderated or invite only. An open booth lets people join on live camera as they please. A moderated booth (you would be the moderator), requires your approval for attendees to join on live camera. Invite only means you would be the only one able to participate on live camera.
- **Call-to-action (CTA) Button** | The blue button in your booth can be customized in two ways. The first is the Register Interest option — the exhibitor (you) will receive an email that contains the attendee's contact information. The second option is linking to any webpage. This can be a PDF download, calendar link, or any other external link. It's up to you. If you do choose the "Link to webpage" option, have us change the button text accordingly.



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