



BLAZING TRAILS NASHVILLE 2025

National Conference April 4 - 6



2025 Sponsorship & Vendor Opportunities

Scarring Alopecia Foundation (SAF) | 1586 Sumneytown Pike #1322 | Kulpsville, PA 19443
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Largest assembly of patients living with scarring alopecia.

The conference creates an invaluable space for pharmaceutical and industry partners, patients, and SAF leadership to come together in meaningful collaboration, navigating the exciting opportunities that lie ahead. Recent milestones, such as FDA-approved treatments for alopecia areata, a surge in clinical interest and successful JAKi trials for scarring alopecia, a growing patient population, and the strength of a unified patient advocacy organization, provide the perfect backdrop to propel research and therapies forward.

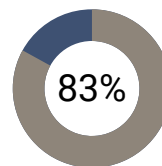
There are countless numbers of underserved patients suffer from scarring alopecia, a group of permanent, inflammatory hair loss conditions with limited treatment options. This disorder is often underrecognized by physicians, making it challenging to diagnose and manage. Currently, there is no cure or FDA-approved treatment for scarring alopecia. Treatment strategies vary based on disease severity, with commonly prescribed options including topical anti-inflammatories,

steroid injections, and antibiotics. In more severe cases, off-label use of immunosuppressants is common. Dermatologists have reported a notable rise in scarring alopecia cases in recent years, though the cause of this increase remains unclear. Unlike other forms of alopecia, scarring alopecia permanently destroys hair follicles, leading to irreversible hair loss, often accompanied by pain, burning, and itching.

Patient Facts*

8459 Patient Members

- 33% - Frontal Fibrosing Alopecia
- 31% - Lichen Planopilaris
- 28% - Central Centrifugal Cicatricial Alopecia
- 9% - All Other Types



83% of CCCA, FFA, and LPP patients have either experienced sadness or anxiety because of their hair loss.



30% of CCCA, FFA, and LPP patients are currently not receiving treatment for their hair loss.



Currently, 20% of patients with FFA and LPP are taking 4-6 medications to address their hair loss.

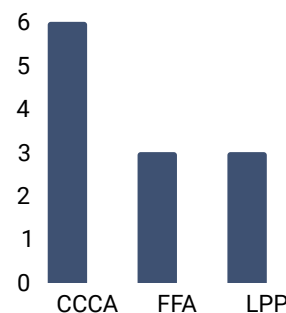
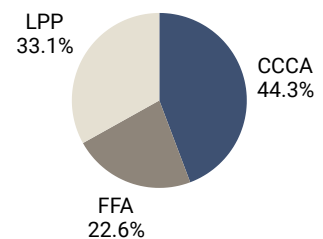


38% of CCCA patients do not use any medications for their hair loss.



On average, only 22% of CCCA, FFA, and LPP patients express satisfaction with the treatment prescribed for their hair loss.

Spend a monthly budget of \$100 to \$500 for treatment costs.



Average Number of Years to Receive a Diagnosis after Noticing Hair Loss

*Data from CAPAIR Survey



Partner with patients for shared success by improving lives, communities, and your brand.

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SAF's national conference connects individuals with scarring alopecia to both medical experts and fellow patients, offering guidance on managing the disease's complex medical aspects. Beyond that, it provides a supportive space to address the psychosocial challenges many face, such as embarrassment, fear, isolation, and anxiety. SAF's membership has grown by 3000 members since our last conference six years ago, so the expected attendance for Nashville is 300 patients.

As a sponsor, your company will receive the following benefits:

Direct Connection with Scarring Alopecia Patients

Engage with a diverse and rapidly growing community, including a key audience segment of African American patients affected by Central Centrifugal Cicatricial Alopecia (CCCA).

Brand Awareness and Philanthropic Leadership

Showcase your commitment by aligning with SAF, the only scarring alopecia advocacy group, and strengthen your brand in healthcare and patient advocacy.

Invaluable Insights into the Patient Journey

Gain a deeper understanding of the scarring alopecia lived experience by attending two dedicated patient perspective panels focused on both the medical and psychosocial aspects of the condition.

Gain Recognition Across Key Groups

Position your brand in front of an influential audience, including patients, healthcare providers, and industry leaders.

High-Profile Visibility Across Digital Platforms

Your sponsorship will be prominently featured on our website, scarringalopecia.org, and across social media channels, reaching millions of potential impressions.

Exclusive Access and Engagement Opportunities

Receive VIP access to the conference, fostering direct engagement with SAF leadership and opportunities for future collaboration.



Faculty and Speakers

SAF is incredibly proud of the caliber of these experts and their willingness to share their knowledge to help patients. Hear from the world's leading experts on scarring alopecia, speaking live at the conference.



Dr. Keira Barr



Dr. Song Park



Dr. Meena Singh



Dr. Emma Guttman



Dr. Melissa Piliang



Dr. Benjamin Ungar



Dr. Maria Hordinsky



Dr. Maryanne Senna



Dr. Natasha Mesinkovska



Dr. Jamie MacKelfresh



Dr. Jerry Shapiro



Itisha Jefferson





2025 Sponsorship Levels

BENEFITS	Platinum \$50,000	Gold \$25,000	Silver \$10,000	Bronze \$5,000
Company logo & link on conference landing page	✓	✓		
Name placement on conference landing page			✓	✓
Recognition in all or select conference emails	Logo/All	Name/Select	Name/Select	
Recognition from stage during conference	✓	✓	✓	✓
Logo recognition on on-site conference sign	✓	✓	✓	
Complimentary conference registrations	6	4	2	1
Posts on all SAF social channels highlighting sponsorship	6	4		
Recognition in thank you post on all SAF social media channels	✓	✓	✓	✓
Co-branded collateral promo items for attendees	✓	✓		
Table at Vendor Expo	8'	6'	6'	6'
Insertion of company materials in attendee bags	✓	✓	✓	
Page in conference program	Full	Half		

Contact Jean Pickford, Executive Director, to confirm your sponsorship or to discuss custom engagement by clicking [HERE](#).



Vendor Expo Opportunities

SAF is offering a unique opportunity to connect directly with scarring alopecia patients, an eager and motivated demographic seeking products and services tailored to their needs. By purchasing a vendor table, you'll have the chance to engage face-to-face with attendees who are actively searching for solutions, building trust, and promoting your brand in a meaningful way. Cash-and-carry sales are welcomed, making it easier for your business to create an immediate impact and drive sales on the spot!

Vendor Table - \$2,500

- One 6' x 30" Table
- Location priority is first come, first served
- Maximize your impact with branded table cloth, custom signage, standalone displays and table toppers, branded marketing collateral and giveaways.
- All vendors must follow rules and guidelines.
- The following are permitted:
 - Product demonstrations
 - Digital displays
 - Sampling stations

To register your vendor table, click [HERE](#).

Vendor Table Rules & Regulations

- Vendors are required to set up and break down their own display. Be considerate when assembling and dismantling your table display and avoid high volume times that may be disruptive to attendees and other vendors.
- Keep displays within the boundaries of your assigned table space. Ensure all signage, product displays, and promotional materials are professional and appropriate for the conference. Avoid obstructing other vendors' tables or blocking attendee traffic.
- All products or services displayed should be relevant to the scarring alopecia community, providing value to patients.
- Vendors must comply with all health and safety regulations, including fire codes and any public health guidelines in place at the time of the conference.
- Cash-and-carry sales are permitted and vendors are responsible for managing their own payment systems and handling cash securely.
- In promotion, please use conference hashtags on social media posts #SAFBlazingTrails and #SAF25Nashville.
- Vendors are responsible for their own liability and insurance coverage for their products and table. The conference organizers are not liable for any lost, stolen, or damaged property.
- If your table requires electrical outlets or internet access, request these in advance and confirm availability. Bring necessary equipment (extension cords, power strips, etc.) to ensure your booth is fully operational.

For more information or to discuss custom engagement, contact Mia Littlejohn at ml@scarringalopecia.org.