

2016 SPONSORSHIP AND EXHIBITOR PROSPECTUS

The 4th Annual

Global Pharmaceutical and Medical Meetings Summit™

Where Pharmaceutical, Biotech, Medical Device, and Health Care Senior Meeting Professionals Convene to Innovate, Educate, and Network

FEBRUARY 2016 • PHILADELPHIA, PA

organized by:



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ABOUT THE SUMMIT

The Pharmaceutical and Medical Meetings team would like to thank everyone that made our 3rd Annual Summit a success. The conversations that were had and the connections that were made can only happen when you get the right group of people together. We are excited to announce the launch of the **4th Annual Global Pharmaceutical and Medical Meetings Summit™**. The boutique-like Summit gathers senior pharmaceutical, biotech, medical device and healthcare meeting executives for empowering ROI-driven conversations about the industry's biggest opportunities. Those conversations are amplified in a way no other event can be through ongoing networking and shared best practices. As usual, World Congress commits to a 50/50 or better ratio of Meeting executive and Solution Providers.

WHERE PHARMACEUTICAL, BIOTECH, MEDICAL DEVICE, AND HEALTH CARE SENIOR MEETING PROFESSIONALS CONVENE TO INNOVATE, EDUCATE, AND NETWORK



WORLD CLASS TARGETED PROGRAM CONTENT ON:

- The Life Sciences and Health Care Markets
- Health Care Certification for Meeting Professionals
- Health Care Regulations and the Trends and Impact on your Meetings
- The Globalization of SMM Programs
- Spend Tracking and Data Reporting for Global Compliance and Efficiencies
- Planning in Emerging Markets
- Meeting Design
- Global Meeting Risk Mitigation and Management
- Medical Meetings in the Digital Age
- Ethics in Medical Meetings
- Meeting Measurement

Enhance your company's visibility and impact at
**The 4th Annual Global Pharmaceutical and Medical
Meetings Summit™**. Make a lasting impact on the
meetings community with one of our sponsorship
and branding opportunities. Choose from one of our
creative interactive branding programs or contact Chris
Karassik and let our team custom design an approach
that meets your goals. We are committed to keeping
the planner to supplier ratio at 50% allowing you to
have quality interactions with leading thought leaders.



www.worldcongress.com

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B O S T O N • N E W Y O R K

Global Pharmaceutical and Medical Meetings Summit

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PREVIOUS GLOBAL PHARMACEUTICAL AND MEDICAL MEETINGS SUMMIT™ ATTENDEES INCLUDE:

Aarogen Corporate Meetings and Incentives • AbbVie
 • ACCESS Destination Svcs • Access Philadelphia
 • ACGME • Adjoin Meetings • AG Communications, LLC
 • AIMIA • Albrecht Events • Allergan • American Board of Internal Medicine • American Express Meetings & Events
 • American Society for Cell Biology • Anaheim Orange County Visitor & Convention • Ashfield Meetings and Events • Assn Headquarters • Assoc & Meeting Solutions
 • Association HQ Inc • Aza Events • Banks-Sadler
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 • ConferenceSource • Congress Ctr Basel Switzerland
 • Convention Industry Council • CORT • Coulter Cos
 • Cubist Pharmaceuticals • Cvent • CWT Meeting & Events • Depuy Synthes • Destination DC • Detroit Metro Convention & Visitors Bureau • Diplomat Resort & Spa
 • Drum Consultants • Dubai Bus Events • Eisai • Eli Lilly & Co • Embassy Stes Tampa Downtown Convention Ctr •

Experience Grand Rapids • Fairmont Newport Beach
 • Fairmont Pittsburgh • Fogo De Chao • Freeman
 • Genentech • GlaxoSmithKline • Grand Hyatt New York
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 • Hampton Convention & Visitor Bureau • Hello!
 • Destination Management • HelmsBriscoe • Hershey Entertainment & Resorts • Hilton Worldwide • Hinson Group • Hotel Irvine • Hotels for Hope • Hyatt Hotels
 • Illumina • IMS Technology Svcs • INC Research • IPCAA
 • Island Hotel Newport Beach • ITA Group • Kalahari Resorts & Conventions • KSL Resorts • LimoLink • Loews Hotels • Lyons Pride Enterprises • Madison Avenue Signs
 • Maritim Hotels • Maritz • Marriott • MCI • McQuone Consulting • McVeigh Assoc • MD Events • MedImmune
 • Meeting Achievements • Meeting Professionals International • Meetings & Incentives Worldwide
 • Meetings Analytics • Merck • Merz Pharmaceuticals
 • Metropolitan State University of Denver • MGM Resorts Intl • Millennium Hotels & Resorts • Miller Tanner Assoc
 • Monterey County Convention & Visitors Bureau • Natl Assn of Social Workers Illinois • Newport Beach Marriott

• NH Hotel Grp • Novartis Oncology • Novartis Pharma AG • Novartis Pharmaceuticals Corp • NYC & Co • Park Hyatt Chicago • Parthenon Mgmt Grp • Philadelphia CVB
 • Philadelphia Life Sciences Congress & PHLCVB • Portola Hotel & Spa • Radisson Blu • Raspberry Communications
 • Rockpointe • Royal Sonesta • Rx Worldwide Meeting
 • Saddlebrook Resort Tampa • San Diego Tourism Authority • SBR Worldwide • Scottsdale Convention & Visitors Bureau • Scottsdale Plaza Resort • Seven Degrees Communications • Smart Meetings • Smart Meetings 360 • Sol Grp Melia Hotels Intl • Sonesta Collection • St. Jude Medical • Starwood Hotels & Resorts Worldwide • Strategic Meetings • Switzerland Convention & Incentive Bureau • Takeda Pharmaceuticals
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HEAR WHAT LAST YEAR'S ATTENDEES AND SPONSORS HAD TO SAY:

"We understand the nature of supporting and investing in marketing opportunities like World Congress. The quality of the participants, the size of the conference, and the content were all reasons we sponsored World Congress. The program and the onsite experience were what we expected, and that is important and refreshing to us. Thank you!"

— Russell Wyman
 Co-Founder and CEO
 GruupMeet, Inc.

"I thought the entire Summit was excellent. Great quality sessions and keynotes and I was thrilled to participate. I hope to be able to attend the 2016 summit."

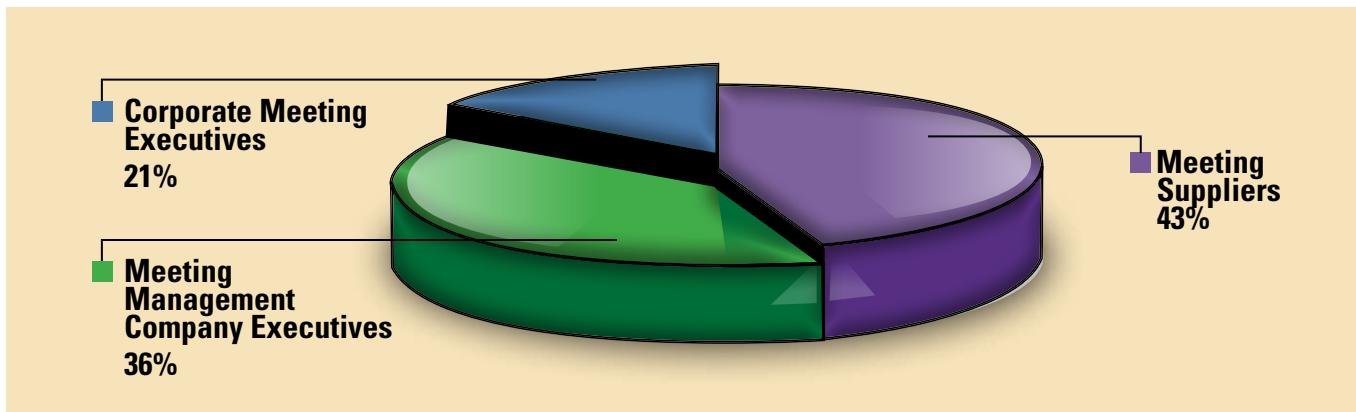
— Diana Marinos
 Principal Project Manager,
 Meetings and Events
 Boston Scientific

"It's really assuring to see more third party planners attend these types of conferences.

After all, they are the ones in the detail. I always look to see who is here and who is offering their meeting planning staff these valuable opportunities to learn about trends and industry updates . It is a value add proposition to clients and it refreshing to see a variety of agency staff attend now."

— Hara C. Hawthorne, Sr. Manager, Global Clinical Meeting Planning, MACS (Market Access & Commercial Services), Eisai Inc.

2015 AUDIENCE DEMOGRAPHICS:



the 4th annual

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COMPANIES AND ASSOCIATIONS WHO HAVE SUPPORTED THE GLOBAL PHARMACEUTICAL AND MEDICAL MEETINGS SUMMIT™:

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PREMIER LEVEL SPONSORSHIP OPPORTUNITIES AND VENDOR PRICING:

DISCLAIMER: ALL PACKAGES AND OPTIONS ARE SUBJECT TO FINAL APPROVAL AND AVAILABILITY

EXCLUSIVE PLATINUM SPONSOR

- **Thought Leadership:**
Keynote Session introduction or moderator position (all speaking opportunities are subject to final approval from World Congress Producer).
- **More Thought Leadership:**
Second speaking opportunity with or without client(s) (panelist, moderator or session introduction – all speaking opportunities are subject to final approval from World Congress Producer).
- **Even More Thought Leadership:**
Chairperson role for one day.
- **Content collaboration with World Congress Producer:**
Once the sponsorship is confirmed, you will work directly with our production team to iron out all details pertaining to the speaking opportunities
- **Networking Function:**
Host a choice of one hospitality event (cocktail reception, networking break, breakfast, lunch, or private dinner) open to all delegates – includes signage, and welcoming remarks.
- **Branding Function:**
Choice of Sponsorship Add-On Options (branding items found on the bottom of page 6).
- **Oversized Exhibit Space:**
Turn key 8'x 20, exhibit space (prime location) – skirted tables, chairs and standard electric included.
- **Conference Passes:**
Up to 3 speaker passes and 10 complimentary registration passes included.
- **Client Conference Passes:**
Up to 10 client passes included - Corporate, Third Party or Association Planners only (must not already be registered to attend).

- **Audience Development Campaign:**
World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list.
- **Delegate List Access:**
Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers.
- **1 Pre-conference email:**
One marketing piece (provided by you) to be sent to the attendees and speakers pre-event.
- **World Congress Wish List Program:**
Up to 5 requests for facilitated introductions.

Additional Marketing Benefits:

- Unlimited vouchers for half off the current registration fee for prospects or clients
- Logo displayed on appropriate marketing communication pieces
- 50 word company overview on the event website
- Logo placement on the brochure cover
- Assistance with Press Release Language Development and Distribution
- Reciprocal website links

WHY YOU SHOULD SPONSOR

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EXCLUSIVE GOLD SPONSOR

- **Thought Leadership:** Keynote Session introduction or moderator position (all speaking opportunities are subject to final approval from World Congress Producer).
- **More Thought Leadership:** Possible Chairperson role for one day or second speaking opportunity
- **Content collaboration with World Congress Producer:** Once the sponsorship is confirmed, you will work directly with our production team to iron out all details pertaining to speaking opportunities.
- **Networking Function:** Host a choice of one hospitality event (breakfast, lunch, cocktail reception or coffee break) open to all delegates – appropriate signage included.
- **Branding Function:** Choice of Sponsorship Add-On Options (branding items found on the bottom of page 6).
- **Oversized Exhibit Space:** Turn key 8' x 20, exhibit space (prime location) – skirted tables, chairs and standard electric included.
- **Conference Passes:** Up to 2 speaker passes and 8 complimentary registration passes included.
- **Client Conference Passes:** Up to 5 client passes included - Corporate, Third Party or Association Planners only (must not already be registered to attend).

• **Audience Development Campaign:** World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list.

- **Delegate List Access:** Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers.
- **1 Pre-conference email:** One marketing piece (provided by you) to be sent to the attendees and speakers pre-event.
- **World Congress Wish List Program:** Up to 5 requests for facilitated introductions.

Additional Marketing Benefits:

- Unlimited vouchers for half off the current registration fee for prospects or clients
- Logo displayed on appropriate marketing communication pieces
- 50 word company overview on the event website
- Logo placement on the brochure cover
- Assistance with press release language development and distribution
- Reciprocal website links

SILVER SPONSOR

(MAXIMUM OF 3 SILVER SPONSORS)

- **Thought leadership:** Keynote Session introduction or moderator position (all speaking opportunities are subject to final approval from World Congress Producer).
- **Content collaboration with World Congress Producer:** Once the sponsorship is confirmed, you will work directly with our production team to iron out all details pertaining to the speaking opportunity.
- **Networking Function:** Host a breakfast or a coffee break open to all attendees.
- **Branding Function:** Choice of Materials Distribution, Chair Drop, Hotel Room Drop or Conference Lanyards
- **Oversized Exhibit Space:** Turn key 8' x 20, exhibit space (prime location) – skirted tables, chairs and standard electric included.
- **Audience Development Campaign**
- **Conference Passes:** 1 Speaker pass and 5 complimentary registration passes.
- **Client Conference Passes:** Up to 3 client passes included - Corporate, Third Party or Association Planners only (must not already be registered to attend).

• **Delegate List Access:** Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers.

- **1 Pre-conference email:** One marketing piece (provided by you) to be sent to the attendees and speakers pre-event.
- **World Congress Wish List Program:** Up to 5 requests for facilitated introductions.

Additional Marketing Benefits:

- Unlimited vouchers for half off the current registration fee for prospects or clients
- Logo displayed on appropriate marketing communication pieces
- 50 word company overview on the event website
- Logo placement on the brochure cover
- Assistance with press release language development and distribution
- Reciprocal website links

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MID-LEVEL SPONSORSHIP OPPORTUNITIES AND VENDOR PRICING:

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<p>EDUCATIONAL UNDERWRITER</p> <p>MEETING MANAGEMENT COMPANY RATE AVAILABLE (DETAILS AVAILABLE UPON REQUEST)</p>	<ul style="list-style-type: none"> Thought leadership: Session introduction or moderator position (all speaking opportunities are subject to final approval from World Congress Producer). Content collaboration with WC Producer: Once the sponsorship is confirmed, you will work directly with our production team to iron out all details pertaining to the speaking opportunity Conference Passes: 1 Speaker pass and 2 complimentary registration passes (3 total conference passes for your company executives). Exhibit Space: 8' x 10, Turn-key booth on the main exhibit floor – Suitable for pop-up booth or table-top display, skirted table, chairs, and standard electric included. Audience Development Campaign: World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list. 	<ul style="list-style-type: none"> Delegate List Access: Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers. <p>Additional Marketing Benefits:</p> <ul style="list-style-type: none"> Unlimited vouchers for half off the current registration fee for prospects or clients Logo displayed on appropriate marketing communication pieces 50 word company overview on the event website Logo placement on the brochure cover Assistance with press release language development and distribution Reciprocal website links
<p>COCKTAIL RECEPTION SPONSOR</p>	<ul style="list-style-type: none"> Networking Function: Host a Cocktail Reception open to all delegates – includes signage, napkins with logos, and welcoming remarks. All food and beverage to be provided and managed by World Congress. Conference Passes: 3 Complimentary registration passes included. Exhibit Space: 8' x 10' Exhibit space - skirted tables, chairs, and standard electric included. Audience Development Campaign: World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list. 	<ul style="list-style-type: none"> Delegate List Access: Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers. <p>Additional Marketing Benefits:</p> <ul style="list-style-type: none"> Unlimited vouchers for half off the current registration fee for prospects or clients Logo displayed on appropriate marketing communication pieces Logo placement in the brochure 50 word company overview on the event website Assistance with press release language development and distribution Reciprocal website links

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INVITATION-ONLY BREAKFAST OR LUNCH FOCUS GROUP

INVESTMENT LEVEL FOR
THIS PACKAGE WILL VARY –
ASK FOR DETAILS

- Invitation-only breakfast or lunch for up to 15 targeted conference attendees (including sponsor prospects).
- World Congress will do the following:
 - * Send out invitations (designed by sponsoring company) and will manage RSVPs.
 - * Provide catering/room fees/LCD projector and microphone (if nec.)
- Opportunity to make host remarks and lead focus group discussion.
- 3 Complimentary registration passes included.
- 8' x 10' Exhibit space - skirted tables, chairs, and standard electric included.
- Audience Development Campaign.
- Unlimited vouchers for half off the current registration fee for prospects or clients

- Logo Displayed on appropriate marketing communication pieces
- 50 word company overview on the event website
- Logo placement on the brochure cover
- Assistance with press release language development and distribution
- Reciprocal website links
- One set of post-conference mailing list of conference audience for post event follow up. This list is exclusive of email addresses and will be provided in PDF format.

** All Food and Beverage Will Be Ordered
and Managed By World Congress*

INVITATION-ONLY / PRIVATE DINNER

INVESTMENT LEVEL FOR
THIS PACKAGE WILL VARY –
ASK FOR DETAILS

- Invitation-only dinner for up to 15 targeted conference attendees (including sponsor prospects).
- World Congress will do the following:
 - * Send out invitations (designed by sponsoring company) and will manage RSVPs.
 - * Provide catering/room fees/LCD projector and microphone (if nec.)
- Opportunity to make host remarks.
- 3 Complimentary registration passes included.
- 8' x 10' Exhibit space - skirted tables, chairs, and standard electric included
- Audience Development Campaign
- Unlimited vouchers for half off the current registration fee for prospects or clients
- Logo displayed on appropriate marketing communication pieces

- 50 word company overview on the event website
- Logo placement on the brochure cover
- Assistance with press release language development and distribution
- Reciprocal website links
- One set of post-conference mailing list of conference audience for post event follow up. This list is exclusive of email addresses and will be provided in PDF format.

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BASE-LEVEL OPPORTUNITIES:

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EXHIBITOR PACKAGE MEETING MANAGEMENT COMPANY RATE AVAILABLE (DETAILS AVAILABLE UPON REQUEST)	<ul style="list-style-type: none"> Exhibit Space: 8' x 10' Exhibit space - skirted table, chairs, and standard electric included Conference Passes: 2 Complimentary all access conference passes included Audience Development Campaign: World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list. 	<ul style="list-style-type: none"> Delegate List Access: Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format contact details exclusive of email addresses and phone numbers. Unlimited vouchers for half off the current registration fee for prospects or clients Logo displayed on appropriate marketing communication pieces Logo placement in the brochure Assistance with press release language development and distribution Reciprocal website links
ASSOCIATE SPONSORSHIP	<ul style="list-style-type: none"> Conference Passes: 1 Complimentary all access conference pass included Audience Development Campaign: World Congress will execute a targeted email on your behalf, sending an invitation from your company to attend the conference to your clients and prospects. Your company is responsible for collaborating with World Congress on creating the invitation and for providing World Congress with the e-mail list of prospective delegates you wish to receive the invite. World Congress reserves the right to approve the email list. 	<ul style="list-style-type: none"> Delegate List Access: Utilize the World Congress post-conference mailing list of audiences for post-event follow-up. (A waiver form must be signed for authorized usage). List will arrive by email in PDF format with contact details exclusive of email addresses and phone numbers. Unlimited vouchers for half off the current registration fee for prospects or clients Logo displayed on appropriate marketing communication pieces Logo placement in the brochure Reciprocal Website Links
SPONSORSHIP ADD-ON OPTIONS	<ul style="list-style-type: none"> Additional Conference Passes 8x20 Booth Upgrade World Congress Wish List Program Tech Demo Materials Distribution (at Registration, in Tote-Bag etc.) Onsite Banner Advertising Chair Drop During Session (must be an unsponsored session) Hotel Room Drop Lanyards Notepad & Pen Sponsorship Water Stations Hospitality Suite(s) Wireless Internet Sponsor Speaker Lounge Sponsorship USB Memory Storage Devices Cell Phone/Computer Charging Station Sponsorship Tote-Bag Portfolio Organizers Whitepaper Broadcast (50 Leads Guaranteed) Advanced Working Group Webinar (50 Leads Guaranteed) 	