

21st Annual

Market Access



Summit



SPONSORSHIP LEAD GENERATION GUIDE



The largest and longest-running
market access event in Canada

October 19–20, 2022



Elevate Your Brand and Achieve Your Lead Generation Goals

- The **21st Annual Market Access Summit** is a part of our portfolio of highly anticipated pharmaceutical conferences.
- This year's edition is an **in-person event** featuring face-to-face meetings, breakout streams and networking sessions. The summit will also be **streamed virtually** for attendees that can't make it in person.
- This exclusive conference attracts **200+ market access leaders** actively sourcing solutions to help them succeed in this highly regulated Canadian marketplace.
- Our **cutting-edge event platform** enables you to showcase your brand and network with both our in-person and virtual audience.



Key Event Metrics



200+ qualified leads per event



79% of attendees specialize in Market Access, Government Affairs or Pricing



67% of attending companies generate \$1B+ in revenue



62% of attending companies have 5,000+ employees



Top Reasons Our Delegates Attend



Source new consulting partners



Gain best practices and industry benchmarking



Engage with peers face-to-face and virtually



Connect with current solution providers



Meet thought leaders and visionaries

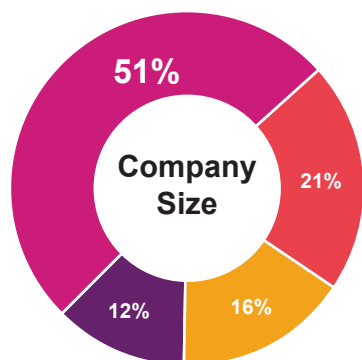


Network with industry stakeholders

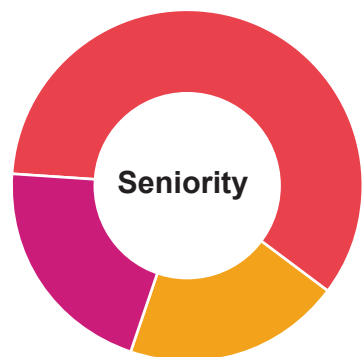


Stay on top of market trends and innovations

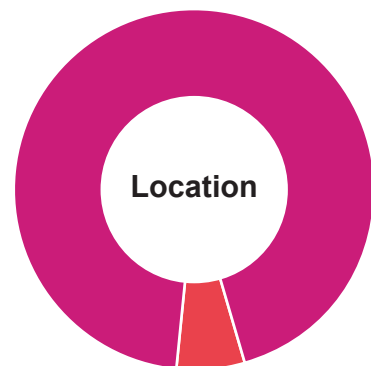
Partner with Senior Executives Looking for Market Access Expertise



- 10,000+ employees
- 1,001-10,000 employees
- 200-1,000 employees
- Under 200 employees

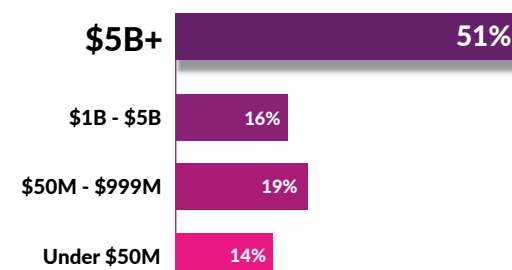


- 21% VP/C-Suite
- 59% Director/Manager
- 20% Specialist/Associate

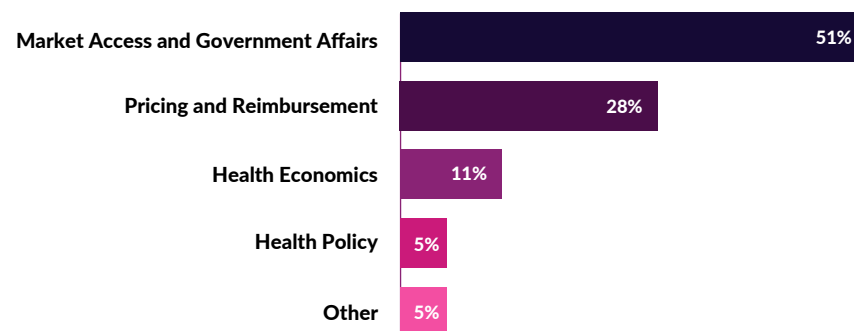


- 94% Canada
- 6% Other

Company Revenue



Job Function



How We Deliver Attendees

- **World-class speakers** and **leading-edge content** to attract new buyers to the summit and encourage past delegates to return
- **2,500+** buyers and decision-makers in our market access community, serving as one of the largest and most influential networks in Canada
- Strategy Institute has established the reputation as a market leader with **2 events** in the pharmaceutical space
- Active in the market access field **year-round** with our finger on the pulse of new trends and the sector's biggest players
- Multichannel **targeted marketing campaign** to our market access community, including social media, paid digital, thought leadership content, personalized emails, event website and brochure
- Comprehensive COVID screening and protocols that allow our sponsors, speakers and attendees to **network in a safe environment**



Showcase Your Solutions Alongside C-Suite Leaders

Our Market Access Summit attracts **40+ top industry speakers** at the forefront of their field.
Secure one of our sponsored speaking sessions and **establish your thought leadership** alongside these market access champions.



André Picard
Author and Journalist;
Health Columnist
The Globe and Mail



Mo Amin
Vice President, Patient Access,
Government Affairs and Pricing
AstraZeneca Canada



Dr. Shurjeel Choudhri
SVP and Head of Medical
and Scientific Affairs
Bayer HealthCare



Christian Ouellet
Head of Government
Relations and Public Affairs
Novartis



Suzanne McGurn
President
and CEO
CADTH



Heather McDonald, PhD
VP and Global Head of Market Access:
Cell and Gene Therapies and Digital Health
Bayer Pharmaceuticals



Alain Boisvert
Head, Government
and Public Affairs
Pharmascience



Lauren Fischer
Vice President of
Corporate Affairs
Eli Lilly Canada



YOUR Sponsorship TAKEAWAY VALUE

1 Promote Your Thought Leadership

- Buyers regard you as a **market leader** and a top solution provider.
- Stakeholders better understand the value and **credibility** of your brand and how to create a mutually beneficial partnership.
- Be known as the **go-to partner** for market access expertise with solutions for pharma companies that fit your ideal customer profile.
- Market your on-demand speaking session and content to attract **passionate brand advocates**.

2 Generate Leads & Expand Your Reach

- **200+ qualified leads** focused on your solutions.
- Meet face-to-face with **VPs** and **Directors** of Government Relations, Pricing, Reimbursement and Health Economics who are sourcing innovative market access strategies.
- Benefit from **increased buyer engagement** with our gamification strategy and in-person engagement opportunities, including workshops, sponsored contests, VIP dinners, icebreaker sessions and more.
- Utilize our **event platform** to schedule in-person and virtual meetings with senior buyers to convert prospects into clients.



3 Elevate Your Brand Awareness & Trust

- Maximize **visibility** and **recognition** among a tailored audience that fits your buyer persona.
- Leverage a co-marketing campaign with **100,000+ brand impressions**.
- Increase your **market share**, achieving your demand generation objectives.
- Raise your **brand profile** to stand out against the competition.

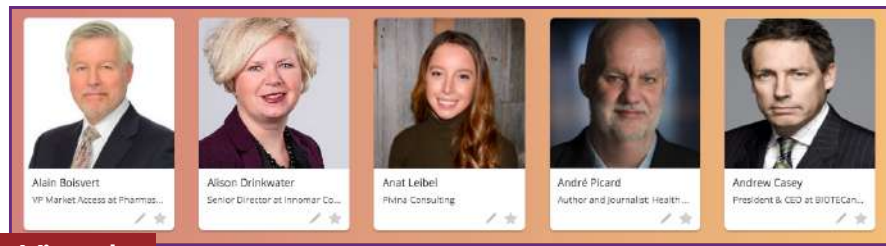
4 Build Relationships & Brand Loyalty

- Meet **new customers** and deepen existing client relationships.
- Enable your sales representatives to engage with **intent-based buyers** and influential decision-makers in person and virtually.
- Form **advantageous partnerships** for ongoing revenue growth.
- Cultivate connections with your **target audience** using cutting-edge tools to matchmake and set up meetings onsite.

LEVERAGE THE BEST OF BOTH WORLDS

Benefit from an In-Person and Virtual Event

This hybrid experience is specially designed to help sponsors capture the most value possible!



Virtual



In-Person

- **More attendees** and broader reach to maximize your lead generation opportunities
- Virtual networking **before, after** and **during** the conference through the event platform to enhance your ability to meet with prospects
- Multiple avenues of **engagement** allowing you to connect with clients **in person** and **virtually**
- **On-demand speaking sessions** and downloadable content to extend the reach of your thought leadership and boost lead capture
- Matchmaking tools, **detailed attendee profiles** and filters to target your ideal buyers
- **Two exhibit booths:** Both an in-person and virtual booth to double the impact of your brand awareness and recognition

GOLD Sponsorship Package

THOUGHT LEADERSHIP	LEAD GENERATION	BRAND AWARENESS	
<ul style="list-style-type: none">• 30-minute in-person speaking session including Q&A (also streamed live to our virtual audience)• Your speaking session and thought leadership content will be available on-demand to establish yourself as a market leader	<ul style="list-style-type: none">• The complete delegate and speaker list emailed to you after the conference, including full contact information for follow-up• Extensive search capabilities and effective matchmaking tools to target senior delegates for in-person and virtual meetings• Event platform enables effortless lead capture before, during and after the event to collect buyer information	<ul style="list-style-type: none">• Comprehensive brand awareness campaign to 2,500+ market access leaders, including social media, paid digital, personalized emails, event website and brochure• Day of the event: Fully branded exhibit booths, onsite signage and prominent logo placement on all in-person and virtual event assets to market your brand and maximize reach• A scheduled co-marketing campaign and content syndication to provide maximum exposure, enabling your content to reach your target accounts	
EXHIBIT BOOTHS	ANALYTICS & AUDIENCE INSIGHTS	ALL-ACCESS VIP PASSES	EXCLUSIVE CONFERENCE DISCOUNT
<ul style="list-style-type: none">• Fully branded in-person exhibit booth that reflects your brand and its value proposition• Customizable virtual booth to feature additional brand information, downloadable content, video and image carousels, social media links, team member profiles, special offers and more	<ul style="list-style-type: none">• Real-time audience insights and engagement reports to help you connect with attendees who fit your ideal customer profile• Key metrics detailing content, exhibit booth and session interaction• Personalized event post-mortem to calculate sponsorship ROI	<ul style="list-style-type: none">• 6 complimentary event passes, including one for your speaker	<ul style="list-style-type: none">• 25% discount on conference registrations for your guests and clients

*Silver and Bronze packages vary, please see next page

Sponsorship Packages at a Glance

	GOLD	SILVER	BRONZE	VIRTUAL
Thought Leadership	Premier 30-minute in-person speaking session	30-minute in-person panel discussion	×	×
Lead Generation	✓	✓	✓	✓
Brand Awareness	✓	✓	✓	✓
Exhibit Booth	In-person and virtual	In-person and virtual	In-person and virtual	Virtual
Analytics & Audience Insights	✓	✓	✓	✓
All-Access VIP Passes	6 passes	4 passes	3 passes	6 passes
Exclusive Conference Discount	25%	25%	25%	25%

DELEGATE TESTIMONIALS

“

The morning session was impactful as they discussed and presented real and practical information, sharing case studies and thought input.



“

Conference is a good use of my time.



“

Event format was conducive for networking. Variety of sessions provided good breadth of information.



“

Very good speakers and interaction with timely and important topics.



“

Lots of great info. Diverse topics. Very well organized and run. No backup with registration.





Partner with an Industry Leader!

For over 25 years, Strategy Institute has facilitated long-term partnerships between senior buyers and leading solution providers to drive innovation and business growth.

- **20+ years** building relationships and credibility within the market access space
- **Content leader:** Senior producers immersed in the fields they research in order to curate **innovative industry content**
- **Customer Success** program that provides white glove service to ensure you get the most value out of your sponsorship experience

Secure Your Spot Now

21st Annual

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We have a limited number of speaking opportunities and they sell out quickly! Connect with **200+ intent-based buyers** ready to invest in your solution.



Book a call to learn how this opportunity can help you generate new leads and increase your pipeline!

Chee Vang
Sponsorship Manager

Call: 1-866-298-9343 x 214
chee@strategyinstitute.com

Upcoming Events in this Market Segment

4TH ANNUAL
future of
Pharma Marketing
Summit

Fall 2022