

24th Annual

# Market Access



Summit



## SPONSORSHIP LEAD GENERATION GUIDE

The largest and longest-running market access event series in Canada

October 28-29, 2025



## Elevate Your Brand and Achieve Your Lead Generation Goals

- The **24th Annual Market Access Summit** is part of our portfolio of renowned pharmaceutical conferences.
- This is an **in-person event** featuring face-to-face meetings, breakout streams and networking sessions. The conference will also be **streamed virtually** for increased reach and higher engagement.
- The Market Access Summit attracts **senior pharma decision-makers** looking for expertise to help navigate Canada's highly regulated marketplace.
- Our **cutting-edge event app** enables you to scan leads in real time, schedule meetings onsite, network with our virtual audience and more.





## Key Event Metrics



**Director+** qualified leads



**88%** of attendees specialize in Market Access, Government Affairs or Pricing



**58%** of attending companies generate \$100M+ in revenue



**53%** of attending companies have 1,000+ 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



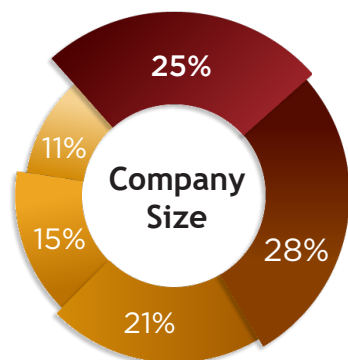
Network with industry stakeholders



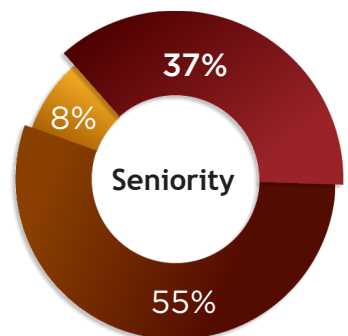
Stay on top of market trends and innovations



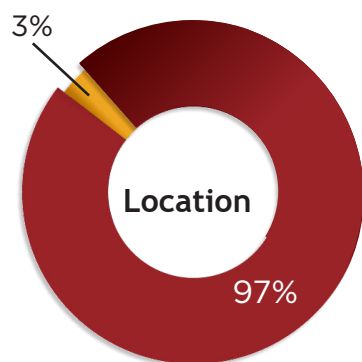
# Partner with Senior Executives Looking for Market Access Expertise



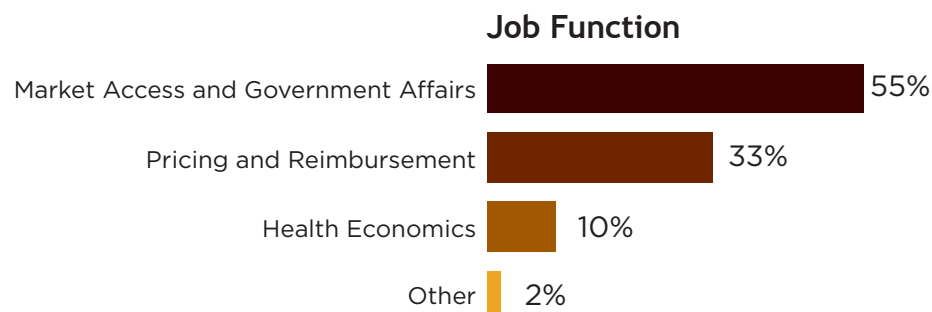
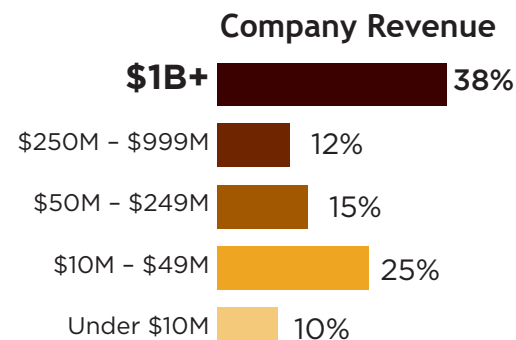
- 25% 10,000+ employees
- 28% 1,001 - 10,000 employees
- 21% 201 - 1,000 employees
- 15% 50 - 200 employees
- 11% Under 50 employees



- 37% C-Suite/VP
- 55% Director/Manager
- 8% Specialist



- 97% Canada
- 3% Other





## How We Deliver Attendees

- The Market Access Summit secures **world-class speakers** and produces **leading-edge content** to attract new buyers to the conference and encourage past delegates to return.
- Our results-driven delegate sales team is **dedicated to securing your top prospects**, target companies and verticals.
- **Attendees are vetted** to prioritize seniority and relevance while capping sponsors to ensure the event remains unsaturated.
- Our market access community is made up of **5,000+ decision-makers**, 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**, we have our finger on the pulse of new trends and the sector's biggest players.
- We maximize engagement through a multichannel **targeted marketing campaign** to our market access community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure.

cencora

abbvie

Bristol Myers Squibb™

NOVARTIS



GSK

Lilly



Pfizer

Johnson & Johnson

Boehringer  
Ingelheim

AstraZeneca

sanofi

REGENERON

MERCK

## 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 market access champions.



**André Picard**

Author & Journalist,  
Health Reporter & Columnist  
**The Globe and Mail**



**Mo Amin**

Vice President, Patient Access,  
Government Affairs & Pricing  
**AstraZeneca Canada**



**Brendon Levac**

Head of Market Access &  
Government Affairs  
**Bayer**



**François Villeneuve**

Head of Market Access &  
Pricing  
**Bristol Myers Squibb**



**Heather Logan**

Vice President, Strategic  
Relationships & Initiatives  
**Canada's Drug Agency**



**Ryan Lock**

Director, Federal Affairs,  
Policy & Public Health  
**GlaxoSmithKline**



**Farah Jivraj**

Head of Market Access, Policy  
& Stakeholder Relations  
**Biogen Canada**



**Chander Sehgal**

Director,  
Market Access  
**Teva 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

- Identify **fresh prospects** from your target accounts.
- Meet face to face with **VPs** and **Directors** of Government Affairs, 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 sponsored roundtables, workshops, breakfast briefings, VIP dinners, product demos, networking sessions and more.
- Utilize our **event app** 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.

# Your Sponsorship Packages



## GOLD

- One of our most prestigious sponsorship opportunities with a **premium slot on the agenda** and **maximum exposure**.
- It features a **30-minute speaking session** as well as a fully branded exhibit booth.
- The package also includes:
  - » A comprehensive brand awareness and co-marketing campaign to 5,000+ market access leaders
  - » Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - » Access to the complete delegate and speaker list
  - » 3 all-access VIP passes for your team
  - » 10 additional complimentary passes to invite your clients and prospects



## SILVER

- The silver package provides the perfect opportunity to **demonstrate your brand's expertise on key themes important to the community**.
- It includes a speaking or moderating spot on a **30-minute panel** as well as a fully branded exhibit booth.
- The package also includes:
  - » A comprehensive brand awareness and co-marketing campaign to 5,000+ market access leaders
  - » Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - » Access to the complete delegate and speaker list
  - » 3 all-access VIP passes for your team
  - » 10 additional complimentary passes to invite your clients and prospects



# Your Sponsorship Packages



## BRONZE

- Are your main sponsorship goals brand awareness and networking? The bronze package allows you to **demonstrate your expertise onsite and network with prospects face to face.**
- You are provided with a **prime booth location** and access to all networking sessions onsite.
- The package also includes:
  - » A fully customizable exhibit booth
  - » A comprehensive brand awareness and co-marketing campaign to 5,000+ market access leaders
  - » Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials
  - » Access to the complete delegate and speaker list
  - » 2 all-access VIP passes for your team
  - » 10 additional complimentary passes to invite your clients and prospects



## NETWORKING

- As an entry-level sponsorship opportunity, **get a feel for the seniority and relevance of our market access audience** with the chance to attend the event and leverage onsite branding.
- The package also includes:
  - » 2 all-access VIP passes for your team
  - » Your brand's logo on all event signage and collateral, including the event brochure, website, event app and marketing materials as well as promotion through a co-marketing campaign.





# ADDITIONAL OPPORTUNITIES

**Market  
Access** Summit

## TAILORED TO YOUR BUSINESS NEEDS

What better way to connect with potential prospects than through a host of engaging onsite activities or premier branding opportunities.



Roundtables



Conference Host



VIP Hosted Dinner



Lunch & Learn



Exclusive Evening Reception



Breakfast Briefing



Exclusive Lanyards



Wifi

## Sponsorship Packages at a Glance

	GOLD	SILVER	BRONZE	NETWORKING
Thought Leadership	Premier 30-minute in-person speaking session	30-minute in-person panel discussion	×	×
Lead Generation	✓	✓	✓	✓
Brand Awareness	✓	✓	✓	✓
Exhibit Booth	✓	✓	✓	×
All-Access VIP Passes for Your Team	3 passes	3 passes	2 passes	2 passes
Complimentary Passes for Your Guests	10 passes	10 passes	10 passes	×

# TESTIMONIALS

## SPONSOR

“

Great conference and great venue ... I really enjoyed the event, and it was run extremely well ... 10/10 for the quality of attendance, networking opportunities and event app ... The staff onsite were extremely helpful and kept things going and on time.

 **TELUS** Health

## DELEGATES

“

Superb opportunities for networking and an incredible audience. Great lineup of speakers, panelists and broad discussions. Action-packed. Great job!

 **Roche**

“

High quality conference — from the speakers and topics to the attendance and organization ... Great for connecting and networking.

 **Boehringer  
Ingelheim**

“

Very good. Informative sessions on a strong variety of subjects. Well organized and great venue.

 **Pfizer**

“

I appreciate the diversity of content and of speakers' backgrounds. It is a great way to stay up to date with everything that is happening in patient access in Canada.

 **MERCK**

“

The event gathers a great range of perspectives. Consistently there's a diverse collection of industry stakeholders. Interesting opinions from across the industry and adjacent fields. Useful industry updates and opinions.

 **ALEXION**  
AstraZeneca Rare Disease

“

10/10 will likely recommend this summit to a colleague due to the venue, technology, speakers and panel subjects. Good for gaining exposure and networking!

 **FRESENIUS  
KABI**  
caring for life





## 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.

- 24+ 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



We have a limited number of speaking opportunities and they sell out quickly! Connect with our market access community of **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](mailto:chee@strategyinstitute.com)

### Upcoming Events in this Market Segment

7TH ANNUAL  
future of  
**Pharma Marketing**  
Summit

Fall 2025