

7th Annual The Future of  
• **Pharma Marketing & Sales Summit**



**SPONSORSHIP  
LEAD GENERATION  
GUIDE**



The only large-scale pharma marketing event series in Canada

October 15-16, 2025



## Elevate Your Brand and Achieve Your Lead Generation Goals

- The **7th Annual Future of Pharma Marketing & Sales Summit** is part of our portfolio of high-profile 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 Future of Pharma Marketing & Sales Summit attracts **senior pharma decision-makers** actively looking to invest in solutions to improve their marketing.
- 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



**66%** of attending companies generate \$100M+ in revenue



**56%** of attending companies have 1,000+ employees



## Top Reasons Our Delegates Attend



Source new technology and consulting partnerships



Gain best practices and industry benchmarking



Experience product demos



Engage with peers face to face and virtually



Connect with current solution providers



Test drive new technology



Meet thought leaders and visionaries

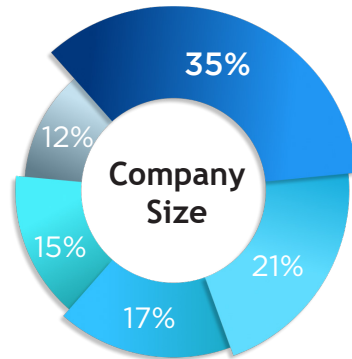


Network with industry stakeholders

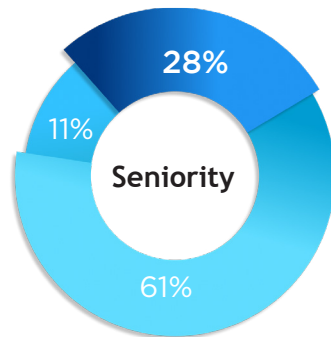


Stay on top of market trends and innovations

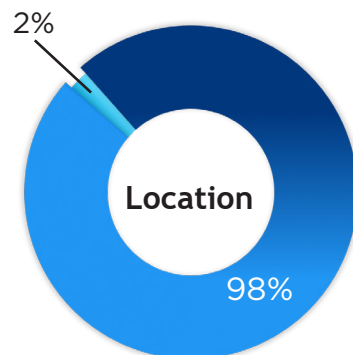
# Partner with Senior Executives Ready to Invest



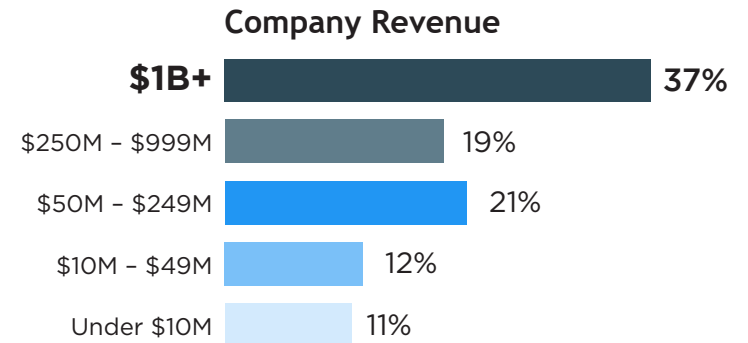
- 35% **5,000+ employees**
- 21% 1,001 - 5,000 employees
- 17% 201 - 1,000 employees
- 15% 50 - 200 employees
- 12% Under 50 employees



- 28% **C-Suite/VP**
- 61% Director/Manager
- 11% Specialist



- 98% Canada
- 2% Other







## How We Deliver Attendees

- The Future of Pharma Marketing & Sales 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 acquiring 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 pharma marketing community is made up of **5,000+ buyers**, 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 pharma marketing 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 pharma marketing community, including social media, paid digital, thought leadership content, personalized emails, an event website and brochure.



## Showcase Your Solutions Alongside C-Suite Leaders

Our Future of Pharma Marketing & Sales 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 pharma marketing champions.



**Michael Casia**

President &  
Managing Director  
Organon Canada



**Max K. Yuksel**

Vice President, Commercial  
Operations & Customer Experience  
Roche Canada



**Cheryl Cann**

Executive Director,  
Marketing  
Boehringer Ingelheim



**Jose Fabregas**

Head of Commercial  
Innovation & Transformation  
Sanofi



**Shaima Abid**

Director, Omnichannel Delivery  
– UK, Canada & Nordics  
AstraZeneca



**Gunjan Aggarwal**

Executive Director, Data Strategy &  
Marketing Data Solutions  
Novartis



**Frank Fascinato**

Director,  
Marketing  
GSK



**Rivka Krakofsky**

Director,  
Marketing, Canada  
BeiGene



## 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 pharma marketing innovation with solutions for organizations 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, Directors** and **CMOs** who are sourcing innovative pharma marketing strategies and tools.
- 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 customers.





### 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+ pharma marketing buyers
  - » 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



## 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+ pharma marketing buyers
  - » 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





# Your Sponsorship Packages



## BRONZE

- Are your main sponsorship goals brand awareness and networking? The bronze package allows you to **display your products onsite and network with prospects face to face.**
- You are provided with a **prime booth location** to demo your products 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+ pharma marketing buyers
  - » 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



## NETWORKING

- As an entry-level sponsorship opportunity, **get a feel for the seniority and relevance of our pharma marketing 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



## 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

## SPONSOR TESTIMONIALS

“

It was our first time sponsoring the Future of Pharma Marketing Summit and it **really exceeded our expectations**. There was a great variety of speakers and topics as well as ample time for networking opportunities that were integrated into the event nicely (e.g. roundtable discussions and speed networking) ... Good quality of leads. The communication leading up to the event was also great! Really appreciated the tips and tricks from the team. We will certainly be back.

 metrix

“

Great size event with high quality attendance. We had great exposure and were able to generate a good number of leads for follow-up ... The in-person networking was high quality, and the limited number of sponsors was a good thing.

 ENVIRONICS  
ANALYTICS

“

10/10 overall satisfaction with the Future of Pharma Marketing Summit! We achieved our primary goals of generating new business and brand awareness. Communication leading up to the event was great, and the venue was also a 10/10.

 launchit  
SOLUTIONS

“

Very good experience. Many attendees were not aware of the services we provide. The hybrid event structure was great for connecting and sending messages.

 Canadian Pharmacists Association  
Association des pharmaciens du Canada

“

Great experience networking and meeting clients. Attendee list was also valuable. Superb communication from the SI team.

 therounds

“

Great event, well planned and organized. Overall, a very positive experience.

 EmReach

“

Good networking opportunities, nice location and valuable topics were shared.

 RXCHANGE





## 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 pharmaceutical sector
- **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

7th Annual The Future of  
**Pharma Marketing &  
Sales Summit**

We have a limited number of speaking opportunities and they sell out quickly! Connect with our pharma marketing 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!

**E-mail: [pharmasponsorship@strategyinstitute.com](mailto:pharmasponsorship@strategyinstitute.com)**



## Upcoming Events in this Market Segment



Fall 2025