

8th Annual The Future of
Pharma Marketing & Sales Summit



**SPONSORSHIP
LEAD GENERATION
GUIDE**

The only large-scale pharma marketing event series in Canada

October 20-21, 2026



Elevate Your Brand and Achieve Your Lead Generation Goals

- The **8th 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



77% of attending companies generate \$250M+ in revenue



60% 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

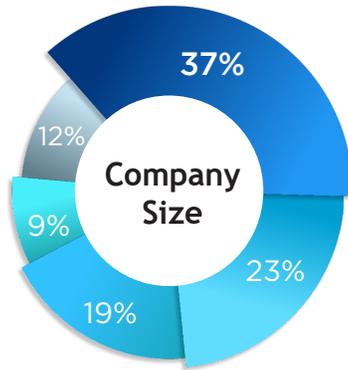


Network with industry stakeholders

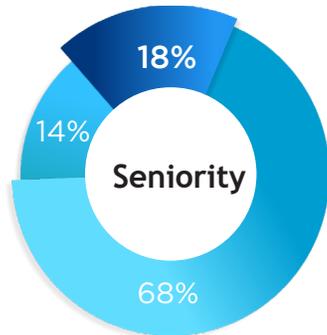


Stay on top of market trends and innovations

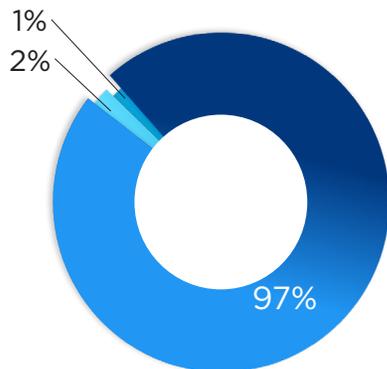
Partner with Senior Executives Ready to Invest



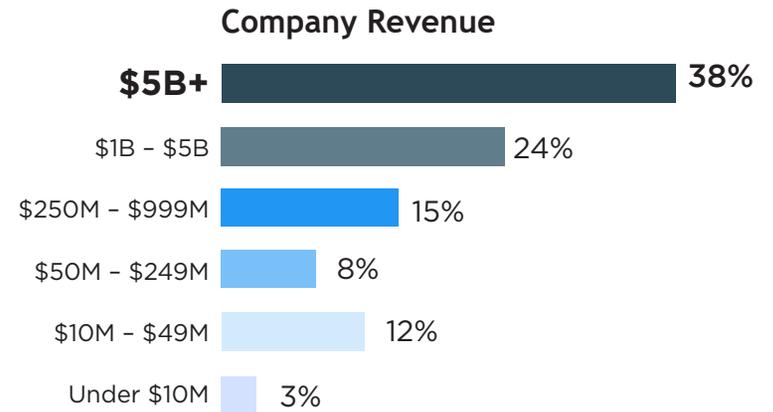
- 37% 10,000+ employees
- 23% 1,001 - 10,000 employees
- 19% 201 - 1,000 employees
- 9% 50 - 200 employees
- 12% Under 50 employees



- 18% C-Suite/VP
- 68% Director/Manager
- 14% Specialist



- 97% Canada
- 2% United States
- 1% 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



Angela Pettipiere
Pharmaceutical Division Head,
Analytics & Operation
Bayer



Cheryl Cann
Executive Director,
Marketing
Boehringer Ingelheim



Jose Fabregas
Head of Commercial
Innovation & Transformation
Sanofi



Shaima Abid
Director,
Business Planning & Delivery
AstraZeneca



Gunjan Aggarwal
Executive Director, Data Strategy &
Marketing Data Solutions
Novartis



Melanie Komadoski
Marketing Director,
Established Brands
Viatrix



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.



YOUR
Sponsorship
TAKEAWAY
VALUE

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 & Sales 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 ... Wonderful conference for sponsors to connect with industry peers; we have been sponsors for the past four years and look forward to sponsoring once again next year ... The in-person networking was high quality, and the limited number of sponsors was a good thing. We really enjoyed the two days, great content and speakers and very happy that networking and booth time was respected.

 ENVIRONICS
ANALYTICS

“

10/10 overall satisfaction, we had a great experience learning about different topics and meeting new people. The panels were great. Really appreciate the sponsorship managers and their effort to make a great event. Looking forward to working with them in the future!

 Qubittron™

“

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 turnout — lots of great conversations. SI team did a great job following up and making sure we were on track.

 ODAIA

“

The Future of Pharma Marketing & Sales Summit is a wonderful opportunity to connect with relevant members of the Canadian pharmaceutical industry. I thoroughly enjoyed my experience.

 ACTO
Field Force Effectiveness for Life Sciences

“

This is our first time exhibiting at the FPMS Summit ... It's an excellent summit — relevant topics, great speakers. Good mix of a crowd.

 ctc | medical communications

“

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

 therounds



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.

- **25+ 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

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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



Upcoming Events in this Market Segment



Fall 2026