

Prospectus

EU Connect 2024
10–13 November

Strasbourg Convention Centre

US Connect 2025
16–19 March

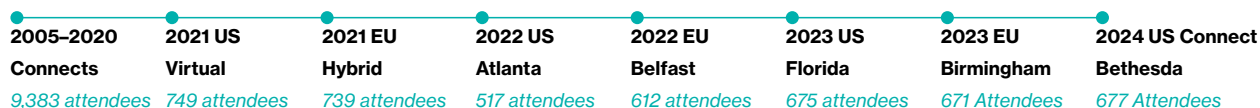
Renaissance Orlando at SeaWorld Florida

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PHUSE Connects

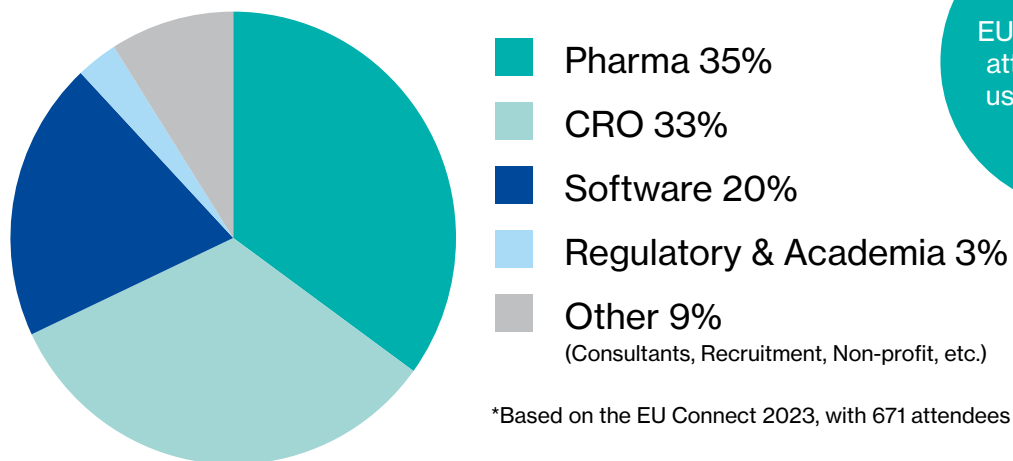
PHUSE Connect events began back in 2005, when 270 attendees came together in Heidelberg, Germany. Since then, the Connects have grown to include annual events in Europe and the United States. This multi-day event attracts a global audience from across the industry, welcoming more than 12,000 individuals in its 18-year history – from familiar faces to first-timers.



Connect content continues to deliver innovation year-on-year. PHUSE Connects are renowned throughout the pharmaceutical community for their leading speakers, quality presentations and cutting-edge topics.

Networking is a key element, and our multiple evening social events provide ample opportunity for this. PHUSE offers an extensive range of sponsorship and exhibition opportunities for companies to really make their impression on an engaged, passionate audience.

Who Attends a Connect?



EU Connect 2023 attendees joined us from over 150 companies!

About PHUSE

PHUSE continues to advance its status as the global healthcare data science community, whose aim is to share clinical information, ideas, tools and standards.

Events

- US Computational Science Symposium
- EU Connect
- US Connect
- Global Single Day Events
- Data Transparency Events

PHUSE Working Groups

There are eight Working Groups:

- Data Visualisation and Open Source Technology
- Data Transparency
- Emerging Trends & Technologies
- Nonclinical Topics
- Optimizing the Use of Data Standards
- Real World Evidence
- Risk Based Quality Management
- Safety Analytics

PHUSE Blog

This online publication contains regular news updates, interviews, industry articles and reviews!

Webinars

• PHUSE Community Forum

This forum creates an informal and open space where individuals can discuss industry-related topics, alongside offline discussions, via Disqus.

• PHUSE Webinar Wednesday

This monthly webinar covers all aspects of PHUSE, including events, deliverables, key activities and industry hot topics.

• PHUSE Expert Answers to Community Forums

Ask a panel of experts with a specific field of interest your questions about a particular topic.

For more information on PHUSE, visit our website at phuse.global.

Sponsorship Packages

PHUSE are excited to offer a variety of sponsorship opportunities at the Connect events. Read on for a deep-dive in to each opportunity and find full details on the package benefits on page six.

🕒 PHUSE SUPPORTER DISCOUNT APPLICABLE

PLATINUM SPONSORSHIP 🕒

EU 2024: €26,000 | US 2025: \$24,000

Includes 10 Connect Passes

Elevate your company message and broaden your influence by stepping into the spotlight as a Platinum Sponsor! This comprehensive sponsorship package will maximise your impact at our PHUSE Connects.

The large exhibition space offers a creative canvas for designing a stand-out booth from which to showcase your latest products, innovative technologies and compelling brand narratives.

Sponsorship includes logo exposure in event communications in and around the venue. You'll also benefit from a sponsored App post and a job advertisement on the PHUSE website, where you can strategically align your company messaging during peak event times.

With 10 Connect passes included, you can enjoy strong company representation. Your team will also have a complimentary reserved table in a prime area at the PHUSE Connect Dinner – the perfect environment for informal networking with new connections and existing customers.



This was our first PHUSE EU Connect and we chose to be here because of PHUSE's commitment to bringing innovation and thought leadership to their conferences. It has been excellent to meet like-minded individuals and to continue to explore new ways to push the industry forward.

– *Clymb Clinical*



EXHIBITION 🕒

EU 2024: €7,000 | US 2025: \$7,000

Includes 2 Connect Passes

Join the hustle and bustle of a Connect exhibition hall to showcase your company and services to our Community. This package provides a standard size booth amongst our other exhibitors.



SPONSOR ZONE 🕒

EU 2024: €13,000 | US 2025: \$11,000

Includes 4 Connect Passes

If a traditional exhibition booth doesn't suit your needs, then why not utilise this package where you have the freedom to brand and equip a large exhibition space in your own way to create a new zone for attendees to congregate.



HANDS-ON WORKSHOPS ⓘ

EU 2024: €7,500 | US 2025: \$6,500

Includes 2 Connect Passes

Why not sponsor and facilitate an interactive session with attendees? Hands-on Workshops are sessions featuring demonstrations, brainstorming and thought-provoking discussions!



Imagery example. Venue dependent.

PHUSE APP ⓘ

EU 2024: €9,500 | US 2025: \$8,500

Includes 2 Connect Passes

The PHUSE App is the attendee go-to for all event materials before and during the event. Each sponsor will have their own profile that features their direct communication channels, and a link to their website – a great way to interact with the Connect attendees!

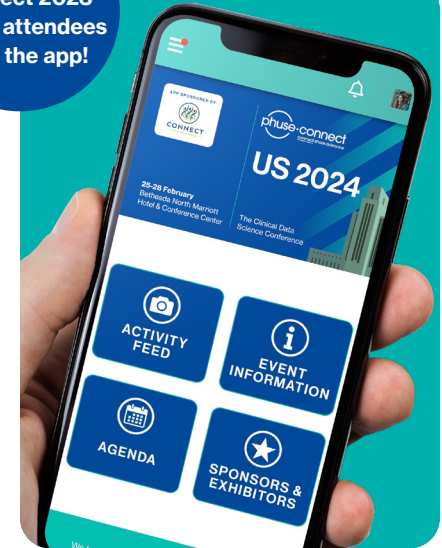
PHUSE's favourite App features:

- A detailed agenda, including presentation abstracts
- Personalised schedules & recommended sessions based on your interests
- Multiple networking features including private messaging and an interactive activity feed
- Sponsor and Exhibitor profiles – a great opportunity for attendees to learn more about you.

As the PHUSE App sponsor, you will also benefit from:

- Prominent and exclusive logo exposure on the home page
- Daily app posts sent as a push notification to each attendee's phone
- Inclusion in all communications related to the App

During the EU Connect 2023
91% of attendees used the app!



Imagery example. Subject to change.

CONNECT SPONSORSHIP ⓘ

EU 2024: €6,000 | US 2025: \$7,000

Includes 1 Connect Pass

This package ensures great company exposure without having an exhibition booth. Have your logo featured pre-event across our digital platforms including the App and e-mail shots, as well as during the event at the venue!



Imagery example. Venue dependent.

LEAD CAPTURE

EU 2024: €200 | US 2025: \$200

Gain instant access to attendees profiles and job titles by scanning the QR Code found on their name badge.

- Customise the information you want to capture based on your own individual business needs
- Log the conversations you have with delegates at your booth by taking notes directly in the Lead Capture App
- Quick, easy and daily access to data by exporting directly into Excel

The Lead Capture functionality can be used by multiple booth personnel to capture and update for the one time price. Scan Me to Find Out More →



Sponsorship

NETWORKING EVENTS

Each includes 2 Connect Passes

PHUSE offers three great evening events, included for all attendees as part of the full Connect ticket!

Speed Networking Event

EU 2024: €7,500 | US 2025: \$7,500

Work the room each time the bell rings! This dynamic networking event ensures you make a magnitude of connections in just one evening.

Connect Monday Dinner

EU 2024: €9,500 | US 2025: \$8,500

Truly a night to remember, this renowned PHUSE social event gathers all attendees for an evening of celebration where they can enjoy a delicious dinner and the evening's entertainment. Put your company stamp on this popular event and make connections that last beyond the Connect.

Poster Session

EU 2024: €8,000 | US 2025: \$7,500

Participants are able to review the visual and engaging posters at their own pace whilst providing topics for engaging conversation and networking. This is the perfect opportunity for attendees to directly meet with the presenters and participate in active Q&A.

Our partnership with PHUSE is always a flawlessly organised experience. The level of personal attention we receive as a sponsor is the best in the industry.

– Pinnacle 21 by Certara



Sponsorship Packages

PHUSE SUPPORTER DISCOUNT APPLICABLE

Package	Platinum Sponsor	Sponsor Zone	Connect Monday Dinner	Speed Networking Event	Poster Session Sponsor	App Sponsor	Connect Sponsor	Hands-on Workshop Sponsor*	Connect Exhibition
Number of packages available	3	1	1	1	1	1	5	1 per Workshop	Venue dependent
Package includes									
Connect passes	10	4	2	2	2	2	1	2	2
Company logo on the PHUSE website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company profile & e-flyer on the PHUSE App	✓	✓	✓	✓	✓	✓	✓	✓	✓
Delegate information**	✓	✓	✓	✓	✓	✓	✓	✓	✓
Referred in Connect communications	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Including one sponsored App post	In connection with Sponsor Zone	In connection with sponsored event	In connection with sponsored event	In connection with sponsored event	In connection with sponsored event	Including one sponsored App post each day of the event	In connection with sponsored event	
Company logo displayed at the Connect venue	✓	✓ Within the Sponsor Zone	✓ At sponsored event	✓ At sponsored event	✓ At sponsored event		✓	✓ At sponsored event	
Exhibition space	✓ Larger space	✓							✓
Reserved table at the Connect Monday Dinner	✓		✓						
One complimentary job advert on the PHUSE website	✓								
Marketing information***	✓								

The Sponsorship and/or Exhibition T&Cs are outlined on the PHUSE website: phuse.global/Terms_&_Conditions.

The above packages are subject to change and will be offered on a first come, first served basis.

VAT will be charged at the applicable rate

Contact the Events team for any PHUSE Supporter discount enquiries.

* Hands-on Workshop sponsorship is subject to availability and content approval. Content for workshops is required to be varied and provide a rounded learning experience for attendees. Contact events@phuse.global for more information/to submit a short abstract for review.

** All registered attendees are included on the delegate list (name, company and country).

*** Only those attendees who have specifically chosen for their contact information to be shared during the event registration process.

Application Process

If you would like to sponsor a PHUSE Connect event, please contact events@phuse.global with details of the package(s) you're interested in taking out.

Branding Opportunities

Branded options are a great way to maximise company visibility during the Connect. They can be purchased alone, or alongside other packages to create a bespoke bundle that suits your needs.

CONNECT LANYARDS

EU 2024: €7,000 | US 2025: \$6,500

The Connect Lanyards not only provide brand visibility during the event itself, but also in photographs, social media posts and perhaps even future promotional materials.

They are made from 100% recycled plastic (RPET), are fully biodegradable and naturally antibacterial! So, by sponsoring this item you are not only receiving fantastic company promotion but are supporting PHUSE's sustainable event initiatives.

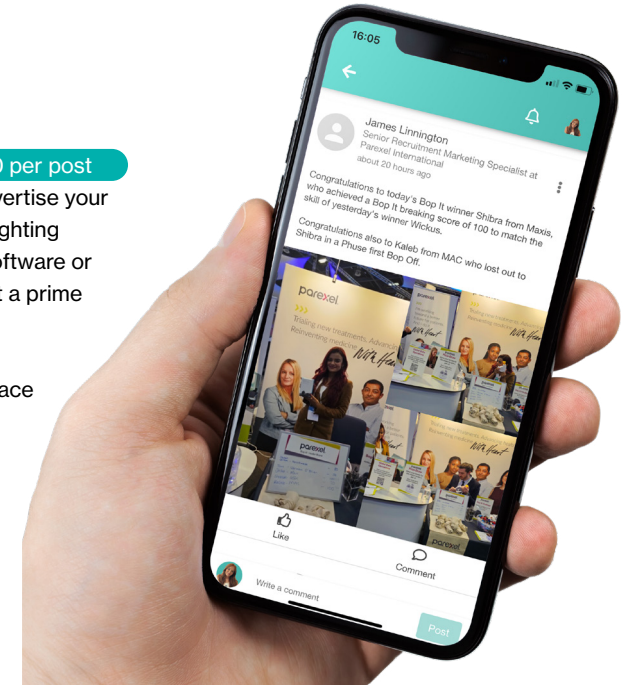


SPONSORED APP POST

EU 2024: €350 | US 2025: \$350 per post

Utilise a targeted App post to advertise your company message such as highlighting job openings, showcasing new software or advertising booth competitions at a prime user engagement time.

Our platform offers a dynamic space to captivate event attendees and elevate your brand presence.



90-SECOND KEYNOTE VIDEO

EU 2024: €4,000 | US 2025: \$3,000

Your video will be played during a Keynote Plenary Session – a prime time for having all attendees gathered in one place.

The cost of this option is reduced when taken out alongside another sponsorship or exhibition package. T&Cs apply.



CONNECT CATERING

EU 2024: €3,000 | US 2025: \$3,000 per day

If you'd prefer to showcase your company in a more informal atmosphere, then catering sponsorship is for you!

Have your logo displayed at all food and beverage stations, for guaranteed visibility throughout each break of your chosen day.



EXCLUDES EVENING EVENTS



From the moment you become a Connect sponsor your company's exposure begins on our dedicated events website and in communications.

If you would like to extend your company's promotion even further then contact communications@phuse.global to explore our global mailshot advertising opportunities.

Don't forget! PHUSE Supporter discount is available on select sponsorship/exhibition packages. Contact events@phuse.global to find out more.

Invest in the development of you and your colleagues by becoming a PHUSE Supporter at a company level. PHUSE offers three supporter packages: Signature, Premier and Key.

These packages ensure a cost-effective way of being involved with PHUSE. Contact community@phuse.global for further package details.

