



BIOMARKERS

Sponsorship Brochure

IMPACT | INNOVATION | INSPIRATION

Oxford Global's Biomarkers Series spearheads discussion and development at the cutting edge of Biomarkers

Through an annual programme of events, comprised of industry-leading in-person conferences, virtual events and dedicated digital activities, the Biomarkers Series brings together a community of leading life science professionals to impact, innovate and inspire new developments in research and development.



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Journey**

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In-Person Events & Activities

Events | Roundtables | Dinners | Bespoke

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Digital Events & Activities

Symposiums | Panels | Webinars | Content

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Biomarkers are evolving...

With the industry striving for targeted therapies and reduced attrition rates within drug discovery, there is a need for new high-quality, validated biomarkers. Technological advancements, increasing collaborations and the development of new biomarker types, such as digital and genomic markers, are more vital than ever.

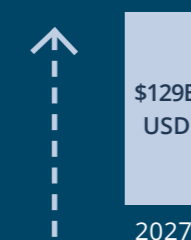


With extensive research and technological advancements, particularly biomarker-based diagnostics, as well as a rising number of contract research organisations, the market is expected to grow at a CAGR of 13.7% from 2015 – 2027

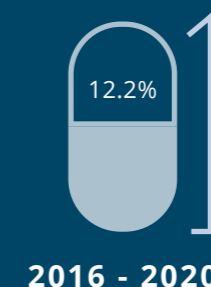


The drug discovery segment contributed the highest revenue in 2019, with pharmaceutical companies focussing on extensive R&D initiatives for the development of targeted therapeutics

OVER \$129B



The global biomarker market is expected to reach over USD 129.4 billion by 2027



Due to the growing prevalence of cancer worldwide and strong pipeline of oncology drugs, cancer biomarkers remain the key disease segment and are expected to grow at a CAGR of 12.2% to USD 20.48 billion from 2016 – 2022

The Series Journey

Biomarkers Series across 2024

From in-person conferences to digital symposiums, our annual series of activities is specifically curated to maximise knowledge-sharing and networking across our international community

BIOMARKERS 2024

19th Annual Biomarkers Congress

In-Person Congress & Exhibition

2-Day Event

- 500+ attendees & 80+ presentations
- 19th Annual Flagship 2-day event with a pre-conference focussed workshop day
- Over 80 presentations by KOL, industry experts and clinicians on the latest advancements in biomarker research, discovery, translational, clinical research and precision medicine
- Across all therapeutic areas including:
 - » Oncology
 - » Immun-oncology
 - » CGT
 - » Neuro
 - » Nash
 - » Inflammation
- Fostering collaboration at 20+ panel discussions, roundtable discussions and workshops
- Knowledge-sharing and focused networking sessions

29 February - 01 March 2024 | London, UK

BIOMARKERS EUROPE 2024

3rd Annual Biomarker Europe Congress
2nd Annual Precision Oncology Europe Congress

In-Person Congresses & Exhibition

2-Day Event

- 500+ attendees and 50+ presentations
- Leading interactive sessions by leading KOL & industry experts and clinicians across Oncology and Immunology Therapeutic areas
- Fostering collaboration at 10+ panel discussions, roundtable discussions and workshops
- Focussed knowledge-sharing and focused networking sessions

3rd Annual Biomarker Europe Congress

- Latest advancements in biomarker analysis
- Latest multiplexed tools impacting biomarker research and validation
- Biomarker identification & validation

2nd Annual Precision Oncology Europe Congress

- Application in Diagnosis, Stratification & Prognosis in clinical research and cancer care
- Multi-cancer early detection and minimal residual disease testing
- Explore biomarker and companion diagnostic development

30 September - 01 October 2024
Basel, Switzerland

BIOMARKERS US 2024

8th Annual Biomarker & Precision Medicine US Congress

In-Person Congress & Exhibition

2-Day Event

- 500+ attendees & 50+ presentations
- In-depth presentations on ensuring robust biomarker validation & identification to improve clinical outcomes, enable better diagnosis & facilitate precision medicine
- Covering effective biomarker identification & characterization across multiple disease areas, including:
 - » Oncology
 - » Immunology
 - » Neuroscience
 - » NASH
 - » Inflammation
 - » Metabolic
 - » Rare Disease
- Fostering collaboration on shared challenges through in-depth panel and roundtable discussions and focussed networking sessions

28 - 29 October 2024 | San Diego, CA

MULTI-OMICS IN BIOMARKER DISCOVERY & PRECISION MEDICINE: ONLINE SYMPOSIUM

Online Symposium

1-Day Event

- 150+ attendees & 5+ in-depth case studies
- Bringing together thought leaders from pharmaceutical companies for a half-day discussion on best practice multi-omics approaches for advanced biomarker discovery and precision medicine
- Covering the latest technological advancements in biomarker discovery, utilisation of spatial technologies & multi-omics analysis in precision medicine
- Followed by the release of the 'Harnessing Biomarker Discovery & Precision Medicine with Multi-Omics-Based Approaches' report detailing key insights, methodologies, and emerging trends discussed during the event for leveraging biomarkers discovery effectively

12 November 2024 | GMT (UTC+0)

Year-Round Support & Bespoke Partnerships

Alongside our scheduled calendar of events, bespoke activities can be created, scheduled and hosted to a partner's brief/requirements. Contact us today to discuss your next in-person or digital event!

Our Community

Who you can reach & how we reach them

With an active database of over 7,500 members and a total marketable community of 12,800, the Biomarkers Series community includes all major Pharma, emerging Biotech and major academic institutions



INDUSTRY SECTOR	
80%	20%
Pharma & Biotech	Academic

JOB TITLE			
45%	34%	13%	8%
C-Level / Director	Senior Scientists	Scientists	Head

GEOGRAPHY			
47%	37%	14%	2%
Europe	North America	Rest of World	C-Level



“Very good organization of the 1-2-1 meetings with prospects, great support from the Oxford Global Team, and liked the space available for booths and meetings.”

- SR. MANAGER BUSINESS DEVELOPMENT CENTRAL EUROPE, PERSONALIS

Last Year's In-Person UK Event in Numbers

Last Year's In-Person US Event in Numbers

400 Attendees

240 Attendees

54 Sponsors

25 Sponsors

70+ Presentations

75+ Presentations

Attendee Companies Included:



Marketing Strategy

Our interaction cycle

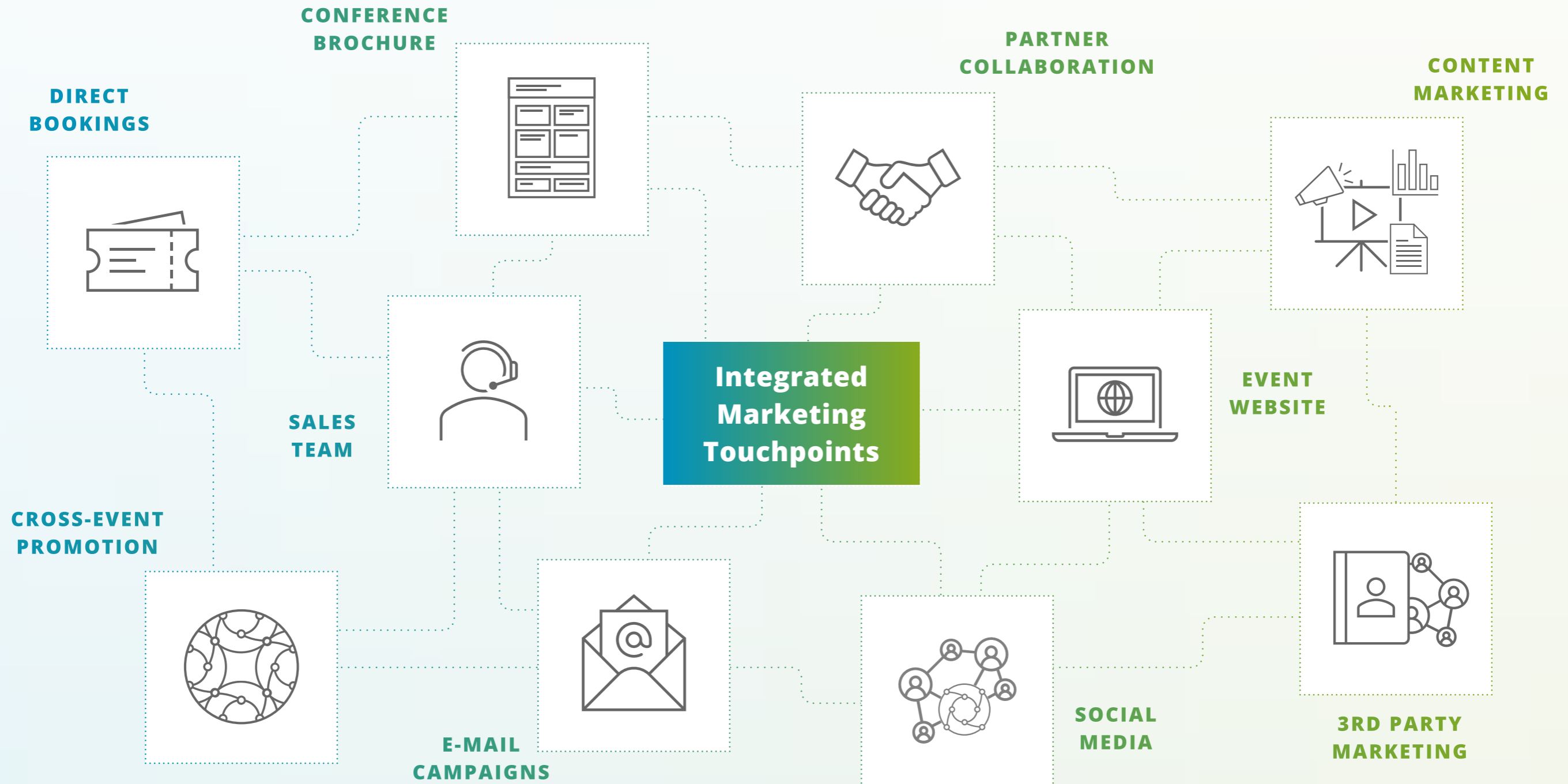
Our rolling marketing campaigns support our Series (and Series sponsors) through a variety of integrated channels

“The breaks were long and enabled proper networking.”

- SENIOR DIRECTOR BUSINESS DEVELOPMENT, BIOANALYSIS, PRA HEALTH SCIENCES

“Great presentations with plenty of opportunity to network. The pre-arranged time slot for meetings was very valuable.”

- SCIENTIST, BIOMARKERSCORE



What you can expect

In-Person Event

Our In-Person events are built on the twin aims of offering the latest in research news and case-study, as well as offering unrivalled networking and business building opportunity.

To help our sponsors achieve their aims at the event, we offer all parties the following;



Regular Pre-Event messaging in marketing channels

From emails to specific social posts, your company brand will receive exposure to our full community of contacts



A dedicated Event Manager

On hand to support your pre-event preparations



Exposure in all event materials

From the event website to our welcome banners, your logo will be included in multiple areas pre- and during the event



Dedicated point of support on-site

Facilitating introductions to delegates and assisting with any part of your sponsorship



Post-event feedback

From lead retrieval data to speaker scores, we can offer numerous data points and further sales/marketing opportunity



Digital support through Event App

Including on-demand presentations, peer-to-peer networking, virtual branding, and e-booth presence



New networking opportunities

Targeted interaction with participants through in-person roundtables and discussions, speed networking activities and networking drinks / dinner invitation

“ Good opportunities to meet leads. Good size congress, with very targeted audience.”

- BUSINESS DEVELOPMENT, CHARLES RIVER

Sponsorship Benefits by Tier

In-Person Event



BENEFIT	PLATINUM	GOLD	SILVER	BRONZE	PROGRAMME	MEETINGS	EXHIBITION
Elevated day 1 presentation position*	✓	✓					
20-min presentation in selected track*	✓	✓	✓	✓	✓		
Roundtable / Panel involvement*	✓						
Chair of a session	✓	✓					
Pre-event access to delegate list	✓	✓	✓			✓	
Pre-arranged, guaranteed 1-2-1 meetings	14	14	7			7 - 14	
Exhibition / Meetings space	4x2m	3x2m	3x2m	3x2m		3x2m	3x2m
Tech demo / Company spotlight							✓
Representative passes	6	4	3	3	2	2	2
Headline placement on all marketing materials	✓						
Dedicated pre- / post-event mail or webinar	✓						
Advisory Board membership (subject to timing)	✓						
Advert / Article inclusion in newsletter	✓	✓	✓				
First-pick option for branded on-site material / functions**	✓	✓					
Sponsorship replicated in digital app environment	✓	✓	✓	✓	✓	✓	✓

* sessions are eligible to be upgraded with Content Enhancement - please see page 12 for full details

** such as lanyards, brochures, poster hall, drinks reception

Ask us about our other Sponsorship options, including:



- Breakfast, luncheon, drinks and dinner sponsorships
 - Branding (Event brochure, digital adverts)
 - Event Entertainment
 - Coffee Stations
 - Poster Awards sponsor
- } subject to event

Closed Door Roundtables

Intimate, discussion-based environment

Build relationships with industry leaders and key prospects in an intimate, discussion-based environment.

Oxford Global's exclusive closed-door sessions provide the opportunity to participate in & shape discussions with leading industry experts. The sessions position our annual partners in the room whilst key prospects debate, discuss and collaborate, generating key takeaways, information exchange and qualified business relationships.

Our Closed Door Roundtables are set up as follows:

The 90-minute Closed Door Roundtable can take place online or in-person

The Roundtable's theme is agreed in collaboration with sponsor

Dedicated partnering specialist to work on contacting selected prospects through sponsors target companies and job titles, guaranteeing a minimum of 10 attendees

Option to create a more informal setting through provision of refreshments, snacks or entertainment

Upgradable to Premium Roundtable to build on the intimate atmosphere and discussions provided by a roundtable, to create cutting edge content and long-term business relationships

“ It's fascinating to see industrial leaders altogether at one table. We are delighted to hear lots of constructive feedback and inspiring conversation during our roundtable session.”

- MARKETING ASSISTANT AT RESOLVE BIOSCIENCES

Premium Roundtables

Next level relationship building opportunity



	CLOSED DOOR ROUNDTABLE	PREMIUM ROUNDTABLE
BENEFIT		
Duration	90-minute Session	Half-day
Delivery	Online or In-person	In-Person only
Attendees	Minimum of 10 guaranteed	Minimum of 10 guaranteed
Dedicated Partnering Specialist	✓	✓
Transcription	N/A	Transcribed by Oxford Global and shaped into a content piece
Post-Session Content	N/A	Hosted on digital portal for a year and shared to segmented database
Enhancement Options	Upgrade to Premium Roundtable	<ul style="list-style-type: none"> • Press invitation • Speaker expenses, hotel and meals paid if hosted outside of an Oxford Global event



Lead Generation Dinners

A new channel to engage your key accounts



Generate high quality leads quickly and efficiently in an environment where you have the best prospects to yourself - a high grade event from a reliable and experienced partner.

Our lead generation dinners offer high level opportunities for solution providers to host a dinner with pre-qualified senior level decision makers from leading pharma and biotech companies of their choice.

Benefit from an evening designed around:



Convenience

Leave the planning to experienced organisers – just turn up and enjoy the evening



Access

Handpick contacts from a database built from 10+ years of life science conferences



Effectiveness

Bypass slow sourcing and outreach to have in-depth discussions in a comfortable setting



Efficiency

Make valuable connections within a couple of hours, at a time and place that suits you

How does it work?

We agree the brief with you – tell us where you'd like your exclusive dinner, when is the best time for your schedule, and the type of delegates you would like to attend.

We'll organise the venue, set up your application platform and start the audience acquisition.

All communications with the attendees come from us – we'll provide marketing messages to the chosen audience, and our sales team will deliver in confirming high quality attendees.

Have a relaxed and entertaining evening whilst making connections with the right people.

Biomarkers Lead Generation Dinner topic areas include but are not limited to:

Advancing Biomarker Analysis

Clinical Biomarkers & Precision Medicine

Digital Biomarkers

Digital Pathology & Imaging

Please [click here](#) for further details the areas eligible for discussion within these dinners.

Bespoke Sponsorship

Our services meet your needs



Oxford Global works with a portfolio of international clients to deliver high-quality events for their staff, clients and partners. We design, organise and manage their worldwide corporate events.

Whether you are organising your own symposium, user forums or seminars, we will work closely with you as part of your extended conference team.



PRE-EVENT

IN-PERSON & VIRTUAL

- Create a detailed budget and advise of best delegate rates to ensure return on investment
- Providing a tailor-made website including an online registration option
- Planning and executing marketing activities to generate interest and bookings
- Producing eye-catching promo materials and event collateral
- Dealing with all delegate registrations and enquiries

IN-PERSON ONLY

- Working with our database of suppliers and venues, and negotiating the best rates for catering and AV
- Arranging a full social programme including gala dinners, welcome reception and other hospitality activities

VIRTUAL ONLY

- Working with a chosen platform provider to offer a fully featured virtual event environment

DURING THE EVENT

IN-PERSON ONLY

- Designing and producing all on-site event materials including signage, delegate packs, bags and badges
- On-site event management and working with the venue to ensure a smooth and successful event
- Welcoming attendees and providing information to delegates on the day

VIRTUAL ONLY

- Designing and controlling all notifications, emails and announcements to secure high traffic levels
- Platform and programme management
- Audience monitoring and reporting

POST-EVENT

IN-PERSON & VIRTUAL

- Post-event evaluation and collating feedback from attendees
- Follow up emails to delegates with post-event information

IN-PERSON ONLY

- Collating of expenses and costs to provide a clear and accurate final budget

What you can expect

Online Event & Symposiums

Providing heightened visibility and networking opportunity with a diverse, international audience, our virtual events excel in the generation of prospective customers for your sales, marketing, and business teams.

With a variety of channels available, from broadcast presentation to 1-2-1 video meetings, you will be able to meet, qualify and build relations with an audience you may not have been able to access face to face.

To help our sponsors achieve their aims at the event, we offer all parties the following;



Regular Pre-Event messaging in marketing channels

From emails to specific social posts, your company brand will receive exposure to our full community of contacts



A dedicated Event Manager

On hand to support your pre-event preparations



Exposure in all event materials

From the event website to our welcome banners, your logo will be included in multiple areas pre- and during the event



Dedicated point of support throughout the event

Facilitating introductions to delegates and assisting with any part of your sponsorship



Post-event feedback

From lead retrieval data to speaker scores, we can offer numerous data points and further sales/marketing opportunity

“ Plenty of networking opportunities with really good contacts.”

- DIRECTOR OF BUSINESS DEVELOPMENT, CELERION

Sponsorship Benefits by Tier

Online Event & Symposiums



BENEFIT	TOPIC HEADLINER	BUSINESS DEV.	THOUGHT LEADER
	5-min welcoming address in one track	✓	
30-min presentation in selected track	✓	✓	✓
Live Q&A session	✓	✓	✓
Membership or Moderation of a Roundtable or Panel	✓		
Sponsor announcement through social media	✓	✓	✓
Pre-event access to delegate list	✓	✓	
Pre-arranged, guaranteed 1-2-1 meetings	7	7	
Dedicated 'sponsor' page	✓	✓	
Representative passes	5	3	2
Service / Solution featured on 'Services & Products' page	✓	✓	✓
Headline placement on all marketing materials	✓		
Advisory Board membership (subject to timing)	✓		
Advert / Article inclusion in Event Pack	✓		
Banner / Splash logo / Advert on platform	✓		

“ The pre-arranged meetings, the services of the Oxford Global staff and the exhibition space were all very positive.”

- SR. MANAGER BIOPHARMA BUSINESS DEVELOPMENT, PERSONALIS

What you can expect

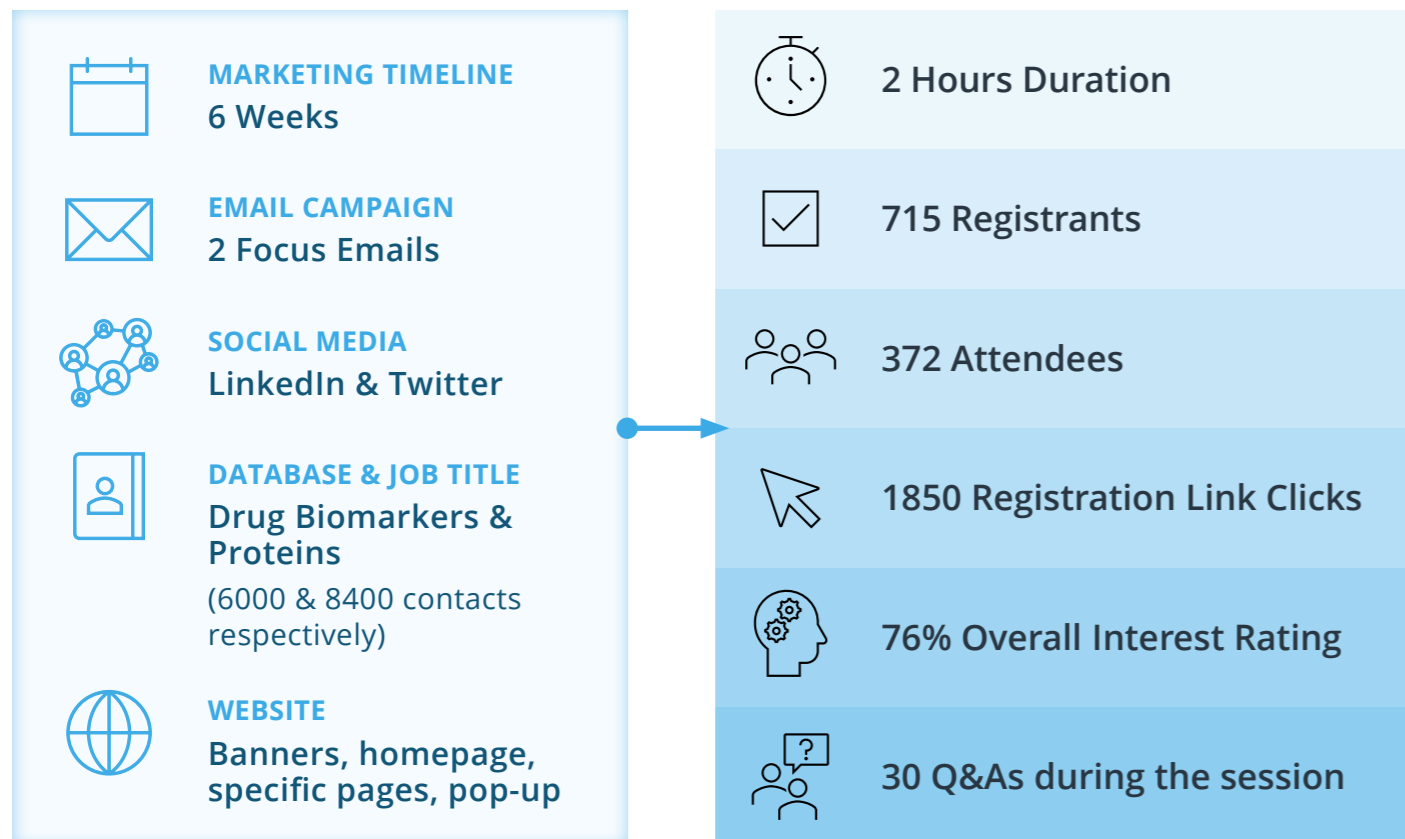
Digital Activities

Our Digital Activities provide access to specific focus sections of our community, enabling you to build relations with your key target demographics and publish your new products, services, or project news into a highly receptive audience segment.

Platforms can consist of short-form webinars, expanded digital workshops, or a combination of activities, all built to your bespoke requirements. With an integrated marketing plan supporting each activity, market visibility and potential customer generation is assured.

Digital Activities Case Study

2 hour Digital Workshop



Package Options

Digital Activities



	WEBINAR SPONSORSHIP	WORKSHOP SPONSORSHIP	PANEL DISCUSSION
BENEFIT			
Length	Up to 60 minutes	Up to 150 minutes	Up to 60 minutes
Programme Involvement	Dedicated platform for 30 - 45 min presentation - planned by sponsor	Bespoke - Range of industry/sponsor talks/ discussions - Oxford Global & sponsor to co-produce	Bespoke - Oxford Global & sponsor to co-produce featuring one of your company reps alongside industry experts
Marketing Campaign	<ul style="list-style-type: none"> x2 dedicated emails to target database Frequent social posting 4-week campaign 	<ul style="list-style-type: none"> x3 dedicated emails to target database and/or specific demographics Frequent social posting 6-week campaign 	<ul style="list-style-type: none"> x2 dedicated emails to target database Frequent social posting 4-week campaign
Audience Reach (marketable audience)	14,000	Up to 14,000 and/or targeted	14,000
Post-Show	<ul style="list-style-type: none"> Inclusion of webinar as On-demand presentation in Virtual Event 	<ul style="list-style-type: none"> Inclusion of Workshop as On-demand workshop at Virtual Event Promotion of recorded workshop via email and social 	<ul style="list-style-type: none"> Promotion of recorded workshop via email and social Uploaded to our Content Portal for further visibility (1 yr)
Eligible for Content Syndication*	✓	✓	✓

*Eligibility for Content Syndication

Extend reach, access and engagement by capitalizing on our cross platform solutions, generating post-session content shared across our social and online channels.

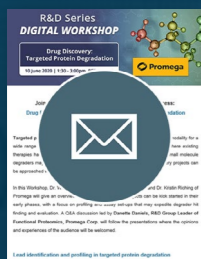
Please see overleaf for full details



Content Syndication & Generation

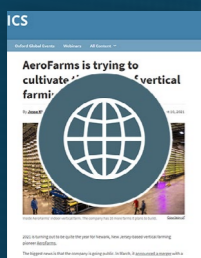
Bespoke Online Content

Position your company as a thought-leader to engage through impactful and high-quality content. Whether sharing case studies, scientific or technological developments, interviews with Key Opinion Leaders in your team, or surveying the market, Oxford Global can support content creation and sharing to our extensive network.



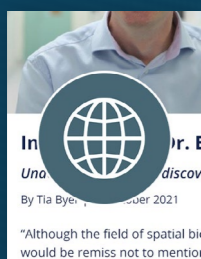
Content Syndication

Reach your desired audience through a targeted segment of our 100,000 active email list. Accelerate interest in your product or service by sharing content to a curated list of targeted users.



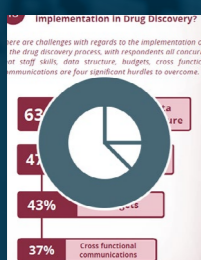
Content Generation

Utilise Oxford Global's Editorial division to develop and write thought-provoking, insightful content about your products and services on your behalf. Benefit from a dedicated marketing manager to share this with agreed segments of our database, social media platform and digital portal.



Executive Interviews

Cement your position as a sector leader with an exclusive interview by Oxford Global. The Q&A will be published as a 2-3 page interview, shared through a selected segment of Oxford Global's database and promoted on Oxford Global's social media platforms and digital portal.



Sponsored Surveys and Reports

Oxford Global's tailored surveys can be used to better understand your customers business issues and provide valuable market insight. The market report created from the survey responses featuring an insight from your company enhances your position as an industry expert.



Package Inclusions / Typical Set Up

Bespoke Online Content

Content Syndication	<ul style="list-style-type: none"> Content to be provided by sponsor Oxford Global to send one dedicated email featuring content with a link to your website Content to be hosted on Oxford Global's digital portal for one year
Content Generation	<ul style="list-style-type: none"> Content format typically one of Whitepapers, Conference presentation overviews, Case studies, Technical articles, New product write-ups Consultation session with Oxford Global's assigned Editor to capture content requirements and specifications Oxford Global's Design team to design layout and features in accordance with Sponsor brief Content to be shared through agreed segment of Oxford Global's database (x1 e-mail, x1 LinkedIn post, x1 Twitter) Content to be housed on digital portal for one year Content to be provided to sponsors for own marketing purposes
Executive Interviews	<ul style="list-style-type: none"> Sponsor to provide Oxford Global with questions that they would like featured. Oxford Global can also provide suggestions to be signed off by the sponsor Oxford Global's Design team to design layout and features of executive interview Content to be shared through agreed segment of Oxford Global's database (x1 e-mail, x1 LinkedIn post, x1 Twitter) Content to be housed on digital portal for one year
Sponsored Surveys and Reports	<ul style="list-style-type: none"> Sponsor to provide Oxford Global with questions that they would like featured. Oxford Global will also provide topic themed suggestions to be signed off by the sponsor Survey to be sent to segmented database with an incentive to answer provided by Oxford Global (typically free attendance pass to a series event) Market report to be created by Oxford Global, based on survey responses Market report to feature an industry insight section from a representative of sponsor company Content to be shared through agreed segment of Oxford Global's database. (x1 e-mail, x1 LinkedIn post, x1 Twitter) Market report to be hosted on digital portal for 1 year



Visit our Biomarkers Content Portal at www.oxfordglobal.com/biomarkers/

Any Questions?

For further information on any of our activities, or wider portfolio of events, please contact us at sponsorship@oxfordglobal.com

Interested in our other Series?

Our event schedule engages our community year-round

Biologics

Proteins & Antibodies | Peptides | Oligonucleotides
Sustainability in Biologics
ADC Discovery & Development | Vaccines
Oligonucleotides Chemistry & Therapeutics

Biomarkers

Biomarkers | Precision Medicine | Precision Oncology

Cell & Gene

Extracellular Matrix for Regenerative Medicine
Gene Therapy Development
Cell Culture Advanced Therapy Development
Cell & Gene Therapy Manufacturing

Discovery

Organ Modelling | 3D Cell Culture
Drug Discovery & Discovery Chemistry
Neuroscience Drug Development
Pharmaceutical Mobile Robotics
SmartLabs Automation

Formulation & Delivery

Formulation & Drug Delivery
Inhalation & Respiratory Drug Delivery
RNA Therapeutics & Delivery

Immuno

Advances in Immuno-Oncology
Microbiome Drug Development
Innate Killer Cells
Oncolytic Virotherapies
Targets & Cell Types in Immuno-Oncology

Omics

Next Generation Seq. & Clinical Diagnostics
Single Cell & Spatial Analysis
Digital PCR & Liquid Biopsies
Synthetic Biology in Discovery & Therapeutics
Spatial Biology



For the full list of upcoming events, please visit www.oxfordglobal.com