

HYBRID EVENT

Clinical Data Disclosure, Transparency and Plain Language Summaries

March 19-20, 2024
Hilton Philadelphia at Penn's Landing
Philadelphia, PA

2024 Sponsorship Opportunities

Engage Clinical Data Experts Seeking Strategies
To Future Proof Their Global Clinical Data
Disclosure, Transparency And Plain Language
Summaries

About This Event

The global **Clinical Data Disclosure, Transparency & Plain Language Summaries** is a hybrid event designed to provide a platform for knowledge and best practice sharing for the pharmaceutical, biotech, medical device, patient groups, service providers, CROs, and academic research communities.

The event covers disclosure and transparency mandates, a deep dive into data sharing, and best practice sharing for plain language summary strategies to ensure optimal clinical disclosure and dissemination.

Audience Overview

C-Level/VP: 6% ●

Director/Head: 55% ●●●●●●

Manager: 27% ●●●●

Associate/Specialist : 12% ●●

[View 2024 Attendee List](#)

Hot Topics On The Program:

- Updates from ClinicalTrials.gov and the Modernization Effort
- Navigating Global Compliance: How to Maintain Disclosure Compliance and Consistency Across Multiple Regions and Registries
- The Evolution of Data Sharing Platforms
- The Anatomy of Delivering Plain Language Summaries
- The Future is Now: A Demonstration of AI's Impact on Clinical Trial Transparency

Experts On The 2023 Agenda:



Julie Holtzople

Senior Director – Clinical Transparency and Data Sharing - AstraZeneca



Karen Heraty

Senior Director - Clinical Transparency, Global Scientific Communications - Eli Lilly and Company



Anna M. Fine

Acting Director – The National Institutes of Health



Naho Yamazaki

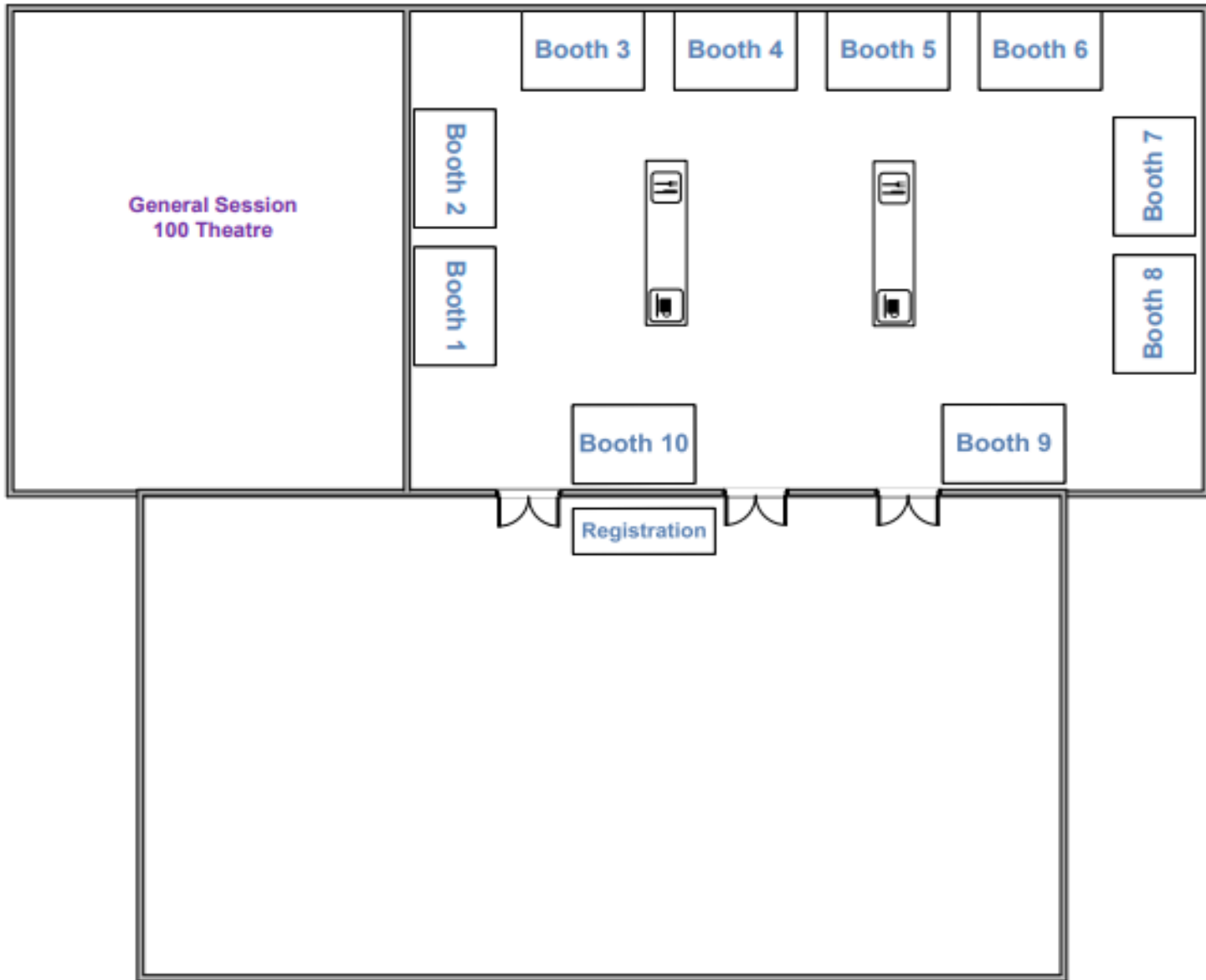
Head of Policy and Engagement– Health Research Authority (HRA)

2024 Event Sponsors



To learn more about sponsorship opportunities, contact Linda Cole: LCole@informaconnectls.com

Exhibit Floor Plan



Lead Insights

Actionable Leads. Richer Insights.

- Your custom Lead Insights platform offers a single, near real-time view of all your event and digital campaign leads and reporting in one place.
- Understand who your leads are and how they have engaged with your content, enabling you to prioritize and target them with tailored follow up messaging faster and more effectively.
- Lead Insights unlocks the full potential of your event and digital campaigns through near real-time, actionable insights that help you turn your leads into customers and maximize your return on investment.
- Target the right leads, with the right message, at the right time.

Benefits

- **Lead Access:** Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.
- **Engagement Level Rating:** Prioritize the prospects most interested in your content and experts with an engagement rating based the frequency, quality, and recency of interaction with your campaigns.
- **Lead Profiles:** Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.
- **Lead Targeting:** Sophisticated customisable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.
- **Campaign Insights and Reporting:** Quickly visualise how your campaign is performing and whether you are attracting the right audience to analyse the success of different products and measure ROI.



To begin building your custom sponsorship program, contact:

Linda Cole at Lcole@informaconnectls.com

Sponsorship Opportunities

Gold Sponsor

THOUGHT LEADERSHIP

- Be associated with the scientific content by selecting a session track, which reflects your company's expertise or products
- 30-minute Keynote speaking presentation with audience Q&A, integrated into the conference program, with your choice of topic and speaker

BRAND AWARENESS

- Sponsor of one branded item – i.e. Lanyards or Delegate Bag
- 10x8' exhibit booth space (includes table, chair & standard electric)
- Gold Sponsor visibility online and onsite signage related to track and overall event
- Marketing materials created by Informa and provided for use by the sponsor to promote event participation

NETWORKING & ENGAGEMENT

- Unlimited smart phone, badge scanning applications to collect the data of each attendee you meet
- Unlimited QR codes which can be used within exhibition stands for attendees to download sponsor resources
- Includes 1 speaker pass, 3 main conference passes and 2 booth staff passes

LEAD GENERATION & CARBON OFFSET

- Informa Connect to collect the data of each attendee to your presentation
- Post-event report containing contact information of each attendee to your presentation
- Informa to carbon offset each sponsor's event participation
- Sponsors will receive access to the attendee list

Investment: \$37,800 / £29,481

Silver Sponsor

THOUGHT LEADERSHIP

- Be associated with the scientific content by selecting a session track, which reflects your company's expertise or products
- 30-minute Spotlight speaking presentation with audience Q&A, integrated into the conference program, with your choice of topic and speaker or join a panel session

BRAND AWARENESS

- 10x8' exhibit booth space (includes table, chair & standard electric)
- Silver Sponsor visibility online and onsite signage related to track and overall event
- Marketing materials created by Informa and provided for use by the sponsor to promote event participation

NETWORKING & ENGAGEMENT

- Unlimited smart phone, badge scanning applications to collect the data of each attendee you meet
- Unlimited QR codes which can be used within exhibition stands for attendees to download sponsor resources
- Includes 1 speaker pass, 2 main conference passes and 1 booth staff pass

LEAD GENERATION & CARBON OFFSET

- Informa Connect to collect the data of each attendee to your presentation
- Post-event report containing contact information of each attendee to your presentation
- Informa to carbon offset each sponsor's event participation
- Sponsors will receive access to the attendee list

Investment: \$29,700 / £22,000

Sponsorship Opportunities

Bronze Sponsor

THOUGHT LEADERSHIP

- Be associated with the scientific content by selecting a session track, which reflects your company's expertise or products
- 30-minute Spotlight speaking presentation within the main conference agenda + audience Q&A, integrated into the conference program, with your choice of topic and speaker, or join a panel session

BRAND AWARENESS

- 10x8' exhibit booth space (includes table, chair & standard electric)
- Bronze Sponsor visibility online and onsite signage related to track and overall event
- Marketing materials created by Informa and provided for use by the sponsor to promote event participation

NETWORKING & ENGAGEMENT

- Unlimited smart phone, badge scanning applications to collect the data of each attendee you meet
- Unlimited QR codes which can be used within exhibition stands for attendees to download sponsor resources
- Includes 1 speaker pass and 1 main conference pass

LEAD GENERATION & CARBON OFFSET

- Informa Connect to collect the data of each attendee to your presentation
- Post-event report containing contact information of each attendee to your presentation
- Informa to carbon offset each sponsor's event participation
- Sponsors will receive access to the attendee list

Investment: \$23,600 / £17,481



Work with us to create a customized package based on your needs and objectives!

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**WHAT ARE YOUR STRATEGIC OBJECTIVES
FOR 2023 AND BEYOND? WORK WITH US
TO CREATE A CUSTOM CAMPAIGN TO HELP
YOU REACH YOUR SALES AND MARKETING
GOALS!**

To learn more about customizable
sponsorship opportunities, contact:

Linda Cole – LCole@informaconnectls.com