

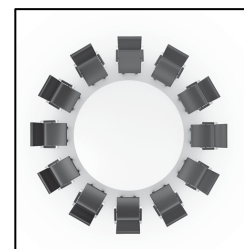
Connecting Patient Data in Clinical Trials

Optimize Clinical Trials by Connecting Patient Data through
Digital Technology

(Formerly Mobile in Clinical Trials)

2025 Prospectus

Opportunities and Rates



About the Conference and Market

This one day event, the day before DPHARM, is centered on connecting the value chain of patient data (from early drug research to commercialization) with digital technology.

The target audience is for Pharma R&D:

- Clinical Trial Operations
- Digital Management in Clinical Trials
- Patient Data Management

This conference formerly called “Mobile in Clinical Trials” focused on assessing, employing and scaling mobile tech to help more patients participate and be able to collect patient data remotely. The 2025 conference is expanding to assess all sources of patient data including patient experience data, and how to best connect the data to optimize clinical trials for all stakeholders.

This conference will include a variety of technological solutions and consider how patient data could be better utilized in clinical trials.

R&D operation leaders are spending time, money and resources on end-to-end digitization, which starts with understanding patient data sources and how to connect them with the help of digital tech. This conference is designed to help them in their quest.

“The progression for the Mobile in Clinical Trials event is to focus on connecting patient data with digital tech.”

Adama Ibrahim, Novo Nordisk and past Chair of the Mobile in Clinical Trials conference.

Marketing Reach Summary

The **Connecting Patient Data in Clinical Trials conference** features a wide range of premium sponsorship solutions to help technology and services companies achieve their thought leadership, lead generation and branding goals. Our offerings all include a number of partnership branding and marketing benefits (see page X for details).

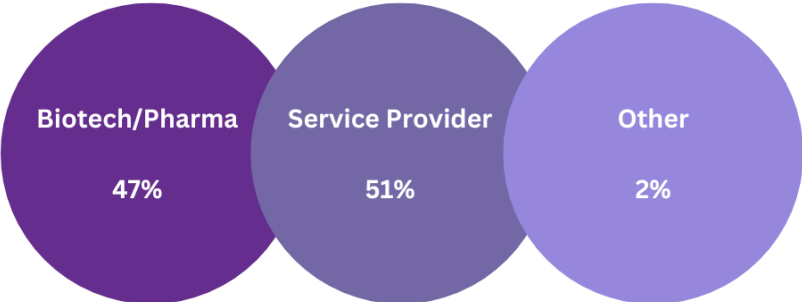
Additionally, we have multi-channel offerings with a dedicated website, digital editorial and ads, monthly newsletter, customized and scheduled webinar series and podcasts.

Market Reach

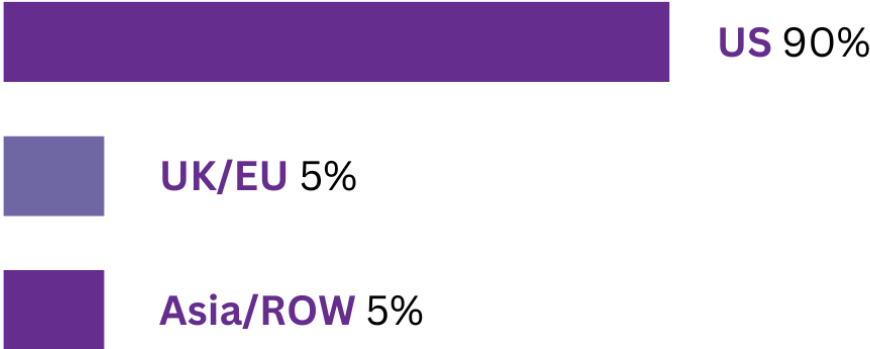
The database comprises more than **2,500** contacts. Additionally, with our dedicated social media platform, website, podcasts, webinars, monthly newsletter and partners, we are able to expose brands and thought leadership to over 100K R&D executives.

The Patients Data database comprises more than 2,500 contacts across:

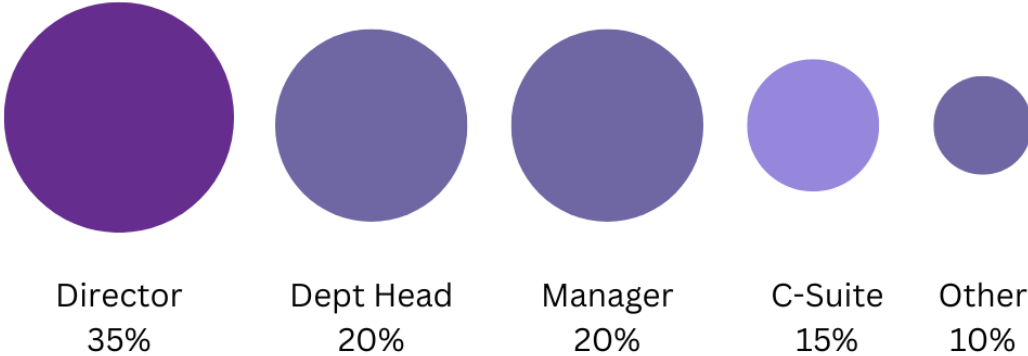
Business/Industry



Country



Job Title



Connecting Patient Data in Clinical Trials



Lead Sponsor (Exclusive Opportunity)

Promote your firm as a leader and partner of choice with prime-time agenda positions that allow more frequent opportunities to demonstrate your expertise.

Thought Leadership

- Company executive to take part in one of the conference Advisory calls
- Featured session talk on the main agenda
- Two-minute commercial-style video shown at the start of the conference
- One podcast opportunity during the 2025 year or a square ad on the Clinical Trial Operations editorial pages for one month

Lead Generation

- Attendee list provided four days before the event for general networking

Marketing Services

- Customized materials created by our team to post on social media
- HTML emails for your company's use to promote your participation

Branding Services

Pre-event and the Conference website:

- Company logo prominently featured on the Conference sponsor page
- 150-word company description on the Conference sponsor page
- Company logo on select emails announcing and promoting the conference

During the event:

- 6'x3' Exhibit Table
- Full-page ad in the official Conference brochure, distributed to all attendees
- Company logo exclusively featured at the start of the conference

Post event:

- Company description, logo and contact information featured in the event resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

Attendee Passes

- Six all-access passes to attend in addition to any speaker passes (Four for your company, two for pharma clients not already registered for the conference – passes are not transferable)
- 10% discount on extra passes
- Personal discount code to offer to your clients/prospects

Fee – \$23,000

Executive Sponsor

Promote your firm as a leader and partner of choice with prime- time agenda positions that allow more frequent opportunities to demonstrate your expertise.

Thought Leadership

- Featured session talk on the main agenda

Lead Generation

- Attendee list provided four days before the event for general networking

Marketing Services

- Customized materials created by our team to post on social media
- HTML emails for your company's use to promote your participation

Branding Services

Pre-event and the Conference website:

- Company logo prominently featured on the Conference sponsor page
- 150-word company description on the Conference sponsor page
- Company logo on select emails announcing and promoting the conference:
- Full-page ad in the official conference brochure, distributed to all attendees
- Company logo featured at the start of the conference

Post-event:

- Company description, logo and contact information featured in the Conference Resource guide sent to all attendees
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

Attendee Passes

- Five all-access passes to attend in addition to any speaker passes, three for your company, two for a pharma client not already registered for the event – passes are not transferable
- 10% discount on extra passes

Fee – \$16,500 (\$14,000 for no booth)

Associate Sponsor

Feature your company's expertise in a particular area of patient data or digital tech for clinical trials.

Thought Leadership – Topic-Specific Panel

- A company executive will take part in a panel conversation on the agenda

Lead Generation

- Attendee list provided three days before the event for general networking

For additional branding, marketing and other benefits, see page 10.

Fee – \$10,500

Networking & Branding Sponsorships

Enhance your company's exposure through hosting different areas and receiving additional branding on site. All include an exhibit stand and attendee list unless specified.

Opportunities

- **Registration Sponsor:** Attendees will see your company logo first on all welcome and registration signs (Fee – \$7,500)
- **WiFi Sponsor:** Your logo on all table signs with WiFi information, as well as in the brochure (Fee - \$6,500)
- **Grand Opening Break Sponsor, Day One** (Fee - \$4,000 or \$8,500 with a booth)

- **Lanyard Sponsor** – client must supply the lanyard in specified quantities and style (Fee - \$4,000 or \$8,500 with a booth)
- **Pen Sponsor** – Your logo on pens placed on all general session tables at the conference – client must supply pens in specified quantities (Fee - \$4,000 or \$8,500 with a booth)

For additional branding, marketing and other benefits, see page 10.

Spotlight Presenter

Feature your company's particular solution supporting patient data and or mobile/digital tech.

Thought Leadership

- Present your company's solution in a five-minute spotlight-style session
- Session presented during the live conference in a dedicated session

Branding & Networking

- Showcase table in the General Session room
- Attendee list five days before the event for networking

For additional branding, marketing and other benefits, see page 10.

Fee – \$7,500

Exhibit Table

Have a dedicated table to increase your branding

Branding

- 6'x3' table located just outside the session doors

For additional branding, marketing and other benefits, see page 10.

Fee – \$6,000

Showcase Sponsor

Engage your audience with a video presentation highlighting your company.

Thought Leadership

- Up to two-minute video on your firm's capabilities featured during an engaging time slot at the event

For additional branding, marketing and other benefits, see page 10.

Fee – \$3,500

Supporting Sponsor

Broaden your company's exposure through branding before and during the event, with additional exposure in the Conference on-site brochure

For additional branding, marketing and other benefits, see page 10.

Fee – \$2,500

	Lead \$23,000	Executive \$14,000	Associate \$10,500	Spotlight \$7,500	Exhibit \$6,000	Branding \$6,500- \$8,500	Showcase \$3,500	Supporting \$2,500
Speaking Role	1	1	1	1				
Advisory Participation	!							
Podcast	!							
Commercial video	!	!						
Pre-Event Marketing	!	!	!	!	!	!	!	!
Website branding	!	!	!	!	!	!	!	!
Ad in the conference brochure	Full page	Full page						
Branding in the conference brochure	!	!	!	!	!	!	!	!
Attendee list	!	!	!	!		!		
Attendee passes	6	5	2	2	2	2	1	1
Discount code for extra passes	!	!	!	!	!	!	!	!
Post-event review	!	!	!	!	!	!	!	!
Resource Guide Inclusion	!	!	!	!	!	!	!	!