

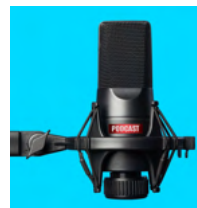
DPHARM

Disruptive Innovations to Modernize Clinical Research

Now in its 15th year reporting on Decentralized
Clinical Trials Offering the Most Advanced
Information to Modernize Clinical Trials.

2025 Prospectus

Opportunities and Rates



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Why DPHARM?

Welcome to the **DPHARM: Disruptive Innovations to Advance Clinical Trials** media kit for 2024. Our growing database of 13.5K comprises pharma, biotech and CRO R&D operations professionals, patient advocates, and technologists, including digital and AI solutions providers.

We have several creative ways to reach your target market. Our strategic partnership managers can work with you to develop a combination of channels, from one specific activity to a mix of choices to meet your unique objectives.

Contact us

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About DPHARM

DPHARM is the original decentralized clinical trials event that welcomes and embraces innovation and reports on it annually. DPHARM reports on non-traditional approaches to clinical trials for the benefit of patients and PIs. It is Conference Forum's flagship event organized in collaboration with R&D industry leaders who are challenging the status quo on how clinical research gets done to reduce the burden of patient and physician participation.

Plans and Vision

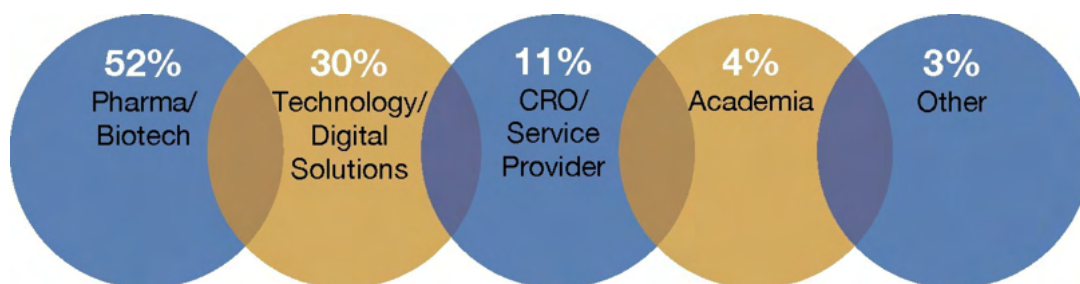
DPHARM is expanding beyond the annual conferences with carefully executed growth into multi-channel offerings with industry on-line editorial, customized and scheduled webinar series and podcasts, and a technology showcase. This DPHARM portfolio provides much needed support for the drug development operations industry as it rapidly adapts to decentralized trials and to meet the needs of patients wherever they are.

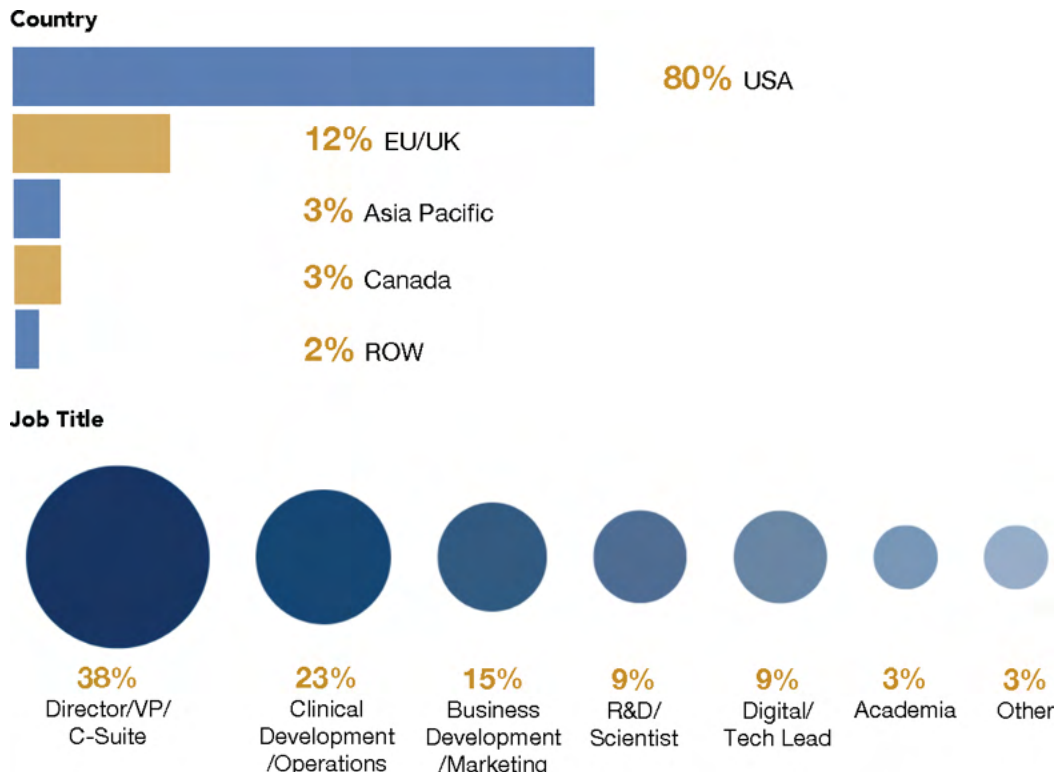
The DPHARM portfolio features a wide range of premium sponsorship solutions to help technology and services companies achieve their thought leadership, lead generation and branding goals. Our offerings all include a number of partnership branding and marketing benefits (see page 12 for details).

Market Reach

The DPHARM database comprises more than **13,500** contacts across:

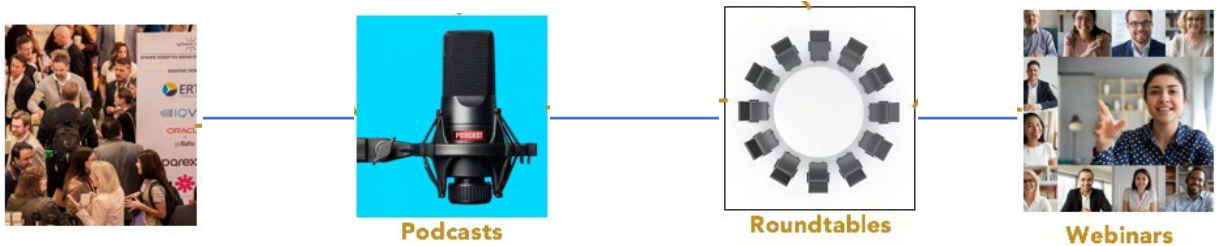
Business/Industry





Cross-Platform Reach

Create your own combination of channels, from one specific activity to a mix of choices to meet your goals.



DPHARM Conference

Lead Sponsor (Exclusive Opportunity)

Position your company as a principal voice in clinical innovation by co-presenting DPHARM with us as the lead sponsor with extensive event benefits and exposure.



Thought Leadership

- Company executive to take part on one of the DPHARM Advisory calls or in-person advisory meeting
- Executive featured as a Co-Chair of the DPHARM event
- Fireside interview with an R&D pharma/biotech leader featured on the DPHARM Today Show
- Topic-driven speaking position on a DPHARM track talk or “Innovative Sources and Solutions” session
- DPHARM Editorial: Featured interview with an executive from your company
- DPHARM Podcast hosted on multiple platforms including PharmaTalkRadio or a square ad on the DPHARM editorial pages for one month (client’s choice)’

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- Attendee list provided ten 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 DPHARM website:

- Company logo prominently featured on the DPHARM sponsor page
- 250-word company description on the DPHARM sponsor page
- Company logo on select emails announcing and promoting DPHARM

During the event:

- Featured commercial positioned at the start of the conference, up to 2 minutes

- Full-page ad in the official conference brochure, distributed to all attendees
- Company logo exclusively featured at the start of the conference
- Company logo on sponsor signs on site, with additional exclusive signage as Lead Sponsor
- 6'x3' tabletop or 10x10 exhibit stand (client's choice)

Post-event:

- Company description, logo and contact information featured in the DPHARM event resource guide sent to all attendees post-event
- 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/all speaker passes:
 - Four for your company executives
 - Two for pharma clients, not already registered for the event (passes are not transferable)
- 20% discount on additional passes
- Personal discount code to offer to your clients/prospects

Fee – \$60,000

Featured Executive Sponsor (Four Opportunities)

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

Thought Leadership

- Fireside interview with an R&D pharma/biotech leader featured on the DPHARM Today Show in front of the entire audience

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- Attendee list provided five 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 DPHARM website:

- Company logo prominently featured on the DPHARM sponsor page
- 150-word company description on the DPHARM sponsor page
- Full-page ad in the DPHARM book given to all attendees
- Company logo on select emails announcing and promoting DPHARM
- Article written and supplied by client to be featured on the DPHARM editorial pages or a podcast (client's choice)

During the event:

- Featured commercial played during breaks at the conference, up to 2 minutes
- 6'x3' tabletop exhibit stand
- Company logo on sponsor signs on site, with additional exclusive signage as Featured Executive Sponsor

Post-event:

- Company description, logo and contact information featured in the DPHARM event resource guide sent to all attendees post-event
- 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/all speaker passes:
 - Three for your company executives
 - Two for pharma clients, not already registered for the event (passes are not transferable)
- 20% discount on in-person passes
- Personal discount code to offer to your clients/prospects

Fee – \$48,000

Executive Sponsor (Six Opportunities)

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

Thought Leadership

- 20-minute case study on one of the “Innovative Collaborations” tracks of the program (pharma partner and case study required)

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- Attendee list provided five 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 DPHARM website:

- Company logo prominently featured on the DPHARM sponsor page
- 100-word company description on the DPHARM sponsor page
- Company logo on select emails announcing and promoting DPHARM

During the event:

- 6’x3’ tabletop exhibit stand
- Company logo on sponsor signs on site

Post-event:

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

Attendee Passes

- Four all-access passes to attend, in addition to any/all speaker passes:
 - Two for your company executives
 - Two for pharma clients, not already registered for the event (passes are not transferable)

- 20% discount on in-person passes
- Personal discount code to offer to your clients/prospects

Fee – \$37,000

Associate Sponsor

Feature your company's expertise in a particular area of clinical innovation in one of two choices:

1. Thought Leadership – DPHARM Sources and Solutions Tracks

- Prime speaking opportunity to showcase your technology or service that's transforming the industry
- Five, ten or 15-Minute talk on day one of the program

2. Thought Leadership – Topic-Driven Tracks

- Ten-minute talk in a section of a topic-driven track on Day Two to convey your perspectives on ideas transforming the industry. Topics may include, but are not limited to AI, Digital Transformation and CRAACO, as a few examples.

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- Attendee list provided three days before the event for general networking

Branding and Marketing Benefits

- Company logo on sponsor signs on site

Attendee Passes

- Three all-access passes to attend, in addition to any/all speaker passes:
 - Two for your company executives
 - One for pharma clients, not already registered for the event (passes are not transferable)

For additional branding, marketing and other benefits, see page 16.

Fee - \$12,000/\$18,500/\$24,500

DPHARM Idol Disrupt Sponsor

Be one of a select group of innovators presenting a disruptive technology or service that could be a changing force in clinical trials at DPHARM Idol Disrupt.

Each pre-approved presenting company gives a six-minute quick-fire session followed by questions from the DPHARM Idol Disrupt judges, who include R&D leaders, patient advocates and life science/digital investors. The show features pre-recorded presentations with live Q&A. Previous winners include Medidata, Spaulding Clinical, ePharma Solutions, Science 37, Florence Healthcare, PhysIQ, Medable, Tasso, King-Devick, Biofourmus, Acclinate and Faro Health, many of whom have gone on to raise millions of dollars in capital.

Thought Leadership

- 30 Minutes of mentoring from an R&D executive to help you position your disruptive tech or service
- One hour of mentoring from a presentation coach on best practices to communicate your message
- Six-minute session showcasing how your technology or service is disruptive, followed by five minutes of live Q&A with the judges
- DPHARM Idol Disrupt winner and DPHARM Idol presenting companies highlighted in national press release and in post-event DPHARM newsletter

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- Attendee list provided three days before the event for general networking

For additional branding, marketing and other benefits, see page 16.

Fee – \$10,000

Exhibitor

Showcase your company and network with fellow industry executives.

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests

Branding Services

During the event:

- 8'x 10' booth or 6'x3' tabletop exhibit stand
- Company logo featured on Exhibitor signs at the conference

Post-event:

- Company description, logo and contact information featured in the DPHARM event resource guide sent to all attendees
- Logo featured in the DPHARM quarterly newsletter distributed to current attendees as well as a wider R&D audience
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

For additional branding, marketing and other benefits, see page 16.

Fee – \$8,000 for a 6'x3' tabletop; \$12,000 for an 8'x10' booth

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

- **DPHARM Official Networking Reception:** Host the annual networking event, held the evening of Day One of the event. Welcome everyone to the event and have your logo included on all reception signs (**Fee** - \$20,000, includes one extra pass for your company)
- **Registration Sponsor:** Attendees will see your company logo first on all welcome and registration signs (**Fee** - \$14,000 w/o exhibit, \$18,500 with exhibit)
- **WiFi Sponsor:** Your logo on all table signs with WiFi information, as well as in the brochure (**Fee** - \$10,000)
- **Partnering Platform Sponsor:** Your logo seen every time an attendee logs on to request or accept a one-to-one meeting, and on emails promoting the platform (**Fee** - \$6,000 w/o exhibit or attendees list, \$10,000 with exhibit)
- **Morning Coffee Sponsor, both days:** Be the first logo attendees see outside of general session when getting their morning drink, Coffee is outside of general session, not in the exhibit hall. Client may supply branded paper cups. (**Fee:** \$10,000 w/o an exhibit, \$15,000 with exhibit)
- **Grand Opening Break Sponsor, Day One** (**Fee** - \$8,500 w/o exhibit, \$13,500 with exhibit)
- **Day One PM Break/Day Two Am Break Sponsor** (**Fee** - \$6,000, w/o exhibit or attendee list \$10,000 with exhibit)
- **Lanyard Sponsor** – client must supply the lanyard in specified quantities and style (**Fee** - \$5,000 w/o exhibit or attendee list, \$9,000 with exhibit)
- **Speaker Reception**, held the evening prior to Day One of DPHARM (**Fee** - \$20,000 includes one extra pass for your company)
- **Hotel Key Cards** (**Fee** - \$12,000)
- **Exhibit Hall Charging Stations** (**Fee** - \$6,000 w/o exhibit or attendee list, \$10,000 with exhibit)
- **Official DPHARM Bag**, co-branded with your company logo and the DPHARM logo (**Fee** - \$8,000 w/o exhibit, \$12,000 with exhibit)
- **Pen Sponsor** – Your logo on pens placed on all general session tables at the conference – client must supply pens in specified quantities (**Fee** - \$5,000 w/o exhibit or attendee list, \$9,000 with exhibit)

Lead Generation

- Early access to the one-to-one partnering system to get a head start on meeting requests
- For additional branding, marketing and other benefits, see page 16*

Showcase Sponsor

Expand your branding exposure with a commercial at the conference.

Branding Services

Pre-event and DPHARM website:

- Company logo & description featured on the DPHARM sponsor page

During the event:

- 2 min commercial-style video shown on a loop in the exhibit area and during breaks on the main stage screen at the event
- Company logo featured on Sponsor signs at the conference

Post-event:

- Company description, logo and contact information featured in the DPHARM event resource guide sent to all attendees
- Content highlighting your participation and company logo included in the DPHARM post-event email sent to current attendees as well as a wider R&D audience
- Follow-up assessment of your experience during the event and review of ROI to ensure your goals were met

For additional branding, marketing and other benefits, see page 16.

Fee – \$5,500

Supporting Sponsor

Broaden your company's exposure through branding on the event, with additional exposure on the DPHARM website and official brochure

Branding Services

Pre-event and DPHARM website:

- Company logo & description featured on the DPHARM sponsor page

During the event:

- Company logo featured on Sponsor signs at the conference

For additional branding, marketing and other benefits, see page 16.

Fee – \$4,500

Sponsorship Plan Features

	Lead \$60,000	Featured Executive \$48,000	Executive \$37,000	Associate \$12,000 - \$24,000	Idol \$10,000	Branding \$5,000 - \$20,000	Exhibit \$8,000 - \$12,000	Showcase \$5,500	Supporting \$4,500
Speaking Role	2	1	1	1	1				
Advisory Participation	✓								
Podcast	✓								
Editorial/Ad	Article	Half page ad							
Commercial Video	✓	✓						✓	
Pre-event Customized Marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website branding	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ad in the on-site book	Full page	Full page	Half page						
Branding in the on-site book	✓	✓	✓	✓	✓	✓	✓	✓	✓
Early access to the one-to-one partnering	✓	✓	✓	✓	✓	✓	✓	✓	✓
Attendee list	✓	✓	✓	✓	✓	Select Levels			
6'X3' Exhibit Stand	✓	✓	✓	✓	✓	Select Levels	✓		
Logo on event signs	✓	✓	✓	✓	✓	✓	✓	✓	✓
Attendee passes	6	5	4	4	2	2	2	1	1
Discount code for extra passes	✓	✓	✓	✓	✓	✓	✓	✓	✓
DPHARM post-event email branding	✓	✓	✓	✓	✓	✓	✓	✓	✓
DPHARM post-event resource guide	✓	✓	✓	✓	✓	✓	✓	✓	✓

DPHARM Webinars

DPHARM webinars, whether **customized** or **branded**, help support and promote clinical innovation through timely topics, discussions and demos designed to reach your audience.

Customized Webinar

Thought Leadership and Process

- Planning and development call with our team to discuss topic, format, length, title, takeaways and call-to-action
- Fireside/interview chat, individual presentation, panel discussion or product demo formats identified
- Host/moderator services and speaker identification available based on format
- Eight-week production cycle; for time sensitive topics, shorter timeframes considered
- Pre-webinar prep call, with virtual platform tech support provided during the event
- Please note that the number of webinars is limited to ensure high quality production and marketing support

Lead Generation

- Webinar registration and participant list with email addresses

Marketing and Branding Services

Pre-webinar:

- Two-to-three-week targeted email campaign with your branding
- Dedicated social media posts
- Customized graphics created to promote your participation
- Dedicated social media promotion
- Branding featured on the website
- Branding featured on introduction and closing slides

Post-webinar:

- Posted as a feature webinar for three weeks then archived on our website for future viewing
- Link to video recording for your use
- Featured in the monthly digital digest relative to the topic

Fee – \$7,500 - \$9,500

Branded Webinar

Position your company as an industry leader by branding one of our pre-recorded or preprogrammed webinars on a topic that is important to your company in one of the following areas:

- Decentralized Clinical Trials
- Modernizing Clinical Trials
- Remote Monitoring
- Drug Development amid a Public Health Crisis
- Patient Diversity
- Fostering a Culture of Innovation
- Master Protocols and Digital Endpoints
- Making Big Data, AI and ML Work to Accelerate Clinical Trial Design and Development

Lead Generation

- Participant list with email addresses

Marketing and Branding Services

- Same as Customized Webinar

Fee – \$3,500 - \$4,50

DPHARM Podcasts

Like our webinars, DPHARM podcasts help support and promote research as a care option through timely topics, discussions and demos designed to reach a broad audience.

Customized Podcast

Highlight your industry insight with a customized podcast approx. 20-30 minutes in length produced in partnership with you based on a topic in your area of knowledge.

Thought Leadership and Process

- Planning and development call with our team to discuss topic, format, length, title, takeaways and call-to-action
- Fireside/interview chat, or conversational format decided
- Host/moderator services and speaker identification available based on format
- Eight-week production cycle; for time sensitive topics, shorter timeframes considered
- Pre-podcast prep call, with virtual platform tech support provided during the event

Marketing and Branding Services

- Branding featured on our website and podcast platform
- Branding featured on the podcast information page
- Podcast link provided for your use
- Posted to multiple platforms including our “PharmaTalkRadio” channel on BligTalkRadio, Apple Podcasts, iTunes, Stitcher, CastBox, Overcast, Podbean, iHeart Radio, PodcastAddict, and more
- PharmaTalkRadio averages 738 listeners per podcast with the following breakdown: 60% US, 11% Asia [primarily China followed by Japan], 8% Europe, 20% Rest of World
- Posted to our web page for six months
- Posted as a feature webinar for three weeks then archived on our website for future viewing
- Featured in the monthly digital digest relative to the topic

Fee – \$3,500

Contact us

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