



The network  
for life science  
executive leaders

## 2024 Sponsorship Opportunities

Sustain your connection with the  
Life Sciences eXecutive partnering community

[www.lsxleaders.com](http://www.lsxleaders.com)

# Overview

The **LSX** event series and digital products offers a unique opportunity to reach the industry's c-suite and the sector's most active investors, pharma and big medtech leaders. The event series is dedicated to bringing together the executives that matter to the future of healthcare and life science to discuss strategy, investment, partnering and commercialization.

Share your insights and innovations with the qualified audience to reinforce your industry leader status. Don't miss the chance to put yourself in front of key decision makers in the industry. Sponsorship programs are fully customizable, designed to help you meet your **lead generation, thought leadership, and branding** goals.



## Areas of Expertise



### Biotech

- Drug delivery
- Pre-clinical
- Clinical
- On-the-market therapeutics



### Medtech

- Devices
- Surgical
- Diagnostics
- Implantable



### Healthtech

- Digital health
- DTx
- Deep tech
- Databases
- Applications
- Wearables



### Commercial Leaders

- Big Pharma
- Big Medtech
- Big Tech



### Investors

- Angel
- VC
- CVC
- Family Office
- PE
- Institutional



### Advisors & Solution Providers

- Consultancy
- Professional Services
- Contract Services
- IP & Law
- Investment Banks & Financial Services
- PR/IR



### Healthcare Industry Stakeholders

- Academia
- TTOs
- Payers
- Providers
- Reimursors

## Top Sponsors



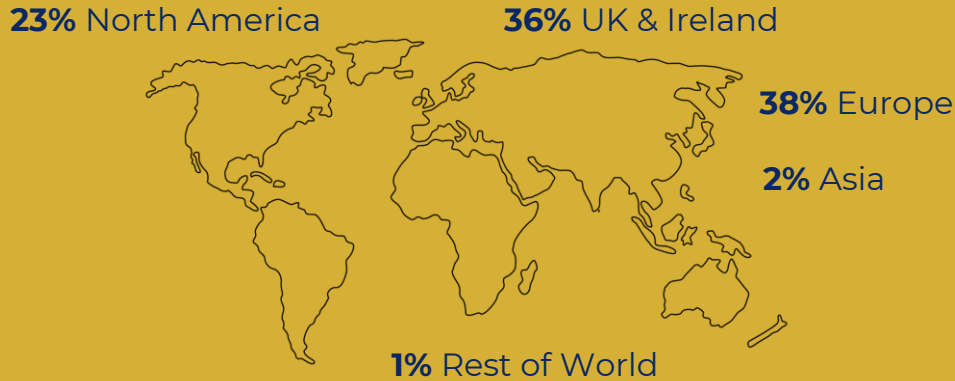
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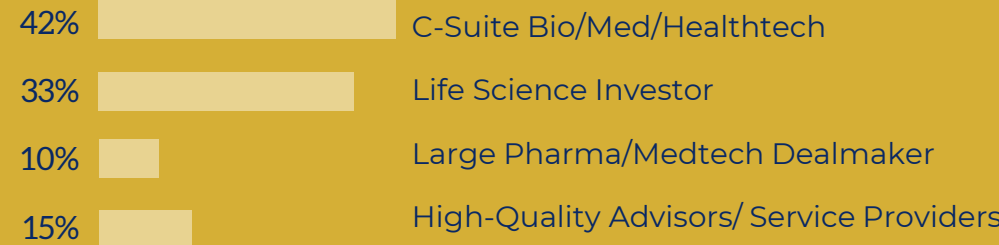
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# Audience Profile

## Geographic Breakdown



## Job Title Breakdown



**4,000+**  
Annual Attendees



**73,800+**  
Email Contacts



**4,400+**  
LinkedIn Group  
Members

Engage 80,000+ strategy and investment executives leading the healthcare and biotech industry.



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# 2024 Calendar



Event



eBook

**LSX World Congress**  
29-30 April 2024  
London, UK

**LSX World Congress  
Post-Event Report**  
Secure your slot by 3 May 2024

**LSX World Congress USA**  
11-12 September 2024  
Boston, Massachusetts

**Investival Showcase |  
European Lifestars Awards**  
18 November 2024  
London, UK

**LSX Nordic Congress**  
10-11 October 2024  
Copenhagen, Denmark

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

## Digital Opportunities Available at Anytime:

- Custom Webinar
- Programmatic Banner Ads
- Key Opinion Leader Interview
- Social Media Promotion
- List Rental
- Content Syndication
- Custom Research
- Newsletters

Work with us to develop a **custom sponsorship package** to reach your target audience **in-person** and **digitally** year-round!

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# Event Sponsorship Opportunities

The LSX event series offers numerous sponsorship opportunities to showcase your brand and offerings, demonstrate your thought leadership expertise and engage with leaders across the life science ecosystem.



Demonstrate **thought leadership** and position your organization at the forefront of the life sciences and healthcare industry



**Co-host a leadership forum or workshop** to connect with a pre-qualified group whose businesses you can help advance



**Educate potential new clients and partners** about your unique offering, service or solution



Be seen as an obvious **partner of choice** in your specific area of expertise



Access and develop **meaningful relationships** with decision makers



**Exhibit or showcase** your technology or offering to a highly qualified audience of life science executive leaders, investors and influencers

**Work with us to develop a custom sponsorship package to meet your objectives.**

Options include:

- Keynote presentation in plenary
- Non-plenary presentation
- Speaking role on panel discussion
- Logo on event signage and display boards
- Logo on main event website
- Logo on emails sent to LSX database
- Company literature on media desk
- Pre-event marketing and brand exposure
- Branding across event website
- Select number of passes for content and 1:1 partnering
- And more!

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# Partnering

## Meet the right people and achieve your goals through one-to-one meetings

Access to partnering is granted once registration is paid and approved.

**partneringONE**

partneringONE, the gold standard platform, is more than just a partnering system. partneringONE is an online conference platform that allows delegates to contact other participants and schedule meetings with them. It can also be used as a simple networking and messaging tool.



### One Login

Use ONE single login across all partneringONE events, with partnering history accessible from past events.

### Powerful Search Tools

Expansive search allows attendees to discover potential partners and relevant conference sessions and company presentations.

### Mobile Responsive

Access partneringONE from anywhere on any device. No need to download an app.

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# Onsite Video Interviews

## Exclusive video production and distribution for exhibitors, presenters, and thought leaders

Extend the ROI of your presence at the event with custom video content to strengthen your brand and reach post-event.

### Presentation Showcase

Extend the ROI of your speaker presentation with this onsite interview of your speaker, covered as a news story. Clips from your speaking session and interview will be weaved together into a skillfully edited video showcasing your expert and the insights they offer at the live event. After the event is over, we will host the video on-demand for 6 months and promote it to the LSX community. You will receive an MP4 file for your own promotional use.

### Key Opinion Leader Interview

Promote your thought leadership with a One-on-One interview with your expert. We will conduct a 5-8 minute interview to discuss the topics that matter to your industry. After the event is over, we will host the video on-demand for 6 months and promote it to the LSX community. You will receive an MP4 file for your own promotional use. Your interview can also be recorded remotely pre-event.

### Exhibit Booth Interview

Promote your brand with an interview at your exhibit booth. We will conduct a 3-5 minute interview to discuss your offerings and expertise as an industry leader. After the event is over, we will host the video on-demand for 6 months and promote it to the LSX community. You will receive an MP4 file for your own promotional use.

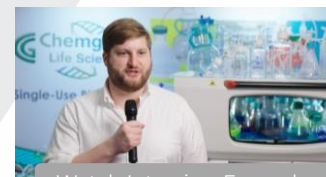
Ask us how to combine pre-event and onsite video content to maximize promotion of your presence at the event!



[Watch Interview Example](#)



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# Digital Sponsorship Opportunities

## Thought Leadership

### Post-Event eBook

Contribute content or branding to post-event eBooks tailored to capture the attention of event attendees and our wider network. Highlight your company's talk, interview, or poster from the event in this special content which will be promoted to all registrants from the event and to our wider network. Gated for lead generation, you'll receive the contact details of readers.

### Content Syndication

Provide 3-4 educational assets for promotion and we'll help you choose the best fit for our audience. We'll craft a custom promotional plan leveraging our digital network to drive lead-gen and visibility with decision makers.

### Content Services

Let us do the heavy lifting for the creation of your next content asset. Our skilled editorial staff will convert your existing webinar video, sponsored session slides, or marketing materials into a fully designed, unique content asset with minimal effort from your team.

## Lead Generation

### Custom Webinar

Position your company as an industry expert and connect with prospects who are actively looking for education on a key topic, or solution to their challenge. Create powerful, engaging content that generates leads and allows you to connect directly with prospects.

## Research

### Industry Insights

Provide your target audience with research-backed data on hot-button issues by measuring top pain points, organizational impacts and future outlooks on a specific topic. The results are presented in a 10-15 page report that provides readers with a clear understanding of the topic and helps benchmark their position on the topic relative to their peers.

## Branding & Messaging

### Pre-Event Custom Email

Boost your brand awareness before getting onsite by securing a Pre-Event Custom Email to be sent to all attendees. Drive your own HTML message to highly sought-after conference attendees who are actively pursuing expert guidance, solutions, and networking. Available to only 2 sponsors per event.

### Newsletter Advertising

Share your expertise in a video interview promoted to a targeted audience! Our moderator will conduct a 3-5 minute interview segment with your expert via webcam. Offer your insightful perspective on critical topics along with coverage of your offerings.

### List Rental

Drive your message to a targeted slice of the Informa Connect Life Sciences Database. This customer database was not built on purchases from list brokers, it was cultivated from decades of attracting qualified industry professionals to market-leading conferences, seminars, and magazines. Tell us about your ideal prospect and we'll build a custom list to meet your needs.

### Audience Extension (Targeted Display Advertising)

Millions of decision makers engage with Informa brands daily to get critical information to grow and run successful businesses. This programmatic display ad offering helps you stay in front of qualified prospects, keeping your brand top of mind and encouraging response. Utilizing thousands of sites across the web, your campaign is displayed multiple times, ONLY to those that fit your targeted profile.

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# 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 on 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 and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.
- **Lead Targeting:** Sophisticated customizable 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 visualize how your campaign is performing and whether you are attracting the right audience to analyze the success of different products and measure ROI.

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