

CHIEF MEDICAL OFFICER 360°

Now in its 12th year reporting on the unique challenges associated with the complex role and responsibilities of the biotech Chief Medical Officer

2025 Prospectus

Opportunities and Rates



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Why the CMO360° Summit Portfolio?

Welcome to the Chief Medical Officer 360° Summit media kit for 2025. The CMO360° database of 15K consists of primarily CMOs, and R&D leaders from the biotech industry along with life science investors.

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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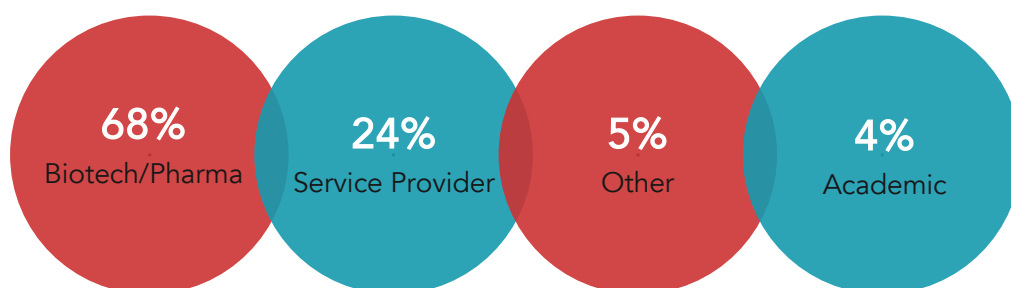
About the CMO360° Summit

The **Chief Medical Officer 360° Summit** attracts the largest gathering of physicians in biotech. It reports on the unique challenges facing biotech CMOs associated with directing and managing all R&D functions, while raising capital and strategizing for appropriate exits. This portfolio includes the annual Chief Medical Officer Summit 360°, customized and scheduled webinars and podcasts, and the CMO360° website editorial.

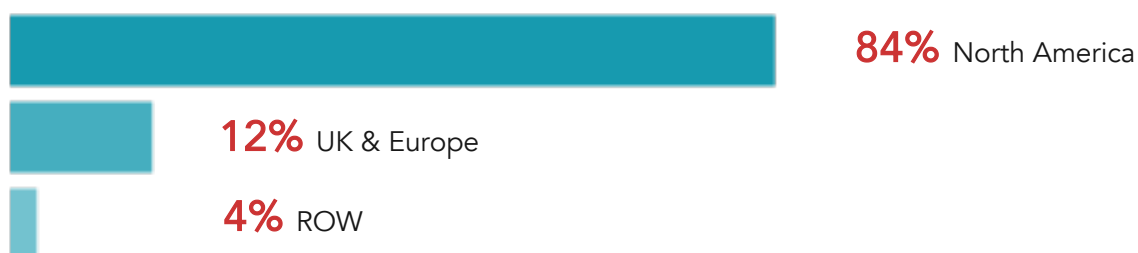
Market Reach

The CMO360° database comprises more than **4.5K** contacts.

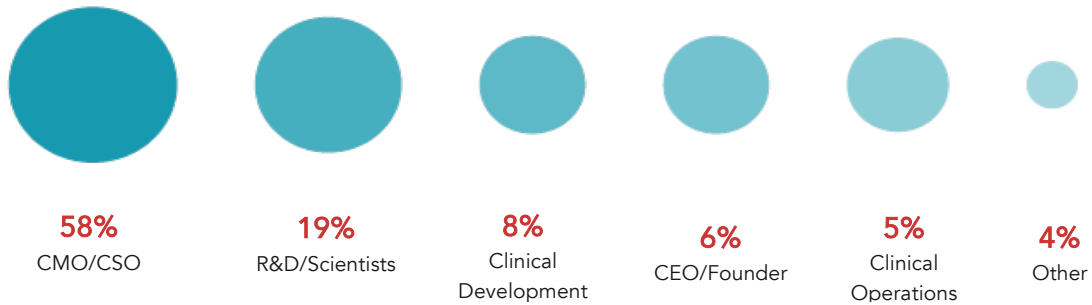
Business/Industry: Biotech



Country



Job Title

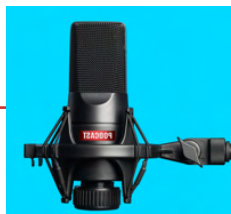


Cross-Platform Reach

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



Conferences



Podcasts



Webinars

CMO360° Conference

Lead Sponsor

Position your company as a principal voice in the Biotech community by co-presenting the CMO360° Summit with us as the lead sponsor with extensive event benefits and exposure.



Thought Leadership

- Team member participation on the CMO360° conference advisory group
- Executive featured as a Co-Chair of the CMO360° event
- Featured session on the agenda
- Participation in a panel session on the agenda
- CMO360° Editorial: Featured interview with an executive from your company
- CMO360° Podcast hosted on multiple platforms including PharmaTalkRadio

Lead Generation

- 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 CMO360° website:

- Company logo prominently featured on the CMO360° sponsor page
- 250-word company description on the CMO360° sponsor page
- Company logo on select emails announcing and promoting CMO360°

During the event:

- Two Full-page ads in the official conference brochure, distributed to attendees
- Company logo exclusively featured on signs at the conference
- Logo and description in the on-site brochure
- 6'x3' table top exhibit stand

Post-event:

- Company description, logo and contact information featured in the CMO360° 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

- 4 all-access passes to attend in addition to any speaker passes
- 20% discount on extra passes
- Personal discount code to offer to your clients/prospects

Fee – \$32,000

Executive Sponsor

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

Thought Leadership

Featured session 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 CMO360° website:

- Company logo prominently featured on signs at the conference
- 150-word company description on the CMO360° sponsor page
- Company logo on select emails announcing and promoting CMO360°

During the event:

- Full-page ad in the official conference brochure, distributed to attendees
- Company logo exclusively featured on Executive Sponsor signs the conference
- Logo and description in the on-site brochure
- 6'x3' table top exhibit space

Post-event:

- Company description, logo and contact information featured in the CMO360° 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

- Three all-access passes to attend in addition to any speaker passes
- 20% discount on extra passes
- Personal discount code to offer to your clients/prospects

Fee – \$22,000

Associate Sponsor

Feature your company's expertise in a particular area of biotech support.

Thought Leadership

- Opportunity for an executive to speak as part of a topic-driven panel 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 – \$13,500

Exhibitor

Showcase your company during the event and enhance your participation.

- 6'x3' table top exhibit stand
- Two all access passes to attend

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 10.

Fee – \$6,500

Networking & Branding Sponsorships

Enhance your company's exposure through hosting different areas and receiving additional branding on site.

Opportunities

- **CMO SUMMIT 360° 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 - \$15,000**, includes one extra pass for your company)
- **Registration Sponsor:** Attendees will see your company logo first on all welcome and registration signs (**Fee – \$10,000**)
- **WiFi Sponsor:** Your logo on all table signs with WiFi information, as well as in the brochure (**Fee - \$8,000**)
- **Grand Opening Break Sponsor, Day One** (**Fee - \$7,000 w/o exhibit, \$11,000 with exhibit**)
- **Day One PM Break/Day Two Am Break Sponsor** (**Fee - \$5,000, w/o exhibit or attendee list \$9,000 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**)
- **Exhibit Hall Charging Stations** (**Fee - \$5,000 w/o exhibit or attendee list, \$9,000 with exhibit**)
- **Official CMO SUMMIT 360° Bag**, co-branded with your company logo and the CMO SUMMIT 360° logo (**Fee - \$5,000 w/o exhibit, \$10,000 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)
- **Day One Lunch** – your company logo on all box lunches given to all attendees at the conference (**Fee** - \$5,000 w/o exhibit, \$10,000 with exhibit)

Additional Branding Services

During the event:

- 6'x3' table top exhibit stand
- Company logo featured on Exhibitor signs at the conference
- Logo and description in the on-site brochure
- Company logo placed on Patients virtual conference platform on slides shown during the event

Post-event:

- Company description, logo and contact information featured in the Patients 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

Branding and Marketing Benefits

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

Supporting Sponsor

Broaden your company's exposure through branding at the event the event, with additional exposure on the CMO360° website and official brochure

Branding Services

- 25-50-word company description on the CMO360° sponsor page
- Company logo featured on Sponsor signs during the conference
- Logo and description in the on-site brochure
- Company description, logo and contact information featured in the CMO360° 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
- One all-aces pass to attend

For additional branding, marketing and other benefits, see below.

Fee – \$4,500

Sponsorship Plan Features

	Lead \$32,000	Executive \$22,000	Associate \$13,500	Exhibitor \$6,500	Networking & Branding \$5,000- \$15,000	Supporting \$4,000
Speaking Role	2	1	1			
Advisory Group	✓					
Podcast	✓					
Pre-Event Marketing	✓	✓	✓	✓	✓	✓
Website branding	✓	✓	✓	✓	✓	✓
Ad in the on-site book	2 Full pages	Full page				
Branding in the on-site book	✓	✓	✓	✓	✓	✓
Attendee list	✓	✓	✓		✓	
Branding during event	✓	✓	✓	✓	✓	✓
Attendee passes	4	3	2	2	2	1
Discount code for extra passes	✓	✓	✓	✓	✓	✓
Post-event review	✓	✓	✓	✓	✓	✓
Post-Event Branding and Exposure	✓	✓	✓	✓	✓	✓

CMO360° Webinars

CMO360° 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 pre-programmed webinars on a topic that is important to your company in one of the following areas:

- Finding and Retaining Talent
- Clinical Trial Operations
- Board Management
- Guidance through an IPO

Lead Generation

- Participant list with email addresses

Marketing and Branding Services

- Same as Customized Webinar

Fee – \$3,500 - \$4,500

CMO360° Podcasts

Like our webinars, CMO360° 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 the podcast information page
- Podcast link provided for your use
- Posted to multiple platforms including “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 as a feature podcast for three weeks then archived on our website for future viewing
- Featured in the monthly digital digest relative to the topic

Fee – \$3,500

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