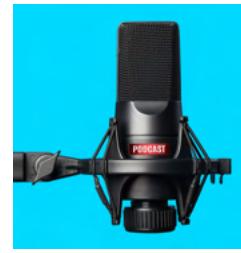


# CHIEF MEDICAL OFFICER 360°

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

## 2025 Prospectus Opportunities and Rates



# Contents

Why the CMO: Chief Medical Officer 360 Summit?	2
About the CMO360° Conference?	5
CMO360° Webinars	11
CMO360° Podcasts	13

## 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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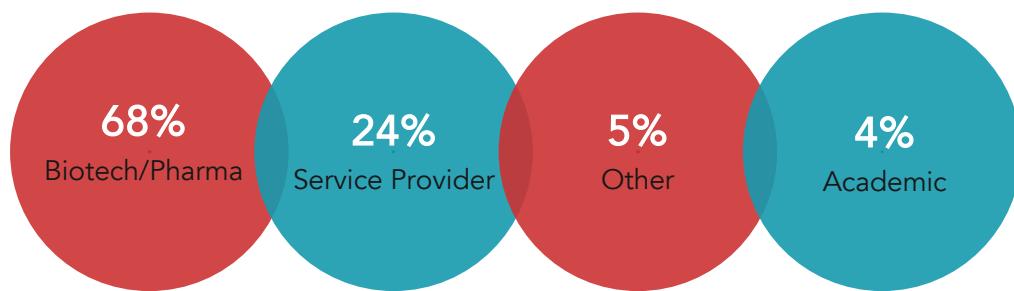
## About the CMO360° Summit

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.

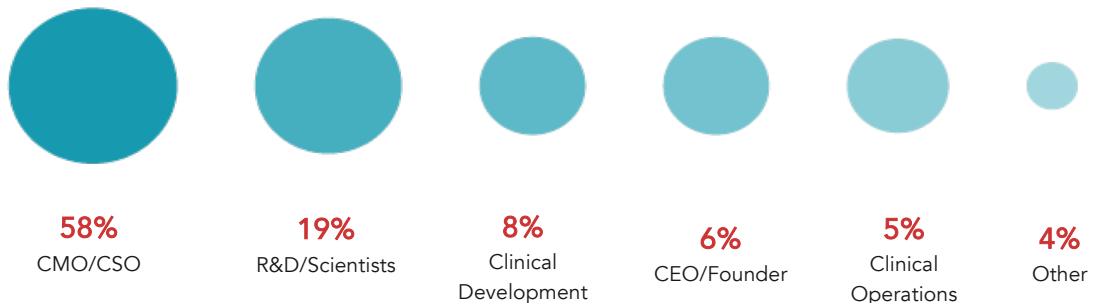
### Business/Industry: Biotech



### 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.



# 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-access pass to attend

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

**Fee** – \$4,500

## Sponsorship Plan Features

	<b>Lead</b> \$32,000	<b>Executive</b> \$22,000	<b>Associate</b> \$13,500	<b>Exhibitor</b> \$6,500	<b>Networking &amp; Branding</b> <b>\$5,000-\$15,000</b>	<b>Supporting</b> \$4,000
<b>Speaking Role</b>	2	1	1			
Advisory Group	✓					
Podcast	✓					
<b>Pre-Event Marketing</b>	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓
<b>Post-Event Branding and Exposure</b>	✓	✓	✓	✓	✓	✓

# 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**

**Contact us**

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