

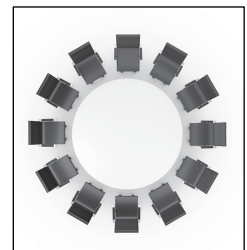
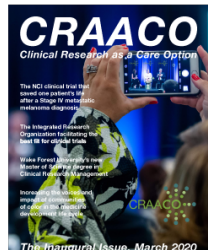
CRAACO

Clinical Research As A Care Option

Now in its 10th year

2025 Prospectus

Opportunities and Rates



Contents

Why CRAACO?	2
CRAACO Conference	5
CRAACO Webinars	12
CRAACO Podcasts	14

Why CRAACO?

Welcome to the **CRAACO: Clinical Research as a Care Option** media kit for 2025. Our growing database of 9K comprises clinical trial managers, physician executives and administrators from health systems, and clinical operation professionals from R&D, as well as patient advocacy and technologists.

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

Meredith Sands

Executive Director, Business Development & Strategic Partnerships

meredith@tcflc.org

Eliza Brooks

Digital Media and Sales Associate

Eliza@tcflc.org

Elizabeth Bard

Business Development & Strategic Partnerships Manager

Elizabeth@tcflc.org

Adam Kolanko

Business Development & Strategic Partnerships Manager

Adam@tcflc.org

About the CRAACO Portfolio

CRAACO brings health systems and the R&D industry together to address patient and physician access to clinical trials, the integration of data systems, data sharing, privacy, misaligned incentives and payor hurdles, and features partnerships between R&D and clinical organizations.

As the information leader in this space, we are pleased to present a portfolio that includes the annual CRAACO conference, customized and scheduled webinars and podcasts, and the CRAACO website editorial.

Market Reach

The CRAACO database comprises more than 9,000 contacts across:

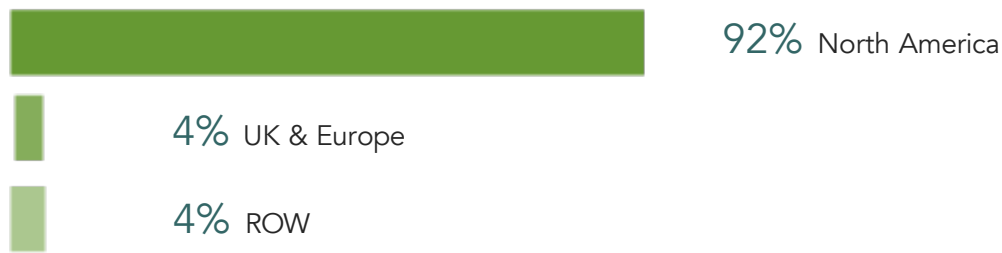
Industry

Hospital Systems
R&D Industry including Pharma, Biotech + CROs
Patient Advocacy
Technology and Service Companies
Other

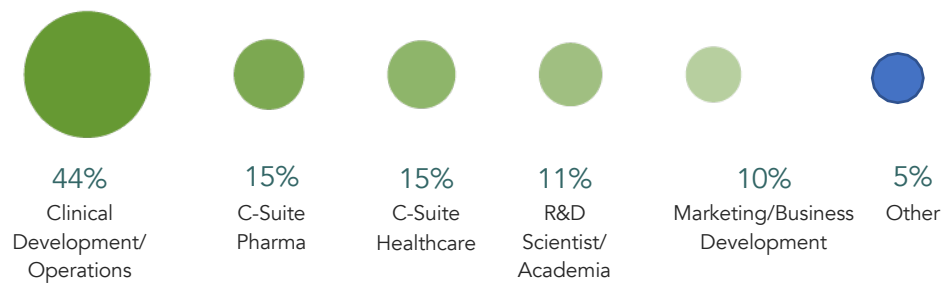
Business/Industry



Country



Job Title

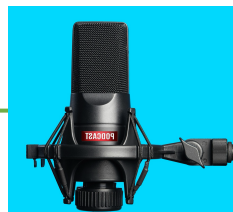


Cross-Platform Reach

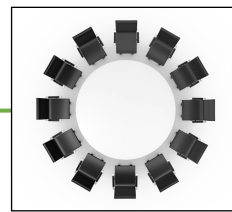
Create your own combination of channels, from one specific activity to a mix of choices to meet your goals



Conferences



Podcasts



Roundtables



Webinars

Conference

Lead Sponsor

Position your company as a principal voice in the movement bringing clinical research and patients closer together by co-presenting CRAACO with us as the lead sponsor with extensive event benefits and exposure.



Thought Leadership

- Team member participation as part of the CRAACO conference advisory group
- Executive featured as a Co-Chair of the CRAACO event
- Executive will present in a featured talk on the main agenda
- Topic-driven speaking position on one of the agenda panels
- CRAACO Editorial: Featured interview with an executive from your company
- CRAACO Podcast hosted on multiple platforms including PharmaTalkRadio or a square ad on the CRAACO editorial pages

Lead Generation

- Attendee list provided two weeks 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 CRAACO website:

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

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 attendees
- Logo and description in the on-site brochure
- 6'x 3' tabletop exhibit stand
- Logo on signs on site with individual signage showcasing your company as Lead Sponsor

Post-event:

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

- Four all-access passes to attend in addition to any speaker passes, three passes for any pharmaceutical client not already registered (passes are not transferable)
- 20% discount on extra passes
- Personal discount code to offer to your clients/prospects

Fee – \$25,000

Executive Sponsor

Promote your firm as a leader in the CRAACO movement with prime-time agenda positions that allow more frequent opportunities to demonstrate your expertise.

Thought Leadership

- Executive will present in a featured talk on the main agenda

Lead Generation

- Attendee list provided two weeks 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 CRAACO website:

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

During the event:

- Featured commercial shown during the event, up to 2 minutes

- Half-page ad in the official conference brochure, distributed to attendees
- 6'x 3' tabletop exhibit stand
- Logo on signs on site with individual signage showcasing your company as Executive Sponsor
- Logo and description in the on-site brochure

Post-event:

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

- Four all-access passes to attend in addition to any speaker passes, two passes for any pharmaceutical client not already registered (passes are not transferable)
- 20% discount on extra passes
- Personal discount code to offer to your clients/prospects

Fee – \$16,500

Associate Sponsor

Feature your company's expertise in a particular area that is helping to bring clinical research and patients closer together.

Thought Leadership

- 1. Opportunity for an executive to speak as part of a topic-driven panel on the agenda

Lead Generation

- Attendee list provided one week before the event for general networking

For additional branding, marketing and other benefits, see page 11.

Fee – \$10,000

Exhibitor

Showcase your company during the event and network with fellow industry executives.

During the event:

- 6'x3' table top exhibit stand
- Two all access passes to attend
- Logo on exhibitor signs at the conference

For additional branding, marketing and other benefits, see page 11.

Fee – \$5,500

Networking and Branding Sponsorships

Enhance your company's exposure through hosting different areas and receiving additional branding on site. These three are just a few ideas:

- CRAACO 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 – \$10,500)
- 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, \$10,000 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)
- Exhibit Hall Charging Stations (Fee - \$6,000 w/o exhibit or attendee list, \$10,000 with exhibit)
- Official CRAACO Bag, co-branded with your company logo and the CRAACO logo (Fee - \$7,000 w/o exhibit, \$11,000 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 - \$7,500 w/o exhibit, \$11,000 with exhibit)

Additional Branding Services

During the event:

- 6'x3' tabletop exhibit stand
- Company logo featured on sponsor signs at the conference
- Logo and description in the on-site brochure

Post-event:

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

Fee – \$6,500 - \$10,000

Spotlight Sponsor

Give a brief overview of your company to the entire audience.

Thought Leadership

- Be one of five companies to have five minutes to present the expertise your company has in the area of Clinical Research As A Care Option

Branding Services

Pre-event and CRAACO website:

- Company logo and description on the CRAACO sponsor page

During the event:

- 6'x3' tabletop exhibit
- Company logo featured on Sponsor signs during the conference

Post-event:

- Company description, logo and contact information featured in the CRAACO event resource guide sent to all attendees

For additional branding, marketing and other benefits, see p.11

Fee – \$7,500 (\$5,500 without an exhibit)

Showcase Sponsor

Bring your company added exposure with a commercial during the event.

Branding Services

Pre-event and CRAACO website:

- Company logo and description on the CRAACO sponsor page

During the event:

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

Post-event:

- Company description, logo and contact information featured in the CRAACO event resource guide sent to all attendees

For additional branding, marketing and other benefits, see p.11

Fee – \$3,500

Supporting Sponsor

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

Branding Services

Pre-event and CRAACO website:

- Company logo and description on the CRAACO sponsor page

During the event:

- Company logo featured on Sponsor signs during the conference

Post-event:

- Company description, logo and contact information featured in the CRAACO event resource guide sent to all attendees
- Logo featured in the CRAACO quarterly newsletter distributed to current attendees as well as a wider R&D audience

For additional branding, marketing and other benefits, see p.11

Fee – \$2,500

Sponsorship Plan Features

	Lead 25,000	Executive \$16,500	Associate \$10,000	Branding \$6,500 - \$10,000	Exhibit \$5,500	Spotlight \$5,500 - \$7,500	Showcase \$3,500	Supporting \$2,500
Speaking Role	2	1	1					
Advisory Group	✓							
Podcast	✓							
Commercial video	✓	✓						✓
Pre-Event Marketing	✓	✓	✓	✓	✓	✓	✓	✓
Newsletter article	✓							
Website branding	✓	✓	✓	✓	✓	✓	✓	✓
Ad in the on-site book	Full page	Half page						
Branding in the on-site book	✓	✓	✓	✓	✓	✓	✓	✓
Attendee list	✓	✓	✓	✓				
6'x3' Exhibit Stand	✓	✓	✓	✓	✓	✓		
Logo on in-person event signs	✓	✓	✓	✓	✓	✓	✓	✓
Attendee list	✓	✓	✓	✓				
Copy of session audio recordings	✓	✓	✓					
Attendee passes	5	4	3	2	2	2	1	1
Discount code for extra passes	✓	✓	✓	✓	✓		✓	✓
Post-event review	✓	✓	✓	✓	✓	✓	✓	✓

CRAACO Webinars

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



Customized Webinar

Demonstrate your thought leadership with a customized webinar up to one hour in length produced in partnership with you based on a topic in your area of expertise.

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-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:

- Clinical Trial Matching
- Health Literacy
- Physician Incentives
- Culture Change
- Process Optimization

Lead Generation

- Participant list with email addresses

Marketing and Branding Services

- Same as Customized Webinar

Fee – \$3,500 - \$4,500

CRAACO Podcasts

Like our webinars, CRAACO 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 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 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

Meredith Sands

Executive Director, Business Development & Strategic Partnerships

meredith@tcflc.org

Eliza Brooks

Digital Media and Sales Associate

Eliza@tcflc.org

Elizabeth Bard

Business Development & Strategic Partnerships Manager

Elizabeth@tcflc.org

Adam Kolanko

Business Development & Strategic Partnerships Manager

Adam@tcflc.org