

CITELINE JAPAN AWARDS

SPONSORSHIP GUIDE

TUESDAY, OCTOBER 21, 2025
PALACE HOTEL TOKYO

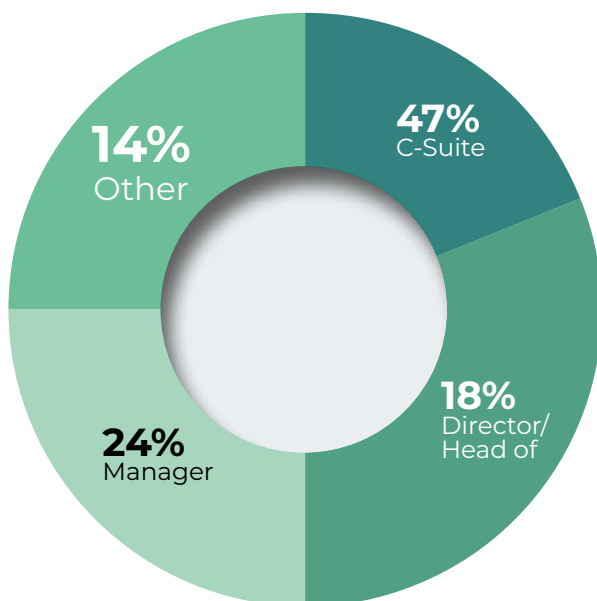
SHOWCASE YOUR BRAND AT THE AWARDS

Highlighting Japan's integral role in global pharma and biotech. Join 200+ industry leaders at the prestigious Citeline Japan Awards for the 4th annual Awards

WHY SPONSOR?

- **Gain a Competitive Edge** – Boost your industry reputation and outshine competitors by sponsoring a category aligned with your expertise.
- **Maximize Brand Exposure** – Benefit from a high-impact digital campaign before, during, and after the Awards, plus exclusive visibility on the big night.
- **Strategic Investment** – Reach top pharma and biotech organizations in Japan with a targeted, consistent marketing campaign that enhances your existing efforts.
- **Align with Industry Leaders** – Strengthen connections with key players and showcase your leadership by presenting an award to a category winner.

ATTENDEE BREAKDOWN



PREVIOUS ATTENDEES



PREVIOUS SPONSORS



2024 VIDEO HIGHLIGHTS



SPONSORSHIP AND ATTENDANCE INQUIRIES:

George Wilkins, Sales Manager • Email: George.Wilkins@norstella.com

www.citeline.com/awards/citelinejapanawards

CITELINE

SPONSORSHIP BENEFITS OF THE CITELINE JAPAN AWARDS

PREMIUM NETWORKING

Connect with hundreds of C-level attendees.



HIGH-IMPACT PROMOTIONS

Achieve visibility with category sponsorships and custom marketing campaigns.



TAILORED PACKAGES

Align sponsorship to your strategy, focusing on prominence or specific audience targeting.



MAXIMIZE YOUR OUTREACH TO A HIGHLY RELEVANT AUDIENCE

SPONSORSHIP PACKAGES

- Headline Sponsor **(SOLD)**
- Category Sponsor*
- Program and Guestlist Sponsor
- Welcome Reception Sponsor

*Category sponsorship will be on a first-come, first-served basis. Bespoke sponsorship packages are also available on request.

CATEGORY SPONSOR BENEFITS

Secure Your Exclusive Category Sponsorship

- **Own Your Category** – Secure naming rights for three years (at no extra cost) and establish your brand as a leader in your field.
- **Maximum Exposure** – Get featured in all pre- and post-Awards promotions, including the Citeline Japan Awards website, emails and onsite branded materials.
- **Prime Visibility** – Enjoy a premium table for 8, stage recognition, and the honor of presenting your sponsored category's award.
- **Lasting Impact** – Your company name engraved on the winner's trophy, exclusive networking, and priority renewal for future sponsorships.

MARKETING AND PROMOTION AT THE CITELINE JAPAN AWARDS

- **Multi-Channel Marketing** – Gain exposure through targeted campaigns across the full Awards cycle.
- **Brand Presence** – Your logo featured on our website, emails, social media, and marketing materials as a sponsor.
- **Event Highlights** – Prominent signage, branded adverts, and exclusive recognition on Awards night.
- **Key Messaging** – Your brand included in key announcements – save the date, shortlist announcement, and winners.

2025 CATEGORIES AVAILABLE FOR SPONSORSHIP

Best Contract Research Organization

Best Contract Development
Manufacturing Organization

Best New Drug

Biotech Company of the Year

Licensing Deal of the Year

Financing Deal of the Year

Pharma Company of the Year

BESPOKE MARKETING

DO YOU HAVE A SPECIFIC MARKETING INITIATIVE YOU'D LIKE TO COLLABORATE WITH CITELINE ON AT THE AWARDS? REACH OUT TO US TO DISCUSS YOUR CUSTOM SPONSORSHIP PACKAGE.

**WE CAN OFFER TAILORED PACKAGES
AVAILABLE TO FIT ANY BUSINESS SIZE OR BUDGET!**

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PREVIOUS AWARD WINNERS

MAXIMIZE YOUR OUTREACH TO A HIGHLY RELEVANT AUDIENCE

2024 WINNERS

BEST NEW DRUG

WINNER: Adzynma, Takeda

EXECUTIVE OF THE YEAR

WINNER: Simone Thomsen,
President of Japan Eli Lilly K.K.

BIOTECH COMPANY OF THE YEAR

WINNER: Nxera

BEST CONTRACT RESEARCH ORGANIZATION

WINNER: CMIC

BEST CONTRACT DEVELOPMENT MANUFACTURING ORGANIZATION

WINNER: Elixirgen Scientific Japan

LICENSING DEAL OF THE YEAR

WINNER: Daiichi Sankyo
& Merck & Co for ADCs

FINANCING DEAL OF THE YEAR

WINNER: Nxera

PHARMA COMPANY OF THE YEAR

Winner: Daiichi Sankyo

LIFETIME ACHIEVEMENT AWARD (CHOSEN BY CITELINE)

WINNER: Dr Yoshiyuki Ohsugi

2023 WINNERS

BEST NEW DRUG

WINNER: AMVUTTRA, Alnylam Japan

EXECUTIVE OF THE YEAR

WINNER: Chris Cargill,
Sosei Group Corporation

BIOTECH COMPANY OF THE YEAR

WINNER: PeptiDream

BEST CONTRACT RESEARCH ORGANIZATION/CONTRACT DEVELOPMENT MANUFACTURING ORGANIZATION

WINNER: A2 Healthcare Corporation

LICENSING DEAL OF THE YEAR

WINNER: Deal with Nimbus, Takeda

FINANCING DEAL OF THE YEAR

WINNER: Chordia Therapeutics

PHARMA COMPANY OF THE YEAR

Winner: Takeda

LIFETIME ACHIEVEMENT AWARD (CHOSEN BY CITELINE)

WINNER: Joji Nakayama

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