



CITELINE AWARDS

SPONSORSHIP GUIDE

ENTRY DEADLINE: FRIDAY, JANUARY 20, 2023

THURSDAY, APRIL 27, 2023

The Westin Boston Seaport District Hotel, US

SPONSORSHIP AND ATTENDANCE INQUIRIES:

Christopher Keeling, Sponsorship and Sales Manager | Tel: +44 (0) 7917 647 859 | Email: christopher.keeling@informa.com
pharmaintelligence.informa.com/CitelineAwards2023



THE CITELINE AWARDS RECOGNIZE, CELEBRATE AND REWARD THE COMPANIES, INDIVIDUALS AND TEAMS DRIVING INNOVATION IN GLOBAL BIOPHARMACEUTICALS.

Each year, these highly respected awards bring together leaders from around the world, to shine a light on the brilliant work, and success stories, which often operate under the radar.

The categories are wide-ranging and focus primarily on activity during 2021-22; including Best Patient-facing Technological Initiative, Clinical Trial Result of the Year, Best Use of Artificial Intelligence in Clinical Trials, to the Most Innovative Start-up Company, plus many others.

“High quality R&D is vital to the long-term success of the pharmaceutical industry and more generally, the wider life-sciences sector. In the last few years, rapid scientific advances have led the way in transforming our ability to treat, and often cure, some of the most challenging diseases. We’re thrilled to be championing the individuals and teams, who have contributed to these, and other ground-breaking advances.”

KAREN CURRIE, EXECUTIVE DIRECTOR, EDITORIAL, **CITELINE**





WHY SPONSOR?

SPONSORSHIP OF THE CITELINE AWARDS PROVIDES EXCLUSIVE SPEAKING OPPORTUNITIES, TARGETED BRANDING AND LEAD GENERATION.

It's the perfect opportunity to educate and engage with the most influential names, and build authority and credibility around your brand.

- Benefit from an unrivaled and targeted marketing campaign, 6-months prior to, during, and after the Awards.
- Meet with hundreds of C-Level attendees through premium networking opportunities, and gain qualified, targeted leads.
- Position your brand at the forefront of the industry, through high visibility branding opportunities, such as Category Sponsorship.

Tailor-made packages can be aligned to match your specific strategy or goals, whether you're looking for a high level of prominence prior and during the awards, or by targeting a specific audience.

WHO WILL ATTEND?

PREVIOUS ATTENDEES INCLUDE



2021 HIGHLIGHTS



200+
ATTENDEES



30+
COMPANIES



9% CEO

15% VICE
PRESIDENT

45% DIRECTOR

27% MANAGER

4% OTHER

MARKETING AND PROMOTIONAL PLAN:

SPONSORSHIP OF THE CITELINE AWARDS, ALLOWS YOU TO ENHANCE YOUR MARKETING MIX AND PROMOTE YOUR BRAND TO A HIGHLY CAPTIVE AUDIENCE.

Whether you're a small business or global company, we can meet your marketing and budget needs with a tailored package.

EXPERIENCE A TARGETED, MULTI-CHANNEL MARKETING CAMPAIGN, ACROSS THE FULL AWARDS CYCLE

- Your company profile and logo on the Citeline Awards website, with a link to your website
- Your company included on all e-mails sent to the Citeline Awards database
- Your company included on all marketing collateral as 'Sponsor'
- Your company included in social channel promotions
- Exclusive, prominent branded signage on the awards night
- Branded adverts in the official digital awards program

KEY MESSAGES COMMUNICATED THROUGHOUT THE CITELINE AWARDS CYCLE:

- Save the date
- Open for entries
- 2023 categories announced
- Entry deadline approaching
- Last chance to enter the Awards
- Finalist announcement
- Winners announcement

SPONSORSHIP PACKAGES

PACKAGE OPTIONS:

HEADLINE SPONSORSHIP



PROGRAM & GUESTLIST SPONSORSHIP



CATEGORY SPONSORSHIP*



SOCIAL MEDIA SPONSORSHIP

DRINKS RECEPTION SPONSOR



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

HEADLINE SPONSORSHIP

This high-profile opportunity is available to one company only. Headline Sponsorship offers the highest prominence at the awards, and in addition to Category Sponsorship, provides the following benefits:

- An opening Keynote address to all awards guests
- Presentation of an award of sponsored category
- Branded as 'Headline Sponsor', with your brand's logo appearing above all other Sponsors
- Premium seats at the ceremony, positioned directly in front of the stage

PRE AND POST-AWARDS PUBLICITY

- Your company profile and logo on the Citeline website, with a link to your website
- Your company logo on all email promotions, and any printed collateral, prior to and after the awards
- Announcement of your company as 'Headline Sponsor' on all the Citeline Awards social media channels
- All relevant photography of the awards evening will be provided to you, for your own promotional purposes
- Your company will be entitled to priority reservation of 'Headline Sponsor' for 2024

AT THE AWARDS

- A table for 10 guests to attend the Awards ceremony
- A VIP meeting area for your company, within the pre-dinner drinks reception - a perfect meeting point for your guests
- Your company logo and 100-word profile in the official digital awards program
- Your company logo will be featured on a prominent video screen, throughout the evening, and during the awards presentation
- Announcement of your company as 'Headline Sponsor' during the awards ceremony
- Your company's representative will be invited on stage to announce and present the Award to the winner of your chosen sponsored category
- Your company name will be engraved on the winner's trophy as 'Headline Sponsor'
- Discounts on additional places to the awards
- Recognition in social media announcements at the awards

CATEGORY SPONSORSHIP

Category Sponsorship is allocated on a first-come, first-served basis.

THE FOLLOWING CATEGORIES ARE AVAILABLE TO SPONSOR FOR 2023:

1. Excellence in Rare Disease Drug Development
2. Best Use of Artificial Intelligence in Clinical Trials
3. Excellence in Patient Recruitment and Engagement ***NEW***
4. Best Patient-facing Technology Initiative
5. Best Sponsor-facing Technology Initiative
6. Most Successful Early Phase Research (Preclinical & Phase I)
7. Champion of Diversity & Inclusion in Clinical Research
8. Clinical Partnership of the Year
9. Most Innovative Start-up Company
10. Clinical Research Team of the Year
11. Excellence in Use of Real-World Evidence ***NEW***
12. Clinical Trial Result of the Year

By taking the option of naming rights, you will further enhance your brands' association with the category of your choice. Naming rights are acquired by signing up to the awards for a three year period and this privilege comes at no additional cost in any given year.

A three year commitment gives your brand the visibility to become synonymous with the category of your choice; and reaffirms your company as an industry leader.

PRE AND POST-AWARDS PUBLICITY

- Your company profile and logo on the Citeline website, with a link to your website
- Your company logo on all email promotions, and any printed collateral, leading up to and after the awards
- Announcement of your company as 'Category Sponsor' on all the Citeline Awards social media channels
- All relevant photography of the awards evening will be given to you, for your own promotional purposes
- Your company will be entitled to priority reservation of 'Category Sponsor' for 2024

AT THE AWARDS

- A table for 10 guests to attend the awards ceremony
- A VIP meeting area for your company, within the pre-dinner drinks reception - a perfect meeting point for your guests
- Your company logo and 100-word profile in the official digital awards program
- Your company logo will be featured on a prominent video screen, throughout the evening, and during the awards presentation
- Announcement of your company as 'Category Sponsor' during the awards ceremony
- Your company's representative will be invited on stage to announce and present the Award to the winner of your chosen sponsored category
- Your company name will be engraved on the Winner's trophy as 'Category Sponsor'
- Discounts on additional guest tickets to the awards
- Recognition in social media announcements at the awards

SOCIAL MEDIA SPONSORSHIP

Generate brand awareness, and position your company as an industry leader, by becoming a Social Media Sponsor.

PRE AND POST-AWARDS PUBLICITY

- Your company profile and logo on the Citeline website, with a link to your website
- Listed as 'Social Media Sponsor' on all email campaigns leading up to and after the awards
- Announcement of your sponsorship across all relevant Citeline social media networks
- All relevant photography of the awards evening will be given to you, for your own promotional purposes
- Your company will be entitled to priority reservation of 'Social Media Sponsor' for the following year

AT THE AWARDS

- The Social Media Wall will be branded with your company logo and Twitter account name
- Your company # will be promoted in the awards program, and in all marketing up until the awards
- A VIP meeting area for your company, within the pre-dinner drinks reception - a perfect meeting point for your guests
- Your company logo and 100-word profile in the official digital awards program
- Your company logo on signage throughout the awards
- Your company logo featured prominently on the screen, at regular intervals during the evening
- Announcement of your company as 'Social Media Sponsor' during the awards ceremony
- A table for 10 guests to attend the Awards ceremony
- Discounts on additional guest tickets to the Awards

DRINKS RECEPTION SPONSORSHIP

Generate brand awareness, and position your company as an industry leader, by becoming a Social Media Sponsor.

BENEFITS INCLUDE:

- Listed as 'Drinks Reception Sponsor' on all email campaigns prior to and after the awards
- Your company profile and logo on the Citeline Awards website, with a link to your website
- Prominent branding in the Drinks Reception (please note, some materials in the Drinks Reception will feature all sponsor branding)
- Your company logo in the official digital awards program
- Your company logo on signage throughout the awards
- A table for 10 guests to attend the awards ceremony
- Your company will be entitled to priority reservation of 'Drinks Reception Sponsor' for 2024



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Christopher Keeling
Sponsorship and Sales Manager
Tel: **+44 (0) 7917 647 859**
Email: jo.kirkpatrick@informa.com

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