

10th ANNIVERSARY

Global Generics & Biosimilars

AWARDS 2023

Wednesday, 25 October, 2023 | Hotel Porta Fira, Barcelona

SPONSORSHIP GUIDE 2023

www.pharmaintelligence.informa.com/GGBAwards2023

Sponsorship Enquiries: Christopher Keeling, Sponsorship and Sales Manager • **Tel:** +44 (0) 7917 647 859 • **Email:** christopher.keeling@informa.com



“The Awards acknowledge the tremendous achievements made by the industry in delivering high-quality medicines, to those around the globe, who need them most.”

David Wallace, Executive Editor,
Generics Bulletin

Educate and engage with leaders in off-patent pharmaceuticals

The Global Generics & Biosimilars Awards, now celebrating their 10th Anniversary, bring together executives and key decision makers, across the entire industry, to celebrate the biggest achievements in global and regional off-patent pharmaceuticals.

The Awards comprise a broad spectrum of categories, from Company of the Year, API Supplier of the Year, Regulatory Achievement of the Year, to Biosimilar Initiative of the Year and Industry Partner of the Year, plus many others.

Taking place alongside CPhI Worldwide, the Awards provide a unique platform to network, celebrate and discuss with key leaders, shaping the future of human healthcare worldwide.

Sponsorship of the Global Generics & Biosimilars Awards provides exclusive opportunities, targeted branding, thought leadership and lead generation. Seize the opportunity to come together, to educate and engage with the companies who matter to you most.

Why Sponsor?



EXPERIENCE UNPARALLELED BRAND EXPOSURE

Benefit from months of multi-channel exposure to the industry, through an extensive marketing campaign, pre, during and post Awards.



GAIN A COMPETITIVE ADVANTAGE

Boost your reputation, and be recognised as a forward-thinking organization, by sponsoring these well-established and highly esteemed industry Awards.



DEMONSTRATE YOUR SUPPORT OF THE INDUSTRY

Shake hands and present Awards to the winners, listen to the biggest challenges facing the future of the industry, and be the first to learn of new opportunities in off-patent pharmaceuticals.



BECOME A LEADER IN YOUR FIELD OF EXPERTISE

Sponsor a category of your choice and promote your company as a leader in its field. Benefit from premium networking opportunities, build contacts with key business targets and maximise your ROI.

Who will attend?

The Global Generics & Biosimilars Awards bring together over 250 executives and senior decision makers to celebrate excellence in off-patent pharmaceuticals.

The Awards provide an exclusive platform to meet, network and celebrate with the whole Generics and Biosimilars industry.

Companies and job roles of previous attendees include:

- | | | |
|-----------------------|-------------------------|--------------------------------|
| • Manufacturers | • Law Firms | • CEO |
| • API Suppliers | • Market Researchers | • Director |
| • CROs | • PR Agencies | • Vice President |
| • Distributors | • Industry Associations | • Head of Business Development |
| • Serialisation Firms | • CSR Specialists | • Account Manager |



Previous sponsors include:



Marketing and Promotional Plan

Utilise the Global Generics & Biosimilars Awards to extend your reach to a highly relevant and captive audience. Take advantage of a series of highly-effective promotions, designed to enhance your existing marketing mix.

Experience a targeted, multi-channel marketing campaign across the full Awards cycle:

- Company profile and logo on pharmaintelligence.informa.com/GGBAwards2023
- Newsletter sponsorship and banner inclusions
- Company logo included on marketing emails
- Social media promotions
- Exclusive branded signage at the Awards ceremony
- Adverts in the digital Awards Programme

Key messages communicated throughout the Global Generics & Biosimilars Awards:

- Save the date
- Entries are now open
- Categories for 2023
- Entries closing soon
- Last chance to enter the Awards
- Finalist announcement
- Winners announcement

As a sponsor, benefit from these promotions and more, ensuring your company receives maximum exposure to the industry:

- Your company logo on all marketing collateral
- Your company logo on all Global Generics & Biosimilars Awards adverts
- Social media announcements of your involvement
- Your company mentioned in Global Generics & Biosimilars Awards email campaigns

2023 Sponsorship Packages



HEADLINE SPONSORSHIP



CATEGORY SPONSORSHIP*



ROUNDTABLE SPONSORSHIP
(EXCLUSIVE AND NON-EXCLUSIVE)



DRINKS RECEPTION SPONSORSHIP



SOCIAL MEDIA SPONSORSHIP

PLEASE NOTE, BESPOKE SPONSORSHIP PACKAGES ARE AVAILABLE ON REQUEST

*Category Sponsorship will be on a first-come, first-served basis.

Sponsorship Packages

Headline Sponsorship

SOLD
IQVIA

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
- Sponsorship of two chosen Awards categories
- Presentation of Awards of sponsored categories
- Branded as 'Headline Sponsor' - your company's branding will appear above all other sponsors

Pre and Post-Awards promotion:

- Your organization's logo and 50-word profile will be included on the Global Generics & Biosimilars Awards website with a link to your website
- Extensive editorial coverage in Generics Bulletin, sent to 5,000 industry contacts
- Your organization's logo on all promotional email campaigns leading up to and after the Awards
- Announcement of your sponsorship on all relevant Global Generics & Biosimilars Awards social media networks
- All relevant photography of the Awards evening will be provided for your own promotional purposes
- Your organization will be entitled to priority sponsorship of the same categories for 2024

At the Awards Ceremony:

- Six individual invitations for guests to attend the Awards ceremony
- Exclusive branding on your table with your company logo
- Your company's representative will be invited on stage to announce and present the winner of your chosen sponsored categories
- Your company logo will be displayed prominently on a screen throughout the evening and during the Awards presentation
- Your company name will be included in the opening Awards speech
- Your company will be mentioned prominently in Generics Bulletin editorial coverage of the Awards

Sponsorship Packages

Category Sponsorship

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

The following categories are available to sponsor for 2023:

- Company of the Year - **sponsored by IQVIA**
- Company of the Year, Americas
- Company of the Year, EMEA
- Company of the Year, Asia-Pacific
- Acquisition of the Year - **sponsored by Pharmawise**
- Leader of the Year - **sponsored by Pharmacloud**
- Value Added Medicine Initiative of the Year - **sponsored by IQVIA**
- API Supplier of the Year - **sponsored by Adalvo**
- Business Development of the Year
- Biosimilar Initiative of the Year
- Regulatory Achievement of the Year
- Industry Partner of the Year
- Corporate Social Responsibility Initiative of the Year - **Supported by IHP**
- Campaign of the Year **NEW**

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Sponsorship Packages

Roundtable Sponsorship

Exclusive and Non-Exclusive options (choice of Digital or Physical Events)

Generics Bulletin and Citeline will plan, produce and manage a closed, invitation-only senior executive meeting. Chaired by an expert from Generics Bulletin, the Roundtables provide a platform for leaders to discuss and debate a key topic of their choice - one which poses a risk, challenge, threat and / or opportunity for your sector.

GENERICS BULLETIN

CITELINE COMMERCIAL

A well-respected and trusted industry source for the last 16 years, Generics Bulletin from Citeline offers unrivalled coverage, news and analysis of the global generics, biosimilars and value-added medicines industries.

[generics.pharmaintelligence.informa.com](https://www.generics.pharmaintelligence.informa.com)

Who attends?

These invitation-only Roundtables join together senior executives from a cross-section of the Generics and Biosimilars industries.

- C-suite Executives
- Senior Management
- Patent Experts
- Regulatory Authorities
- Technology Leaders
- Biosimilars
- Biosimilars Experts

Benefits of Roundtable Sponsorship:

- As a Roundtable Sponsor, you can put forward a senior executive to drive the debate, and further position your company as a thought leader within the industry
- Your company logo included as 'Roundtable Sponsor' on all communications and invitations to guests
- Opportunity to bring two company branded banners to display at the event
- Distribution of one piece of marketing collateral, to each attending guest at the roundtable

Additional deliverables:

- Citeline to provide full event management service
- Citeline to work with the Roundtable Sponsor(s) on curating and managing the guest list
- Citeline to work with the roundtable Sponsor(s) to define the content and questions, for the event
- Editorial expert from Citeline to chair the roundtable meeting



“It was a pleasure. A great discussion, and very well organised. I appreciated meeting industry colleagues and having a range of perspectives presented for discussion.”

Kintai Therapeutics, Alderley Park Roundtable

Sponsorship Packages

Drinks Reception Sponsor

Pre and Post-Awards Promotion:

- Listed as 'Drinks Reception Sponsor' on all communications and invitations sent to guests
- Your company logo will be included on the Global Generics & Biosimilars Awards website with a link to your website
- Listed as 'Drinks Reception Sponsor' in the digital programme and winners supplement, provided to guests

At the Awards Ceremony:

- Your company logo featured prominently on the bars and drinks stations at the Awards Ceremony
- Opportunity for your company to provide signage to display at the drinks reception
- Opportunity for your company to provide branded give-away merchandise (subject to approval)
- Exclusive invitations for 6 guests to attend the Awards ceremony



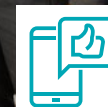
Social Media Sponsor

Pre and Post-Awards Promotion:

- Listed as 'Social Media Sponsor' on all communications and invitations sent to guests
- Your company logo will be included on the Global Generics & Biosimilars Awards website with a link to your website
- Listed as 'Social Media Sponsor' in the digital programme and winners supplement, provided to guests

At the Awards Ceremony:

- A social media wall displayed on screen/s at the venue



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**FOR FURTHER INFORMATION
OR TO SECURE SPONSORSHIP FOR 2023
PLEASE CONTACT:**

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