

FOCUS

**Targeted Life Science
Digital Events That
Engage and Inspire**

**2022 SPONSORSHIP
OPPORTUNITIES**



ENGAGE QUALIFIED PROSPECTS AT THE LEADING EDGE OF THE LIFE SCIENCE MARKET

The Informa Connect FOCUS digital event series features a robust schedule of content-driven events built around focused topics not covered at our large-scale digital conferences. With deeper dives into relevant topics and low barriers to attend, FOCUS events will draw the most targeted and qualified life sciences prospects you'll engage all year.

FOCUS Dynamic Discussions

Free-to-attend virtual events with sponsor-heavy content programs featuring 4 sponsored sessions and 2 industry-led sessions per day over 2-3 days.

FOCUS 1+2 Day Events

Pay-to-attend virtual events running for 1-2 days with industry-driven content and a small number of sponsored sessions available for select partners.

What should you expect as a sponsor?

- ✓ **High quality leads** delivered via Alchemy Engagement Insights Dashboard detailing exactly how each delegate engaged with your company's event presence
- ✓ **Interactive digital event format** featuring roundtables, fireside chat interviews, and quick-hit 30-minute sessions
- ✓ **Qualified global audience** driven by highly focused content breadth covering hot topics not covered at Informa Connect conferences
- ✓ **Low barrier for your best prospects to attend** due to the registration cost (free or inexpensive) and concise agenda

Event Series Topics:

- TIDES: Oligonucleotide & Peptide Therapeutics
- BioProcess International (BPI)
- Cell and Gene Therapy Manufacturing & Commercialization
- Clinical Trials
- New Ag International
- MedTech
- Business Process Innovation & Compliance



TIDES | Oligonucleotide & Peptide Therapeutics | FOCUS

The **TIDES FOCUS Event Series** features content focused on specialized topics not covered in the annual TIDES: Oligonucleotide and Peptide conference series. While much of the program will be led by pharma/biotech speakers, product and service providers are invited to collaborate with the event production team to develop sessions and discussions that blend into the main program themes.

Seeking thought leaders from sponsor organizations with expertise in areas such as:

- Novel mRNA technologies and applications
- Strategies for mRNA manufacturing
- Innovations in macro drug delivery technologies

Event	Date
mRNA Applications & Therapeutics	23 March 2022
Delivery of Macromolecules	8 June 2022
Ocular Drug Therapies / Oral Delivery of Macromolecules	26-27 October 2022

More confirmed dates will be announced soon!

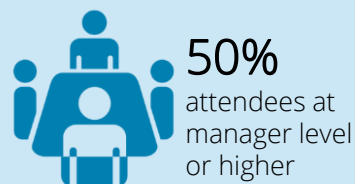
CONFIRMED 2022 SPONSOR:



SPEAKERS CONFIRMED FROM :



AUDIENCE PROFILE



Job Title Levels



CxO/VP.....	12%
Director/Head.....	14%
Manager.....	24%
Scientist/Engineer.....	31%
Associate.....	17%
Other.....	2%

North America
47%

Rest of world
5%



Europe
31%

Asia
17%

SPONSORSHIP OPPORTUNITIES

Sponsor an individual event or align with an entire themed series to engage these specialized audiences. Custom packages are available!

	FOCUS Sponsor PLUS	FOCUS Sponsor
Dedicated Email Message to Attendees + Custom Lists <ul style="list-style-type: none"> • <i>1x dedicated pre-event email invitation focused on your content, broadcasted to a segment of your data to drive your existing prospects and clients to the event</i> • <i>1x post-event email broadcast to attendees and wider segment of the Informa Connect database with promotion of your content within the virtual event and a call-to-action of your choice</i> 	✓	
Thought Leadership Opportunities <ul style="list-style-type: none"> • <i>Session Presentation – Put your expert on the main stage with a 30-min dedicated session</i> • <i>Expert Panel Seat – Your thought leader sits on a discussion panel with other KOLs (key opinion leaders)</i> 	✓	✓
Lead Generation - Receive the contact details of all delegates that log-in to access the event (third-party opt-outs will be removed)	✓	✓
Branding in Audience Campaign – Logo and sponsorship recognition in event marketing to prospective and registered attendees	✓	✓
Banner Ad in Event Platform – Prominent display ad on digital event hub page seen by all live and on-demand attendees	✓	✓
Content Promotion on Resource Page – Inclusion of up to two content resources – each time your resource is added to a “delegate bag” a lead is generated	✓	✓
<i>FOCUS Dynamic Discussion Sponsorship Availability (Per event)</i>	Up to 2	Many
<i>FOCUS 1 + 2 Day Events Availability (Per event)</i>	Up to 2	Few
<i>Price</i>	£9,000 / \$12,150	£6,000 / \$8,100

Upcoming 2022 Events by Portfolio

BioProcess International (BPI)		
Security of Supply Chain	DD	23-24 August
Challenges and Opportunities for MSCs	1 day	17-November
Therapeutic Focus – Oncology & Emerging Cell-Based Immunotherapies	2 day	23-24 November
Oncolytic Viruses & Non-viral Gene Therapy Delivery	2 day	30 November
Validation Week	2 day	19 December
Cell and Gene Therapy Manufacturing & Commercialization		
Challenges and Opportunities for MSCs	1 day	17-November
Therapeutic Focus – Oncology & Emerging Cell-Based Immunotherapies	2 day	23-24 November
Oncolytic Viruses & Non-viral Gene Therapy Delivery	2 day	30 November
Clinical Trials		
Drug Discovery: Biomarkers/Diagnostics & Animal Models	DD	12 October
Central Labs / Clinical Imaging	DD	6-7 December
TIDES		
Ocular Drug Therapies / Oral Delivery of Macromolecules	2 day	26-27 October

Business Process Innovation & Compliance		
Women's Healthcare Access & Innovation	1 day	21 September
Genotoxic Impurities in Manufacturing	1 day	11 October
Product Recalls & Product Complaints	2 day	24-25 October
Antimicrobial Resistance	1 day	2 November
Talent Acquisition, Retention and Knowledge Transfer	1 day	3 November
Validation Week	2 day	19-20 December
New Ag International		
Agrochemical Formulation	DD	28-29 September
Reg of Ag, RIM & Reach	2 day	14-15 December
MedTech		
Product Recalls & Product Complaints	2 day	24-25 October
Drug Delivery Strategies/ Drug Device Combination Products	2 day	9-10 November

DD=Dynamic Discussion free-to-attend event



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 **informa connect**

ENGAGE QUALIFIED LIFE SCIENCE PROSPECTS AT HIGHLY TARGETED SINGLE-DAY DIGITAL EVENTS

For a custom sponsor package aligned with your unique objectives, contact your Informa Connect account manager or email us: partners@informaconnectls.com

**2022
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Opportunities**