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# The Brussels Pharmaceuticals Conference

What cure for the pharmaceuticals industry in Europe?



## Sponsorship Brochure

9th December 2010

**Central Brussels**

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[www.forum-europe.com](http://www.forum-europe.com)

[www.pharma-policy.eu](http://www.pharma-policy.eu)

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# About the Brussels Pharmaceuticals Conference

The Brussels Pharmaceuticals conference is a major new annual event launching on the 9th December this year. This high-level event will bring together all the relevant major European industry associations and patients groups, as well as representatives from the European Commission and Parliament, and policymakers at a national level. With sessions focusing on the public health implications of the financial crisis, the drive for transparency, and the evolving nature of pricing and reimbursement strategy, this conference will take an over-arching political and strategic view of the future of the pharma industry in Europe.



### Sponsorship of the Brussels Pharmaceuticals Conference

There are a number of different ways in which you will benefit from taking out a sponsorship package at the Brussels Pharmaceuticals Conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers. Perhaps most importantly however, it also enables your company representatives and guests to gain access to the exclusive VIP sessions that are invitation only and take place alongside the main event.

There are two separate sponsorship packages available for the event, designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact Dan Craft on [dan.craft@forum-europe.com](mailto:dan.craft@forum-europe.com) or call +44 (0) 2920 783 021.

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# Sponsorship Packages



### Partnership Package: €10,000 + VAT

#### Speaker/VIP Dinner:

One of the highlights of the conference is the VIP/dinner debate on the eve of the conference where speakers and senior policy decision makers meet to discuss global financial markets challenges and issues.

1. Your Chairman or CEO invited to attend the speaker/VIP dinner on the eve of the conference.

#### Prominent Branding:

Your company name mentioned "in partnership with..." and your company logo prominently displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

#### Advertisement in the Conference Report:

1. A full-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

#### Table Display:

1. On the day of the conference, a table display for your company documentation.



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### Support Package: €5,000 + VAT

#### **Branding:**

Your company name mentioned "with the support of. . ." and your company logo displayed on the:

1. Front of the conference programme.
2. Speaker CVs.
3. Lists of participants.
4. Invitation mailings, minimum three mailings, each one sent to a targeted list of 3,000 potential participants from industry, EU institutions, permanent representations, governments, trade associations, etc.
5. Front of the delegate folders.
6. Conference platform banner (fixed or by projection).
7. Forum Europe website with hyperlink to your company website.
8. Front of the conference report distributed to EU Commission, EU Parliament and national governments, civil society groups and the international press.

#### **Advertisement in the Conference Report:**

1. A half-page advertisement of your company in the conference report, 1000 copies produced and widely distributed.

#### **Table Display:**

1. On the day of the conference, a table display for your company documentation.



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# Sponsorship Reservation Form

I am interested in the (please tick box):

Partnership Package (€10,000 + VAT)

Support Package (€5,000 + VAT)

### December 2010, Central Brussels

Company:

Address:




Name of contact:

Contact

Tel. Number:

Contact

Email:

Signature:

Date:

### Please Faxback to +44 (0) 2920 668 992

Please contact Dan Craft to discuss all opportunities listed in this brochure.

#### Dan Craft, Director

Tel: +44 (0) 2920 783 021 . Fax: +44 (0) 2920 668 992 . Email: dan.craft@forum-europe.com

Forum Europe, 2 - 4 Second floor, High Street Arcade Chambers, Cardiff, CF10 1BE. UK

On receipt of this information, we will contact you to discuss and confirm your requirements.

[www.pharma-policy.eu](http://www.pharma-policy.eu)

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