

### Who are PSI?

CONFERENCE

#### Profile

PSI is a member organisation dedicated to leading scientific discourse amongst and promoting best practice for biostatisticians. Founded in 1977 for pharmaceutical statisticians. PSI has over 1000 members and a broader network of more than 4000 people; members include statisticians, data scientists and statistical programmers working in all areas of drug development and healthcare, including research, pre-clinical, production, quality control, health technology assessment, marketing, market research, academia and consultancy. As a non-profit organisation run by and for members, PSI delivers unrivalled support to its members throughout their careers, from education through to retirement. It continues to grow and evolve in order to lead and promote statistical thinking within all areas of the industry and healthcare. PSI delivers timely and relevant opportunities, support and resources including training, networking events, online meetings, specialist groups and committees, plus the renowned Pharmaceutical Statistics journal and the annual conference. Its aim is to inspire statisticians in healthcare to connect, learn and advance so that all members are best placed to continue to serve the needs of this ever-changing and stimulating industry.

#### The PSI Conference

Regarded as the principal annual event for statisticians in the pharmaceutical industry, the 2022 PSI Conference will be taking place at Gothia Towers in Gothenburg, Sweden. This will be the 44th consecutive annual PSI event. We are delighted to be planning an in-person conference in 2022. This will be the first time we have met face to face as a collective group since the hugely successful 2019 Conference in London.

The 2022 conference is held over a three day period and made up of plenary sessions, parallel sessions, a poster display and the annual general meeting. Breaks (coffee and lunch) taken throughout the day are located within the exhibition area permitting maximum exhibitor exposure to all delegates

#### Sponsorship

Within this brochure, you will find many opportunities to sponsor the 2022 PSI Conference. These are not exhaustive and we would welcome additional creative suggestions. Please note that sponsorship options include your company name in the conference section of the PSI website from the point of sponsorship together with a link to your company's website.

#### **Exhibition**

The exhibition will be held within the conference area. Space will be allocated on a first-come first-served basis. Set-up will be possible during Sunday 12 June. All stands must be dismantled directly on Wednesday 15 June and the area totally cleared by 17:00. The rates included in the prospectus includes two exhibitor passes for the three conference days which gain access to the exhibition area only, and includes two tickets to the Conference Dinner, taking place on the Tuesday evening. If you would like to upgrade the pass to a full delegate place it is only an additional €450 per person. Dinner, bed and breakfast costs are additional. Additional exhibitor passes can be purchased for €640. Exhibiting companies must provide their own public liability insurance.



## Group Registrations

Full conference registration costs are as follows.

- Members Early Bird Fee = 11,600 SEK | Standard Fee = 13,400 SEK
- Non Members Early Bird Fee = 12,900 SEK | Standard Fee = 14,700 SEK

For the 2022 PSI conference the following group booking discounts will be available:

#### 2022 PSI Conference - Group Registration Discount

Total Number of Full Conference Registrations	Full & Early Bird Registrations – Discount %
≥10	15
≥20	20
≥30	25

Please note that the group booking discount will only apply to full conference registrations and does not include day delegate registrations or the PSI pre-conference courses.

Please note that we are unable to provide a discount code to be used in the registration site, therefore a rebate for the total discount of the group booking will be provided after the conference.



The exhibition will take place in the main event space at Gothia Towers. All session rooms are also located in this area of the venue. Tea, coffee and lunch will be served within the exhibition area.

#### Gala Dinner Sponsorship €8,000 + VAT - EXCLUSIVE

- Two complimentary Gala Dinner passes
- Opportunity to provide an opening welcome at the Gala Evening
- Logo on the Gala Dinner Menu
- · Company sponsorship promoted within the app
- Banner advert on PSI landing page for three months

#### Gold Sponsorship €7,500 + VAT

- Priority placement of exhibition stand (5 x 2m) ensuring excellent footfall. Exhibitor chooses from one of four floorplan locations reserved for Gold Exhibitors
- Two complimentary exhibitor passes including two Gala Dinner tickets
- Your company logo prominently projected at the start/ end of the plenary sessions
- Company sponsorship promoted within the app
- Logo representation on the PSI website and mobile app as a gold sponsor
- Additional support for introductions and to gain access to key decision makers at the conference
- Access to reserved conference room for private meetings with clients (subject to availability)

#### Silver Sponsorship €6,000 + VAT

- · Exhibition stand (5 x 2m) in the main exhibition
- Two complimentary exhibitor passes including two Gala Dinner tickets
- · Company sponsorship promoted within the app
- Logo representation on the PSI website and mobile app
- Additional support introductions and to gain access to key decision makers at the conference



## **Bronze Package** €4,500 + VAT

- Single (3 x 2m) stand space in the main exhibition area
- Exhibitor passes for two stand members and Gala Evening tickets included
- · Company sponsorship promoted with the app
- Logo representation on the PSI website as a conference sponsor

#### Plenary Session €4,000 + VAT

- Included in conference programme and session description as plenary session sponsor
- Promoted in the industry partner email sent to delegates
- · Branding included as daily digest email sent to delegates
- Company message displayed as a slide whilst attendees wait for the session to start
- Logo prominently projected between speakers

#### Parallel Session €2,000 + VAT

- Included in conference programme and session description as parallel session sponsor
- Promoted in the industry partner email sent to delegates
- · Branding included as daily digest email sent to delegates
- Company message displayed as a slide whilst attendees wait for the session to start
- Logo prominently projected between speakers



## **Roundtable Discussion Groups** €2.000 + VAT

- Interactive and informal discussion groups on a topic of your choice
- Being the only sponsor gives the exclusivity of being the only vendor-led discussion on the topic
- Small groups (10-15) of delegates and decision-makers are brought together in 45-minute discussion that enable participants to share ideas and lessons learned
- Delegates sign up to your roundtable discussion in advance
- · Additional support to attract the right audience
- Multiple roundtable discussions are available

#### Conference App €6,000 + VAT

- The Conference App will provide a detailed and interactive programme for the conference
- Sponsoring company to be promoted to all PSI members via eNews and in the spring edition of SPIN (over 1,000 PSI Members)
- Sponsoring company to have a dedicated page within the app, exclusive brand presence on the loading page and company branding throughout the app
- Promotion of brand through sponsored posts and push notifications, exclusive to app sponsor
- Sponsoring company to be promoted on the PSI website, on the Conference Planner and via PSI's social media
- Sponsoring company to provide a promotional company video that will be linked via the app and PSI website
- The app is supported by both iOS and Android devices

#### Poster Session €6,000 + VAT - EXCLUSIVE

- £1,000 goes towards poster prizes (4x £250)
- Your company logo prominently displayed during the 1 hour "Gone in 60 seconds (Poster Review)" session. As the session gives an overview of all posters, it provides the perfect opportunity for a sponsor to be connected with the latest advancements in the industry in a fun and energetic atmosphere.
- Company logo displayed on the conference poster session signage
- Company sponsorship promoted with the app
- Logo representation on the PSI website







#### Lanyards

€6,000 + VAT received by each delegate - EXCLUSIVE

- Company logo on the delegate badge lanyard, worn by every delegate for conference access
- Company sponsorship promoted within the app
- · Logo representation on the PSI website

## **Sunday Evening Welcome Reception**

€6,000 + VAT

Welcome drinks at the conference venue

- Opportunity to host an informal event for your company
- Company logo on signage at the entrance to the venue
- · Company sponsorship promoted within the app
- Logo representation on the PSI website as a conference sponsor

# Monday Networking and Social Event €6,000 + VAT

- Opportunity to host a casual event for your company
- · Company logo on signage at the entrance to the venue
- Company sponsorship promoted within the app
- Logo representation on the PSI website as a conference sponsor
- · Drinks and dinner package is available at an extra cost



## Sponsorship Payment & Deposits

All sponsorship items are listed here in Euros, VAT will be applied at the rate of 25%. A deposit will be taken for each sponsorship item at time of booking with the balance to be paid by 12th March 2022. Sponsorship items bought after this date must be paid in full at the time of booking.

To discuss the sponsorship and exhibition opportunities listed within this prospectus please contact:

Chris Watton at <a href="mailto:psi@wattonhall.com">psi@wattonhall.com</a>
or Aiden Flynn at <a href="mailto:aiden.flynn@exploristics.com">aiden.flynn@exploristics.com</a>

For general conference queries please contact the conference organisers at the following address:

2022 PSI Conference Organising Team Building 1000, Western Road, Portsmouth, Hampshire PO6 3EZ

Tel: **+44 (0) 1730 715237** 

Email: PSI2022@mci-group.com



www.psiweb.org



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