

2020 PSI Conference

**Sponsorship and
Exhibition Opportunities**

Shaping the future of statistics

7-10 June 2020

Crowne Plaza Barcelona Fira Center

Please contact Chris Watton at psi@wattonhall.com or
Alexander Currie at alexander.8.currie@gsk.com to discuss
the sponsorship and exhibition opportunities further.

For general conference queries please contact the organising
team at PSI2020Conference@mci-group.com





Who are PSI?

Profile

PSI is a member organisation dedicated to leading scientific discourse amongst and promoting best practice for biostatisticians. Founded in 1977 for pharmaceutical statisticians, members now span statisticians 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 2020 PSI Conference will be taking place at the Crowne Plaza Fira Center in Barcelona. This will be the 43rd consecutive annual PSI event. The 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 2020 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.

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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 7 June. All stands must be dismantled directly on Wednesday 10 June and the area totally cleared by 15:00. The price includes two exhibitor passes for the three conference days which gain access to the exhibition area only, and includes two tickets to the Gala Dinner. If you would like to upgrade the pass to a full delegate place it is only an additional €385 per person. Dinner, bed and breakfast costs are additional. Additional exhibitor passes can be purchased for €510. Exhibiting companies must provide their own public liability insurance.



Group Registrations

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For the 2020 PSI conference the following group booking discounts will be available.

2020 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.



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The exhibition will take place in the Rossini and Vivaldi rooms located on the ground floor of the Crowne Plaza. Tea, coffee and lunch will be served within the exhibition area. All sponsors and exhibitors will be acknowledged on the PSI website, and all sponsor logos and profiles will be included within the conference app.

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
- Opportunity to distribute flyers in conference bags
- Option to sponsor a parallel session. Content and presenters will need to be agreed with PSI Scientific Committee

Gold Sponsorship

(€6,000 + 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
- The opportunity to distribute a flyer in the conference bags
- Access to reserved conference room for private meetings with clients (available at extra cost)

Exhibition Stand

(€4,500 + VAT)

- Single (3 x 2m) stand space in the main exhibition area
- Table, two chairs and power supply
- 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



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Conference App

SOLD

(€6,000 + VAT)

- The Conference App will provide a detailed and interactive programme for the conference (Over 585 downloads for PSI 2019!)
- Sponsoring company to be promoted to all PSI members via eNews and in the spring edition of SPIN (over 900 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
- Opportunity to distribute flyers in conference bags
- Use of large digital screen located within poster area to display your key messages

Lanyards

(€6,200 + 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
- Opportunity to distribute flyers in conference bags

Delegate Bag

(€5,500 + VAT) received by each delegate - EXCLUSIVE

- Company logo on the front of the conference bag
- Company sponsorship promoted within the app
- Logo representation on the PSI website
- Opportunity to distribute flyers in conference bags



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Signage

(€2,000 + VAT)

SOLD

- Signage on stand mounted TV's located in the conservatory connecting the exhibition rooms and where lunch will be served
- Customisable to the sponsor's design

Delegate Bag Insert

(€900 + VAT)

- Promotional material (sponsor supplied) inserted into the delegate bag

Giveaway Item

(e.g. t-shirt, pen – supplied by the sponsor) (€900 + VAT)

- Promotional item (sponsor supplied) inserted into the delegate bag

Sunday Evening Welcome Reception

(€3,000 + VAT)

**Welcome drinks at the conference hotel,
"173 Rooftop Terrace"**

- 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
- Drinks and dinner package is available at an extra cost

Pillar Wraps - three available

(€500 + VAT)

- Wrapping of a pillar within conference exhibiton space to include the sponsor logo
- Sponsor can choose which pillars to have wrapped in order to maximise brand visibility for the duration of the conference

Glass Signage

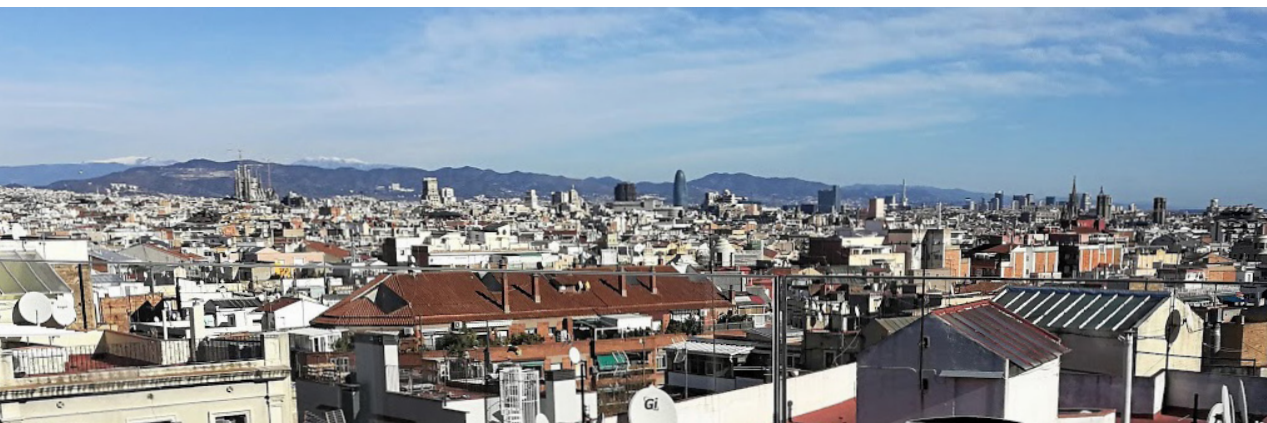
(€500 + VAT, per 1m2 signage)

- Signage on the glass wall within exhibition area
- The signage is customisable to the sponsor's design
- Minimum size of 1m2

Monday Off-site Networking and Social Event

(€3,000 + VAT)

- Opportunity to host a casual off-site 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

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All sponsorship items are listed here in EUR. A deposit will be taken for each sponsorship item at time of booking with the balance to be paid by 1st March 2020. 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 psi@wattonhall.com
or Alexander Currie at alexander.8.currie@gsk.com

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

2020 PSI Conference Organising Team
Durford Mill
Petersfield
Hampshire
GU31 5AZ

Tel: +44 (0) 1730 715237

Email: PSI2020conference@mci-group.com



www.psiweb.org



@PSIUpdate



PSI (Statisticians in the
Pharmaceutical Industry) Ltd



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Have you also considered exhibiting at the PSI Medical Statistics Careers Event?

De Montfort University, Leicester, UK | Wednesday 4th March 2020

The event is aimed at all students currently studying for a mathematics - or statistics-related BSc, MSc or PhD, and provides them with the opportunity to find out more about the field of medical statistics, talk to people from different organisations and make contacts for the future.

This is an excellent opportunity for you to raise the profile of your company or university, by directly engaging with students who are interested in a career in medical statistics. This event is open to all UK pharmaceutical companies, CROs, CTUs and other organizations working within the field of Medical Statistics or interested in the analysis of data within pharmaceuticals, healthcare and/or medical research.

Exhibition stand fees:

Organisation Type	Fees
Pharmaceutical Companies and CROs	£550 + VAT
Registered charity or public sector employer (e.g. CTUs and government organisations)	£100 + VAT
University promoting courses	Free
Professional societies	Free

To include Leaflets/Materials in delegate bags, the fee is £100 + VAT.

Please visit our [website](#) for more information about the event, and to register as an exhibitor for this event please complete the [online booking](#) form by Wednesday 15th January 2020.