

# PSI 2021

## Online Conference

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21-23 June 2021

PROSPECTUS



# PSI 2021 Sponsorship Opportunities



## What will the 2021 PSI Online Conference be like?

- The 2021 PSI Online Conference will combine on-demand and live learning in a platform built for digital interaction and engagement
- The platform will allow delegates the opportunity to access, follow and contribute to exclusive content, as well grow their professional network by connecting with industry experts and fellow professionals, creating a valuable, tailored experience
- Content will be kept online and accessible within the platform for 6 months following the conference
- Since the conference is entirely online and cost of delegate registration lower compared to a face to face conference with no associated travel costs, we expect the number of delegates attending will be much higher with a wider geographical spread than at previous face to face conferences

# PSI 2021 Sponsorship Opportunities



## Why should you exhibit or sponsor the conference?

- Unique opportunity to network with a large number of statisticians in the pharmaceutical industry from around the world
- Participation at the online conference will give you the opportunity to promote your brand and services to other delegates attending
- Key platform features include
  - Virtual exhibition space
  - Opportunity to interact and schedule meetings with delegates
  - GDPR compliant access to data on individuals and interactions
  - Opportunity to sponsor sessions, organise a sponsor led symposium, and host live Q&A sessions [additional details to follow]



# PSI 2021 Sponsorship Opportunities



## **Exhibition and Delegate packages**

Since the 2021 PSI Annual Conference will be online, the exhibition and delegate packages have been tailored to meet the specific objectives of supporters of PSI i.e. education, networking & recruitment, and branding. Additional Sponsorship opportunities will be finalised and published soon.





# Sponsorship Packages

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The following packages are the best fit for large and medium/small companies that wish to inspire their statisticians to connect, learn and advance so that all are best placed to continue to serve the needs of this ever-changing and stimulating industry.

Indigo £15,000 +VAT	Green £7,000 +VAT
<b>Delegate passes</b> <ul style="list-style-type: none"><li>• 100 complimentary delegate passes</li></ul> <b>Platform</b> <ul style="list-style-type: none"><li>• Company profile within the virtual exhibition with opportunity to upload unlimited items to the profile</li><li>• Opportunity to schedule and hold meetings with delegates in the platform</li><li>• Opportunity to upload a 3-minute promotional video into the platform</li><li>• Banner adverts on key pages of the platform</li></ul> <b>Communication</b> <ul style="list-style-type: none"><li>• Email blast to delegates (sent by the organisers)</li><li>• Included within industry partner email sent to attendees one week prior to live event</li><li>• Included within 'Thank you' post event email to delegates</li><li>• 2 x push notifications sent to delegates each day of the live event</li></ul> <b>Data</b> <ul style="list-style-type: none"><li>• GDPR compliant delegate lists shared one month and two weeks prior to the live event</li><li>• GDPR compliant delegate list shared one week post event</li></ul> <b>Additional Benefits</b> <ul style="list-style-type: none"><li>• Three Premium Job Board Adverts on the PSI website</li></ul>	<b>Delegate passes</b> <ul style="list-style-type: none"><li>• 35 complimentary delegate passes</li></ul> <b>Platform</b> <ul style="list-style-type: none"><li>• Company profile within the virtual exhibition with opportunity to upload up to three items to the profile</li><li>• Opportunity to schedule and hold meetings with delegates in the platform</li><li>• Opportunity to upload a 3-minute promotional video into the platform</li><li>• Banner adverts on key pages of the platform</li></ul> <b>Communication</b> <ul style="list-style-type: none"><li>• Included within industry partner email sent to attendees one week prior to live event</li><li>• Included within 'Thank you' post event email to delegates</li></ul> <b>Data</b> <ul style="list-style-type: none"><li>• GDPR compliant delegate list shared one week post event</li></ul> <b>Additional Benefits</b> <ul style="list-style-type: none"><li>• One Premium Job Board Adverts on the PSI website</li></ul>



# Sponsorship Packages

The following package is best fit for companies (including recruitment agencies) that wish to fully utilise the functionality of the platform and GDPR compliant access to delegate attendee data (pre & post conference) for networking, recruitment and branding/communication purposes.

Blue £7,000 +VAT
<b>Delegate passes</b> <ul style="list-style-type: none"><li>• 5 complimentary delegate passes</li></ul>
<b>Platform</b> <ul style="list-style-type: none"><li>• Company profile within the virtual exhibition with opportunity to upload unlimited items to the profile</li><li>• Opportunity to schedule and hold meetings with delegates in the platform</li><li>• Opportunity to upload a 3-minute promotional video into the platform</li><li>• Banner adverts on key pages of the platform</li></ul>
<b>Communication</b> <ul style="list-style-type: none"><li>• Email blast to delegates (sent by the organisers)</li><li>• Included within industry partner email sent to attendees one week prior to live event</li><li>• Included within 'Thank you' post event email to delegates</li><li>• 2 x push notifications sent to delegates each day of the live event</li></ul>
<b>Data</b> <ul style="list-style-type: none"><li>• GDPR compliant delegate lists shared one month two weeks prior to the live event</li><li>• GDPR compliant delegate list shared one week post event</li></ul>
<b>Additional Benefits</b> <ul style="list-style-type: none"><li>• Three Premium Job Board Adverts on the PSI website</li></ul>



# Sponsorship Packages

This package has some features enabled, for companies (including recruitment agencies) that wish to utilise the functionality of the platform and GDPR compliant access to delegate attendee data (post-conference) for networking, recruitment and branding/communication purposes.

Yellow £3,250 +VAT
<b>Delegate passes</b> <ul style="list-style-type: none"><li>• 5 complimentary delegate passes</li></ul>
<b>Platform</b> <ul style="list-style-type: none"><li>• Company profile within the virtual exhibition with opportunity to upload unlimited items to the profile</li><li>• Opportunity to schedule and hold meetings with delegates in the platform</li><li>• Opportunity to upload a 3-minute promotional video into the platform</li><li>• Banner adverts on key pages of the platform</li></ul>
<b>Communication</b> <ul style="list-style-type: none"><li>• Included within industry partner email sent to attendees one week prior to live event</li><li>• Included within 'Thank you' post event email to delegates</li></ul>
<b>Data</b> <ul style="list-style-type: none"><li>• GDPR compliant delegate list shared one week post event</li></ul>
<b>Additional Benefits</b> <ul style="list-style-type: none"><li>• One Premium Job Board Adverts on the PSI website</li></ul>



# Sponsorship Packages

This opportunity is ideal for companies that wish to have a presence at the online conference for networking and branding/communication or register a small number of statisticians for the conference.

Orange £1,750 +VAT
<b>Delegate passes</b> <ul style="list-style-type: none"><li>• 5 complimentary delegate passes</li></ul>
<b>Platform</b> <ul style="list-style-type: none"><li>• Company profile within the virtual exhibition with opportunity to upload three items to the profile</li><li>• Opportunity to schedule and hold meetings with delegates in the platform</li></ul>
<b>Communication</b> <ul style="list-style-type: none"><li>• Included within 'Thank you' post event email to delegates</li></ul>
<b>Additional Benefits</b> <ul style="list-style-type: none"><li>• One Premium Job Board Adverts on the PSI website</li></ul>





# Additional Sponsorship Opportunities

Below are further opportunities that sponsors can use to maximise their presence at PSI 2021 Online Conference

Opportunity	Price	Details
Live Symposium	£6,000	<b>Symposium with Live Q&amp;A</b> <ul style="list-style-type: none"><li>• Pre-recorded presentation(s)</li><li>• 1.5h of content, including Q&amp;A</li></ul> <b>Benefits</b> <ul style="list-style-type: none"><li>• Included in conference programme as a parallel session</li><li>• Promoted in the industry partner email sent to delegates</li><li>• Promotion of event in daily digest email sent to delegates</li><li>• 1 push notification on conference platform</li><li>• Targeted message sent within conference platform to all delegates with an interest in the symposium topic</li></ul>
Symposium	£2,500	<b>Symposium – no live element</b> <ul style="list-style-type: none"><li>• 1h of content included in Video on Demand conference platform area</li><li>• 1 push notification on conference platform</li><li>• Targeted message sent to all delegates with an interest in the symposium topic</li></ul>



# Additional Sponsorship Opportunities

**PSI 2021**  
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Opportunity	Price	Details
<b>Sponsorship of Plenary Session</b>  <b>Regulatory</b> <ul style="list-style-type: none"><li>• Julia Saperia (MHRA),</li><li>• Elke Stahl (BfArM),</li><li>• Chrissie Fletcher (GSK)</li></ul> <b>Keynote 1</b> <ul style="list-style-type: none"><li>• Janet Wittes (WCG Statistics Collaborative)</li></ul> <b>Keynote 2</b> <ul style="list-style-type: none"><li>• Alan Smith (Head of Visual and Data Journalism, Financial Times) &amp; Ian Bott (Graphic Artist, Financial Times)</li></ul>	£4,000	<ul style="list-style-type: none"><li>• Included in conference programme and session description as plenary session sponsor</li><li>• Promoted in the industry partner email sent to delegates</li><li>• Branding included as daily digest email sent to delegates</li><li>• Company message displayed as a slide whilst attendees wait for the session to start</li><li>• Opportunity to send virtual flyer to session attendees via conference platform</li><li>• Logo prominently projected between speakers (Regulatory only)</li></ul>
<b>Sponsored Parallel Session</b>	£2,000 - £3,000	<b>Pricing of specific sessions TBC</b> <ul style="list-style-type: none"><li>• Included in conference programme as parallel session sponsor</li><li>• Promoted in the industry partner email sent to delegates</li><li>• Company message displayed as a slide whilst attendees wait for the session to start</li><li>• Opportunity to provide a virtual flyer available for download during the session</li><li>• Logo prominently projected between speakers</li></ul>



# Additional Sponsorship Opportunities

**PSI 2021**  
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Opportunity	Price	Details
Sponsor of the Day	£2,500	<ul style="list-style-type: none"><li>• Company branding and brief message included in daily digest emailed to delegates</li><li>• Banner advert at the top of the delegates, sessions and speaker page</li><li>• 1 push notification on conference platform</li></ul>
Exhibitor page banner advert	£3,500	<ul style="list-style-type: none"><li>• Displayed at the top of the Exhibitor page for the entire conference</li></ul>
Exhibitor page side advert	£1,750	<ul style="list-style-type: none"><li>• Square advert displayed on the left-hand side of the Exhibitor page for the entire conference</li></ul>
Poster Session	£2,000	<ul style="list-style-type: none"><li>• For the entire conference, company branding included in the daily digest emailed to delegates</li><li>• Guaranteed poster, included first on the carousel</li><li>• Branding at the bottom of the carousel</li></ul>
Social Event	TBC	Details TBC. Please register your interest on the booking form



# Sponsorship Opportunity Support



We understand that online events are new for everyone. MCI will provide support to you to ensure that your aims and expectations around the event, and in particular, your selected sponsorship package are met.

The MCI team are ready to support you with assisting on guidance around the layout and design of your virtual exhibition presence, branding opportunities and uploading information into the platform.

Please do not hesitate to contact the MCI team for a tutorial on the system or suggestions around the layout. The team can be contacted on [PSI2021@mci-group.com](mailto:PSI2021@mci-group.com)

The following video will provide you with an overview of the exhibition functionality within the platform – <https://bit.ly/3sE7IIR>





# Sponsorship Packages



To book, please complete the booking form and return to the organisers at [PSI2021@mci-group.com](mailto:PSI2021@mci-group.com)

If you have any questions, please contact Chris Watton [[chris@wattonhall.com](mailto:chris@wattonhall.com)] or Alexander Currie [[alexander.8.currie@gsk.com](mailto:alexander.8.currie@gsk.com)].

