

Patient Advocacy Summit

Sept. 30, 2021 | Sponsorship



Event Overview

One of MassBio's most popular events of the year, the Patient Advocacy Summit brings together the patient advocacy community to showcase best practices and cutting-edge examples of how life sciences companies can more fully incorporate the patient voice into the work they do—not just approaching regulatory applications or at commercialization, but throughout the drug development cycle. The program includes panel discussions, case study presentations (spotlighting industry/patient partnerships), and an inspirational keynote address.

New Enhanced Virtual Expo Vendor Booths

We have adopted a new enhanced meeting platform that will provide sponsors with multiple ways to engage directly with attendees. Sponsors can upload content including videos, host live in-booth interactive sessions, offer downloadable content & in-booth contests, and set up one-on-one appointments with attendees. Once the event has concluded, MassBio will provide a detailed lead report on who engaged with your booth and how.

Sponsorship Opportunities

All sponsors receive a virtual booth in event platform, lead generation, acknowledgment in marketing collateral, on Massbio.org website and event website, and press release acknowledgment.

Gold Presenting Sponsor: \$20,000

(limited availability)

- Booth in virtual exhibit hall at Gold level
- Event moderator role on industry or patient panel*

Silver Lunch Sponsor: \$15,000

- Booth in virtual exhibit hall at Silver level
- Acknowledgment of sponsorship of virtual lunch vouchers
- Opportunity to present a 2-minute thought leadership segment prior to lunch break

Bronze Networking Sponsor: \$10,000

- Booth in virtual exhibit hall at Bronze level
- Company logo displayed on networking section of event platform
- Dedicated poll question during one of the networking breaks (poll question to be approved by MassBio)

Copper Supporting Sponsor: \$5,000

- Booth in exhibit hall at Copper level

For sponsorship opportunities, contact
Laura Rudberg at 617.674.5121 or
laura.rudberg@massbio.org

*Speakers must be submitted and approved by event steering committee prior to contracting a sponsorship