

WORLD

PHARMA PRICING & MARKET ACCESS

CONGRESS 2017

22-23 February 2017
Victoria Park Plaza, London



The world's largest
pharmaceutical
market access
conference

Organised by

healthnetwork
COMMUNICATIONS

www.healthnetworkcommunications.com/ppmao



“Very useful to hear from a mix of pharma companies and payers – good combination of P&R and HEOR topics; great networking”

HEAD GLOBAL PRICING AND MARKET ACCESS | **VIFOR PHARMA**

Our story

Since its launch 11 years ago, World Pharma Pricing and Market Access Europe has grown to be the world's largest, most respected market access and pharma pricing conference to benchmark your strategies.

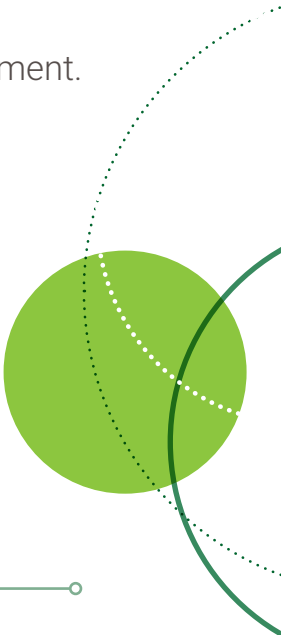
It has proved to be an invaluable practical forum for industry, partners, payers and patients to discuss the latest developments and approaches in market access and pricing strategies.

We have worked closely with industry and our network to bring you a 2-day event focused on the most exciting and emerging topics of highest relevance to payers, pharma and patients.

The 11th annual World Pharma Pricing and Market Access Europe will bring together key thought leaders and experts to evaluate current challenges and strategies. This is your opportunity to engage and sit alongside the pioneers who are driving forward effective access and pricing strategies. Attend to find out about sustainable fresh solutions that maximise access to your products. It's all about getting the right drug to the right patient at the right cost and achieving maximum reimbursement success.

We've welcomed over 1500 attendees to the largest pricing event since its launch in 2006.

Join them and help shape the future of pricing, market access and reimbursement.



The conference

Bringing together international payers, industry professionals and patient associations, the 2-day meeting will address how to enhance your pricing and access strategy for the ever changing global healthcare market.

The 11th annual World Pharma Pricing and Market Access is your opportunity to engage and sit alongside the pioneers who are driving forward effective access and pricing strategies.

The event will cover a range of different topics including:

- How can we improve patient outcomes?
- Overcoming challenges in developing effective pricing strategies
- The future of cost effectiveness versus benefit driven evaluation globally
- Assess value frameworks
- Evaluate the current and future use of risk sharing agreements
- How to harmonize discussions and pricing approaches globally
- Discuss the impacts of Brexit on the international access landscape

There will be truly visionary keynotes, panel debates and roundtable discussions.

Presentations will be delivered by:

- Senior Pricing and Access Directors from big, small and medium sized pharmaceutical and biotech companies
- Leading payers and patient organisations from around the world
- Major service providers in pricing and access arena



25 exhibitors



250+ attendees



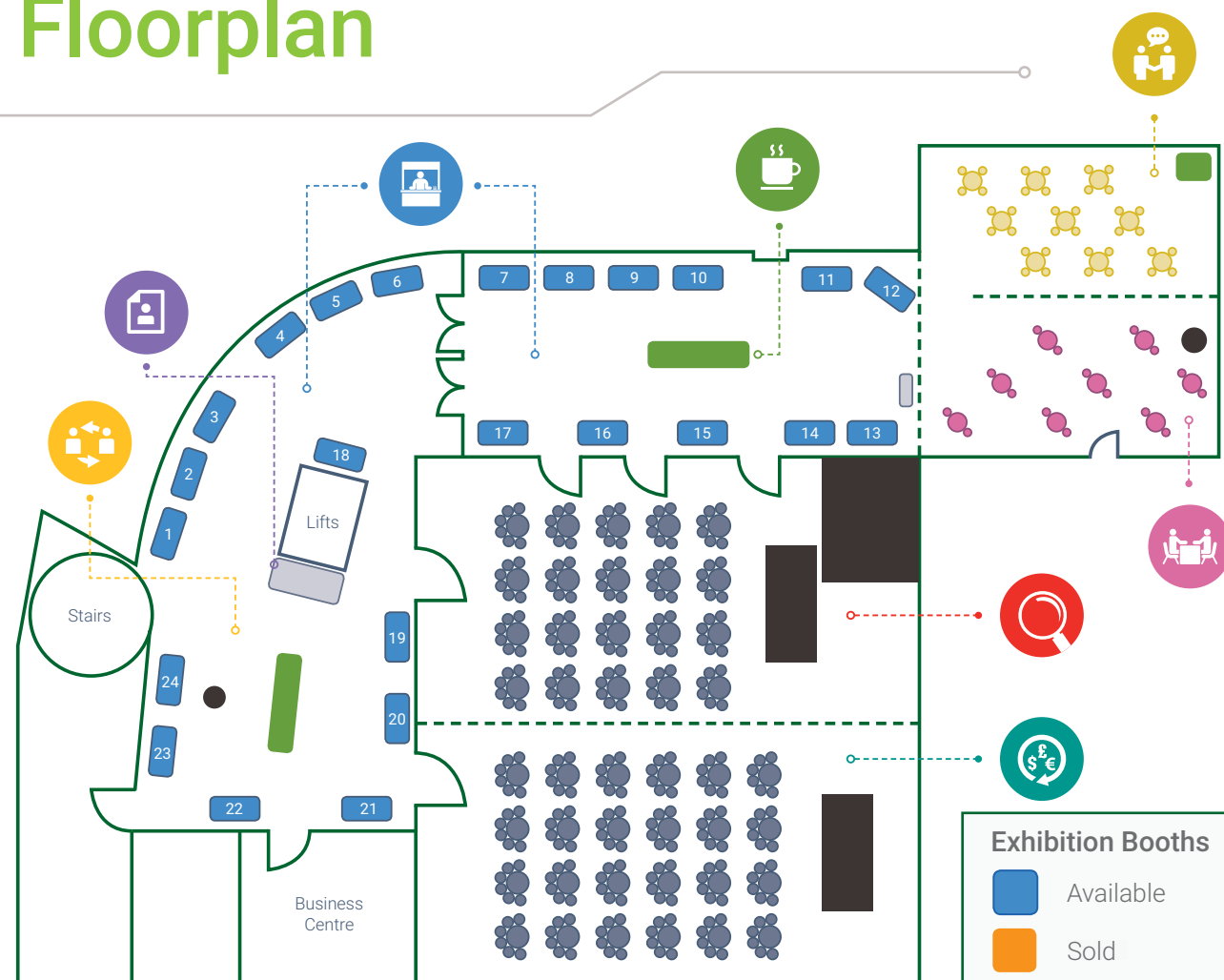
Over **60** speakers



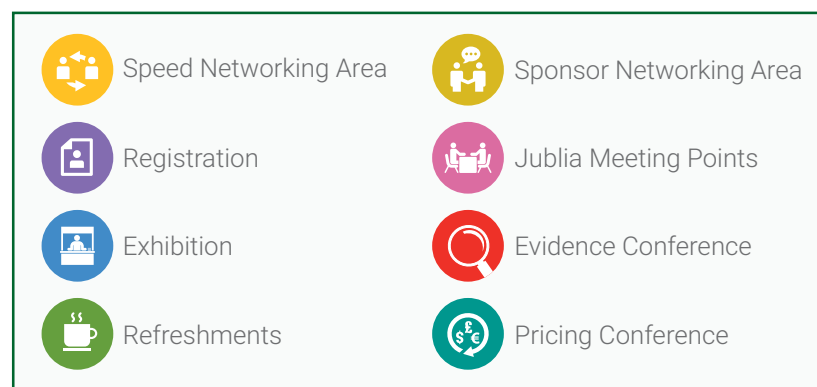
50+ conference sessions

Speakers are confirming from across the globe for this truly international event. If you or one of your clients have a solution worth presenting then please call **Edmond Rama** on +44 (0)20 7092 1052 or email him at erama@healthnetworkcommunications.com

Floorplan



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SPONSORS



The exhibition

Here's an overview of the floor plan. See the website for the most up-to-date version.

Your customers will be there to:

- Hear insights from the world's leading thinkers, practitioners and process disrupters
- Evaluate and buy the latest technologies
- Create new partnerships and gain investment
- Have fun and do business

What this means for your business:

New solutions, collaborations and technologies are needed to shape the future of market access and pricing. As a solution provider, this event will enable you to meet face-to-face potential clients working in access, pricing and reimbursement.

What a great opportunity to:

- Debut new solutions
- Improve your brand awareness and positioning
- Meet new prospective clients
- Maintain relationships

Pursue, partner and have fun:

- 250+ participants
- Hundreds of formal and informal meetings over just two days
- One pre-conference workshop
- Two engaging networking lunches
- One networking drinks reception

Who should sponsor?

Companies providing solutions in:



PRO consultancies
and PRO technology
providers



Contract research
organisations



Value
communication
organisations



Pricing and
reimbursement
consultancies



Health economics
and outcomes
research service
providers



Recruitment
consultants



Outcomes/ pricing
& reimbursement
software providers



Patient database
providers



Strategic
pharmaceutical
consultants



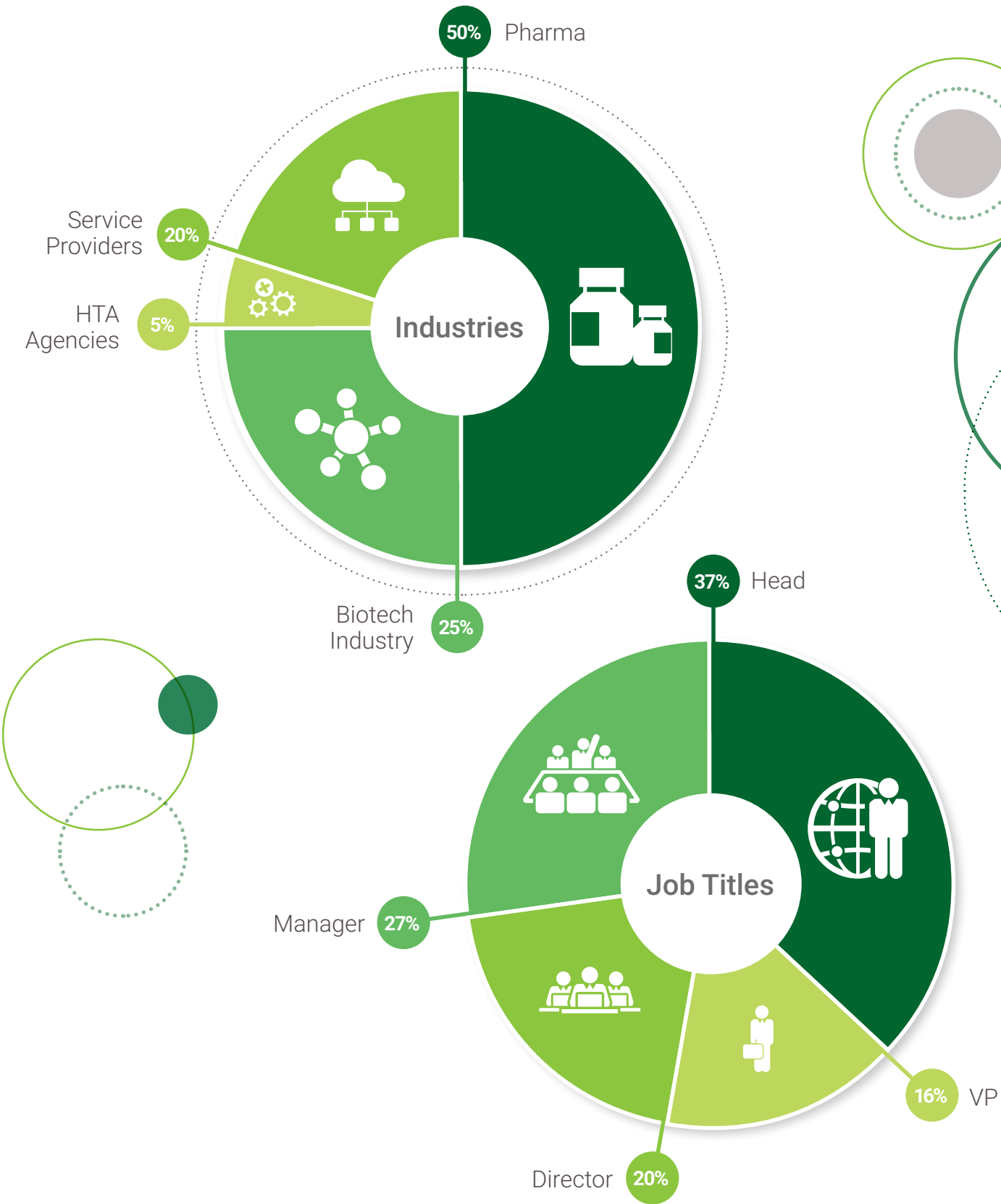
Dossier translation
providers

To exhibit, sponsor or speak at next year's event call **Edmond Rama** on
+44 (0)20 7092 1052 or email **erama@healthnetworkcommunications.com**

Who attends

Past attendees

Here's a sample of who attended in 2016



If this sounds like the target market you'd like to reach then please **Edmond Rama** on +44 (0)20 7092 1052 or email erama@healthnetworkcommunications.com

An integrated marketing campaign

Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels:

Website

Our website is fully responsive and is updated regularly

Email Marketing

We run a sophisticated lead generation and lead nurture campaign to our comprehensive database.

Digital Advertising

A comprehensive digital campaign will be run using google and facebook advertising. Re-targeting will be used extensively.

Inbound Marketing

Our team regularly blog on our blog, ebooks will be produced for download and lead generation.

Social Marketing

Blog posts and event alerts are regularly posted to our dedicated facebook page, twitter feed and linkedin group. And they are posted to relevant 3rd party groups and pages.

Press and 3rd Party Campaign

We will be partnering with leading press and media. Digital advertising, email blasts and page adverts will be placed in the run up to the event.

Direct Sales

Our dedicated direct sales team ensures that no lead is left unconverted. As a sponsor or exhibitor at World Pharma Pricing & Market Access Congress 2017 you can leverage our marketing campaign:

- Your logo will be prominent on all marketing materials
- You can benefit from our inbound marketing machine and post blogs and content to the site

Our marketing campaign has started.
To start taking advantage of it, call **Karina Kusova** at **+44(0) 207 092 1071** or email **kkusova@healthnetworkcommunications.com**



Sponsorship packages

Package/ Benefits	Platinum Sold Out	Gold Sold Out	Silver Sold Out	Bronze	Round- table	Exhibit	Lanyard	Drinks Reception	Breakfast Briefing Sold Out
Chair plenary session	✓								
Plenary Keynote	✓	✓							
Plenary Keynote for client	✓								
Track Chair		✓	✓						
Track Case Study			✓	✓					
Track Panel	✓								
Chair Roundtable		✓			✓				
Breakfast Presentation									✓
Facilitated 1 to 1 meetings	10	8	6	5	4			5	5
Full passes for your Staff (including speaker)	6	5	4	3	3	2	3	3	3
Space for Stand (metres)	6x2	6x2	3x2	3x2	3x2	3x2	3x2	3x2	3x2
Attendee List	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lead Generation Campaign	✓	✓							
Seat Drop	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on the event brochure	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on onsite signage	✓	✓	✓	✓	✓	✓	✓	✓	✓

Other thought leadership/branding opportunities are available including – hosting of breakfast / evening seminars and sponsoring conference bags/lanyards. All opportunities are subject to availability.

Reserve your place



The earlier you book, the more you'll save.
Your next steps towards building an effective presence at the event begins now.



Contact
Edmond Rama, Business Development Manager, on **+44 (0)20 7092 1052** or email **erama@healthnetworkcommunications.com**

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