

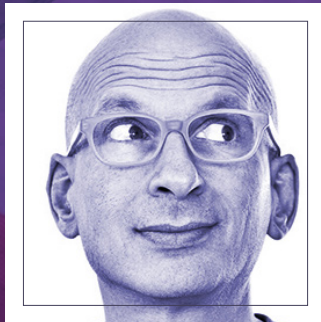
ePharma IMPACT

DIGITAL MARKETING FOR MAXIMUM INFLUENCE.

The most influential players across the digital marketing spectrum to reveal next generation omni-channel strategies.

MARCH 19-21, 2019

NY Hilton Midtown
New York City



THE WORLD'S #1 MARKETING GURU

SETH GODIN

Best-Selling Author
Marketing Gurulence



THE CYBORG ANTHROPOLOGIST

AMBER CASE

Harvard Fellow, Author,
Calm Technology



THE DIGITAL DISRUPTOR

SVEN DETHLEFS

EVP Global Marketing
& Portfolio, **Teva
Pharmaceuticals**



THE HEALTHCARE INNOVATOR

DAN SEEWALD

Worldwide Innovation
Group Leader, Senior
Director, **Pfizer**

Abbott | Pfizer | Bayer | Amgen | AstraZeneca | Teva | GSK |
NovoNordisk | Merck | Allergan | Novartis | Boehringer Ingelheim

ePharma IMPACT

DIGITAL MARKETING FOR MAXIMUM INFLUENCE.

ePharma **IMPACT** brings together the most influential players across the digital marketing spectrum to reveal truly innovative, next generation omni-channel strategies.

The 3-day event is designed to help you take command of the most dynamic strategies on the horizon so you can confidently determine where your next digital marketing dollar should be spent for maximum impact.

How do we deliver on that promise? By offering a diversified experience like you won't find anywhere else. One that translates directly into stronger patient and HCP relationships, and greater influence over impactful marketing strategy.

The 12th annual conference is THE event leading pharma companies rely on to stay ahead of digital disruption and translate digital marketing strategies into bottom line impact.

HOW EPHARMA IS DELIVERING MORE IMPACT THAN EVER BEFORE:

1 **PROVEN TIPS & TRICKS FROM CROSS-INDUSTRY SPEAKERS**

Pharma is not leading the digital revolution. We're bringing you the leaders in digital cross industry so you can borrow their lessons learned and apply them to your own industry.

2 **KEYNOTES THAT DISRUPT AND IGNITE**

Industry leading change agents take you out of your comfort zone and challenge conventional wisdom.

3 **SETH GODIN CHALLENGES YOU TO LEVEL UP YOUR SKILLSET**

By focusing on everything from effective marketing and leadership, to the spread of ideas and changing everything, Seth Godin is the world's #1 Marketing Guru (inducted into the Direct Marketing Hall of Fame AND the Marketing Hall of Fame).

4 **THEORY IS GREAT, BUT 2019 DEMANDS ACTION**

The 2019 event is designed so that you leave with practical, current tips, templates and applications which you can implement immediately in your teams back at the office.

5 **DIVERSE LEARNING FORMATS = CUTTING EDGE CONTENT THAT GETS BEYOND THE "RED TAPE"**

Forget power-point presentations that have to go through layers of approvals. Get all your 2019 digital trends through a series of channels including bite-sized presentations, deep dive masterclasses, ask us anything sessions, mobile polling and exec interviews.



MEET THE 2019 SPEAKERS:

A WHO'S WHO OF DIGITAL MARKETING INFLUENCERS



SETH GODIN

Best-Selling Author, **Marketing Guru**



AMBER CASE

Cyborg Anthropologist



NANCYE GREEN

Chief Digital Officer, **The Medicines Company**



DAN SEEWALD

Worldwide Innovation Group Leader,
Senior Director, **Pfizer**



SVEN DETHLEFS

EVP Global Marketing & Portfolio,
Teva Pharmaceuticals



DAVID SHING

Digital Prophet, Oath, a **Verizon Company**

Alison Tapia, Director, Digital/Multichannel Marketing, **Allergan**

Amber Case, **Cyborg Anthropologist**, Author, **Calm Technology: Designing for the Next Generation of Devices**, fellow at Harvard University's Berkman Klein Center for Internet and Society, **Visiting Research at the MIT Center for Civic Media**

Amit Pherwani, Director Digital Marketing, **Novo Nordisk**

Andy Hachadorian, Manager Digital Marketing and Media, **Cutanea Life Sciences**

Annie Sullivan, Director of Social Media, **AstraZeneca**

Dan Moore, Director, NA Sales Manager Development **Mylan**

Dan Tierno, Strategic Implementation Manager, **Bayer**

Daniel Gomes, former Senior Director, Regional I&L Lead, Emerging Markets Asia – **Pfizer**

Deborah Long, VP Medical Affairs, **Vertex Pharmaceuticals**

Eric Gallardo, Head of Digital, Data, Analytics and Innovation, **GSK**

Fabrizio Caranci, Director, Global Marketing Vaccines, **Merck**

Dr Grace Cordovano **Private Patient Cancer Advocate**

Hans Riis, Content Strategist, **Merck**

Irving K Loh MD, Co-founder & Chief Medical Officer, **INFERMEDICA**, Principal Investigator, Millennium Clinical Trials, **Ventura Heart Institute**

Jack Barrett, CEO, **WEGO Health**

Jennifer Wulff, Director, Clinical Innovation, **Pfizer**

Jim Mangione, Director, Emerging Technologies & Mobile Architecture, **Pfizer**

Joan Powell, Patient Advocate, **AA & MDS International Foundation**

Kristen Winters, Integrated Multi Channel Marketing, **Bayer**

Loreen Babcock, CMO, **Montifore**

Mohammed Ali, Global Head Digital Development, **Boehringer Ingelheim**

Nancye Green, Chief Digital Officer, **The Medicines Company**

Ozgun Demir, Director - Digital Strategy, **Novartis**

Paul Murasko, Senior Director, Multi-Channel Marketing, **Sunovion Pharmaceuticals**

Piers Dickinson, Head of Global Digital Communications, **CSL**

Rich Palizzolo, Global Digital Strategy Lead, **Bluebird Bio**

Richard Rowe, Head of Professional & Pharmacy Marketing, **Johnson & Johnson**

Richard Stein, Senior Manager of Inside Sales, **Amgen**

Sandra Velez, Oncology Marketing Communications Leader, **Merck**

Seth Godin, Best-Selling Author

Sheetal Patel, Head, Regulatory Advertising & Promotion, **Janssen**

Soham Wagh Senior Marketing Manager, EMAP and Europe, Classic and Established Products, **GSK**

Steven Gutentag, Co-Founder, **Keeps**

Zakiuddin Ahmed **KOL**

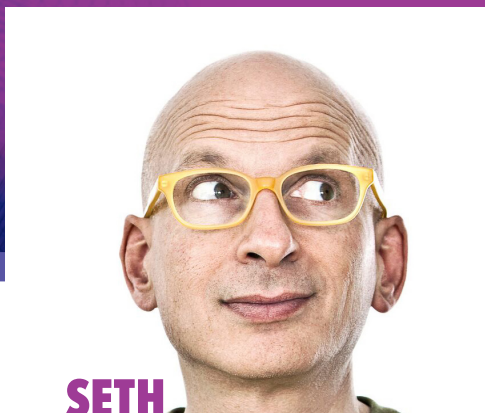
Zoe Dunn, President & CEO, **Hale Advisors**

Do you have the
mindset it takes to
succeed in omni-
channel?

FOSTERING INNOVATION



**NANCYE
GREEN**



**SETH
GODIN**



**SVEN
DETHLEFS**

9:15 **Welcome from your 2019 Host**

9:30

Mindfulness for marketers: Design thinking for innovation

NANCYE GREEN, Chief Digital Officer,
The Medicines Company

Design thinking is a new tool for marketers to enable them to map the patient journey, engage and learn from the customer. Put yourself in the patients' shoes; what difference could this make to your next campaign?

10:00

A Disruptive Take on Marketing: Modern Marketing comes to Pharma

SETH GODIN, Best-Selling Author

It's time to level up. Our patients and our clients are waiting for us to bring humanity, passion and possibility to the work. Each of us has the ability to create better outcomes, improve health and profits, and Seth Godin wants to teach us how to use marketing as a tool to make things better by making better things.

10:45

Panel: Keeping up with the connected patient: Can you do it on your own?

SVEN DETHLEFS, EVP Global Marketing & Portfolio, **Teva Pharmaceuticals**

ERIC GALLARDO, Head of Digital, Data, Analytics and Innovation **GSK**

NANCYE GREEN, Chief Digital Officer, **The Medicines Company**

e-pharma is arguably in a sink or swim scenario for those avoiding the convergence of patient devices and drugs as part of their digital efforts. Hear from our e-pharma futurologists to explain why e-pharma must adapt and how technology collaboration is the way forward to succeed.

11:30 **Morning Break**

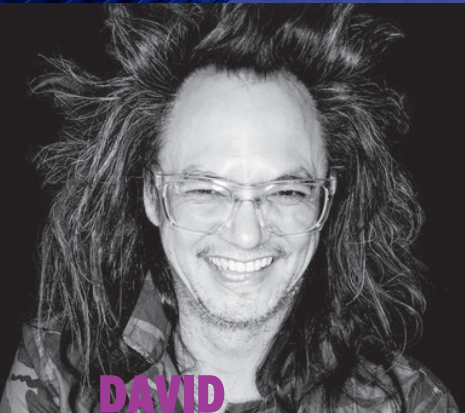
12:00 **Break-Out Sessions Begin**

DAY ONE AGENDA: BREAK-OUT SESSIONS

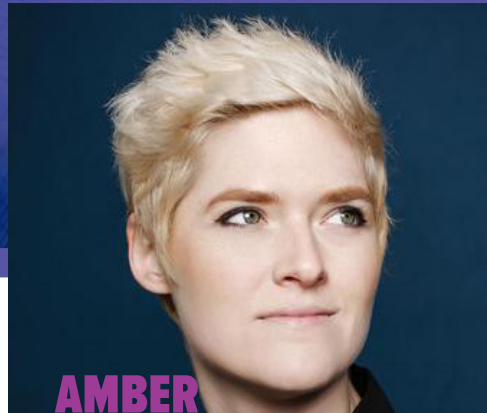
	Focus area: THE NEXT WAVE OF PATIENT CENTRICITY	Focus area: WHO IS DISRUPTING YOUR MARKET?	Focus area: FROM LOCAL, TO GLOBAL... AND BACK
12:00	Mindfulness for marketers: What is your next customer thinking? Jack Barrett, CEO, WEGO Health How are people approaching their health? Do they always go to the practitioner first? Is it a drug will cure it all mindset? Get into the mind of your next customer!	The connected disruptor: Steven Gutentag, Co-Founder, Keeps What do you see as the advantages of being a D2C brand in healthcare? What consumer trends are impacting how you think about growing your brand? How is mobile driving efficiencies for your customer and your company?	Case study: Leveraging remote channels of engagement by integrating face to face with digital. Paul Murasko, Senior Director, Multi Channel Marketing, Sunovion Pharmaceuticals In this exclusive session, get advice on how to tackle multi-channel marketing for a global e-pharma powerhouse. Learn how to develop a value proposition, decide what channel is the best to include and how combinations are sometimes the key to success.
12:30	Fireside Chat: Trust me, I'm a marketer! Joan Powell, Patient Advocate, AA & MDS International Foundation Andy Hachadorian, Manager Digital Marketing and Media, Cutanea Life Sciences What sources and information do your customers value? Where are they getting their information from and what will make them trust what your company has to say?	DOUBLE SESSION: The experiential disruptor: How is technology empowering the customer in an era of self-sufficiency? What digital marketing experiences are smashing customer engagement targets and most importantly, how do they translate to pharma?	Panel: My Top Tips for Global Success Fabrizio Caranci, Director, Global Marketing Vaccines, Merck Mohammed Ali, Global Head Digital Development, Boehringer Ingelheim Piers Dickinson, Head of Global Digital Communications, CSL Where do you start when your company decides to branch beyond the U.S? Do you need to hire marketing experts from designated countries or can you deploy from your HQ? What nuances do you need to know from country to country? Is it possible to develop an effective marketing campaign on a global scale or is a siloed geo approach better? Join our forward-thinking panelists who now all tackle a global digital marketing campaign for their business and learn what has enabled them to really push their brand and sales forwards.
1:00			
1:30	Lunch		
	Focus area: "BEYOND THE PILL"	Focus area: BIGGEST WINS ON SOCIAL	Focus area: INVESTING IN INNOVATION
2:30	Executive Interview: Spotlight on clinical trials - What are the reputational risks or gains of direct to consumer clinical trials? Jennifer Wulff, Director, Clinical Innovation, Pfizer Is there a different way of enabling the patient to learn about trials? How do you reduce the burden on patients? Will IOT satisfy the self-sufficient mindset of the patient? What are the latest BYO devices, Apps and E-Consent successes and failures to watch out for? To access data from more sources, you will also need to share your trial data with other collaborators to advance in the digital world; discuss your biggest reservations.	Ensure Value Add Annie Sullivan , Director of Social Media, AstraZeneca Listen to the story of a tech giant's great tech innovation which never took off because of failing to take the whole patient journey into consideration – a lesson to be learnt for all!	New & emerging technologies impacting pharma Jim Mangione, Director, Emerging Technologies & Mobile Architecture, Pfizer Join a whirlwind tour of the latest advances in conversation UI and digital assistants, the proliferation of IoT in healthcare, convergence of connected home and health, plus next generation mixed reality experiences and new technologies impacting every aspect of our patient's journey!
3:00	Case study: Ignore holistic at your peril! Soham Wagh Senior Marketing Manager, EMAP and Europe, Classic and Established Products, GSK Listen to the story of healthcare start-up and telecom giants tech innovation which never took off because of failing to take the whole patient journey into consideration – a lesson to be learnt for all!	Instagram in the spotlight: Do pictures paint a thousand words for patients and practitioners? Contact Aimee Croke to speak @ Aime.Croke@knect365.com How are you keeping up with the insta-generation. Learn how to reduce your copy writing whilst increasing impact?	Panel discussion: If you had an extra \$1 for every sale, how would you reinvest it into your digital campaign? Alison Tapia, Director, Digital/Multichannel Marketing, Allergan Eric Gallardo, Head of Digital, Data, Analytics and Innovation, GSK It is unfortunately the case a lot of the time that re-investment does not seem to increase at the same pace as sales targets. But what if you could re-invest at the same rate of sales coming in. Where and what would you invest in to optimize money per audience, per channel, campaigns and demonstrate an ROI. Join our expert panel discussion who make these decisions daily!
3:30	Afternoon Break		
4:00	Ideas lab: If the patient wants holistic; what can we offer them? Amit Pherwani, Director Digital Marketing, Novo Nordisk Loreen Babcock, CMO, Montifore Listen to our experts brainstorm and share their tried and tested holistic offerings which have empowered the patient and ultimately led increased sales. How can digital help provide a more wholesome package to the patient?	In the spotlight: The era of safe social for practitioners Contact Aimee Croke to speak @ Aime.Croke@knect365.com Practitioners taking other practitioners' advice is not a new concept however digitalization has enabled this to take place on a huge scale virtually as well as globally with the almost saturation of safe social platforms. Get the latest tips on how to exploit this channel to evolve your HCP campaigns going forwards.	
4:30	Ask us anything! How do you want to get the most out of your social media channels? Contact Aimee Croke to speak @ Aime.Croke@knect365.com When did you last have the chance to get first hand advice from the creators of the social media channels you are trying to use? How far will social media take you with the patient? Can social media break down patient access to scientific literature? Are branded or unbranded pages more successful? How do you use LinkedIn analytics and google analytics properly?... Get some practical advice and quick wins which you can implement tomorrow to improve those KPIs	Deep Dive: Reinventing the role of Medical Affairs Deborah Long, VP Medical Affairs, Vertex Pharmaceuticals Join these industry experts to learn how to transform Medical Affairs into a competitive advantage and drive your ROI. How has the role of the Medical Affairs team evolved? How can medical affairs help to influence key purchasing decisions? What are the key capabilities you need to build an effective medical affairs team? How do you embed medical affairs across the value chain? ... Make sure you have the plans in place to develop this crucial resource!	C -Suite Masterclass: Organizational Preparedness A more complex healthcare universe than ever, more channels, more data, more competition! How do you keep your house in order for success? Ozgun Demir, Director - Digital Strategy, Novartis Case Study – How to set up a digital centre of excellence that drives a value relationship with brands Rich Palizzolo, Global Digital Strategy Lead, Bluebird Bio How can you close the loop - from development to commercialization and back? How can you remove siloed functions to achieve omnichannel internally? Who is your next crucial strategic hire? What are the top 10 questions a CMO should ask themselves?... join your senior peers to mind map a structure that can master data and digital to stay on top!
5:30	Opening Night Networking Reception		

Are your
Strategic
Moves Bold
Enough?

ADAPTING YOUR BUSINESS MODEL TO A DIGITAL ERA



**DAVID
SHING**



**AMBER
CASE**



**DAN
SEEWALD**

8:45 **Welcome from your 2019 Host**

9:00

Trendspotting: Future Insights from a Digital Prophet

DAVID SHING, Digital Prophet, **Oath, a Verizon Company**

David Shing is Oath's digital prophet, working across the globe to identify new opportunities for the business. Get insight into the latest trends and the future of the web to provide insight on the evolving digital landscape.

9:30

Executive Interview: My Tips to Survive in Digital

DAN SEEWALD, Worldwide Innovation Group Leader, Senior Director **Pfizer**

Hear from our guest executive as they share their vision of a seamless digital campaign in a regulated market. What are the dos and don'ts? How do you break the silos internally? What have been the big wins and not so big along the way?

10:00

Ask me anything about regulations and compliance!

ZOE DUNN, President & CEO, **Hale Advisors**

SHEETAL PATEL, Head, Regulatory Advertising & Promotion, **Janssen**

Despite the pharma industry being one of the most heavily regulated markets in the world; the e-pharma industry still lacks regulatory guidance. What do you need to know to avoid second guessing regulatory obstacles in an era of increasingly complex big data and multi-channels? Why does it feel that everything is moving more slowly in Pharma compared to other markets where digital is the norm? What is the thinking behind reducing the cost of drugs? Does it directly benefit the patient?

10:30

We are all Cyborgs Now: The Future of AI and Human Machine Interactions

AMBER CASE, *Cyborg Anthropologist, Author, **Calm Technology: Designing for the Next Generation of Devices***,

fellow at **Harvard University's Berkman Klein Center** for **Internet and Society**, Visiting Research at the **MIT Center for Civic Media**

Our world is made of information that competes for our attention. What is needed? What is not? We cannot interact with our everyday life in the same way we interact with a desktop computer. *Calm technology* describes a state of technological maturity where a user's primary task is not computing, but being human. The idea behind *Calm Technology* is to have smarter people, not things. Technology shouldn't require all of our attention, just some of it, and only when necessary. Amber Case studies the symbiotic interactions between humans and machines — and considers how our values and culture are being shaped by living lives increasingly mediated by high technology. But will these machines ultimately connect or conquer us? Case offers surprising insight into our cyborg selves.

11:00 Morning Networking Break

11:30: Break Out Sessions Begin

DAY TWO AGENDA: BREAK-OUT SESSIONS

	Focus area: ARE YOU SPEAKING YOUR CUSTOMER'S LANGUAGE?	Focus area: GETTING DATA IN ORDER
11:30	How can Healthcare Content Forge Human Connections? Sandra Velez, Oncology Marketing Communications Leader, Merck Hans Riis, Content Strategist, Merck Powerful communications can forge human connections, but are there differences between how we connect with content as consumers and as professionals? In this presentation we will examine the similarities and differences to explore how we can better connect with the right message, in the right channel, at the right time? And shift the paradigm from relevant healthcare content to real human connections.	10 Do and Don'ts with Your Data Dan Tierno, Strategic Implementation Manager, Bayer Data is a marketer's biggest asset but can also be their biggest headache. Listen to our data expert as they take you through a series of case studies and lessons learned for data management! You'll be guaranteed to go back to the office and introduce actionable insights to meet your objectives going forward.
12:00	How is content being digested? Dr Zakiuddin, Ahmed KOL Dr Grace Cordovano, Private Patient Cancer Advocate How has digital changed the way we access content? How can you keep continuity in a campaign across channels? Is Short form video the way forward? How to decide the best medium for your message?	Machine Learning in Pharma Marketing: Hype, Hope or Happening? Daniel Gomes, former Senior Director, Regional I&I Lead, Emerging Markets Asia, Pfizer Beyond the buzzwords...What are we really talking about? Demystifying Machine Learning...How does it work? The Hype...Where are we at in the "hype cycle" for machine learning? The Hope...How could Machine Learning be useful for my business? The Happening...What has actually been done?
12:30	Case Study: The bitesize way. Contact Aimee Croke to speak @ Aime.Croke@knect365.com A look at how one business approached creating agile content across digital channels without being lost in translation!	How far will AI take you? Irving K Loh MD Co-founder & Chief Medical Officer, INFERMEDICA Principal Investigator, Millennium Clinical Trials Ventura Heart Institute AI is the future...any questions? Get your chance to grill the providers about where AI can help you here and now! Where can AI fit into your customer journey? What channels are best suited to AI? How can AI streamline the reordering process? What is the role of Alexa in healthcare? How is AI linked to compliance? Take your chance to consider the practical application of AI for your business!
1:00	Lunch	
	FORMAT: DEEP DIVE: PERSONALIST TO CAREFLOW	FORMAT: DEEP DIVE – THE DIGITAL SALESMAN
2:00	Executive interviews: 5 examples which prove that hyper-personalization will continue to grow in importance. Richard Rowe, Head of Professional & Pharmacy Marketing, Johnson & Johnson Listen our execs tell their top success story when personalizing to the customer made a huge difference to the customer. Hear how they came up with the idea and executed it to become more patient centric and see engagement soar.	Debate: Is Omnichannel the End of the Salesforce? Kristen Winters, Integrated Multi Channel Marketing, Bayer Proposer: Medical affairs functions coupled with digital marketing will make the traditional sales function redundant Opposer: The salesforce will always exist – medical affairs function will not replace but add to the sales bow
2:30	CareFlow – reimagining the customer decision journey (CDJ) Contact Aimee Croke to speak @ Aime.Croke@knect365.com Linear and sequential logic does not represent patient behavior! How can CareFlow make marketing more effective, dynamic, and targeted? Join this masterclass on CareFlow and the implications for marketers. What are the five stages of the CDJ? Where are the vital points of interaction across the journey? How to understand the importance of points along the journey for different diseases?... get the expert understanding needed to allocate your attention and investment accordingly!	In an era of Big data, AR/VR, and Alexa how can you empower the Salesforce of tomorrow? Richard Stein, Senior Manager of Inside Sales, Amgen How can you make a compelling reason for a physician to see your salesforce? How do you build an understanding between sales & marketing? What are the best tech tools to make a presentation come alive? How to get the most from infographics? What are the key responsibilities of the salesforce in a digital era?
3:00		Are you developing your sales for success? Dan Moore, Director, NA Sales Manager Development Mylan What is the value of behavioral based assessments? How can you customize field and sales leadership development plans? What tools can you use to increase effectiveness of field sales and leadership?
3:30	Close of Day Two	

DAY THREE THURSDAY, MARCH 21ST

WORKSHOPS & EXCURSIONS

Executive Presentations Micro-Bootcamp

Facilitator: Julie Anixter, Founder, Ensemble.Works, Fellow, Signal Analytics

You have to communicate bigger and bigger data to audiences with shorter attention spans. Now you have to build trust instantly too - live and virtually. You have to inspire people to take action, to engage in turbulent times. Communications pro Julie Anixter shares the lessons from Seth Godin's approach to Modern Marketing and Anett Grant's Executive Speaking in this hands-on workshop to help you up your presentations skills.

TrenzWalk in NYC:

The world is speeding up faster than ever and you need to be as far as five years ahead just to keep up with this new pace. Decision makers and innovators must not only anticipate the future of the industries they work in, but also the future of society and technology as well. Participating in a TrenzWalk will bring you where the fun, action, danger and pain are- The foundations for capturing trends in their infancy. Today's business leaders must get closer and deeper to reality to connect to consumers. The TrenzWalk will bring you to a higher platform for observing societal changes and give you an opportunity to get a hands-on understanding of the processes of identifying, deciphering, and utilizing trends.

HAVE BETTER CONVERSATIONS WITH MORE POTENTIAL PARTNERS

The networking exhibit hall format at the NY Hilton and comprehensive content coverage will ensure you connect with as many pharma marketing leaders, brand owners, and agencies to meet your business goals.



Lead Generation

Shake hands with qualified decision-makers in need of your products and services. Secure a turnkey kiosk to streamline your event setup preparations.



Thought Leadership

Demonstrate your expertise contributing client case studies and participating in panel discussions.



Brand Awareness

Ensure that your event presence and brand make a lasting impression on clients, prospects, and partners.



Messaging

Engage delegates before, during, or after the event through a wide range of digital and onsite messaging opportunities.



Custom Opportunities

Work with us to customize opportunities to match your marketing goals and budget.

Please contact Aimee Croke at (617) 645-4794 or email Aimee.Croke@knect365.com for more information about exhibit and/or sponsorship opportunities.

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THANK YOU TO OUR MEDIA & ASSOCIATION PARTNERS



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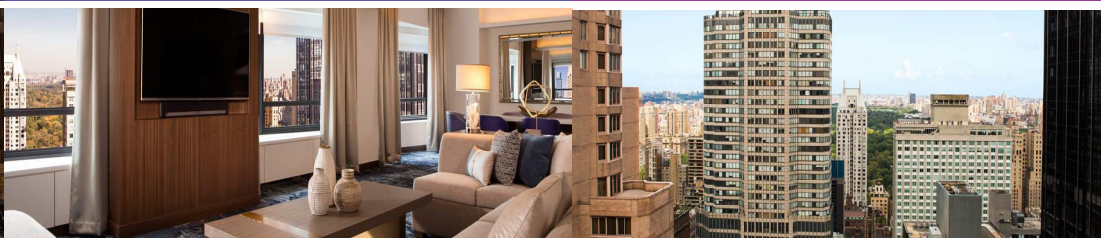
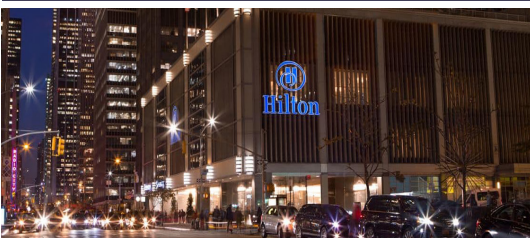
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REGISTRATION PACKAGES FOR PHARMA/BIOTECH

	REGISTER BY December 7 th	REGISTER BY January 11 th	REGISTER BY February 15 th	Standard & Onsite
3 Day Experience (Mar. 19-21)	\$2,095	\$2,295	\$2,395	\$2,495
2 Day Experience (Mar. 19-20)	\$1,795	\$1,995	\$2,095	\$2,195
2 Day Experience (Mar. 20-21)	\$1,745	\$1,995	\$2,095	\$2,195

REGISTRATION PACKAGES FOR AGENCIES/ SOLUTION PROVIDERS/TECHNOLOGIES & SERVICES

3 Day Experience (Mar. 19-21)	\$2,595	\$2,795	\$2,895	\$2,995
2 Day Experience (Mar. 19-20)	\$2,295	\$2,495	\$2,595	\$2,695
2 Day Experience (Mar. 20-21)	\$2,295	\$2,495	\$2,595	\$2,695

DATE AND VENUE

March 19-21, 2019
New York Hilton
1335 Ave of the Americas
New York, NY 10019
Phone: (212) 586-7000

A block of rooms is on hold at the host hotel for ePharma attendees. Reserve your room directly with the NY Hilton by calling (212) 586-7000 and requesting the group rate for ePharma. Discounted rates are available until February 18th, 2019, or until sold out.

REGISTRATION DISCOUNTS ARE AVAILABLE IF

- Your company is speaking or sponsoring, you qualify for a 10% discount off the current registration rate
- You are a Government, Not-for-Profit or Academic Professional, you qualify for a 30% discount off the standard rate

ATTEND IN A GROUP & SAVE!

Save

\$100 off the current rate
\$250 off the current rate
\$500 off the current rate

Send

Group of 2
Group of 3-4
Group of 5+

EPHARMA LOVES START-UPS

It's tough to launch a start-up! We get that. So first-time start-ups to ePharma

that meet the following eligibility criteria get special consideration:

- Have been created in the past five years
- Have fewer than ten employees
- Be developing new therapeutic products, technology platforms or digital medicine technologies.
- Aggregate financing of USD 12 million or less

For more information about this reduced rate, please contact Kacey Anderson at Kacey.Anderson@knect365.com

GROUP CONCIERGE

The best inspiration and best output comes from getting your team outside the office and into an environment that cultivates learning and enhances creativity. ePharma has a dedicated Group Attendance Concierge to create custom packages with your conference and business objectives in mind. The larger the team, the greater the benefits available to you. Please contact Kacey Anderson, Kacey.Anderson@knect365.com, to begin creating your organization's personalized group experience today.

PAYMENTS

Due to unforeseen circumstances, the program may change & KNect365 reserves the right to alter the venue and/or speakers. Payments may be made by check, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute" for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: M3106. If payment has not been received prior to registration the morning of the conference, a credit card hold will be required.

AUXILIARY AID

Any disable individual desiring auxiliary aid for this conference should notify KNect365 at least 3 weeks prior to the conference in writing, by faxing 212.661.6045.

INCORRECT MAILING INFORMATION

If you are receiving multiple mailings, have updated information, or would like to be removed from our database, please contact our database department at 646.895.7417.