

The logo features a stylized 'PSI' in blue, with the 'S' overlapping the 'P' and 'I'. To the right of this is the year '2024' in a large, bold, blue font. Below '2024' is the word 'CONFERENCE' in a smaller, spaced-out, blue font.

PSI 2024

CONFERENCE

A scenic view of a canal in Amsterdam, showing colorful buildings along the water's edge under a blue sky with light clouds. The buildings are multi-story and feature various colors like red, yellow, and blue. The water is calm and reflects the sky and buildings.

Sponsorship and Exhibition Opportunities

AMSTERDAM

BEURS VAN BERLAGE
16-19 JUNE 2024

Please contact Aiden Flynn at aiden.flynn@exploristics.com to discuss the sponsorship and exhibition opportunities further.

For general conference queries please contact the organising team at PSI2024@wearemci.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, PSI has over 1000 members and a broader network of more than 4000 people; members include statisticians, data scientists 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 2024 PSI Conference will be taking place at Beurs van Berlage in Amsterdam, Netherlands. The 2024 conference is held over a three day period and made up of plenary sessions, parallel

sessions and a poster display. Breaks (coffee and lunch) taken throughout the day are located within the exhibition area permitting maximum exhibitor exposure to all delegates. 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 2024 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.

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 16 June. All stands must be dismantled directly on Wednesday 19 June and the area totally cleared by 17:00. Exhibitor passes allow access to the exhibition area only. If you would like to upgrade the pass to a full delegate place it is only an additional €630 per person. Dinner, bed and breakfast costs are additional. Additional exhibitor passes can be purchased for €885. Exhibiting companies must provide their own public liability insurance.





Sponsorship Opportunities

The exhibition will take place in the main event space at Beurs van Berlage in Amsterdam. All session rooms are also located in this area of the venue. Tea, coffee and lunch will be served within the exhibition area.

Gala Dinner Sponsorship

€10,000 + VAT - **EXCLUSIVE**

- Two complimentary Gala Dinner passes
- Opportunity to provide a speech at the Gala Dinner
- Logo on the Gala Dinner Menu
- Company sponsorship promoted within the app
- Banner advert on PSI landing page for three months
- Option to sponsor a plenary/parallel session subject to the consent of all speakers in the session
- Access to delegate list post conference

Gold Sponsorship

€9,500 + VAT

- Priority placement of exhibition stand (5 x 2m) ensuring excellent footfall. Exhibitor chooses from one of four floorplan locations reserved for Gold Exhibitors
- Table, two chairs and power supply
- Sponsoring company to be promoted to all PSI members via a dedicated newsletter
- Two complimentary exhibitor passes including two Gala Dinner tickets
- Your company logo prominently projected at the opening and closing sessions
- Company sponsorship promoted within the app
- Logo representation on the PSI website and mobile app as a gold sponsor
- Access to reserved conference room for private meetings with clients (subject to availability)
- Access to delegate list post conference

Silver Sponsorship

€8,000 + VAT

- Exhibition stand (5 x 2m) in the main exhibition
- Table, two chairs and power supply
- Two complimentary exhibitor passes including two Gala Dinner tickets
- Company sponsorship promoted within the app
- Logo representation on the PSI website and mobile app
- Access to delegate list post conference





Sponsorship Opportunities

Bronze Package

€6,000 + VAT

- Single (3 x 2m) stand space in the main exhibition area
- Table, two chairs and power supply
- Two exhibitor passes Gala Dinner tickets included
- Company sponsorship promoted with the app
- Logo representation on the PSI website as a conference sponsor
- Access to delegate list post conference

Plenary Session

€5,000 + VAT

- Included in conference programme and session description as plenary session sponsor
- Company sponsorship promoted with the app
- Company message displayed as a slide whilst attendees wait for the session to start
- Logo prominently projected between speakers

Parallel Session

€3,000 + VAT

- Included in conference programme and session description as parallel session sponsor
- Company sponsorship promoted with the app
- Company message displayed as a slide whilst attendees wait for the session to start
- Logo prominently projected between speakers

Roundtable Discussion Groups

€2,500 + VAT

- Interactive and informal discussion groups on a topic of your choice
- Being the only sponsor gives the exclusivity of being the only vendor-led discussion on the topic
- Small groups (10-15) of delegates and decision-makers are brought together in 45-minute discussion that enable participants to share ideas and lessons learned
- Delegates sign up to your roundtable discussion in advance
- Opportunity to request additional support to attract the right audience

Breakfast Meetings

€3,500 + VAT

- Interactive and informal discussion groups on a topic of your choice
- Being the only sponsor gives the exclusivity of being the only vendor-led discussion on the topic
- Delegates and decision-makers are brought together in 45-minute discussion that enable participants to share ideas and lessons learned
- Delegates sign up to your roundtable discussion in advance
- Meeting held prior to the first conference session each day
- Breakfast included





Sponsorship Opportunities

Conference App

€8,000 + VAT

- The Conference App will provide a detailed and interactive programme for the conference
- Sponsoring company to be promoted to all PSI members via a dedicated newsletter
- 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
- Access to delegate list post conference

Poster Session

€8,000 + VAT - **EXCLUSIVE**

- £1,000 goes towards poster prizes (4x £250)
- Opportunity to provide a 2 minute pitch during the 1 hour "Gone in 60 seconds (Poster Review)" session.
- Your company logo prominently displayed during the 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
- Access to delegate list post conference

Lanyards

€7,000 + VAT

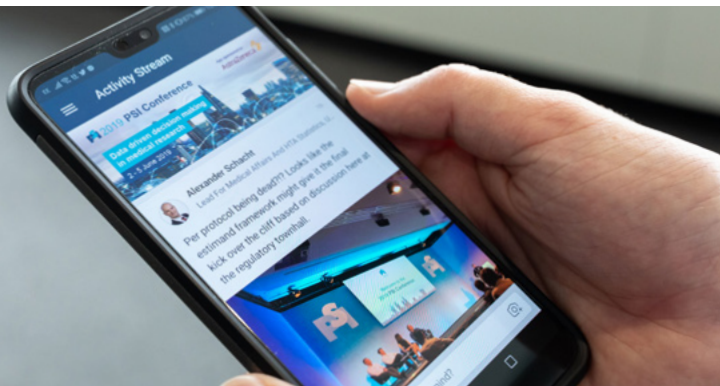
received by each delegate - **SOLD**

- 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
- Access to delegate list post conference

Protect the Environment

TBC

- Offset the carbon footprint of the conference
- Company logo displayed at the opening and closing sessions
- Sponsorship promoted at the opening and closing sessions
- Company sponsorship promoted with the app
- Logo representation on the PSI website





Sponsorship Opportunities

Sunday Evening Welcome Reception

€8,000 + VAT

- Opportunity to host the welcome reception for the conference
- Opportunity to provide a 2 minute pitch during the event
- 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
- Access to delegate list post conference

Monday Off-site Networking and Social Event

€8,000 + VAT

- Opportunity to host the Monday evening off-site social event
- Opportunity to provide a 2 minute pitch during the event
- 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
- Access to delegate list post conference





Sponsorship Payment & Deposits

All sponsorship items are listed here in Euros. VAT will be applied if applicable. A deposit will be taken for each sponsorship item at time of booking with the balance to be paid by 12th March 2024. Sponsorship items bought after this date must be paid in full at the time of booking. Additional costs relating to international payments, currency exchange or alternative payment methods need to be borne by the Sponsor.

To discuss the sponsorship and exhibition opportunities listed within this prospectus please contact Aiden Flynn at aiden.flynn@exploristics.com

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

2024 PSI Conference Organising Team
MCI UK Ltd
Unit 24/22 South,
Building 4000,
Langstone Park,
Langstone Road,
Havant
PO9 1SA

Email PSI2024@wearemci.com