



# Media Pack

## 2019

Designed to both assess and reward the competencies and potential of pharma marketers, the PharmaTimes Marketer of the Year competition identifies and benchmarks marketing talent within pharma organisations.

Following on from the success of last year's 25<sup>th</sup> anniversary, the prestigious PharmaTimes Marketer of the Year competition opens its doors for entry - continuing it's history as a platform for marketing excellence.



### CATEGORIES

Aspiring Marketer of the Year

New Marketer of the Year  
(0-3 years)

Marketer of the Year  
(4 years plus)

National Market Access Lead  
of the Year

Aspiring Business Unit Director

Commercial Cross Functional  
Team of the Year

Company of the Year

### ENTRY PROCESS

Individuals and teams can register their entries or nominations online at [pharmatimes.com/marketer](http://pharmatimes.com/marketer). Entries are screened by the executive steering group and finalists are announced in September.

Finalists compete in real-life challenges devised and judged by senior marketing and healthcare leaders.

All finalists receive qualitative and quantitative feedback from the judges and a signed certificate of achievement. They will also be provided with a competency spider-gram that benchmarks them against the other contestants.

### STEERING GROUP

The Marketer of the Year steering group and judging panel comprises of both senior industry leaders and key stakeholders. This esteemed committee of professionals provides a vital role in helping PharmaTimes to design the competition so that its content accurately reflects the latest business thinking and the environment in which marketers are working.

### JUDGING DAY

Finalists will take part in category-specific, on-the-day case-study challenges, developed by an expert panel.

By including marketers' customers on the judging panel, we are able to ensure that the PharmaTimes Marketer of the Year competition both identifies those individuals and teams who understand the needs of the customer, and rewards the best in their field.

### AWARDS CEREMONY

All finalists will be invited to the high-profile awards ceremony, where their success will be celebrated alongside other industry leaders.

The ceremony, to be held in November in central London, will coincide with the presentation of the PharmaTimes Communications Team of the Year 2019 and the Sales Awards.

The evening for the 2018 awards ceremony included 58% Pharma Industry and 38% Agency attendees.



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## SPONSORSHIP OPPORTUNITIES

There are a number of exclusive sponsorship opportunities at the awards ceremony and gala dinner, which will take place this November in London.

The event is attended by hundreds of pharma professionals and leaders, making it the ideal platform from which to raise your company profile.

The logos of our sponsors are used on all marketing material throughout the competitions' promotional build up, with exposure to PharmaTimes' considerable print and digital subscribers and social media followers.

A number of additional 'on the night' sponsorship opportunities are available to suit a range of budgets.

The exposure and profile generated for sponsoring organisations is second to none. A number of our sponsors have maintained long-term support for the event, demonstrating the clear return on investment.

This year's ceremony will include presentations for Communications Team of the Year and the PharmaTimes Sales Awards. **Discounts are available for companies sponsoring more than one competition.**



## CONTACT:

For sponsorship enquiries please contact:

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## SPONSORSHIP PACKAGES

### Premium

- Membership of the executive steering group
- Category sponsorship
- Presentation of the award for your sponsored category
- Table of 10 at the gala dinner
- Poser table and branding at the drinks reception at the gala dinner
- Branding on pre and post event material
- Branding on every page of [www.pharmatimes.com/marketer](http://www.pharmatimes.com/marketer)
- On-screen branding at the gala dinner
- Full page advert in the book of the night
- Full page thought leadership article in PharmaTimes magazine

### Silver

- Category sponsorship
- Presentation of the award for your sponsored category
- Table of 10 at the gala dinner
- Poser table and branding at the drinks reception at the gala dinner
- Branding on pre and post event material
- Branding on every page of [www.pharmatimes.com/marketer](http://www.pharmatimes.com/marketer)
- On-screen branding at the gala dinner
- Full page advert in the book of the night
- Half page thought leadership article in PharmaTimes magazine

### Bronze

- Three seats at the gala dinner
- Poser table and branding at the drinks reception at the gala dinner
- Branding on pre and post event material
- Full page advert in the book of the night

### Additional opportunities

- Sponsor of the ticket and e-ticket packs (include your business card) £3,500
- Sponsorship of the seating plan £1,500
- Full page advertisement in the official event programme £1,500
- Sponsorship of the menu inside the official event programme £750
- Logo inside the official event programme £500
- Sponsor the host £5,000
- Sponsor the feedback £1,500
- Table gift £2,000 (plus gift)

## EARLY BIRD!

Ask about our early bird discount for bookings taken in 2019

And remember – the earlier you book, the more coverage you will receive in pre event marketing