

MEDIA PACK 2021

PharmaTimes
**SALES
AWARDS**
2021

CONTACT:

For more information please contact:

Anna Yearley
E: anna.yearley@pharmatimes.com
T: 01372 414 283

SPONSORSHIP OPPORTUNITIES

There are a number of exclusive sponsorship opportunities for the competition which span the timeline from launch through to the awards gala dinner, the ceremony will take place this November in London.

The event is attended by 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 Marketer of the Year and Communications Awards.

Discounts are available for companies sponsoring more than one competition.

SPONSORSHIP PACKAGES

(All sponsorship packages are bespoke, packages and prices available on request).

Packages can include:

- 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 pre-awards drinks reception
- Branding on pre and post event material
- Branding on every page of www.pharmatimes.com/sales
- Onscreen branding at the gala dinner
- Full page advert in the book of the night
- Thought leadership articles

• Other opportunities:

- Sponsor of the ticket and e-ticket packs
- Sponsorship of the seating plan
- Advertise in the official event programme
- Sponsorship of the menu inside the official event programme
- Sponsor the host
- Table gifts
- Photo booth

EARLY BIRD

If you book before the end of August 2021 you'll get a 10% discount.

The earlier you book the more coverage you will receive in pre event marketing.



PharmaTimes SALES AWARDS 2021

With rigorous entry and judging standards, the PharmaTimes Sales Awards is designed to recognise the very best sales professionals in our industry today.

WHY ENTER INTO THE COMPETITION?

Candidates can test and develop their creative, presentational, and leadership skills in the unique and enjoyable challenges. Feedback on each contestant is available from a panel of industry experts, providing an exceptional opportunity for personal reflection.

This competition offers a real opportunity for NHS sales professionals to showcase their learnings from the past 18 months and how these learnings can help to career proof each candidate's sales career.

Winning 1st prize in a category is an industry-renowned accolade and is sure to bolster the winners' profile amongst the pharma sales community. A fantastic reward for a year of innovation and adaptation.

ENTRY PROCESS

Individuals can register their entry via our new online portal, making it easier for candidates to keep track of their entries - pharmatimes.com/sales_awards/enter

Entrants will supply details of 5 healthcare professionals who would be able to provide feedback to support their entry. Our judges will then contact the HCP's for feedback and an initial evaluation score will be calculated based on set criteria. Those individuals with the top scores in each category will progress onto the virtual finals day.

CATEGORIES

The categories have been designed to offer an entry point for a wide variety of sales professionals and of all experience levels.

Primary
Care Sales
Professional
of the Year

Secondary
Care Sales
Professional
of the Year

Account
Manager
Newcomer
of the
Year

Sales Manager
of the Year

NEW
FOR
2021

Market Access
Lead of the Year

STEERING GROUP

The Sales Awards 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 sales professionals are working.

JUDGING DAY

The finals day will see the candidates compete in new and improved virtual challenges designed to test clinical, tactical, and innovative skills. The entrants will be judged by a panel of industry experts, on hand to deliver feedback with the aim to develop and improve candidates skills and knowledge of their field.

The inaugural virtual finals day of 2020 was a great success and this year aims to further build upon the platform.

AWARDS CEREMONY

PharmaTimes hopes to deliver a live gala dinner and awards ceremony where their success shall be celebrated alongside industry leaders.

The ceremony, due to be held at The Chelsea Harbour Hotel, will coincide with the results of the 2021 Marketer of the Year and Communications Awards.

Gala dinner & awards ceremony:
18th November 2021

