



Pmsa

PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

MAY 18-21, 2025 • THE DIPLOMAT BEACH RESORT • HOLLYWOOD, FL

2025

ANNUAL CONFERENCE

ELEVATING ANALYTICS THROUGH
HUMAN & ARTIFICIAL INTELLIGENCE



**SPONSOR & EXHIBITOR
PROSPECTUS**

The Pharmaceutical Management Science Association



About PMSA

The Pharmaceutical Management Science Association (PMSA) is a not-for-profit organization of over 4,000 analytics professionals. The mission of PMSA is to efficiently meet society's pharmaceutical needs through the use of management science. The key points in achieving this mission are:

- » Raise awareness and promote use of Management Science in the pharmaceutical industry.
- » Foster sharing of ideas, challenges and learning to increase overall level of knowledge and skill in this area.
- » Provide a training opportunity to ensure continual growth with Pharmaceutical Management Science.
- » Encourage interaction and networking among peers in this area.
- » Create an opportunity for reflection, relaxation, and rejuvenation for members and guests.

We accomplish this mission by convoking an Annual Conference of our membership.

About the PMSA Annual Conference

PMSA has held an Annual Conference since inception to bring together analytics professionals in the pharmaceutical/biotech industry to discuss innovative analytical methods, emerging data sources and best practices in application to help our companies make data driven, strategic decisions. It helped bring value to the bottom line of the pharmaceutical/biotech industry (manufacturers and suppliers alike). The areas of focus in the Annual Conference typically include innovative data sources, data platform, predictive analytics, promotion response analytics, patient analytics, payer analytics, sales force sizing/structuring, targeting and segmentation, incentive compensation and forecasting. Analytics talent development topics were also included, such as mentoring and storytelling.

2025 Conference: Leading Edge Insights, Coastal Views



This Year, Attendees will Gather in Hollywood Florida to:

- » Get inspired by thought leaders
- » Connect analytics methodologies with business applications
- » Gain knowledge on innovative data sources
- » Learn about the capabilities of data science suppliers
- » Stay on top of industry evolution
- » Expand professional networks
- » Understand real life business challenges
- » Receive hands-on training on innovative methodologies
- » Break organizational silos

Why Sponsor The PMSA Annual Conference?

- » Reach 400+ attendees and participants from 50+ unique Pharma and Biotech companies across all regions in the U.S.
- » The Annual Conference attendees have been balanced across manufacturer/suppliers and functional areas.
- » Reach members through pre- and post-Annual Conference activities, such as newsletters and webinars.
- » The Annual Conference is the only event where sponsors can engage with current and prospective Pharmaceutical Analytics leaders across many Pharma and Biotech companies.

For more information about PMSA and the annual conference, visit www.pmsa.org.

2025 Sponsorship Opportunities & Exhibitor Packages

Conference Sponsorships and Benefits

SPONSOR LEVEL	PRIMARY BENEFITS
Diamond <i>(Limit 3)</i> \$45,000	<ul style="list-style-type: none">» One 10'x 20' booth in a prime location chosen by sponsor, with two 6' x 30" skirted table, four side chairs and two waste baskets» Three complimentary registrations» Logo and link on the event webpage» One large banner ad featured as part of the rotating graphic announcements at the top of the PMSA homepage through 2025» Recognition in the pre-conference emails» Recognition in "Know Before You Go" email» Pre and post event registration lists» Verbal recognition as sponsor of the Annual Conference during Welcome Address» Enhanced sign recognition» Slide loop recognition in the main session» Logo on the attendee bag» Opportunity to place promotional item in attendee bags» Opportunity to attend invitation-only pre-Welcome reception cocktail party» Opportunity to conduct a Sunday Tutorial workshop (2 – 3 hours), topic to be approved by PMSA» Opportunity to conduct one PMSA webinar (must be held between June 2025 - May 2026)
Sapphire <i>(Limit 5)</i> \$30,000	<ul style="list-style-type: none">» One 10' x 10' exhibit booth chosen by PMSA, includes: one 6' x 30" skirted table, two side chairs and one waste basket» Two complimentary registrations» Logo and link on the event webpage» One sidebar ad in the ad rotation on one of the page extensions of the PMSA website for the full calendar year, with the ability to swap out graphics twice, through 2025» Recognition in pre-conference emails» Pre and post event registration lists» Verbal recognition as sponsor of the Annual Conference during Welcome Address» Enhanced sign recognition» Slide loop recognition in the main session» Opportunity to place promotional item in attendee bags» Opportunity to attend invitation-only pre-Welcome reception cocktail party
Ruby \$25,000	<ul style="list-style-type: none">» One 10' x 10' exhibit booth chosen by PMSA, includes: one 6' x 30" skirted table, two side chairs and one waste basket» One complimentary registration» Logo and link on the event webpage» One sidebar ad in the ad rotation on one of the page extensions of the PMSA website through 2025» Recognition in pre-conference emails» Post event registration lists» Verbal recognition as sponsor of the Annual Conference during Welcome Address» Sign recognition» Slide loop recognition in the main session» Opportunity to attend invitation-only pre-Welcome reception cocktail party

2025 Sponsorship Opportunities & Exhibitor Packages

Additional Sponsorships Opportunities

EXHIBIT FAIR ONLY – BOOTH	COST
<ul style="list-style-type: none"> » One 10' x 10' exhibit booth - includes: one 6' x 30" skirted table, two side chairs and one waste basket » One complimentary registration to the Annual Conference » Recognition in "Know Before You Go" eblast to attendees 	<p>\$10,000</p>
SUNDAY NIGHT WELCOME RECEPTION	COST
<ul style="list-style-type: none"> » Sign recognition at the Opening Reception » Sign recognition at the Annual Conference » Link on Annual Conference webpage for one year » Recognition in "Know Before You Go" eblast to attendees » Logo and link on Annual Conference webpage for one year » Dedicated Social Media post before event » Recognition in app push notification before event » Opportunity to create a custom-named drink 	<p>\$15,000 <i>Limited to 1 Sponsor</i></p>
MONDAY NIGHT SOCIAL EVENT	COST
<p><i>This sponsorship is available either as one sole sponsorship at \$30,000 or three sponsorships* at \$10,000 each</i></p> <ul style="list-style-type: none"> » Sign recognition at the Social Event » Sign recognition at the Annual Conference » Recognition in "Know Before You Go" eblast to attendees » Logo and link on Annual Conference webpage for one year » Verbal recognition during opening remarks of conference on Monday » Recognition in app push notification before event » Opportunity to create a custom-named drink 	<p>\$30,000 <i>Limited to a Maximum of 3 Sponsors</i></p>
"WOMEN IN ANALYTICS" LUNCHEON	COST
<p><i>This sponsorship is available either as one sole sponsorship at \$30,000 or two sponsorships at \$15,000 each</i></p> <ul style="list-style-type: none"> » Sign recognition at the "Women in Analytics" Luncheon » Sign recognition at the Annual Conference » Logo and link on Annual Conference webpage for one year » Recognition in pre-conference emails » Dedicated Social Media post after the event » Post event registration list 	<p>\$30,000 <i>Limited to a Maximum of 2 Sponsors</i></p>

*Sponsors must be identified and agree to split the sponsorship at the time of reservation.

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2025 Sponsorship Opportunities & Exhibitor Packages

Additional Sponsorships Opportunities

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COFFEE SPONSOR	COST
<ul style="list-style-type: none">» Verbal acknowledgment for sponsoring the break during day of Welcome Address» Sponsor signage in coffee/refreshment area» Logo and link on Annual Conference webpage for one year» Recognition in app push notification before first coffee break of the day» Recognition in the on-site email on the day of sponsorship	\$10,000 <i>Limited to 2 Sponsors, One Per Day</i>

WI-FI SPONSOR	COST
<ul style="list-style-type: none">» Sponsor can name the Annual Conference wi-fi password (8-character limit)» Verbal recognition during Welcome Address» Sign recognition at the Annual Conference» Logo and link on Annual Conference webpage for one year» Recognition in "Know Before You Go" eblast to attendees	\$10,000 <i>Limited to 1 Sponsor</i>

SMART PHONE APP SPONSOR	COST
<ul style="list-style-type: none">» Logo on splash page of Annual Conference smartphone app» Sign recognition at the Annual Conference» Link on Annual Conference webpage for one year» Recognition in "Know Before You Go" eblast to attendees	\$8,000 <i>Limited to 1 Sponsor</i>

KEYCARD SPONSOR	COST
<ul style="list-style-type: none">» Logo and marketing message on one side of registered attendee's hotel room keycards» Sign recognition at the Annual Conference» Link on Annual Conference webpage for one year» Recognition in pre-conference emails	\$10,000 <i>Limited to 1 Sponsor</i>



THE DIPLOMAT BEACH RESORT • HOLLYWOOD, FL

Please note times are subject to change upon completion of final program – please visit www.pmsa.org for the latest schedule.

ASSIGNMENT OF EXHIBIT SPACES

Exhibit space will be assigned on a first-come, first-served basis once payment is received. PMSA reserves the right to rearrange the floor plan in the best interest of the show as a whole. Sharing space is prohibited. Ruling of PMSA shall be final with regard to use of the exhibit space.

APPLICATION / OCCUPATION / CANCELLATION OF EXHIBIT SPACE

Application for exhibit space must be made through the application link on the website.

Any space not claimed and occupied for which no special arrangements have been made by 4:00 PM, Sunday, May 18, 2025, may be resold or reassigned by PMSA to eliminate empty spaces in the exhibit hall. PMSA will not refund any part of the booth fee. Exhibitors may not assign or sublet any space allotted to them and may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.

Cancellation of booth space by March 18, 2025, will result in a \$250 release fee. If cancellation is made after March 18, 2025, PMSA will not refund the booth fees. Cancellation of exhibit space must be directed in writing to: PMSA Headquarters, 1024 Capital Center Drive, Suite 205, Frankfort, KY 40601 or via email at mvaughn@pmsa.org. **Booth space will not be assigned without full payment.**

OFFICIAL EXHIBIT DECORATOR

The official decorator will handle all decorating and exhibit furniture. The exhibit services kit outlines prices and instructions for securing special lighting, carpeting, wiring, telephone, computer rental or other special work in advance. The exhibitor services kit will be emailed to you around the middle of February. Please note deadline dates to order services.

Exhibitors are responsible for all freight, drayage, decorating and labor charges.

INSTALLATION OF EXHIBITS

Installation must take place on Sunday, May 18, 2025. Times TBD. Exhibits must be fully installed by 5:00 PM, May 18, 2025. No installation work will be permitted after this time without special permission from PMSA.

REMOVAL OF EXHIBITS

No exhibitor shall commence dismantling or packing product before the time officially announced as the closing of the show. Doing so will affect future participation. Crates and cartons will not be delivered prior to the close of show.

Exhibit removal must be completed by 7:00 PM on Tuesday, May 20, 2025. It is the responsibility of each Exhibitor to have material packed, identified and cleared for shipment by the removal time.

BOOTH CONSTRUCTION AND ARRANGEMENT

PMSA arranges for the erection of necessary draped backgrounds of uniform style. All exhibits must be confined to the special limits of the booth. The exhibit booth fee includes a 10' deep x 10' wide carpeted booth with an 8' high back drop, 3' high side drape, one 6' draped and skirted table, two side chairs, one waste basket and a 7" x 44" identification sign. No part of the display, except equipment therein, is permitted in excess of eight feet in height without prior permission granted by PMSA. No perpendicular obstruction eight feet or more in height may extend forward more than half the distance from the back wall, and none over 48 inches in height shall extend forward for the remaining space to the front of the booth. (Exceptions are subject to PMSA's approval.) Booths shall not present an objectionable side appearance when viewed from adjoining booth areas.

USE OF SPACE/PROMOTIONAL MATERIALS

Persons who are prepared to explain all products and services on display must staff exhibit areas during exhibit hours. Each exhibitor must wear an official conference badge. All solicitation, demonstration or other promotional activities must be confined to the limits of the exhibit hall. No exhibitor or sponsor can distribute promotional materials in a break out room or session. Literature on display shall be limited to reasonable quantities. Exhibitors are encouraged to display or disseminate products and services, which are developed specifically for PMSA members at their booths, unless permitted through a separate sponsorship agreement. A company's promotional materials should not interfere with any other company's booth or sponsorship. Further, an exhibitor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials.

FUNCTION SPACE

It is understood that no rooms, suites or other space in the conference hotel are to be used for exhibit purposes, workshops or other exhibitor sales-related use. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, other than usual private occupancy, must be scheduled with the hotel and confirmed with PMSA conference management so as not to conflict with program events.

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CARE OF EXHIBIT SPACE AND BUILDING

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the booth and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibit space common areas during the open hours of the exhibition. Exhibitors, or their agents, must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the National Electric Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.

All exhibits shall serve the interests of the members of PMSA and be operated in a way that does not detract from other exhibits or the conference. Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of PMSA. In the event of such restriction or eviction, PMSA is not liable for any refund of exhibit fees or any other exhibit-related expenses.

SALES, SAMPLES AND SOUVENIRS

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated booth only. Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship agreement has been arranged. Any food or beverages dispensed or given away at your exhibit space must be purchased from or with the consent of the Diplomat.

LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold PMSA and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Diplomat, its employees and agents.

Furthermore, exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Diplomat, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage.

The Diplomat, its owners, and its operator shall be included in such policies as named additional insured. In addition, exhibitor acknowledges that neither the Diplomat, its owners, nor its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

SECURITY

Exhibitors should take steps to protect merchandise or equipment they have displayed. Please see that all small display and personal items are secure before leaving the hall—even temporarily.

PMSA assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

THE AMERICANS WITH DISABILITIES ACT

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by The Americans with Disabilities Act and shall hold PMSA harmless from any consequences of exhibiting companies who fail in this regard.

COMPLIANCE

The exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the exposition is held.

CONFERENCE POSTPONEMENT OR CANCELLATION

PMSA at its discretion shall have the right to postpone or cancel the conference and exhibits and shall be liable in no way to the Exhibitor for losses resulting from such delay or cancellation. PMSA will not be liable for fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond PMSA's control. It will, however, in the event of its not being able to hold an exhibitor for any of the above names reasons, reimburse Exhibitor for the amount already paid for exhibit booth space.

AMENDMENTS

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of PMSA. These rules and regulations shall be binding on Exhibitors equally with the foregoing conditions. Exhibitors shall be notified in writing of any amendments to these regulations.

QUESTIONS

For more information, contact the PMSA Exhibit Manager, at 859-977-7459 or email at mvaughn@pmsa.org. For complete conference details visit www.pmsa.org.