

ABOUT PMSA

Founded in 1977, PMSA is a not-for-profit organization whose mission focuses on collaboration and education. Since its inception, PMSA has held in-person events at which professionals in pharma and biotech analytics (manufacturers and consultants alike) come together to discuss analytical methods and best practices for applying prescriber, institution, payer, patient level, and other emerging data resources to help companies make data-driven, strategic decisions that bring value to the bottom line.

PMSA's mission 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 within Pharmaceutical Management Science
- Encourage interaction and networking among peers in this area
- Create an opportunity for reflection, relaxation, and rejuvenation for members and guests.

ABOUT OUR FALL SYMPOSIUM

The objective of PMSA's Fall Symposium is to provide a training opportunity to support the continued growth of pharmaceutical analytics professionals, foster sharing of ideas, and encourage networking among peers. There will be a combination of training workshops (1.5 – 2 hours) and speaker presentations (45 minutes). There will also be organized networking events to facilitate connection among the attendees.

[For information about the 2023 Fall Symposium, click here to visit our website.](#)

ATTENDEES COME TO:

- Get Inspired by Thought Leaders
- Receive Hand-on Training on Innovative Methodologies
- Connect Analytics Methodologies with Business Applications
- Gain knowledge on innovative Data Sources
- Expand their Professional Network
- Learn about the Capabilities of Data Science Suppliers
- Stay on Top of Industry Evolution
- Understand Real Life Business Challenges
- Break Organizational Silos



WHY SPONSOR THE PMSA FALL SYMPOSIUM?

- Our 2022 Symposium attracted 135 pharma professionals, a record number, and almost double our usual number of participants. Our 2023 Annual Conference broke attendance records as well. Sign up today as a sponsor, and be a part of one of the most important pharmaceutical data analytics events of the year!
- The attendees have been balanced across manufacturer/suppliers and functional areas.
- Opportunity to have extensive in-person connection and professional networking with attendees.
- In-depth demonstration of sponsor expertise to Pharma stakeholders about areas of focus and differentiating yourself from your competition.
- Learning about new opportunity areas of growth in Pharma and about areas of focus, helping to build future product roadmaps.



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2023 FALL SYMPOSIUM SPONSORSHIP PACKAGES

Platinum Sponsor: \$25,000

- Three complimentary registrations (valued at a total of \$6,000)
- Opportunity to conduct a Workshop on Friday, November 10 (see below)
- Logo printed on attendee bag
- Opportunity to place an item (flyer or giveaway) in attendee bags
- Link and company logo on the Fall Symposium webpage for one year
- Large banner ad placed on PMSA homepage through 2023, included among rotating graphic announcements at the top of the homepage at PMSA.org
- Opportunity to conduct one PMSA webinar (must be held between July 2023 - October 2024)
- Sidebar ad on PMSA website
- Enhanced verbal recognition as sponsor of the Fall Symposium
- Enhanced sign recognition at Fall Symposium
- Sponsor of Welcome Reception
- Slide loop to be played before start of the Symposium
- Logo on e-blasts promoting the Fall Symposium
- Pre-event and Post-event attendee lists

Gold Sponsor: \$10,000

- Two complimentary registrations (valued at a total of \$4,000)
- Link and company logo on the Fall Symposium webpage for one year
- Sign recognition at the Fall Symposium
- Logo on e-blasts promoting the Fall Symposium
- Pre-event and Post-event attendee lists

Additionally, Fall Symposium sponsors have the opportunity to purchase the following options (first-come, first-serve) until September 15, 2023. After September 15, these options will be open to other non-sponsoring companies at twice the price.

WORKSHOP PRESENTATION - \$10,000 (2 available)

Workshops will be held on Friday, November 10, from 1:00 – 4:00 PM. All registered attendees of the Symposium will be invited to attend. Workshops will be included on the official agenda and promoted via email blasts and social media posts. Workshop content should be educational in nature and not promotional. Potential topics may include, but are not limited to, SF execution as part of Omnichannel strategy, AI/DS, Advanced Analytics, Generative AI/ LLM based bots like ChatGPT for Sales Force, etc. A total of two workshop opportunities are available, and will be offered on a first-come, first-served basis.

T-SHIRT SPONSOR - \$2,000

Sponsor logo printed on the sleeve (long sleeve) of Fall Symposium t-shirt. The t-shirt will feature PMSA branding.

WI-FI SPONSOR - \$2,000

Sponsor can name the Fall Symposium wi-fi password (8-character limit)

If you have any questions, please contact Chris Walls at cwalls@pmsa.org.

[Click here to access the sponsorship application](#)