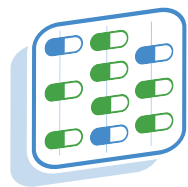


**SPONSOR
PROSPECTUS**



PMSA

PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

PMSA 2025 FALL SYMPOSIUM

BOSTON

MASSACHUSETTS

OCTOBER 2-3, 2025

HYATT REGENCY, BOSTON HARBOR



ACCELERATING INNOVATION IN PHARMA AND BIOTECH

Bridging Analytics with AI for Commercial Success

Welcome from the Planning Committee



Dear Colleagues,

We are excited to invite you to support the **PMSA 2025 Symposium**, a focused 1.5-day event designed to bring together the most forward-thinking minds in pharmaceutical and biotech analytics. As the use of AI and advanced analytics reshapes how commercial teams operate, the Symposium offers a timely and strategic platform for education, exchange, and innovation.

This year's theme—**“Accelerating Innovation in Pharma and Biotech: Bridging Analytics with AI for Commercial Success”**—reflects the dynamic evolution of the analytics function across life sciences. From GenAI-ready data strategies to real-world case studies on forecasting and AI integration, this event provides attendees with actionable insights and practical tools for commercial impact.

Why Partner with PMSA?

As a sponsor, your organization will connect with a targeted audience of professionals actively shaping commercial analytics strategy at top pharmaceutical and biotech companies. You'll benefit from prominent brand exposure, direct engagement with decision-makers, and opportunities to contribute meaningfully to the educational experience.

Sponsorship opportunities are designed to fit a variety of goals and budgets. Whether you're looking to build awareness, demonstrate thought leadership, or connect in an informal setting. New and returning sponsors will find flexible options for visibility and value.

2025 Sponsorship Highlights

- » **Sapphire Sponsor** – Premier recognition and visibility throughout the event, plus two complimentary registrations
- » **Learning Station Sponsor** – Deliver a 30-minute product demo or educational talk during lunch
- » **Thursday Reception Sponsor** – Launch the networking event with branded items or lead an interactive activity
- » **Friday Breakfast Sponsor** – Host themed roundtable discussions aligned to the Symposium's focus
- » **Coffee Break Sponsor** – Gain brand exposure with signage and branded coffee sleeves
- » **Wi-Fi Sponsor** – Name the event Wi-Fi password and gain digital and on-site recognition
- » **App Sponsor** – Boost visibility through mobile app recognition and sponsored push notifications
- » **Co-Branded Attendee Item** – Add-on for Sapphire Sponsors; collaborate with PMSA on a high-impact branded giveaway

Each sponsorship includes recognition in pre-event emails, on-site signage, mobile app presence, and opportunities to connect directly with attendees through content or networking touchpoints.

Event Format

- » **Day 1** features immersive general sessions, breakout discussions, live poster presentations, and a high-energy networking reception.
- » **Day 2** offers skill-building workshops in small-group settings for deeper engagement and practical learning.

Join Us

Your support is vital to the continued success of the PMSA Symposium and to the advancement of analytics across our industry. We invite you to explore the full list of opportunities in the following pages and look forward to partnering with you in 2025.

Sincerely,

Jing Jin

Chair, Professional Development Committee
Director, Data Science and AI, AstraZeneca



Connect and Network

WITH YOUR TARGET AUDIENCE

Established in 1977, the Pharmaceutical Management Science Association (PMSA) is a not-for-profit organization representing over 4,000 analytics professionals in the pharmaceutical and biotech industries. PMSA's mission is to meet society's pharmaceutical needs more efficiently through the innovative application of management science.

- » Create a forum for sharing innovative ideas, addressing challenges, and learning from diverse experiences to elevate collective expertise.
- » Offer training and development opportunities to ensure ongoing growth in Pharmaceutical Management Science.
- » Encourage collaboration, interaction, and networking among peers and thought leaders.
- » Create an opportunity for active participation, open dialogue and engagement.

Welcome to Boston

MASSACHUSETTS

Set against Boston's rich history, world-class research community, and vibrant waterfront, the symposium brings together professionals to share ideas, tackle challenges, and build meaningful connections.



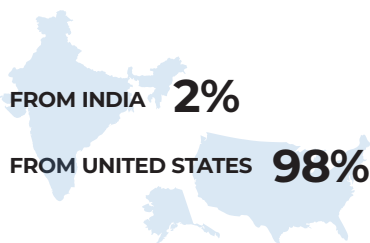
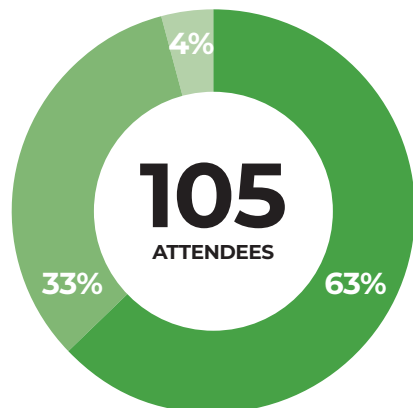
All conference activities take place at the **Hyatt Regency Boston Harbor**, where sweeping harbor and skyline views, floor-to-ceiling windows, and a waterfront patio create an inspiring backdrop. Just minutes from downtown by water taxi or shuttle, the venue combines easy access with a calm, focused environment that is ideal for lively discussions, hands-on problem-solving, and genuine engagement.

From focused sessions to informal conversations over coffee, the environment fosters the energy, connection, and exchange of ideas that define the spirit of our meeting.

Past Attendee Demographics

Decision Makers BY THE NUMBERS

2024 Chicago, IL



45%



**PHARMACEUTICAL
COMPANY**

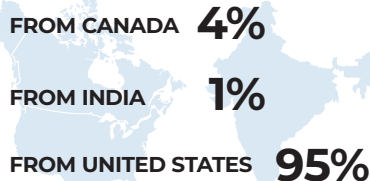
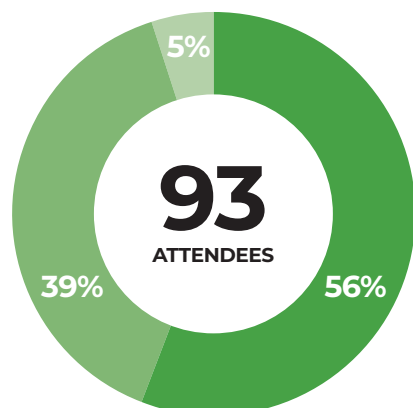
55%



**CONSULTANT/
VENDOR**

- President/Director/Partner/CEO/Founder/Principal
- VP/Manager/Lead/Department Head/COO
- Analyst/Scientist/Architect/Engineer/Senior Specialist/Consultant/SME

2023 Las Vegas, NV



37%



**PHARMACEUTICAL
COMPANY**

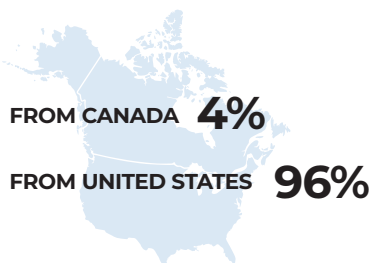
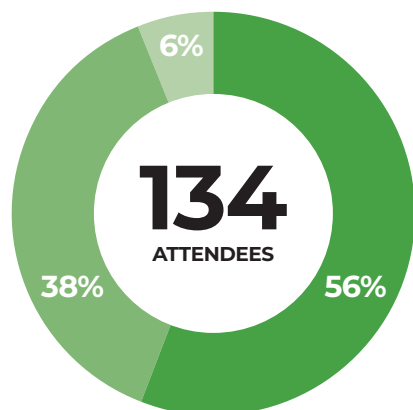
63%



**CONSULTANT/
VENDOR**

- President/Director/Partner/CEO/Founder/Principal
- VP/Manager/Lead/Department Head/COO
- Analyst/Scientist/Architect/Engineer/Senior Specialist/Consultant/SME

2022 Las Vegas, NV



42%



**PHARMACEUTICAL
COMPANY**

58%



**CONSULTANT/
VENDOR**

- President/Director/Partner/CEO/Founder/Principal
- VP/Manager/Lead/Department Head/COO
- Analyst/Scientist/Architect/Engineer/Senior Specialist/Consultant/SME

PMSA 2025 Symposium Sponsorship Opportunities

SPONSOR	PRIMARY BENEFITS
Sapphire <hr/> \$15,000	<ul style="list-style-type: none"> » Verbal recognition during the open and closing comments » Sign recognition at the Symposium » Logo and link on event webpage » Recognition in promotional emails for the Symposium » Pre and post-event attendee list » Two complimentary registrations
Co-Branded Attendee Item <i>(Add-on for two Sapphire Sponsors)</i> <hr/> \$5,000	<p>Partner with us on a high-visibility attendee item.</p> <ul style="list-style-type: none"> » Item will feature your logo and PMSA logo » Item distributed to all attendees <p><i>*Production costs additional and item selected in coordination with PMSA event team</i></p>
Learning Station Sponsor <i>(2 opportunities)</i> <hr/> \$15,000	<p>30-minute opportunity for your company to demo a product or provide attendees and educational opportunity during lunch.</p> <ul style="list-style-type: none"> » Verbal recognition before Reception » Sign recognition during lunch » Recognition in the event schedule » Recognition on the event website » Recognition in the 'Know Before you Go' Email » Mobile push notification (1) » Pre-event attendee list
Thursday Reception Sponsor <hr/> \$15,000	<ul style="list-style-type: none"> » Verbal recognition before Reception » Sign recognition at the Reception and Symposium » Recognition in the event schedule » Recognition on the event website » Recognition in the 'Know Before you Go' Email » Mobile push notification (1) » Pre-event attendee list » Opportunity to provide branded items for placement on reception tables <i>(sponsor-provided)</i> » Option to lead a 30-minute networking activity to kick off the Reception <i>(hosted by sponsor)</i>
Friday Breakfast Sponsor <hr/> \$10,000	<ul style="list-style-type: none"> » Verbal recognition before Reception » Sign recognition at the Reception and Symposium » Recognition in the event schedule » Recognition on the event website » Recognition in the 'Know Before you Go' Email » Mobile push notification (1) » Pre-event attendee list » Opportunity to host roundtable discussion topics aligned to conference theme <i>(hosted by sponsor)</i>

PMSA 2025 Symposium Sponsorship Opportunities

SPONSOR	PRIMARY BENEFITS
Coffee Break Sponsor \$7,000	<ul style="list-style-type: none">» Verbal recognition before the sponsored coffee break» Sign recognition at the Symposium» Recognition on the event website» Recognition in the 'Know Before You Go' Email» Mobile push notification (1)» Pre-event attendee list» Branded coffee sleeves with your logo (<i>PMSA-provided</i>)
Wi-Fi Sponsor \$5,000	<ul style="list-style-type: none">» Recognition in the 'Know Before You Go' Email» Sign recognition at the Symposium» Recognition on the event website» Recognition in the event application» Sponsor can name the wi-fi password (8-character limit)
App Sponsor \$5,000	<ul style="list-style-type: none">» Recognition in the 'Know Before You Go' Email» Sign recognition at the Symposium» Recognition on the event website» Opportunity to sponsor a daily push notification

Cancellation Policy

The PMSA 2025 Fall Symposium sponsorship fees are non-refundable unless the conference must be cancelled or moved to a virtual setting. In the event that the 2025 Fall Symposium is cancelled, 100% of the sponsor fees will be refunded. In the event that the 2025 Fall Symposium is converted to a virtual conference, 50% of the sponsorship fees, 100% of the special event sponsorship fee and 100% of Wi-Fi sponsor fee will be refunded.

Any questions should be directed to PMSA at info@pmsa.org.

