



# Sponsoring with the PLCD

- Enhance visibility
- Form Networks
- Start Interaction

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With 600 permanent members the Pharma-Lizenz-Club Deutschland (PLCD) is one of the largest and most active pharmaceutical business development networks in the world.

Since 1999 and with a distinct focus on licensing and M&A, the PLCD became the key platform for business development managers and executives in Germany to meeting, sharing networking.

Twice yearly our members get actively together to catch-up, to participate in peer to peer seminars, round table discussions and to participate plenary session. Most of the decision- and deal makers in Germany meet and greet here. Many collaboration deals, co-marketing and co-promotions, acquisitions and divestitures were initiated at one of the PLCD meeting.

Key to success in business development is to know and to be known, to recognize and to be recognized as potential partner for a dealmaking. That's why developing own networks is important. Therefore the PLCD provides the ideal environment to meet your deal partners of tomorrow and to grow your networks.

Sponsoring at the PLCD – boost your network. Today.



## Why sponsoring the PLCD?

1. Get visible and recognized with business development executives and decision makers to create an opportunity for personal follow-up
2. Use the platform to communicate your company objective, products or services or image to everybody
3. Stay on top of mind by leaving an impression due to active engagement in the conference and the program



## Sponsoring tools

**One concept in every sponsoring category**

### **1. „Information dropping“**

Make your company information available, visible and distribute it with the conference materials

### **2. Mentioning and visibility**

Mentioning of the sponsors during the evening event „chat at the fireside“ and the main plenary session „colored Batches“ for the sponsors representatives for constant visibility throughout the event from beginning to the end

### **3. Engagement**

Interview with the Gold sponsor during the main plenary session for highest possible visibility and recognition



PHARMA LIZENZ CLUB DEUTSCHLAND

# Sponsoring opportunities / Costs

Where at the PLCD meeting?	Description	GOLD	SILVER	BRONZE	Objective
<b>EURO + VAT</b>		<b>4.000,00</b>	<b>2.000,00</b>	<b>500,00</b>	
Booth	Heightened visibility. Exposure to your target market	X			Visibility
Reception desk & batch pick up	Flyer pick up with the conference pack	X	X	X	Information
Talking Tables	Colored batches indicate the role as a sponsor and make the sponsor team stick out from the main audience	X	X	X	Visibility
Chat at the fireside	Mentioning of the company name, name of the sponsors representative in hirarchical order by one of the PLCD Board Members	X	X	X	Visibility
Chat at the fireside	Colored batches indicate the role as a sponsor	X	X	X	Visibility
Main plenary session	Colored batches indicate the role as a sponsor	X	X	X	Visibility
Main plenary session	"Talk 2 me box"	X	X		Direct contact
Main plenary session	Drop advertising material at the attendies desk (pen, flyer, etc.)	X	X		Information
Main plenary session	Mentioning of the sponsors company name and read out of a prepared company statement/objective at beginning of the main session	X	X	X	Visibility
Main plenary session	Interview between the lectures; 5 min re industry relevant topics; 3 prepared questions moderated by PLCD, answered by sponsor	X			Visibility



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