



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“

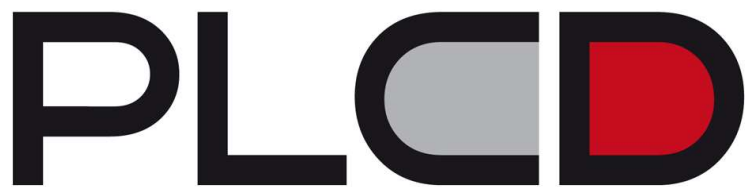
Make your company information available, visible and distribute it with the conference materials

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 (max. two sponsors) | SILVER | BRONZE | Objective |
|--------------------------------|---|---------------------------------|-----------------|---------------|----------------|
| EURO + VAT | | 4.000,00 | 2.000,00 | 500,00 | |
| 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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