UBER EVENTS



SPONSOR & EXHIBITOR PROSPECTUS

2027 BIOPHARMA EMARKETING SUMMIT

Pharma's leading "TED-styled" next-gen marketing strategy Summit

Two days. Your entire team. Two years' worth of strategies.

WHEN
April 20–21, 2027

WHERE
Philadelphia, PA
Hilton Philadelphia at Penn's Landing

ONLINE
uberevents.io/biopharma

SPONSORSHIP & EXHIBITING OPPORTUNITIES

GAME-CHANGER IN PHARMA DIGITAL MARKETING?

Are you a pioneer in assisting the pharma community in revolutionizing digital journeys? Would your team be interested to source new customers, extend brand awareness or even maintain existing relationships?

Designed by industry for industry, the 2027 BioPharma eMarketing Summit is a fun, highly interactive, engaging "TED-styled" forum of **220+ senior pharma marketers** and creative minds, sharing invaluable best practices, insights, tools and techniques as the healthcare industry navigates through the digital revolution. It takes place **April 20–21, 2027** at the Hilton Philadelphia at Penn's Landing.

A big driver of the pharma marketing Summit attendees is to connect with external creative and digital agencies, as well as speciality sales enablement, tech and behavioral analytics companies servicing their digital marketing and sales enablement needs.

> **There is no substitute for actually meeting attendees face-to-face for building credibility and trust in business relationships.**

PARTNERING WITH THE 2027 SUMMIT WILL HELP YOU

- **Enhance commercial relationships** with existing clients through platform interaction, meetings, and discussing the latest opportunities
- **Raise your brand awareness** to a captive and engaging audience of decision-makers
- **Elevate your profile** amongst industry peers and develop a contact base through 1-2-1 networking sessions
- **Generate direct new business** opportunities from senior-level attendees with decision-making authority





THE SUMMIT IN NUMBERS

TWO DAYS. 220+ PHARMA MARKETERS.

50+
Industry-led speakers

220+
Senior pharma marketers

24+
Digital solution providers

18+
Networking hours

42,000+
Senior pharma marketing subscribers we promote sponsors to

THE SUMMIT EXPERIENCE

Inspiring keynotes from the pioneers reshaping pharma marketing from the inside out

TED-style sessions with strategies teams can implement on Monday morning

Interactive breakouts with some of the biggest names and brightest minds in digital marketing

A community of 220+ senior pharma marketing leaders, all in one room

Every session on-demand after the Summit, so attendees can relive the best take-home strategies







THE SUMMIT FORMAT

MORE WAYS TO CONNECT & BE SEEN

DUAL Digital HCP / Patient segments

AI / CX Focus across the program

DRINKS Branded drinks receptions

15 MIN Agency showcase / spotlight solution sessions for attendees

1-2-1 Pre-scheduled attendee meetings (5 or 10 meeting packages)







> Face time with the people who matter: on stage, on the exhibit floor, at the drinks receptions and in pre-scheduled 1-2-1 meetings.



WHAT WE COVER · TOPICS FROM THE 2026 PROGRAM

TOPICS FROM THE 2026 PROGRAM

SESSION HIGHLIGHTS

01 Capitalizing on Generative AI to Drive Personalized Value to Patients & HCPs

02 Marketing leadership: Creating a culture that resonates with your customer

03 Advancing your healthcare social media #Revolution

04 Building a content supply chain that actually works

05 Turning loyalty into advocacy: The future of loyalty marketing

2027 sessions to be announced.

WHO'S ON STAGE

Senior marketing, omnichannel and CX leaders from Pfizer, AstraZeneca, GSK, Novartis, Sanofi, Bayer, Takeda, BMS, Boehringer Ingelheim and more.

Past keynotes included John Nosta, Neil Patel, Bryan Kramer, Rand Fishkin and Ted Rubin.



We're building the 2027 program now. **Put your case study on stage with a 30-min TED-styled session sponsorship – see page 11.**

SPEAKERS FROM THE JUNE 2026 SUMMIT

LEARN FROM THE PEOPLE SHAPING PHARMA MARKETING

John Nosta
Keynote, Speaker, Innovation Theorist
NOSTALAB

Wayne Simmonds, CCXP
Chief Marketing Organization, Global Customer Excellence
PFIZER

Sabrina McGuigan, MBA
Director, Franchise Operations, Global Rare Diseases
SANOFI

Andre Vieira
US Marketing Lead, Oncology
NOVARTIS

Avinash Prabhakar
Director, HCP Marketing, Hematology
GLAXOSMITHKLINE

Stacy Enoch
Associate Director, Omnichannel Strategy
ASTRAZENECA

Dan Collins
Digital Experience Platform Owner, Digital Products and Services
TAKEDA

Priya Venkataraman
Executive Director, Content Delivery US, Commercialization AI Strategy & Analytics (CASA)
BRISTOL MYERS SQUIBB

Shri Ajvalia, PhD
Associate Director, Oncology Digital Strategy
BAYER

Peter Chiappano
Director, Patient Excellence Digital Innovation Strategy
BOEHRINGER INGELHEIM

Karen Root, CCXP
Director, Experience Strategy
BOEHRINGER INGELHEIM

Nivi Mogali
Director, Enterprise Omnichannel Analytics Capabilities
GLAXOSMITHKLINE

Kiana Rushdan, MBA
Senior Marketing Manager, Brand Lead
PFIZER

Mindy Sabel
Head of Digital Platforms
BAYER

Dana Trump
Associate Director, Omnichannel Strategist
ASTRAZENECA

Anupam Singh
NA Digital Marketing & Media Lead, Oncology & Rare Disease
NOVOCURE

Shawn McKenna
Senior Director, Marketing Analytics
CURRAX PHARMA

Peter Friedman
Chairman & CEO
LIVEWORLD

Richard Schwartz
Health + Care Customer Experience Evangelist and Activator
RX4CX

Andrea Goudie
Executive Director, Strategy
VEEVA OSTRO

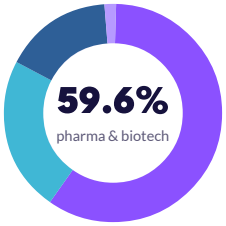
Plus 8 more 2026 speakers. The 2027 line-up will be announced soon.



WHO YOU'LL MEET

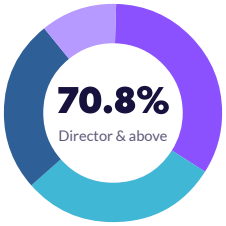
SENIOR DECISION-MAKERS, SOURCING SOLUTIONS

ATTENDEE MAKEUP



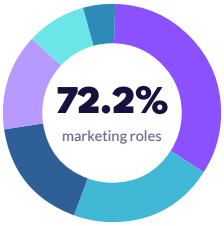
Pharma & Biotech	59.6%
Agency	22.8%
Solution Provider	15.8%
Academic	1.8%

PHARMA SENIORITY



Director	34.0%
Manager	29.2%
VP	25.5%
CXO	11.3%

FUNCTION



Marketing – HCP	34.1%
Marketing – Patient	21.4%
Marketing Corp	16.7%
Med Affairs	14.3%
Procurement	8.7%
Innovation	4.8%

Source: 2026 BioPharma eMarketing Summit sponsorship prospectus (attendee makeup, seniority and function breakdown).

ORGANIZATIONS AT RECENT SUMMITS INCLUDE

Amgen · AstraZeneca · Bayer · Boehringer Ingelheim · Bristol Myers Squibb · Eli Lilly · Genentech · GlaxoSmithKline · Incyte · Janssen · Johnson & Johnson · Merck & Co. · Novartis · Pfizer · Regeneron · Roche · Sanofi · Takeda · Teva



SUMMIT MOMENTS

WHERE RELATIONSHIPS ARE BUILT













PAST SPONSORS & PARTNERS

Sponsors and partners from our 2024 and 2025 summits, alongside our 2026 partners. 2027 partners to be announced.

LiveWorld · klick HEALTH · PULSEPOINT · bva Nudge Consulting · Veeva OSTRO · QPharma · modus DIGITAL

5 EQUALS FIVE · swoop TRANSFORMING OMNICHANNEL · prezent · ACTO · imre · asentech · PatientPartner

deepintent · doceree · sermo · DEFINITIVE HEALTHCARE · Nativo · CISION · AgileSherpas



THE LOCATION

PHILADELPHIA, PENNSYLVANIA

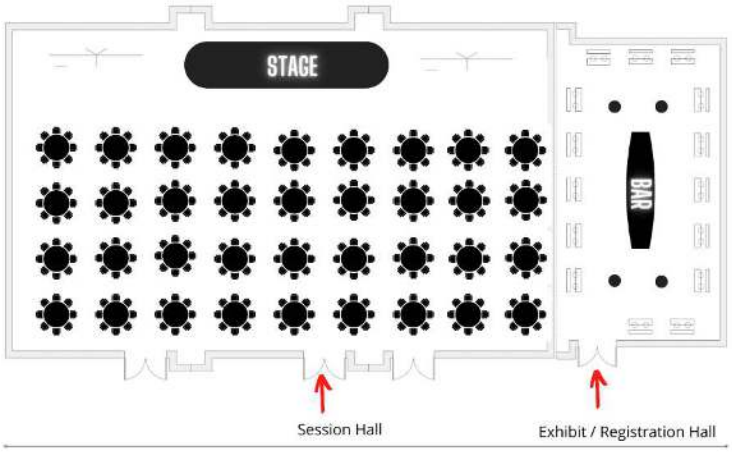
Two days in person at the Hilton on the Penn's Landing waterfront.

DATES
April 20–21, 2027

VENUE
Hilton Philadelphia at Penn's Landing
201 S Christopher Columbus Blvd,
Philadelphia, PA 19106

HOTEL
Room block at the Hilton coming soon

FORMAT
In person only



2026 Summit floorplan at the Hilton Philadelphia at Penn's Landing.
Exhibit booths in the Columbus C Ballroom.



OPPORTUNITIES

SPONSORSHIP AT A GLANCE

OPPORTUNITY	FORMAT	PRICE
PRESENTING		
Keynote / General Session	30 minutes	Ask us
Stream (HCP or Patient Stream) Speaking	30 minutes	$14,950 - $16,950
Lead / Contribute on a Panel	40 minutes	$10,450 - $12,950
Agency Spotlight / Tech Demo	15 minutes	$7,950 - $9,850
Pre-Summit private workshop session	3 hours	Ask us
Segment Chairing Sponsor	MC role	Ask us
EXHIBITING		
2 Pass 8 x 10 Exhibit Booth Package	8 x 10 booth	$7,500
3 Pass 8 x 10 Exhibit Booth Package (Most popular)	8 x 10 booth	$9,000
4 Pass 8 x 10 Exhibit Booth Package	8 x 10 booth	$10,000
5 Pass 8 x 10 Exhibit Booth Package	8 x 10 booth	$10,850
NETWORKING		
Branded Drinks Reception Sponsorship	–	$10,950
Private Dinner / Reception	Invite only	Ask us
Branded Lunch Sponsorship	–	$9,250
Hosted Roundtable / Workshop	–	Ask us
1-2-1 Attendee Meetings - either 5 or 10 meetings	–	Ask us
BRANDING		
Attendee Badge Sponsor	–	$11,950
WiFi Sponsor	–	$9,950
Tote Bag Sponsor	–	$9,250
Branded Waterbottle Sponsor	–	$9,250
Lanyard Sponsor	–	$9,250
Registration Pack Giveaway Sponsor	–	$7,750
Video Ad Sponsor	–	$6,250
Technology / Product Solution Branding (pre-, during and post-Summit)	–	Ask us

ALL PACKAGES INCLUDE

- 2 attendee passes (minimum)
- Pre-Summit attendees details
- Presenting: recorded / edited session
- Exhibit: onsite & digital branding · Networking & branding: branded Summit solutions partner

Availability is limited: ask for current availability. Bundles are quoted on a call. Pricing may vary; booth locations are first come, first served.



OPPORTUNITIES

PRESENTING

Keynote / General Session

30 minutes

A general session slot in front of the full Summit audience.

Ask us

30 Min "TED-styled" Session Sponsorship

Stream (HCP or Patient) speaking · 30 minutes

Our most popular sponsorship: present a 25-minute session followed by 5 minutes of Q&A, with optional recording for post-Summit on-demand (subject to slot / topic availability and program advisory board approval).

$14,950 - $16,950

Panelist or Panel Moderator Sponsor

40 minutes

Field questions from the moderator and the audience in an interactive, pre-structured panel.

$10,450 - $12,950

15 Min Tech Showcase / Agency Spotlight

15 minutes

A short 10-minute technology demo to the full audience, with an optional 5 minutes of Q&A.

$7,950 - $9,850

Segment Chairing Sponsor

A highly visible MC role: introduce, network and rub shoulders with senior session faculty during a track.

Ask us

Pre-Summit private workshop session

3 hours

Ask us

ALL PACKAGES INCLUDE

- 2 attendee passes (minimum)
- Pre-Summit attendees details
- Recorded / edited session

Sessions are subject to slot / topic availability and program advisory board approval.



OPPORTUNITIES

EXHIBITING

EXHIBIT BOOTH PACKAGES

8 x 10 Exhibit Booth Space

Pick the number of team passes you need.

2 Pass Exhibit Booth Package	$7,500
3 Pass Exhibit Booth Package MOST POPULAR	$9,000
4 Pass Exhibit Booth Package	$10,000
5 Pass Exhibit Booth Package	$10,850

All booths are 8 x 10. Pricing may vary and booth location selections available on first come, first serve basis.

WHY EXHIBIT

Cultivate long-term business relationships

Engage Summit participants through education and product demonstrations while promoting your company onsite. 8 x 10 booths include lead / contact exchange with approximately 4 hours during networking breaks + 18 hours session time.

EXHIBIT PACKAGES INCLUDE

- 2 attendee passes (minimum)
- Pre-Summit attendees details
- Onsite & Digital Branding

Add a speaking slot, panel or branding to your booth: bundles are quoted on a call.







OPPORTUNITIES

NETWORKING

Branded Drinks Reception Sponsorship

$10,950

Private Dinner / Reception

Invite only

Ask us

Branded Lunch Sponsorship

$9,250

Hosted Roundtable / Workshop

Ask us

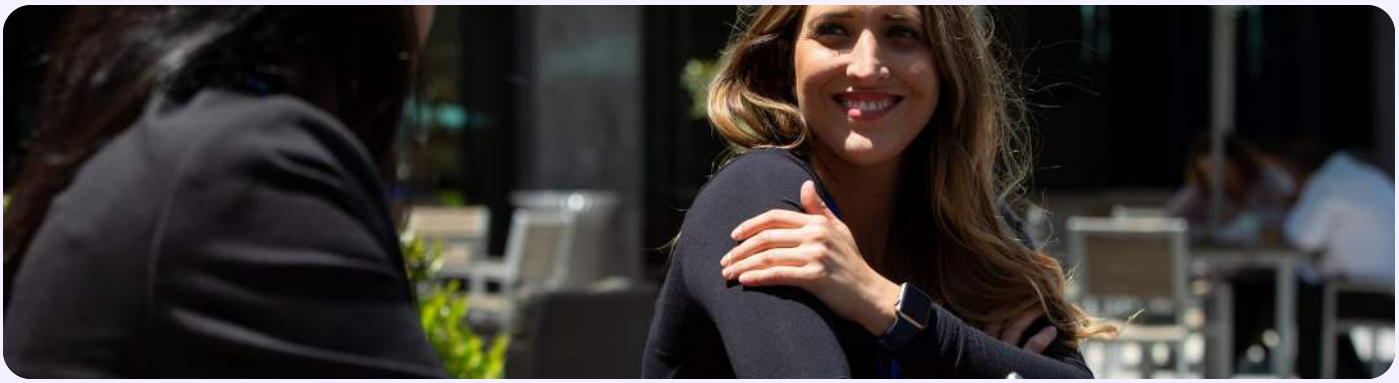
1-2-1 Attendee Meetings - Either 5 or 10 meetings

Pre-scheduled meetings with attendees

Ask us

ALL PACKAGES INCLUDE

- 2 attendee passes (minimum)
- Pre-Summit attendees details
- Branded Summit solutions partner





OPPORTUNITIES

BRANDING

Attendee Badge Sponsor — **$11,950**

WiFi Sponsor — **$9,950**

Tote Bag Sponsor — **$9,250**

Branded Waterbottle Sponsor — **$9,250**

Lanyard Sponsor — **$9,250**

Registration Pack Giveaway Sponsor — **$7,750**

Video Ad Sponsor — **$6,250**

Technology / Product Solution Branding

Stay front of mind before, during and after the Summit: pre-Summit via the website, targeted email / digital campaigns, social media, blog posts and customized marketing pieces to our network of 42,000+ senior pharma marketing subscribers; during the live in-person Summit; and post-Summit as participants continue to engage our digital platforms for presentation content and recordings.

Ask us

ALL PACKAGES INCLUDE

- 2 attendee passes (minimum)
- Pre-Summit attendees details
- Branded Summit solutions partner

UBER EVENTS

REACH OUT FOR MORE DETAILS

LET'S BUILD YOUR 2027 PARTNERSHIP

Book a call to talk through availability, bundles and the right mix of presenting, exhibiting, networking and branding for your team.

Simon Curtis

Founder, Uber Events LLC

EMAIL
scurtis@uberevents.io

PHONE
+1 (347) 583-0215

BOOK A 15-MIN CALL
calendly.com/simoncurtis/15min

SUMMIT WEBSITE
uberevents.io/biopharma

Book a 15-min call → **Email Simon**

Also in 2027: 2027 Pharma CX Marketing Summit, October 19–20, 2027 · Hilton Philadelphia at Penn's Landing. Ask about opportunities at both.

WHAT SPONSORS & ATTENDEES SAY

"The Arteric team is looking forward to another thought provoking summit. The content is forward looking and practical, I walked away with some powerful insights into voice interfaces for marketing."

Hans Kaspersetz, CEO, Arteric

"Such a wonderful event! Your passion for putting together excellent events with top notch people shows through each detail. Thank you for having me and I look forward to working with you!"

Lidia Chesnokova, Vice President of Marketing, PatientPartner

