UBER EVENTS



SPONSOR & EXHIBITOR PROSPECTUS

2027 PHARMA CX MARKETING SUMMIT

Two days. One conversation the industry can't defer: how to thrive when experience is the differentiator.

#PharmaCX2027 · TED-style keynotes, panels & sessions from the innovators reshaping healthcare CX

WHEN
October 19–20, 2027

WHERE
Philadelphia, PA
Hilton Philadelphia at Penn's Landing

ONLINE
uberevents.io/2027-pharma-cx-marketing-summit

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 Pharma CX Marketing Summit is a fun, highly interactive, engaging "TED-styled" forum of **160+ 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 **October 19–20, 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. 160+ PHARMA MARKETERS.

40+
Industry-led speakers

160+
Pharma marketers

12+
Networking hours

2
Days of TED-style sessions & workshops

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

THE SUMMIT EXPERIENCE

TED-style keynotes, panels & sessions from the innovators reshaping healthcare CX

Network with 160+ senior pharma marketers, agency leaders & tech experts

Banquets, champagne receptions, workshops & exhibits: the best ideas aren't always on stage

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

Session recordings available on demand after the Summit







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 · 2025 PROGRAM HIGHLIGHTS

OMNICHANNEL ALONE ISN'T ENOUGH

SESSION HIGHLIGHTS

01

01 No More Free Passes: Pharma's CX Imperative

02 Future-Proofing Your Omnichannel Roadmap for 2030

03 Leveraging the Attention Economy to Build HCP-Patient Relationships

04 AI as a Lifeline: Using AI for Unmatched Patient Advocacy

05 Redefining the Omnichannel Patient Experience

A taste of the 2025 agenda. The 2027 program will be announced soon.

WHO'S ON STAGE

Senior marketing, omnichannel and CX leaders from Pfizer, AstraZeneca, Bristol Myers Squibb, Novartis, GlaxoSmithKline and more.

Previous keynotes included Rand Fishkin, Chris Brogan, John Nosta 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 2025 SUMMIT

LEARN FROM THE PEOPLE SHAPING PHARMA CX

John Nosta
Keynote, Speaker, Innovation Theorist
NOSTA LAB

Gunjan Aggarwal
Head, Data & Analytics
AVERITAS PHARMA

Wayne Simmons CCXP
Chief Marketing Organization, Global Customer Excellence
PFIZER

Hanna Mason
Lead, Digital Orchestration & Enablement, Oncology
GLAXOSMITHKLINE

Craig McGettingan
Executive Director, Omnichannel Strategy, Immunology & Cardiovascular
BRISTOL MYERS SQUIBB

Amanda Ciktor
Director, Omnichannel Marketing Strategy
ASTRAZENECA

Eugene Lee
CCO
PROCLAIMRX

Shri Ajvalia, PhD
Associate Director, Oncology Digital Strategy
BAYER

Michael Rowbotham
Fmr Lead, Commercial Innovation
PFIZER

Andre Vieira
US Marketing Lead, CML – US Hematology Marketing
NOVARTIS

Vimal Narayanan
Founder & CEO
MEDTRIX HEALTHCARE

Amy Gomez, PhD
SVP, Health Equity Strategy
KLICK HEALTH

Steve Silvestro
Chief Executive Officer
OPTIMIZERX

Deric D'Souza
Omnichannel Engagement, Patient Experience
NOVO NORDISK

Chitra Narasimhachari
Vice President, Global Decision Sciences and Insights
BIOGEN

Peter Chiappano
Senior Associate Director, Px Digital Innovations
BOEHRINGER INGELHEIM

Mayank Agrawal
Head of Commercial Excellence
ASTRAZENECA

Janey Jung Erdosa
Principal, Omnichannel Analytics Experience Operations/Digital Innovation
GENENTECH

Jim DeLash
Fmr Omni-Channel Marketing Director Vaccines US
GLAXOSMITHKLINE

Priya Venkataraman
Senior Director, Integrated Content Creation
BRISTOL MYERS SQUIBB

Trista Walker CCXP
President & CEO
BALDWIN & OBENAUF INC.

Pablo Marotta
Senior Director, Strategic Pricing – US/Global
BAUSCH HEALTH COMPANIES INC.

Alison Tapia
Fmr Senior Director, Performance Marketing & Digital Innovation
DERMAVANT SCIENCES

Stephen Onikoro
Chief Operating Officer
PHARMAFORCEIQ

Shawn McKenna
Sr. Director, Marketing Analytics
CURRAX PHARMA

Donna Judd
Medical Channel Strategy & Engagement Lead, US Medical Affairs
PFIZER

Heidi Katz
Associate Director, Promo Med Ed
SHIONOGI

Ryan Dunkerley
Lead, Omnichannel Marketing
CHIESI USA, INC.

Richard Schwartz
Health Care Customer Experience Evangelist
RX4CX

Sara Sobolewski
Director of Content Marketing
SWOOP

The 2027 line-up will be announced soon.

WHO YOU'LL MEET

PHARMA MARKETING, OMNICHANNEL & CX LEADERS

SENIOR PHARMA MARKETERS

160+ senior pharma marketers in the room over two days.

OMNICHANNEL & CX LEADERS

Senior marketing, omnichannel and CX leaders from Pfizer, AstraZeneca, Bristol Myers Squibb, Novartis, GlaxoSmithKline and more.

AGENCY LEADERS & TECH EXPERTS

The agencies and technology partners helping pharma build a real CX foundation.

TITLES FROM THE 2025 PHARMA CX ATTENDEE LIST

- **Vice President Worldwide Omnichannel Strategy** · Bristol Myers Squibb
- **Head of Commercial Excellence** · AstraZeneca
- **Head of US HCP Marketing** · Moderna
- **Head of US Consumer Marketing** · Moderna
- **Executive Director, Digital Marketing** · Avidity Biosciences
- **Director, Patient Engagement** · Avidity Biosciences
- **Director, Digital Excellence & Customer Experience** · Harmony Biosciences
- **Director, HCP Marketing** · GlaxoSmithKline
- **Medical Channel Strategy & Engagement Lead, US Medical Affairs** · Pfizer
- **Director, Integrated Experience Planning** · Novartis
- **Senior Director, Global Marketing** · Immunovant
- **Director, Consumer Marketing** · Jazz Pharmaceuticals

ORGANIZATIONS AT RECENT SUMMITS INCLUDE

AstraZeneca · Avidity Biosciences · Bayer · BeOne Medicines · Boehringer Ingelheim · Bristol Myers Squibb · Genentech · Gilead · GlaxoSmithKline · Ipsen · Jazz · Moderna · Novartis · Novo Nordisk · Pfizer · Regeneron · Sanofi · Shionogi · Takeda



SUMMIT MOMENTS

WHERE RELATIONSHIPS ARE BUILT













PAST SPONSORS & PARTNERS

18 companies have partnered with the Pharma CX Marketing Summit over the last three years (2024–2026). 2027 partners to be announced.

OptimizeRx · BrandActive · LiveWorld Unlock Social · experian. · GRIDLEX · butler/till

Anatomage · klick HEALTH · PULSEPOINT LEADING HEALTH FORWARD · prezent · swoop TRANSFORMING OMNICHANNEL · medtrix CATALYZING HEALTHCARE

PROCLAIMRx · IQVIA · riesterRx · prognos health · Nativo · verilogue



THE LOCATION

PHILADELPHIA, PENNSYLVANIA

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

DATES
October 19–20, 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





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	$8,450 - $10,250
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.

$8,450 - $10,250

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

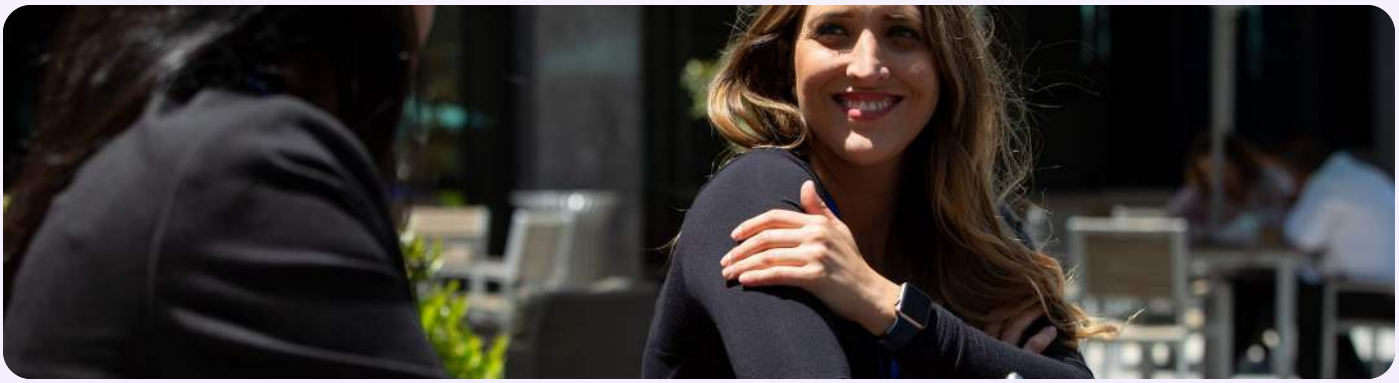
1-2-1 Attendee Meetings - Either 5 or 10 meetings

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

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+1 (347) 583-0215

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

SUMMIT WEBSITE
uberevents.io/2027-pharma-cx-marketing-summit

Book a 15-min call → **Email Simon**

Also in 2027: 2027 BioPharma eMarketing Summit, April 20–21, 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

"Wonderful event! Great crowd, interesting topics and very nice to see a group with unique points of view. Thank you for having me!"

Robert Britting PhD, Senior Director, US Marketing & North American Innovation, Teva Pharmaceuticals