



The premier
pharmaceutical
industry event on
marketing to consumers,
professionals and payers

SPONSORSHIP & EXHIBITOR PROSPECTUS

Pharmaceutical Executive's
2nd Annual Marketing Summit
Loews Philadelphia Hotel
April 27 – 29, 2005

<http://marketing.pharmaportal.com>

Pharmaceutical Executive's 2nd Annual Marketing Summit

April 27-29, 2005 • Loews Philadelphia Hotel Philadelphia, PA

Meet hundreds of pharmaceutical marketing executives, working in:

- Product Management
- Brand Management
- Strategic Marketing
- Global Marketing
- New Product Planning
- Specialty Markets
- Direct to Consumer
- Advertising
- eMarketing
- Medical Education
- Regulatory Compliance
- Marketing Communications
- Medical Communications
- Product Development
- Patient Compliance
- Patient Education
- Managed Care/Managed Markets
- Customer Relationship Management (CRM)
- Medical Affairs
- Commercial Operations
- Promotion
- Media
- Medical Science Liaisons
- Marketing Services/Operations
- Strategic Sourcing

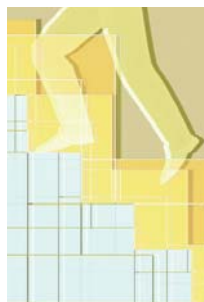
Superior Quality

- **Rich content.** Quality programming from the editors of *Pharmaceutical Executive*
- **Expert insights.** Seventy-five top-caliber industry speakers
- **Customized program.** Tracked sessions categorized by professional areas of market concentration
- **Engaging sessions.** Interactive roundtables, facilitated by industry peers
- **Special intensive sessions.** Six in-depth Pre-Conference Workshops

Benefits

- High-profile speaking opportunities
- Full-page CEO Viewpoint published in *Pharmaceutical Executive*
- Formation of and participation on panel discussions
- Moderation of interactive roundtables
- Sponsorship of Conference Events (Cocktails, Breakfasts, Luncheon, etc.)
- Sponsorship of conference premium items
- Advertising exposure in *Pharmaceutical Executive* and other leading industry publications
- Advertising exposure in *Forbes*
- Full conference passes
- Exhibit space
- Distribution of corporate literature
- Customized mailings to your clients, offering discounts
- Attendee lists

Audience Profile:



“The event was a superb opportunity to learn about current pharma marketing trends and network with progressive marketers and industry leaders. A top-quality conference, not to be missed.”

– Sharon Callahan, President, Summit Grey, a division of Grey Healthcare Group

Marketing Summit

Preliminary Agenda

Keynotes/Plenary Sessions:

- Beyond the Blockbuster: Marketing Tomorrow's Drugs
- Inside the FDA/DDMAC: Where Is Government Headed and How Should Pharma Adapt Today?
- The Regulatory Minefield: What Can and Can't Marketers Do Now?
- Harnessing the Power of Advocacy and Public Relations: The New Necessity for Brand Success
- The Medicare Modernization Act: What Are the Implications for Marketing?
- Mission Critical: Integrating Consumer, Professional and Managed Markets Initiatives
- The Holy Grail: Achieving a Truly Customer-Centric Approach to Marketing and Sales
- Life Cycle Optimization: How Can You Work Generic/OTC Competition to Your Advantage?

Track A: Marketing to Consumers/Patients

- Navigating the Oncoming DTC Crackdown: Media and Advertising Strategies that Sizzle but Don't Burn
- Sponsorship Marketing, Product Placement and Other New Marketing Tactics
- Beyond Advertising: Creating More Responsible Educational Campaigns
- Patient Education and Community Marketing: A Case Study
- Leveraging Patient-Level Data to Improve Compliance and Persistency
- Launching an Effective Disease Management Campaign: A Case Study

Track B: Marketing to Professionals

- KOL Development, Peer-to-Peer Marketing and MSLs: Getting the Most from Your Brand Champions
- Medical Affairs and Marketing: Supporting the Work of Medical Affairs without Crossing the Regulatory Line
- Medical Education and Promotional Programs: Developing the Most Effective Strategies for Your Brand
- Publication Planning: Building the Backbone of Your Brand
- How to Educate and Motivate Your Sales Force for Maximum Effectiveness
- Increasing Sales Force Productivity and ROI through eDetailing: What is the State of the Art?

Track C: Marketing to Payers

- Developing a Product Profile with a Rock Solid Value Proposition
- Working the Managed Care Maze to Win Top Formulary Status
- Added-Value Programs for Payers: Providing Disease Management and Support Programming
- The Perfect Storm: Outcomes-Based Marketing Comes Into Its Own
- Marketing Ethically and Effectively to Medicare/Medicaid



"The topics, panels and speakers were well-selected, informative and insightful. Congratulations on providing such a worthwhile forum for our industry!"

– Teri P. Cox, Senior Managing Partner, Cox Communications Partners

Special Roundtable Session:

- The Post-Vioxx Market: How to Spot Susceptibilities in Other Brands—and What to Do If You Find Them

Pre-Conference Workshops:

- The Voice of the Brand: Integrating Advertising, Promotion, PR and Sponsorship to Convey Your Brand Message
- Getting the Most from Your Agency: Taking a Two-Way Street to Success
- Implementing Potent Customer Segmentation and Personalization Strategies
- Building Powerful Cross-Functional Teams for Maximum Performance

Don't miss the opportunity to be in front of key decision makers at the industry's premier pharmaceutical marketing event. Please contact Sheryl Amada at (212) 951-6751 or samada@advanstar.com. Or visit our website at <http://marketing.pharmaportal.com>.



“The event was a terrific educational and networking experience for me and my team. I'd highly recommend it to others in the industry looking to gauge best practices and gain insight into current marketing trends and strategies.”

**— Michele Dahan,
Operations Manager,
Relationship Marketing, Pfizer**

“ . . . [D]ynamic, robust and a fabulous learning opportunity for all . . . young and older in this industry. I look forward to listening and learning every year.”

**— Sander A. Flaum,
Managing Partner,
Flaum Partners, Inc.**

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