**Introduction**

PHUSE continues to advance its status as the global healthcare data science community, whose aim is to share clinical information, ideas, tools and standards.

**PHUSE Connect events began back in 2005, when 270 attendees came together in Heidelberg, Germany. Since then, the Connects have grown to include annual events in Europe and the United States. This multi-day event attracts a global audience from across the industry, welcoming more than 12,000 individuals in its 18-year history – from familiar faces to first-timers.**

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</thead>
<tbody>
<tr>
<td>9,383 attendees</td>
<td>749 attendees</td>
<td>739 attendees</td>
<td>517 attendees</td>
<td>612 attendees</td>
<td>650 attendees</td>
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Connect content continues to deliver innovation year-on-year. PHUSE Connects are renowned throughout the pharmaceutical community for their leading speakers, quality presentations and cutting-edge topics.

Networking is a key element, and our multiple evening social events provide ample opportunity for this. PHUSE offers an extensive range of sponsorship and exhibition opportunities for companies to really make their impression on an engaged, passionate audience.

**Who Attends a Connect?**

- **Pharma 38%**
- **CRO 35%**
- **Software 17%**
- **Independent 6%**
- **Other 4%**

*Based on the EU Connect 2022, with 612 attendees*

For more information on PHUSE, visit our website at phuse.global.
Sponsorship Packages

PHUSE are excited to offer a variety of sponsorship opportunities at the Connect events. Read on for a deep-dive into each opportunity and find full details on the package benefits on page six.

PLATINUM SPONSORSHIP
Includes 10 Connect passes
Amplify your company message and expand your reach by becoming a Platinum Sponsor.

Take the Connect’s top package and ensure you’re unmissable to our event audience. Get creative with the large exhibition space and form a hub where you can cultivate new relationships and reconnect with existing customers through valuable face time with the PHUSE Community.

Utilise the Connect passes included and bring along your best brand-building team to generate leads and highlight your product or service offering. Your team will also have a complimentary reserved table in a prime location at the PHUSE Connect Dinner – the perfect environment for informal networking.

EXHIBITION
Includes 2 Connect passes
Join the hustle and bustle of a Connect exhibition hall to showcase your company and services to our Community. This package provides a standard size booth amongst our other exhibitors.

SPONSOR ZONE
Includes 4 Connect passes
If a traditional exhibition booth doesn’t suit your needs, then why not utilise this package where you have the freedom to brand and equip a large exhibition space in your own way to create a new zone for attendees to congregate.
PASSPORT TO LEARN
Includes 2 Connect passes
For those new to the industry, or attending an event for the first time, PHUSE has created the Passport to Learn. This is a digital tool full of session recommendations to ensure users receive a clear overview of healthcare knowledge from the Connect and navigate the agenda to their best interests.

Your company logo will be prominently displayed on this valuable attendee tool. The included Connect passes are a great way for your company to directly connect with those just starting out in the industry.

PHUSE APP
Includes 2 Connect passes
The PHUSE App is the attendee go-to for all event materials before and during the event. Each sponsor will have their own profile that features their direct communication channels, and a link to their website – a great way to interact with the Connect attendees!

Our favourite features include:
• A detailed agenda, including presentation abstracts
• Create your own personalised schedule
• Recommended sessions based on your interests
• Multiple networking features including private messaging
• Share your message – post directly onto the home feed which can be seen, and engaged with, by all attendees.

CONNECT SPONSORSHIP
Includes 1 Connect pass
This package ensures great company exposure without having an exhibition booth. Have your logo featured pre-event across our digital platforms including the App and e-mailshots, as well as during the event at the venue!

HANDS-ON WORKSHOPS
Includes 2 Connect passes
Why not sponsor and facilitate an interactive session with attendees? Hands-on Workshops are sessions featuring demonstrations, brainstorming and thought-provoking discussions!
PHUSE offers three great evening events, included for all attendees as part of the full Connect ticket!

Speed Networking Event - Connect with lots of like-minded individuals, by working the room each time the bell rings. This is an exciting evening consisting of quick informal networking, whilst enjoying refreshments.

Connect Monday Dinner - Truly a night to remember, this renowned PHUSE social event gathers all attendees for an evening of celebration where they can enjoy a delicious dinner and dance the night away. Put your company stamp on this popular event and make connections that last beyond the Connect.

Poster Session - Participants are able to review the visual and engaging posters at their own pace whilst providing topics for engaging conversation and networking. This is the perfect opportunity for attendees to directly meet with the presenters and participate in active Q&A.

“Entimo is a long-time contributor, sponsor, and exhibitor at PHUSE events because they provide an excellent opportunity to have direct exchanges with decision makers and opinion leaders in biopharma R&D around the globe.”

- Entimo
Sponsorship Packages

PHUSE has a comprehensive range of sponsorship, exhibition and branding packages available.

<table>
<thead>
<tr>
<th>Package</th>
<th>Platinum Sponsor</th>
<th>Sponsor Zone</th>
<th>Connect Monday Dinner</th>
<th>Speed Networking Event</th>
<th>Poster Session Sponsor</th>
<th>App Sponsor</th>
<th>Connect Sponsor</th>
<th>Hands-on Workshop Sponsor*</th>
<th>Connect Exhibition</th>
<th>Passport to Learn Sponsor</th>
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<tr>
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<td>1</td>
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<td>1</td>
<td>5</td>
<td>1 per Workshop</td>
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The Sponsorship and/or Exhibition T&Cs are outlined on the PHUSE website: phuse.global/Terms_and_Conditions.

The above packages are subject to change and will be offered on a first come, first served basis.

VAT will be charged at the applicable rate

Contact the Events team for any PHUSE Supporter discount enquiries.

* Hands-on Workshop sponsorship is subject to availability and content approval. Content for workshops is required to be varied and provide a rounded learning experience for attendees. Contact events@phuse.global for more information/to submit a short abstract for review.

** All registered attendees are included on the delegate list (name, company and country).

*** Only those attendees who have specifically chosen for their information to be shared during the event registration process.

Application Process

If you would like to sponsor a PHUSE Connect event, please contact events@phuse.global with details of the package(s) you’re interested in taking out.
Branding Opportunities

Branded options are a great way to maximise company visibility during the Connect. They can be purchased alone, or alongside other packages to create a bespoke bundle that suits your needs.

**Connect Lanyard**

The Connect Lanyards not only provide brand visibility during the event itself, but also in photographs, social media posts and perhaps even future promotional materials.

They are made from 100% recycled plastic (RPET), are fully biodegradable and naturally antibacterial! So, by sponsoring this item you are not only receiving fantastic company promotion but are supporting PHUSE’s sustainable event initiatives.

**Sponsored App Post**

Share your company message of choice through a targeted App post at a prime user engagement time.

Did you know ... the US Connect 2022 App received near to 4,000 activity stream interactions! That’s an incredible amount of user engagement to benefit from.

**90-second Keynote Video**

Your video will be played during a Keynote Plenary Session – a prime time for having all attendees gathered in one place.

The cost of this option is reduced when taken out alongside another sponsorship or exhibition package. T&Cs apply.

**Connect Catering**

If you’d prefer to showcase your company in a more informal atmosphere, then catering sponsorship is for you!

Have your logo displayed at all food stations, for guaranteed visibility throughout each break of your chosen day.

*Excludes evening events*
From the moment you become a Connect sponsor your company's exposure begins on our dedicated events website and in communications.

Don't forget! PHUSE Supporter discount is available on select sponsorship/exhibition packages. Contact events@phuse.global to find out more.

If you would like to extend your company's promotion even further then contact communications@phuse.global to explore our global mailshot advertising opportunities.