

NOVEMBER 2025



# Media Planner



Through the **Partner Circle Program**, MAPS collaborates with Solution Providers committed to Medical Affairs excellence, as trusted partners in meeting the needs of their Industry counterparts.

# Thank you to our current Partner Circle Organizations



Joining the Partner Circle Program is more than just a listing; it's a strategic move to amplify your visibility, showcase your unique solutions and align your brand with the pinnacle of excellence in Medical Affairs.



PARTNER CIRCLE  
PROGRAM **EXECUTIVE**



CACTUS  
LIFE SCIENCES



HAVAS  
Health & You



PARTNER CIRCLE  
PROGRAM **PRINCIPAL**



PARTNER CIRCLE  
PROGRAM **ASSOCIATE**



Browse the full [Partner Circle Directory](#)

# Partner Circle Program Benefits

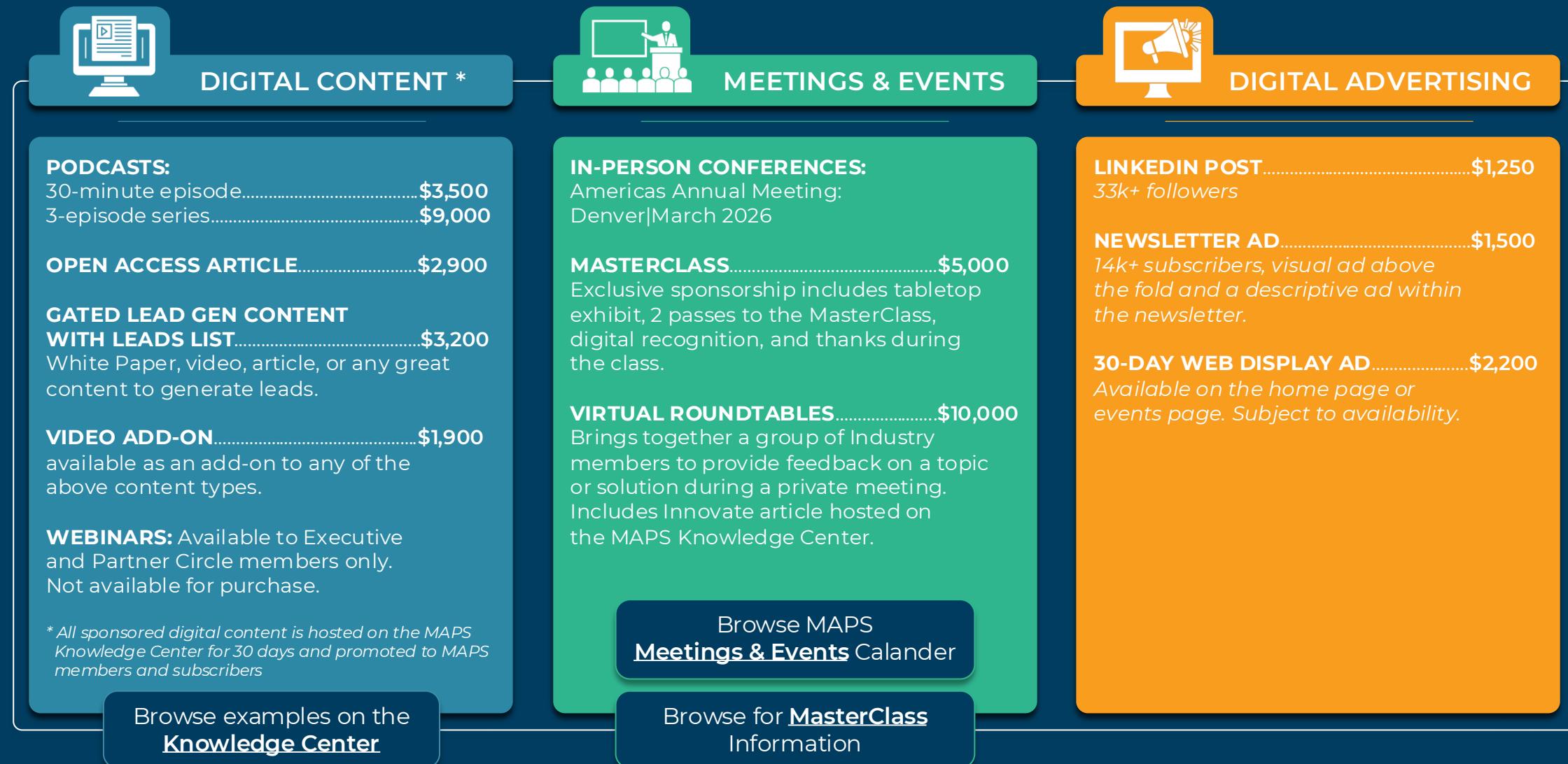
To join the Partner Circle Program, email Luke Traeger at [Ltraeger@medicalaffairs.org](mailto:Ltraeger@medicalaffairs.org)



BENEFITS	ASSOCIATE LEVEL \$10K/YEAR	PRINCIPLE LEVEL \$15K/YEAR	EXECUTIVE LEVEL \$25K/YEAR
Featured profile on the Partner Circle Directory	✓	✓	✓
One complimentary ad campaign per year	✓	✓	✓
Priority Exhibit Assignment at Annual Meetings	3 <sup>rd</sup> Priority	2 <sup>nd</sup> Priority	1 <sup>st</sup> Priority
Discount on Exhibits and a la carte sponsorship items (meeting sponsorships excluded)	5% Discount	10% Discount	15% Discount
Discount on Annual Meeting registration fees	5% Discount	10% Discount	15% Discount
Individual Annual Memberships	2	3	5
Free posts to the MAPS Career Center	Up to 2 Per Year	Up to 3 Per Year	Up to 4 Per Year
Regular Recognition via digital platforms, virtual meetings, and in-person conferences	✓	✓	✓
Option to sponsor an in-person Chapter event	✓	✓	✓
1 Non-Promotional Webinar Per Year, promoted and broadcast live to the MAPS community (avg 135 live attendees) OR 1 podcast episode (avg 300 downloads)	—	✓	✓
Option to serve on a Competency Team with Industry members	—	—	✓

# A La Carte Sponsorships

MAPS works with Solution Providers and Industry organizations seeking to raise brand awareness, demonstrate thought-leadership, and drive connections with MAPS members and the broader Medical Affairs community.



# Exclusive Sponsorships

Sponsorships available to Partner Circle Members only, in a limited supply



## PREMIUM WHITE PAPER

**\$30,000**

4 AVAILABLE  
PER YEAR



EXAMPLE

Includes 5 LinkedIn Polls, 1 Virtual Roundtable, and a MAPS Co-authored White Paper along with promotion of the White Paper.

Roundtable participants, Sponsor, and MAPS are listed as authors.

## BRAND SPOTLIGHT NEWSLETTER

**\$5,000**

4 AVAILABLE  
PER YEAR



EXAMPLE

Sponsor-written newsletter to the MAPS 14k+ subscriber base and can include links and images as desired. The sponsored content must be valuable and informative. A promotional blurb can also be included at the bottom of the newsletter.



# Thank You

