



The premier non-profit global
Medical Affairs organization
FOR Medical Affairs professionals
BY Medical Affairs professionals

2021 Media & Sponsorship Planner

Published November 15, 2021



provides community, connectivity and thought leadership to guide the Medical Affairs profession, globally. Together with more than

6,600 members

from 220+ biopharmaceutical and MedTech companies, MAPS is transforming the Medical Affairs profession to increase its value to patients, healthcare professionals, and other decision makers.

72,000+

Average Page Views
per Month

18,000+

Unique Visitors per Month

25,000+

Newsletter Distribution List

14,000+

LinkedIn Followers

150+

Medical Affairs
Leaders

on Committees and Working Groups

Let MAPS be your strategic partner in staying connected with your audience, virtually or in person.

OUR LEADERS

MAPS was founded in 2016 as a collaboration by Medical Affairs executives in leading Biopharmaceutical and MedTech companies. Now, Medical Affairs leaders on the MAPS Board of Directors and various Board Committees guide the direction of the organization, along with hundreds of volunteers, while providing a direct connection between MAPS and decision-makers in their respective organizations.



MÓNICA DE ABADAL

VP, Medical Excellence,
Global Medical Affairs at Ipsen
Ipsen
MAPS EMEA Region President



DANIE DU PLESSIS

EVP Medical Affairs
Kyowa Kirin International
MAPS Director and Co-Chair,
Learning & Development
Committee



MARY ALICE DWYER

Principal/Consultant
Synetic Life Sciences
MAPS Director, and Chair,
Executive Program
Committee



VICTORIA ELEGANT

VP & Region Head Medical,
JAPAC
Amgen
MAPS APAC Region President



ANN FORD

Partner, Managing Director
HPS Advise
MAPS Director and Chair,
Governance & Nominating
Committee



TAMAS KONCZ

CMO, Inflammation &
Immunology
Pfizer
Co-Chair, MAPS Learning
& Development
Committee



CHARLOTTE KREMER

EVP and Head of Medical
Affairs
Astellas
Chair of the Board, MAPS



IRIS LOEW-FRIEDRICH

CMO and EVP
Head of PV Development
Solutions
UCB
MAPS Director



PETER PILIERO

VP & Head of Medical
Affairs Americas
GSK
MAPS Director



JOHN PRACYK

Integrated Leader, Medical Affairs
DePuy Synthes
MAPS Director, and Americas Region
President



KIRK SHEPARD

CMO OBG, Senior Vice President
Eisai Inc.
MAPS Director and Executive Committee
Member



ROBIN WINTER-SPERRY

President & CEO
Scientific Resilience
MAPS Director, and Chair, Membership
Committee



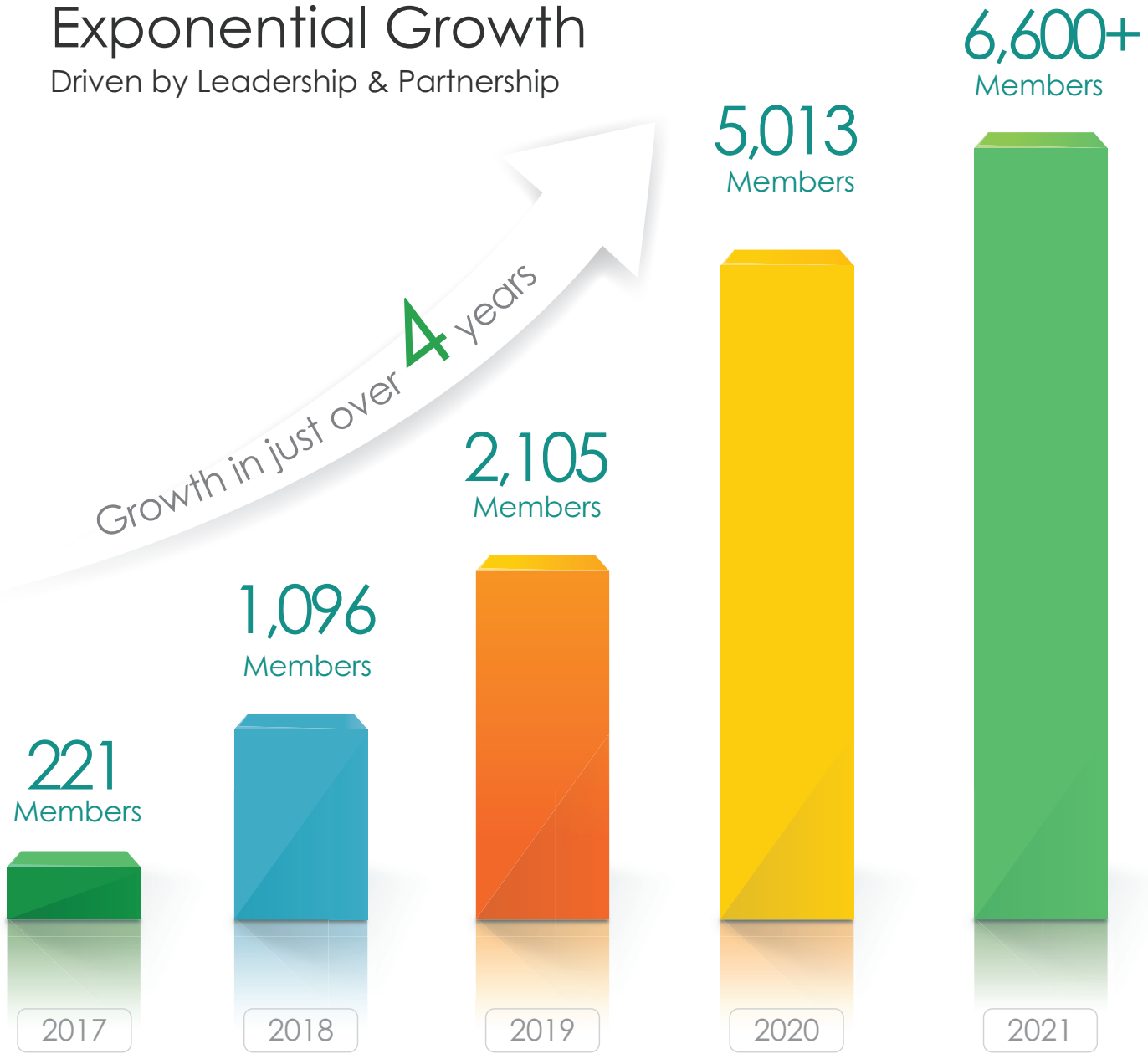
ANNA WALZ

CEO
MedEvolve
MAPS Director

OUR GROWTH

Exponential Growth

Driven by Leadership & Partnership

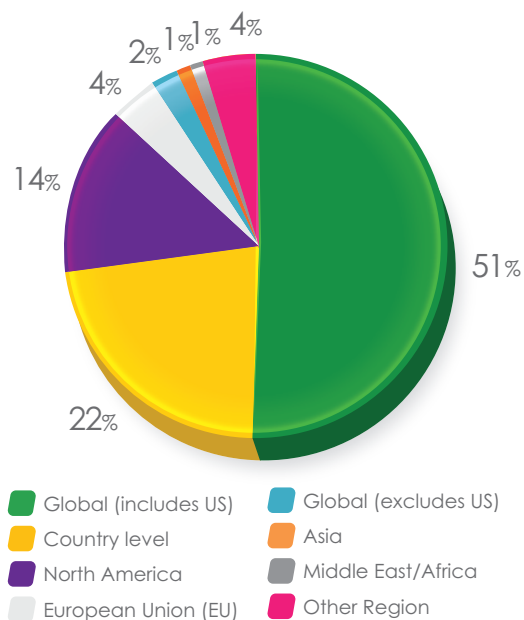


note *as of October 1, 2021.

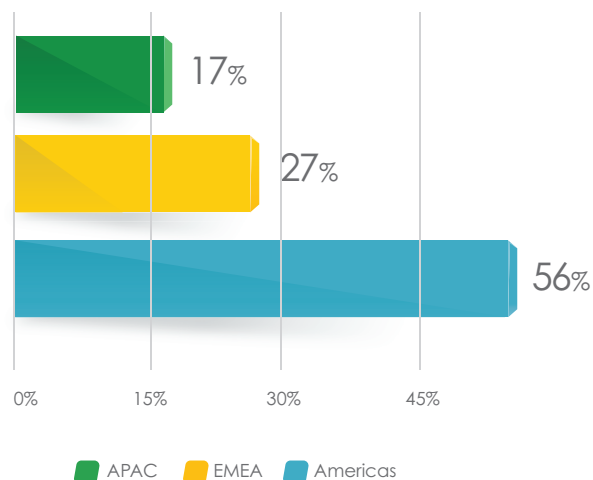
OUR AUDIENCE

MAPS reaches a global audience of Medical Affairs professionals and Biopharmaceutical/MedTech stakeholders.

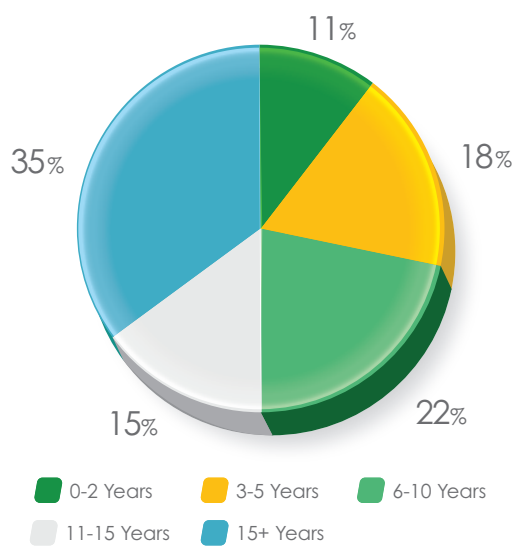
Member Geographic Responsibility



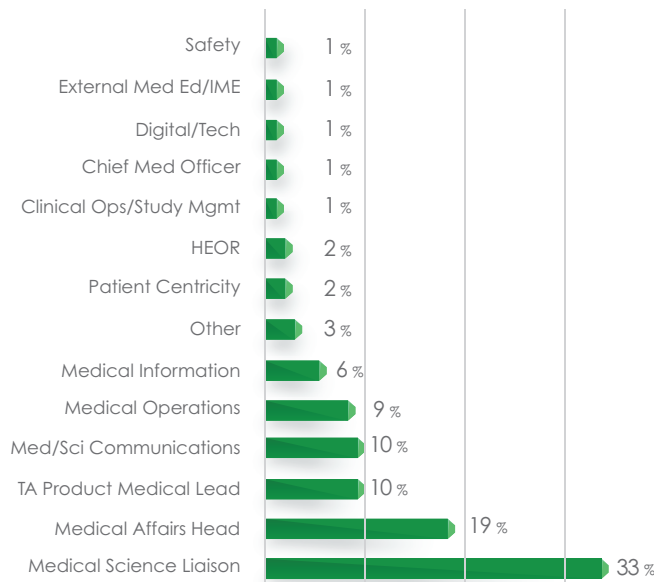
Member Location by Region



Members' Years Experience in Medical Affairs



Member Primary Function/Role



FOCUS AREA WORKING GROUPS

MAPS conceptualizes the Medical Affairs function in 12 general focus areas, leading to the creation of the following 12 Focus Area Working Groups (FAWs). Each FAWG is a group of 10-15 senior members from Industry collaborating with leaders from our solution provider partners participating in the MAPS Partner Circle Program to produce and curate content and training resources, and to develop standards & guidance to steer the future direction of their specialty within Medical Affairs.

- Compliance
- Digital Strategy
- Evidence Generation
- External Education
- Field Medical
- Insights
- Medical Communications
- Medical Information
- Medical Operations
- Medical Technology
- Patient Centricity
- Rare Disease & Gene Therapy
- Strategy and Launch Excellence

Visit medicalaffairs.org/focus-area-working-groups for more information and to meet the FAWG members.

INDUSTRY PARTNERSHIP PROGRAM

The following organizations participate in the MAPS Industry Partnership Program, providing Medical Affairs team members with peer-to-peer connectivity for leaders, and organizational visibility through all MAPS outlets.



Partners shown as of publication date. For the latest partner listing, please visit <https://medicalaffairs.org/membership/industry-partnership-program/>

PRICING LEVELS (ANNUAL FEE)

- \$10k — MedTech - Limited First Year Offer
- \$30k — Industry - up to 200 members
- \$50k — Industry - up to 500 members
- \$75k — Industry - up to 1,000 members
- \$100k — Industry - unlimited members

To learn more about the MAPS Industry Partnership Program, please contact our program coordinator, Maria at mgiordano@medicalaffairs.org.

PARTNER CIRCLE PROGRAM

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. Partner Circle organizations earn 10-15% discounts on all marketing and outreach activities, ongoing visibility through MAPS outlets, an annual Webinar (not otherwise available for a la carte sponsorship), and placement alongside Industry leaders on one of the MAPS Focus Area Working Groups.

EXECUTIVE-LEVEL PARTNERS

ASSOCIATE-LEVEL PARTNERS

Partners shown as of publication date. For the latest partner listing, please visit <https://medicalaffairs.org/partner-circle/>.

Pricing Levels (Annual Fee)	PARTNER CIRCLE PARTNERSHIP BENEFITS	ASSOCIATE LEVEL - \$10,000	EXECUTIVE LEVEL - \$20,000
		Regular Recognition via digital platforms, virtual meetings, and in-person MasterClasses	✓
	Individual Annual Memberships (with access to MAPS Connect, and members-only content)	2 free memberships	5 free memberships
	Discount on a la carte sponsorship items (excludes MasterClasses)	10% Discount	15% Discount
	Annual Membership Survey Results	✓	✓
	1 Complimentary 10-day Leaderboard Ad Campaign on the MAPS website per year	✓	✓
	1 Non-Promotional eCademy Webinar Per Year	✓	✓
	Solution Provider Directory Database Inclusion	✓	✓
	Priority Exhibit Assignment at MAPS Annual Meetings	✓	✓
	Discounts on Exhibit Space at MAPS Annual Meetings (excludes MasterClasses)	10% Discount	15% Discount
	Discount on Registration Fees For MAPS Annual Meetings	10% Discount	15% Discount
	Company-Provided Video Included in the Solution Provider Directory Database		✓
	Collaboration with MAPS Executive Leadership & FAWGs to create member resources (Standards/Guidance Documents, Whitepapers, and Webinar Series)		✓

To learn more about the MAPS Industry Partnership Program, please contact our program coordinator, Maria at mgjordano@medicalaffairs.org.

CONTENT MARKETING OVERVIEW

MAPS works with Solution Providers and Industry organizations seeking to raise brand awareness, demonstrate thought-leadership, and drive directed attention within the audience of MAPS members and the broader Medical Affairs community. The sponsorship opportunities below are detailed in the following pages.

EVENTS

Virtual Solution Provider/ Industry Roundtable:

- Partner Circle Members: \$5,000
- Non PC Members: \$7,500

New Orleans Conference

(March 20-23, 2022):

- Tabletop (6'x8'): \$3,450
- 10'10' Space: \$8,250
- 10'x20' Space: \$11,000 **SOLD OUT**
- Chief Conference Partner: \$20,000 **SOLD OUT**

Paris Conference

(May 15-17):

- 3mx1m: \$3,450
- 3mx3m: \$8,250
- Chief Conference Partner: \$20,000 **SOLD OUT**

DIGITAL ADVERTISING

LinkedIn Post: \$950

Newsletter Ad: \$950

30-day Web Display Ad Campaigns:

- Leaderboard: \$1,200
- Sidebar: \$1,800

DIGITAL CONTENT

Webinars: *Only available to Partner Circle members*

Podcasts:

- 30-minute episode: \$2,500
- 3-episode series: \$6,000

Thought Leader Interview:
\$3,500

Innovate Article:
\$1,900

White Paper Hosting and Leads List: \$2,900



CONTENT MARKETING OVERVIEW OF PUBLICATION AND PROMOTION

All MAPS podcasts, articles, white papers, webinars, and other true "content" pieces produced in-house or in collaboration with Solution Providers or Industry are published first to the MAPS Content Hub (medicalaffairs.org/contentHUB) and promoted via our social media (LinkedIn, Twitter), weekly newsletter and MAPS Connect.

Website

72,000+ page views/month with 1,000+ views per content piece

LinkedIn:

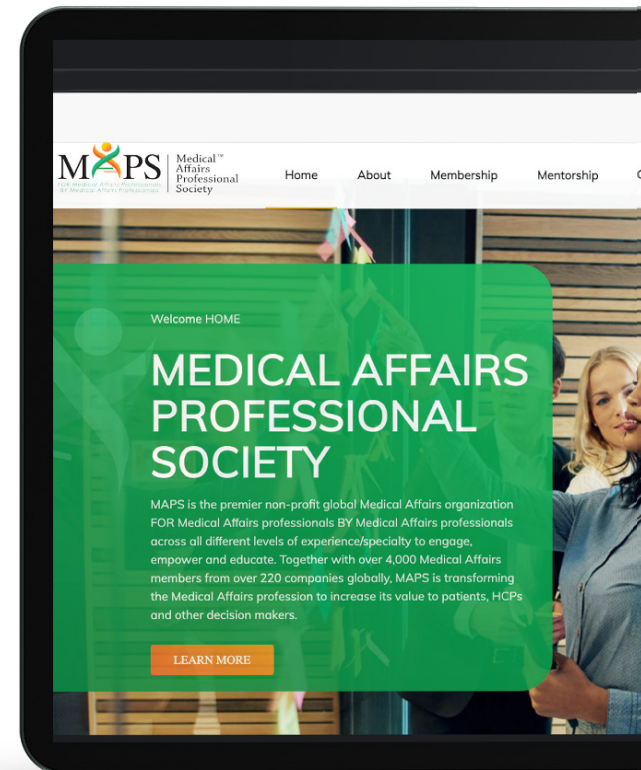
14,000+ followers, average 1,200 impressions and 45 clicks per day (May-October 2021)

Newsletter:

26,447 total audience, 23.4% open rate

MAPS Connect

Discussion boards and MAPS members-only resources, placing content in the inner circle of Medical Affairs visibility



CONTENT MARKETING WEB DISPLAY ADS

Web Display ads on the MAPS website place your brand in front of MAPS members and the wider Medical Affairs community. Our top-performing landing pages are available to host display ads (Home, Events, and Content HUB).



WEB DISPLAY 1

Leaderboard:
\$1,200

Display at:

<https://medicalaffairs.org/content-hub/>
or
<https://medicalaffairs.org/events/>
or
<https://medicalaffairs.org/home>
Static display at the top or side of one of our most popular webpages. Limited availability.

Displayed for: 30 Days
Dimensions:
1400 x 172px (Leaderboard)

WEB DISPLAY 2

Sidebar
(Multiple Pages):
\$1,800

Display on:

ALL Content page posts including Elevate articles, podcasts, and webinar/Town Hall recordings.

Static display on 50+ individual pages. Limited availability.

Displayed for: 30 Days
Dimensions: 320 x 600 px

800 - 3,000+
monthly impressions

20 - 40+
monthly clicks

0.39-2.48%
click-through rate

Contact: mgjordano@medicalaffairs.org

CONTENT MARKETING PODCASTS

Your topic. Your experts.
Our host, production and
publication.



5,900+
downloads in 90
days (July - Sept 2021)

Average
220+ downloads
per episode

Contact: gsundem@medicalaffairs.org

PODCASTS:

30min Podcast:
\$2,500

Series (3 Podcasts):
\$6,000

Available at:

<https://medicalaffairs.org/content-hub/>

Sponsor supplies podcast speakers.
MAPS provides host, recording and minor
edits. Hosted on MAPS Elevate Podcast
Series platform and distributed to all
major podcast channels; promotion via 1
MAPS email distribution (20,000+ Medical
Affairs professionals), and 1 post to MAPS
LinkedIn and Twitter accounts.
Available to members and non-members
indefinitely

CONTENT MARKETING INNOVATE ARTICLES

Your content. Our outlets.

Author an Innovate article and place your content in front of our audience. Innovate Articles can focus on best practices, thought leadership, innovative solutions, and more. Includes hosting on the Content Hub and promotion via LinkedIn and the MAPS newsletter.



Cost: \$1,900

Contact: gsundem@medicalaffairs.org

WHITE PAPERS

Lead generation via white paper download.

MAPS publishes your organization's white paper in one of two ways: Either as an open-access article or behind a window requiring users to enter contact information before downloading. The first strategy results in greater overall views; the second strategy generates a list of leads choosing to interact with your paper, which we share with you.



Cost: \$2,900

Contact: mgiordano@medicalaffairs.org

CONTENT MARKETING LINKEDIN POSTS

Promote your event, service, product, news, content or expert.

MAPS offers sponsorship at our vibrant LinkedIn presence of over 13,000 followers. Work with MAPS staff to co-brand your promotion to our audience.

Cost: \$950

Contact: gsundem@medicalaffairs.org

NEWSLETTER

Reach 24k+ Medical Affairs professionals with your content or display ad.

Sponsor a half-column content block in one of our weekly newsletters (one includes upcoming events; the other lists recently published content). Use this content block for a display ad (264 x 400px), written promotion (max 280 characters), or video (VIMEO hosted with url import).

Cost: \$950

Contact: gsundem@medicalaffairs.org



WEBINARS

MAPS Webinars are available to Partner Circle members only. For more information about this program, contact mgiordano@medicalaffairs.org.

Partner Circle availability and webinar availability are subject to change.

THOUGHT-LEADER INTERVIEWS

Your expert. Our writer and outlets.

You choose the expert and general topic. MAPS will conduct an interview and draft an article for your edits/approval. Then MAPS publishes the interview via Website, social and newsletter.

Examples:

<https://medicalaffairs.org/good-science-business-murali-gopal/>

<https://medicalaffairs.org/future-medical-affairs-beat-sumegi-sanofi/>

Cost: \$3,500

Contact: gsundem@medicalaffairs.org



CAREER CENTER RECRUITING

Attract top talent with the MAPS Career Center.

Job postings at careers.medicalaffairs.org allow recruiters and other hiring managers to place opportunities where they matter most, namely with a targeted audience of Medical Affairs job seekers..

	MEMBER RATE	NON-MEMBER RATE
Single 30-day Job Posting	\$200	\$250
Single 60-day Job Posting	\$350	\$400
Single 90-day Job Posting	\$525	\$575
Package of Three 30-day Job Postings	\$550	\$650
Package of five 30-day Job Postings	\$900	\$1,100
Package of Ten 30-day Job Postings	\$1,750	\$2,200

Contact: pcampa@medicalaffairs.org

SOLUTION PROVIDER-INDUSTRY Roundtables

Feedback and leads from Medical Affairs decision makers.

MAPS organizes a 5-person roundtable from our network of Industry leaders based on your criteria (e.g. job titles, company size/type/location, roundtable objectives). During a one-hour meeting with these key decision makers, you and your colleagues obtain valuable feedback on a particular topic that matters to you and your organization.

Virtual Roundtables available year-round. Limited in-person Roundtables available at the 2022 Global Annual Meeting.

COST:

Partner Circle Members: **\$5,000**

Non-Partner Circle Members: **\$7,500**

Contact: mgiordano@medicalaffairs.org

MAPS 2022

March 20-23

NEW ORLEANS

GLOBAL ANNUAL MEETING 2022

Since our first trip to “the Big Easy” in March 2019, MAPS members and meeting participants alike have been anticipating our return to New Orleans. Although it’s happening a year later than planned, be sure to secure your presence at our signature event – the 5th Global Annual Meeting of MAPS! Whether it is your first Global meeting or your fifth, we are confident that you will enjoy the opportunity to share the latest in best practices for the profession and connect with prospective customers from over 120 biopharma and MedTech companies.

Anticipated participation for 2022’s conference: 500+

Exhibit space will be limited for our first full conference post-pandemic as we cautiously return to “normal”, so secure your exhibit space early with an advance 50% deposit. Larger spaces typically sell out by early Q4.

Exhibit Space Options

Tabletop (6'x8') Space: \$3,450

- 1 Exhibit-Only Pass
- 1 Full Pass to Networking events
- Exhibit includes: Fabric backdrop, 2 chairs, table and waste basket

10'x10' Space: \$8,250

- 1 Full Conference Passes
- 1 Exhibit-Only Pass
- 2 Full Passes to Networking Events
- Exhibit includes: Fabric backdrop, 2 chairs, table and waste basket

10'x20' Space (*Highest Visibility*): \$11,000

- 2 Full Conference Passes
- 1 Exhibit-Only Pass
- 3 Full Passes to Networking Events
- Exhibit includes: Fabric backdrop, 2 chairs, table and waste basket

SOLD OUT

Contact:

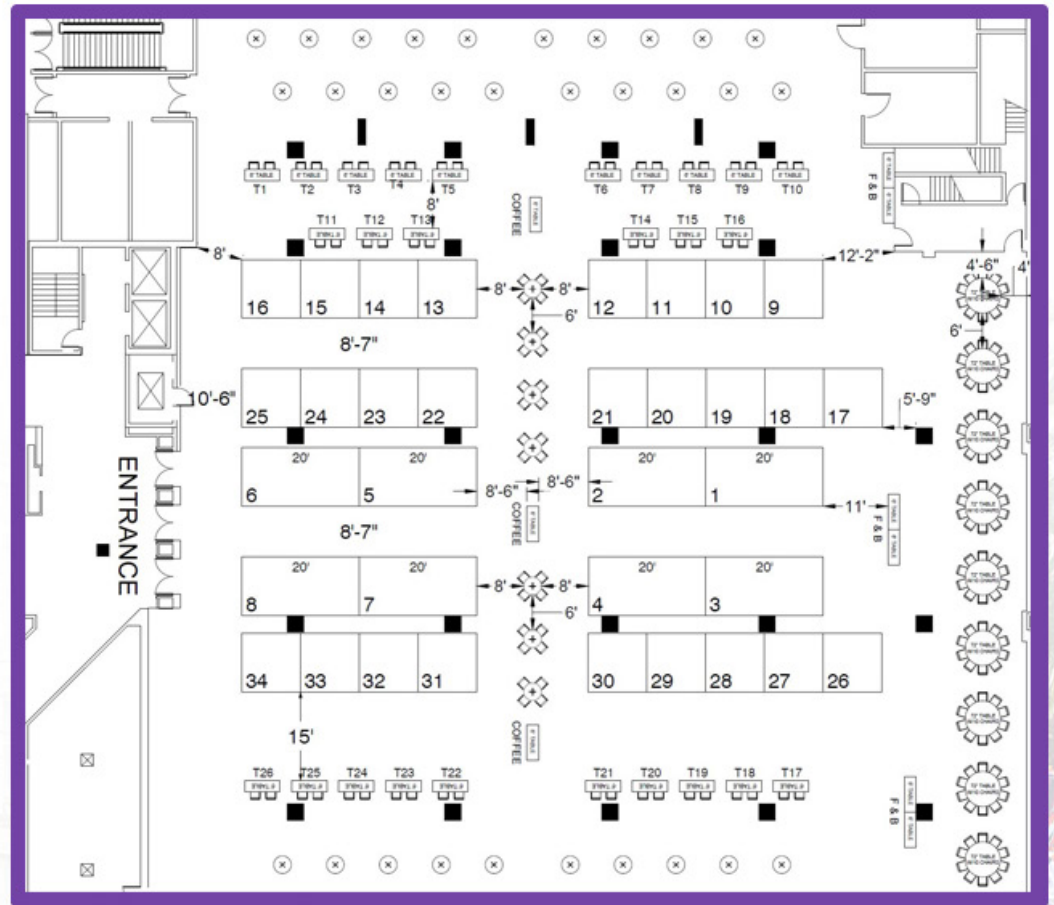
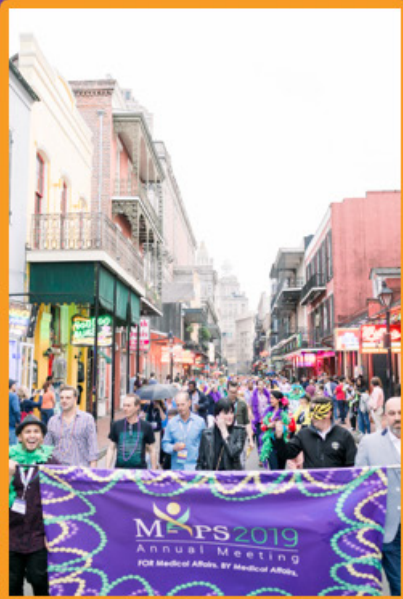
pcampa@medicalaffairs.org for exhibit and additional sponsorship opportunities.





Exhibit Floor Plan

Hyatt Regency New Orleans





Additional Sponsorships



Networking Reception \$5,500 USD

(Sponsor 1 of 2 – Sunday or Monday)

- Logo on signage & cocktail napkins
- Allowance to place up to 2 banners in area
- Sunday evening: onsite at the hotel
- Monday evening: Offsite Venue (TBD)



Swag Bag- 3,500 USD **SOLD OUT**

(Exclusive)

- Logo placement on all tote bags with a MAPS collaboration logo
- Recognition on the MAPS website, mobil
- Sponsor-provided material(s) in totes bag



Lanyards \$3,500 USD **SOLD OUT**

(Exclusive)

- Provide your company-branded lanyards to be used to hold all conference-goers' name badges – high visibility!



Coffee Break \$1,950 USD

(Sponsor 1 of 2 – Sunday or Monday)

- Logo placed on the coffee sleeves during all coffee breaks for your chosen day
- Recognition on signage by coffee stations during breaks



Conference WIFI \$2,500 USD **SOLD OUT**

(Exclusive)

- Logo placed on all WIFI cards throughout meeting venue and on mobile app announcing WIFI login info
- Recognition on signage by MAPS Desk



Roundtable \$5,000 (Partner Circle Members) / \$7,500 (Non-members)

(Sponsor 1 of 6 - Monday, Tuesday, or Wednesday over breakfast)

- Meet with 5 industry opinion leaders in an exclusive meeting space, to obtain valuable feedback on a particular topic or service.

Contact: pcampa@medicalaffairs.org for exhibit and additional sponsorship opportunities.
mgiordano@medicalaffairs.org for Roundtable opportunities.



From Vision to Action - Medical Affairs' Time to Lead is Now

MAPS 2022 EMEA Annual Meeting

We are excited to invite you to join us in Paris, France next May for the largest annual gathering of Medical Affairs professionals in the EMEA region! Over 250 Medical Affairs professionals from around the region will convene for a one-of-a-kind event developed FOR Medical Affairs professionals, BY Medical Affairs professionals, featuring two days of industry leading programming, best practice sharing, and networking!

Now is THE defining moment for Medical Affairs as we fully realize our place as a strategic pillar in the biopharmaceutical and MedTech industries. The theme of the 2022 EMEA Annual Meeting, From Vision to Action-Medical Affairs' Time to Lead is Now, reflects the pivotal moment in which Medical Affairs professionals find themselves post-pandemic.

While the overall objectives for this meeting are similar to our past conferences – to share best practices across the industry and to ensure that participants take home actionable insights and tools that will fuel the capabilities of their Medical Affairs teams – the 2022 EMEA Annual Meeting will take on added significance. The need for innovation and leadership in Medical Affairs has never been greater, and we look forward to convening the leaders of today and tomorrow to create a confluence of ideas and progress for the profession!

Exhibit Space Options

3mx3m 8,250 USD

- Highest visibility
- 1 full conference pass
- 1 exhibit only pass
- Full access to the networking receptions

3mx1m 3,450 USD

- 1 exhibit only pass
- Full access to the networking receptions

All exhibits include:

- Company name and logo listed on the MAPS EMEA website, mobile app, and logo placement on printed materials.
- 6ft table, 8ft high back wall, 2 chairs, waste basket, One- line booth ID sign, and complimentary WiFi.

Contact:

pcampa@medicalaffairs.org for exhibit and additional sponsorship opportunities.

Additional Sponsorships

Chief Conference Partner – 20,000 USD

SOLD OUT

- Recognition as the primary conference partner for MAPS EMEA 2022
- Exclusive banner ad at the top of the MAPS EMEA 2022 Website – seen by everyone who visits this page for conference information including the agenda and faculty information – extremely high visibility!
- Recognition on multiple dedicated signage throughout the venue as the Chief Conference Partner
- Banner ad inclusion on 1 eBlast per month leading up to the conference (between Jan-May 2022)
- 4 social media posts leading up to the conference
- Special recognition from the podium during both the Opening Session of the Conference



Networking Reception - \$5,000 USD

(Sponsor 1 of 2 – Sunday or Monday)

- Logo on signage & cocktail napkins
- Allowance to place up to 2 banners in area
- Sunday evening: onsite at the hotel
- Monday evening: offsite



Swag Bag- 4,000 USD

- Logo placement on all tote bags with a MAPS collaboration logo
- Recognition on the MAPS website, mobile app, and program
- Sponsor-provided material(s) in totes bag



Lanyards - \$3,500 USD

SOLD OUT

- Provide your company-branded lanyards to be used to hold all conference-goers' name badges – high visibility!



Coffee Break - \$2,250 USD

(Sponsor 1 of 2 – Sunday or Monday)

- Logo placed on the coffee sleeves during all coffee breaks for your chosen day
- Recognition on signage by coffee stations during breaks



Conference WIFI - \$2,500 USD

SOLD OUT

- Logo placed on all WIFI cards throughout meeting venue and on mobile app announcing WIFI login info
- Recognition on signage by MAPS Desk



Roundtable \$5,000 (Partner Circle Members) / \$7,500 (Non-members)

(Sponsor 1 of 4 - Monday or Tuesday over breakfast)

- Meet with 4 industry opinion leaders in an exclusive meeting space to obtain valuable feedback on a particular topic or service.

Contact:
pcampa@medicalaffairs.org for exhibit and additional sponsorship opportunities.
mgiordano@medicalaffairs.org for Roundtable opportunities.

Contact us. We're here to help!

Conference Registration and Sponsorships:

Pedro Campa | Pcampa@medicalaffairs.org

Conference Agenda and Speakers:

Elizabeth Jones | Ejones@medicalaffairs.org

Individual and Group Memberships:

Jason Acord | Jacord@medicalaffairs.org

Industry Partnership Program, Partner Circle Program, Roundtables, and Website Ads:

Maria Giordano | Mgiordano@medicalaffairs.org

Podcasts, Written Articles, LinkedIn Ads, and Newsletter Ads:

Garth Sundem | Gsundem@medicalaffairs.org

Focus Area Working Groups:

Susan Hanf | Shanf@medicalaffairs.org

Webinars:

Mary Gluckle | Mgluckle@medicalaffairs.org



www.MedicalAffairs.org