



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.

Thank you to our current Partner Circle organizations.



PARTNER CIRCLE PROGRAM EXECUTIVE




PARTNER CIRCLE PROGRAM PRINCIPAL




PARTNER CIRCLE PROGRAM ASSOCIATE



Browse the full
Partner Circle Directory.



PARTNER CIRCLE PROGRAM

Partner Circle Benefits	Associate Level: \$10k/year	Principal 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	3rd priority	2nd priority	1st priority
Discount on Exhibits and a la carte sponsorship items (exclusions apply)	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 5 per year
Regular Recognition via digital platforms, virtual meetings, and in-person conferences	✓	✓	✓
Option to co-host an in-person Chapter event	✓	✓	✓
1 Non-Promotional Webinar Per Year, promoted and broadcast live to the MAPS community (avg 135 live attendees) <u>OR</u> 1 podcast episode (avg 300 downloads)		✓	✓
Option to serve on a Focus Area Working Group , Domain Team, or Committee (limit 1 committee or group member per organization)			✓

To join the Partner Circle Program, email Ltraeger@medicalaffairs.org.

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.

Digital Content*

PODCASTS:

- 30-minute episode: \$3,500
- 3-episode series: \$9,000

OPEN ACCESS ARTICLE: \$2,900

GATED LEAD GEN CONTENT with LEADS LIST: \$3,200

- White Paper, video, article, or any great content to generate leads

VIDEO ADD-ON: \$1,900

- available as an add-on to any of the above content types

WEBINARS: Available to Executive and Partner Circle members only. Not available for purchase.

*All sponsored digital content is hosted on the MAPS Knowledge Center for 30 days and promoted to MAPS members and subscribers

Events

IN-PERSON CONFERENCES:

- Americas Annual Meeting: New Orleans | March 23 - 26, 2025
- EMEA Annual Meeting: London | May 12-14, 2025

MASTERCLASS: \$15,000

- Exclusive sponsorship includes tabletop exhibit, 2 passes to the MasterClass, digital recognition, a 5 minute introduction talk during the MasterClass, and 2 invites to the faculty dinner.

[Browse all MasterClasses here](#)

VIRTUAL ROUNDTABLES: \$10,000

- Brings together a group of Industry members to provide feedback on a topic or solution during a private meeting. Includes Innovate article hosted on the MAPS Knowledge Center.

Digital Advertising

LINKEDIN POST: \$1,250

NEWSLETTER AD: \$1,500

30-DAY WEB DISPLAY AD: \$2,200

- available on the home page or events page. Subject to availability

Browse examples on
the [Knowledge Center](#).

EXCLUSIVE SPONSORSHIPS

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

Premium White Paper

\$30,000

4 available
per year

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

\$10,000

4 available
per year

Sponsor-written newsletter to the MAPS 26k+ 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.



Join us in New Orleans March 23-26, 2025 for the [World's Largest Gathering](#) of Medical Affairs Professionals - 1,500+ attendees!

Chief Executive Partner: \$30,000

1 available

Recognition as the primary conference partner for MAPS 2025 in New Orleans

- Exclusive banner ad at the top of the MAPS 2025 website
- Recognition on multiple dedicated signage throughout the venue as the Chief Executive Partner
- Newsletter ad inclusion on 1 conference newsletter per month leading up to the conference between October 2024 - March 2025
- 4 LinkedIn posts leading up to the conference
- Special recognition from the podium during both opening sessions of the conference
- MAPS/ Chief Conference sponsor logo every plenary (Monday - Wednesday)
- 2 complimentary full conference registrations (Monday - Wednesday)
- 1 Push notification per day sent to all mobile app users during the conference
- 1 complimentary bag insert (item provided by the company)
- **5 minute speech during the meeting**

Conference Mobile App Sponsor: \$9,500

1 available

- Logo prominently featured at the top of the mobile app home page and QR signs throughout the venue
- Logo and exclusive recognition featured in email announcement to encourage attendees to download the app
- Includes 1 push notification sent to all app users during the conference
- 1 complimentary registration (Monday- Wednesday)

For current availability email:
pcampa@medicalaffairs.org



New items as of November 1st, 2024

Caesar Superdome Offsite Reception VIP Sponsor: \$7,500

1 available

Offsite reception will be held at the Caesar Superdome where the New Orleans Saints play!

- Primary sponsors of the offsite Caesar Superdome reception
- Logo branding throughout the Caesar Superdome
- Branded drink at the bar
- Access to the VIP lounge, exclusive access only for sponsors and their preferred guests

MasterClass Sponsorship: \$5,000

3 available - Field Medical, IMC, and MedTech

- Exclusive tabletop outside the MasterClass meeting room
- Includes recognition and thanks for sponsorship during the MasterClass
- Includes 2 MasterClass registration passes (\$3,000+ value) - main meeting registration not included in sponsorship
- Includes Sunday evening reception invitation

Sponsored Session: \$15,000

New for 2025, MAPS is offering the opportunity to sponsor a conference session, which will be held in the theater area of the exhibit hall. We will have wireless headsets for any attendees who choose to attend. The theater can hold up to 100 attendees. These sessions do not need to be branded to MAPS and may include any content you'd like. Each session will be 45 minutes.

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pcampa@medicalaffairs.org



Exhibits

Tabletop Exhibit: \$3,950

11 available

Includes 1 exhibit-only pass

10'x10' Exhibit: \$9,750

11 available

Includes 2 exhibit-only passes

10'x20' Exhibit: \$18,500

6 available

Includes 1 full-conference pass
and 2 exhibit-only passes

20'x20' Exhibit: \$29,750

2 available

Includes 2 full-conference passes
and 2 exhibit-only passes

Lanyards: \$9,500

1 available

Company-branded lanyards to be used to hold all conference-goers' name badges

Exclusive Wi-Fi Sponsor: \$9,500

1 available

- 1 push notification sent to all app users.
- Logo placement and company name used as the password.
- Signage throughout the meeting space and meeting rooms.
- 1 complimentary registration (Monday - Wednesday).

Tote Bags \$7,500

1 available

Logo placement on all tote bags and will work with the MAPS team to design the bags

Notebooks: \$4,500

1 available

The primary MAPS notebook will be branded with your logo and be placed by the registration desk. Will work with MAPS team on design.

Conference Pens: \$3,500

1 available

The primary MAPS pen will be branded with your logo and placed by the registration desk for all attendees. Will work with MAPS team on design.

Marketing Drop: \$2,000

8 available

Promotional piece will be included on the swag table by the registration area. Make it memorable and creative! Marketing drops will be provided by the company and work with the MAPS team for approval.

All exhibitors and sponsorships include your logo on the MAPS website, mobile app, and onsite signage.

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Coffee Break: \$4,500

2 available

Attending sessions is hard work and people need a break, so the coffee breaks are held in the exhibit hall

- A push notification promoting your company during the morning and afternoon breaks
- Recognition on signage
- Monday and Tuesday available

Offsite Reception: \$7,500

10 available

- Primary sponsors of offsite location
- Branding throughout the event space
- Branded drink at the bar
- Access to the VIP lounge restricted to sponsors and their preferred guests. 12 passes per sponsor.

Roundtable: \$10,000 - Partner Circle Member discount will apply
3 available

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

- Includes designated room with AV and an exclusive lunch for you and your Roundtable participants.
- MAPS provides list of attending companies/titles for you to select your preferred Roundtable participants. MAPS guarantees 5 industry attendees.

Exhibit Hall Onsite Reception: \$9,000

1 available

Primary sponsor of onsite location and branding throughout the event space. Company recognition throughout the reception and branded items included. Branded cocktail at the bar.

Mobile App Push Notification: \$1,500

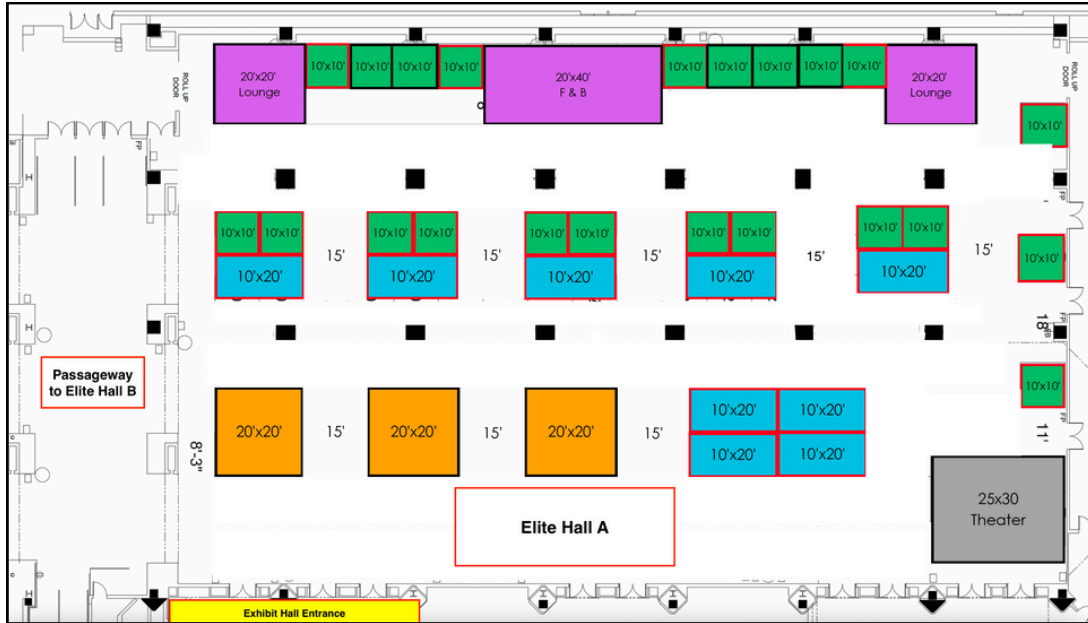
10 available

Reach attendees directly on their mobile devices. Your company's message will be pushed out to all mobile app users during the show. Include an attention-catching headline and description to drive attendees straight to your booth. ****Push notifications are available to exhibiting companies only****

All exhibitors and sponsorships include your logo on the MAPS website, mobile app, and onsite signage.

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Floor Plan



For current availability email:
pcampa@medicalaffairs.org



Join us in London, England May 12-14, 2025 for the [EMEA Region's Largest Gathering](#) - 600+ attendees!

Chief Executive Partner: £15,000 GBP

1 available

Recognition as the primary conference partner for MAPS 2025 in London

- Exclusive banner ad at the top of the MAPS 2025 London webpage
- Recognition on dedicated signage through the venue
- Newsletter ad included in one newsletter per month leading up to the conference, between Jan 2025 and May 2025.
- 4 posts to the MAPS LinkedIn page leading up to the conference
- Special recognition from the podium during the opening session of the conference
- 2 complimentary registrations
- Push notification sent to all users
- Complimentary bag insert

Conference Mobile App Sponsor: £4,000 GBP

1 available

- Logo prominently featured at the top of the home page of the mobile app
- Logo and exclusive recognition featured in email announcements to all attendees.
- Includes 2 push notifications
- Mentions on the MAPS LinkedIn page

20% VAT will be added to the final cost of all sponsorship items and exhibits

All exhibitors and sponsorships include your logo on the MAPS website, mobile app, and onsite signage.

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Exhibits

2m x 2m Exhibit: £3,150 GBP

9 available

Includes 1 exhibit-only pass

3m x 2m Exhibit: £5,750 GBP

4 available

Includes 2 exhibit-only passes

4m x 2m Exhibit: £7,150 GBP

14 available

Includes 2 exhibit-only passes

6m x 2m Exhibit: £10,750 GBP

5 available

Includes 3 exhibit-only passes

4m x 4m Exhibit: £13,750 GBP

6 available

Includes 1 full-conference pass
and 3 exhibit-only passes

Notebooks: £4,000 GBP

1 available

The primary notebook will be branded with your logo and be placed by the registration desk

Conference Pens: £2,000 GBP

1 available

The primary conference pen will be branded with your logo and placed by the registration desk

Marketing Drop: £1,500 GBP

6 available

- Promotional piece will be located next to the registration area. Make it memorable and creative!
- Marketing drops will be provided by the company and work with the MAPS team for approval

Lanyards: £4,500 GBP

1 available

Company-branded lanyards to be used to hold all conference-goers' name badges

Swag Bags £3,500 GBP

1 available

- Logo placement on all bags with a MAPS collaboration logo
- Recognition on the MAPS website, mobile app, and eBlast
- Sponsor-provided insert

20% VAT will be added to the final cost of all sponsorship items and exhibits

All exhibitors and sponsorships include your logo on the MAPS website, mobile app, and onsite signage.

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Coffee Break: £2,000 GBP

2 available

- All coffee breaks will be held inside the exhibit hall
- A push notification promoting your company during the coffee break
- Recognition on signage as the sponsor
- Monday and Tuesday available

Mobile App Push Notifications:
£500 GBP

12 available

- 1 push notification sent to all app users during the conference.
- Provide your company's message

Roundtable: £9,000 GBP - Partner
Circle Member discount will apply

4 available

- Meet with up to eight industry opinion leaders in an exclusive meeting space to obtain valuable feedback on a particular topic or service
- Includes designated room with AV and an exclusive lunch for you and your Roundtable participants
- MAPS provides list of attending companies/titles for you to select your preferred Roundtable participants. MAPS guarantees 5 industry attendees

Sunday Exhibit Hall Networking
Reception: £5,500 GBP

1 available

- Logo on signage throughout the reception
- Allowance to place banners in the area.
- Social media mentions leading up to the conference

Monday Offsite Networking
Reception: £5,500 GBP

1 available

- Logo on signage throughout the reception
- Allowance to place banners in the area.
- Social media mentions leading up to the conference

20% VAT will be added to the final cost of all sponsorship items and exhibits

All exhibitors and sponsorships include your logo on the MAPS website, mobile app, and onsite signage.

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