

MAPS Germany Chapter Launch 2026

CMD-Led Collaboration for Medical Affairs
Excellence in Germany

12 February 2026 • Munich

Andaz Schwabinger Tor



GERMANY SPONSORSHIP PROSPECTUS

MAPS Germany Chapter Launch 2026

Stand alongside Germany's Medical Affairs leadership as a founding MAPS partner.

Event Page: medicalaffairs.org/events/germany-chapter-launch

Sponsor inquiries: dmoore@medicalaffairs.org

Why This Event Matters

Germany is one of the most influential and compliance-intensive Medical Affairs markets in Europe.

The MAPS Germany Chapter Launch convenes senior leaders in a **CMD-led, non-promotional** national forum to define priorities for 2026 and strengthen collaboration across medical, access, compliance, digital and operational leaders.

This inaugural activation brings together Country Medical Directors, Market Access leaders, Compliance experts, Digital Excellence teams, and Medical Operations managers to benchmark challenges, share best practices, and shape expectations for Medical Affairs excellence across German affiliates.

As the first MAPS chapter activation in continental Europe, the Germany Launch establishes a platform for sustained national engagement — giving sponsors a credibility-driven, high-visibility opportunity to support the evolution of Medical Affairs in Germany.

This launch establishes a national platform for CMD-aligned collaboration, scientific integrity, and consistent Medical Affairs expectations across German affiliates.

Why Sponsor the MAPS Germany Chapter Launch

Sponsoring the MAPS Germany Chapter Launch provides direct visibility within a **CMD-led, non-promotional** national forum that shapes Medical Affairs priorities for 2026 across German affiliates. Sponsors gain relevance and recognition in the most influential and compliance-driven MA market in Europe.

This inaugural chapter activation offers a rare opportunity for organisations to align with the leadership cohort driving scientific, evidence, compliance and operational expectations across Germany's evolving Medical Affairs ecosystem.

Three Reasons Sponsors Invest in Germany

1. Direct access to senior decision-makers

Engage Country Medical Directors, Market Access leaders, Compliance experts, and Medical Operations stakeholders who influence national and regional Medical Affairs strategy.

2. Alignment with Germany's evidence and HTA environment

Germany's AMNOG and G-BA requirements shape scientific and value standards across Europe.

Sponsors gain visibility where evidence expectations, data governance, and scientific rigor are set.

3. Founding partner status in a strategic European market

As the inaugural MAPS Germany activation, this event offers a one-time opportunity to support the launch of a national chapter and gain elevated recognition in Europe's most compliance-intensive MA market.

A credibility-driven, MAPS-moderated environment

All sessions are peer-led and MAPS-moderated to ensure compliance integrity, scientific neutrality, and meaningful engagement with senior Medical Affairs leaders.

Sponsors receive high visibility **without** promotional activity — fully aligned with Germany's governance expectations.

MAPS sponsorship ensures visibility in a CMD-moderated, credibility-first setting — without promotional activity and fully aligned with Germany's compliance expectations.

Who You'll Reach

This inaugural convening is CMD-led, non-promotional, and designed to reflect the reality of Germany's scientific, regulatory, and access environment. Attendees engage as peers, grounded in MAPS' commitment to scientific neutrality and compliance integrity.

Expected Attendance

We anticipate **60–80 senior Medical Affairs professionals**, drawn predominantly from Germany's major affiliate hubs (Munich, Berlin, Frankfurt, Hamburg, Cologne). This estimate reflects MAPS' current CMD pipeline, historical engagement levels, and benchmarks from comparable EMEA launches.

Core Roles Represented

- **Country Medical Directors (CMDs)**
- **National & Cluster Medical Affairs Leaders**
- **Medical Operations & Digital Excellence managers**
- **Market Access, Value & Evidence (HEOR) leads**
- **Compliance, Governance & Legal stakeholders**
- **Medical Strategy, Scientific Communications & Evidence Leads**
- **MAPS Regional Leadership and Germany Chapter volunteers**

Why This Audience Matters

This cohort defines Germany's Medical Affairs priorities for 2026:

- What evidence is required to meet AMNOG/G-BA expectations
- How compliance standards are operationalised in day-to-day practice
- How MSL, digital, medical, access, and governance teams work together
- How affiliates prepare for emerging cross-functional and regulatory pressures
- How global frameworks must be adapted to the German market

Engagement Environment

All discussions occur in a **peer-led, MAPS-moderated, strictly non-promotional environment**. No product discussions, no booths, no marketing overlays — only high-signal Medical Affairs dialogue aligned with Germany's governance expectations. Sponsors receive clear, compliant visibility without promotional activity or product positioning.

Be a Founding Partner of MAPS Germany

Sponsoring the MAPS Germany Chapter Launch offers a one-time opportunity to be recognised as a Founding Partner during the inaugural year of the MAPS Germany Chapter. Packages are intentionally limited to ensure meaningful, senior-level visibility fully aligned with Germany's compliance expectations.

Founding Partner Status

The MAPS Germany Chapter Launch marks the establishment of the MAPS Germany Chapter. All sponsors of the 2026 launch receive Founding Partner status, a one-time designation available only during this inaugural year.

Founding Partner status includes:

- Recognition as a Founding Partner on all Germany Chapter materials produced in 2026–2027 (event webpage, event materials, and post-event summaries)
- Verbal acknowledgement during opening remarks at the Germany Chapter Launch
- Inclusion in MAPS communications referencing the establishment of the Germany Chapter
- Priority consideration for future Germany Chapter activities during 2026–2027, including first notification of sponsorship and speaking opportunities

Main Sponsor — €7,500 (Exclusive)

Lead partner designation + guaranteed speaking role.

Includes:

- Guaranteed speaking role on a CMD-aligned session (final placement determined with CMDs for thematic and compliance fit)
- Prominent logo placement on event materials and event webpage
- Verbal acknowledgement during opening remarks
- Logo featured on session transition slides
- Inclusion in the pre-event “What to Expect” communication
- Recognition in the post-event summary
- **Two complimentary registrations**
- Founding Partner status

Coffee Break Sponsor — €6,000 (Exclusive)

Brand visibility during all scheduled coffee breaks.

Includes:

- Branded napkins and coffee sleeves (venue-approved)
- Logo placement on the event webpage
- Logo in event materials
- Acknowledgement in MAPS post-event communications
- Two complimentary registrations
- Founding Partner Status

Photography Sponsor — €4,500 (Exclusive)

High-visibility post-event photography asset.

Includes:

- Exclusive watermark on all post-event photographs
 - *(Sponsor Logo + MAPS Logo in the unified watermark)*
- Access to the full digital image library for internal use
- Logo placement on the event webpage and materials
- One complimentary registration
- Recognition in post-event communications
- Founding Partner Status

Supporting Sponsor — €3,000

Focused, compliant visibility.

Includes:

- Logo placement on the event webpage
- Logo in event materials
- Acknowledgement in post-event communications
- One complimentary registration
- Founding Partner Status

Commercial–Medical Interface Panel Sponsor — €TBD *(Speaking Role Included)*

(Session currently in development)

MAPS is planning a **Commercial–Medical Interface Panel** addressing cross-functional collaboration in the German affiliate environment. The session will be shaped with Country Medical Directors, the Germany Chapter Lead, and the MAPS EMEA Regional President.

As the Panel Sponsor, your organisation will:

- Receive a confirmed speaking role on the panel
- Have the opportunity to co-shape the session during its development
- Receive logo placement on the event webpage
- Be included in event materials
- Receive one complimentary registration
- Be acknowledged in MAPS post-event communications
- Founding Partner Status

MAPS is collecting expressions of interest. Pricing will be confirmed once the panel format is finalised.

How to Become a Sponsor

Sponsorships are limited and confirmed on a first-come basis following compliance review.

Next Steps

1. Confirm your preferred package (Main, Coffee Break, Photography, Supporting, or Commercial–Medical Interface).
2. Submit your logo and compliance requirements.
3. MAPS issues the agreement and confirms deliverables.
4. Sponsor is added to event materials and communications.

Contact

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