

The logo for Pistoia Alliance features a stylized green 'A' icon above the text 'PISTOIA' and 'ALLIANCE' in a dark blue, sans-serif font.

PISTOIA  
ALLIANCE

A photograph of the Boston skyline at dusk, with several skyscrapers illuminated from within. The buildings are reflected in the water of the harbor. In the foreground, a cobblestone pier with a metal railing and a small boat is visible.

Sponsorship 2025  
Theme : Data Driven Innovations  
Boston, 11 & 12 November 2025  
as at January 20, 2025



## Background

At the Pistoia Alliance, our mission is to enable collaborative innovation across the entire life sciences ecosystem. We were founded over a decade ago by thought leaders from AstraZeneca, GSK, Novartis, and Pfizer with a shared belief that scientific advances and breakthroughs cannot be made alone and require the commitment of organizations to work together for success.

## Benefits of taking part in Pistoia Alliance Conferences & Events programme

**Q. Are you a solution provider for the life sciences industry?**

**Q. Do you have products or services that address some of the pressing challenges in R&D?**

Sponsorship is a great opportunity for you to demonstrate your thought leadership, share best practice and build long-term relationships with the Pistoia Alliance's network of members including top pharmaceutical companies, public and academic research institutes, publishers, and patient groups. The leading edge content we produce provides our members and other key stakeholders with vital insight into the topical issues we are working together to solve today.

## Pistoia Alliance Strategic Priorities

Key Area	Description
<b>HARNESSING AI TO EXPEDITE R&amp;D</b>	We seek to empower researchers and organizations to streamline R&D processes, expedite drug discovery, and unlock novel insights through the integration of AI-driven technologies.
<b>DELIVERING DATA DRIVEN VALUE</b>	Harnessing the power of data to drive innovation, accelerate discoveries, and optimize decision-making processes across the industry, thus achieving exceptional value at scale.
<b>ACCELERATE USE OF REAL-WORLD DATA AND EVIDENCE</b>	Recognizing the potential of real-world data in shaping healthcare outcomes, enabling evidence-based decision-making and fostering patient-centric advancements in medical research.
<b>SUSTAINABILITY-DRIVEN R&amp;D</b>	We are dedicated to promoting sustainable practices within the R&D ecosystem, fostering environmentally responsible approaches, and creating a positive impact on our industry and the world.

## Plenary Session Sponsor (2 Available )

- 15-minute speaking slot in our Plenary Session
- 3 x 2 M Booth
- 3 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$14,100 (members) \$16,750 (non-members)**

## Stream Session Sponsor (2 available, 1 per stream session)

- 15-minute speaking slot in a work track
- 3 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$7,500 (members) \$9,500 (non-members)**

## Lightening Talk Sponsor (3 available)

- 7-10 minute speaking slot in a afternoon session
- 1 additional delegate passes
- Branding on conference website
- Listing on event holding slide
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$6,000 (members) \$8,500 (non-members)**

## Conference App and Survey Sponsorship - SOLD

- Access views and insight from our focused audience by sponsoring our end of conference delegate survey with a potential to be completed by between 100-170 delegates at the conference
- Opportunity to provide 3 survey questions to gain insight into key industry issues or procurement trends (alongside our Pistoia Alliance conference evaluation questions)
- Data from your 3 questions will be collated and supplied exclusively to you for commercial/marketing insight
- Branding on conference app for 4 months
- Branding on [pistoiaalliance.org](http://pistoiaalliance.org) website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$7,000 (Members) \$10,000 (Non-members)**

## Networking Sponsorship (November 12, 2025)

- 2 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference and prior to reception
- One paragraph piece on company in forthcoming conference email campaign
- **\$7,500 (Members) \$9,500 (non members)**

## Coffee Break Sponsorship (4 available)

- Coffee break sponsor
- 2 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- Opportunity to provide pull up posters at coffee stations
- One paragraph piece on company in forthcoming conference email campaign
- **\$5,500 (Members) \$7,500 (Non-members)**

## Exhibition Space (6 spaces available)

- 3 x 2M space only exhibit
- 2 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$5,000 (members) \$7,750 (non-members)**

## Lanyard Sponsorship

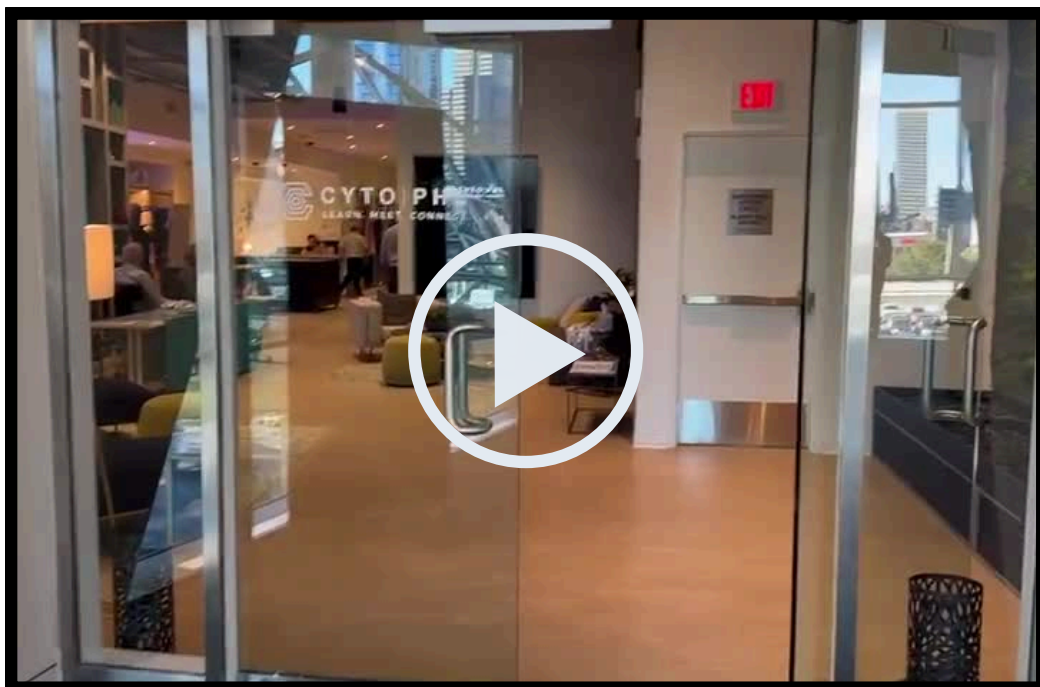
- High profile opportunity provides unlimited brand exposure during the conference – put your brand around the necks of every attendee
- Provided to full conference attendees at registration on day 1 and day 2
- 2 delegate passes
- Branding on conference website
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$6,000 (Members) \$8,000 (Non-members) plus cost of lanyards & shipping**

Get in touch by email: [catherine.maskell@pistoiaalliance.org](mailto:catherine.maskell@pistoiaalliance.org)

## Media Sponsor

- Unique access to film and create content for the conference with the edition of your own branding added - usage for a total of 6 months
- Up to 3 production passes
- Branding on conference website and all public facing imagery
- Listing on event holding slide
- Display of company literature at the event
- Acknowledgement of sponsorship at beginning of conference
- One paragraph piece on company in forthcoming conference email campaign
- **\$5,000 (members) \$9,000 (non-members)**

## Event video





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## Pre-event Sponsorship Visibility and Brand Awareness

- LinkedIn graphic with speaker details and company name
- Branding on [pistoiaalliance.org/events](http://pistoiaalliance.org/events) website
- Opportunities to see; Acknowledgement of sponsorship on LinkedIn, PA Monthly newsletter and PA Monthly Events bulletin

## Live Event Sponsorship Visibility and Brand Awareness

- Listing on webinar opening slide
- Acknowledgement of sponsorship at beginning of the webinar
- Opportunity to showcase a case study and to include a client partner

## Post Event Sponsorship Visibility and Brand Awareness

- Session recording visible on the [pistoiaalliance.org](http://pistoiaalliance.org) Resources section
- Live attendance and registration details available to download for 14 days following the webinar
- Opportunity for a one time sharing of content with all registrants from [comms@pistoiaalliance.org](mailto:comms@pistoiaalliance.org) email account.
- **\$8,000 (Members) \$10,000 (Non-members)**

**Inventory: Up to 12 sponsorship webinar slots per annum available, availability is based on a first come first served basis.**

**Get in touch by email: [catherine.maskell@pistoiaalliance.org](mailto:catherine.maskell@pistoiaalliance.org)**

