

Organised jointly by



2nd OTC**Toolbox**/PLG
OTC Conference and
Networking Event

Driving OTC Growth Through Innovation and Business Development

Sponsorship Opportunities



Hilton London Tower Bridge Hotel,
London, United Kingdom
2-3 March 2017

2nd OTCToolbox/PLG OTC Conference and Networking Event

Engage with the right people

Sponsoring the 2nd OTCToolbox/PLG OTC Conference and Networking Event is a unique opportunity to engage directly with people responsible for business development and innovation in the consumer healthcare/OTC industry.

The inaugural OTCToolbox/PLG OTC Conference and Networking Event in March 2016 was attended by 150 senior executives from 18 countries, including Canada, France, Germany, India, Israel, Italy, Poland, Spain, Switzerland, the UK and the USA.

This international event is the only one to focus exclusively on business development and innovation in the consumer healthcare/OTC market, and it comes at a time of unprecedented change for the industry. Pharmaceutical companies are consolidating or divesting their consumer healthcare/OTC businesses, and the sector is attracting interest from new players, especially generics companies. Acquisitions and licensing deals of all sizes are at an all time high.

Jointly organised by the OTCToolbox website and the Pharmaceutical Licensing Group (PLG), this two-day international event will feature a programme of highly-respected speakers from the consumer healthcare/OTC industry.

Following feedback from delegates at the inaugural OTCToolbox/PLG OTC Conference and Networking Event, the networking opportunities have been expanded and enhanced. The 2017 event will provide:

- **Networking Room** – dedicated exclusively to informal one-to-one business meetings
- **Networking Dinner** – taking place on the evening of 2nd March 2017
- **New Business Opportunity Hub** – providing companies with the opportunity to showcase products for out-licensing directly to their target audience

Your branding and message can be an integral part of this unique event. A limited number of sponsorship packages are available, including the opportunity to be a Conference Sponsor with an exhibition space, an advertisement in the Programme & Delegate List at the event, your logo on the websites of the organisers and two delegate places.

Sponsorship Packages on the next page

PACKAGE	CONFERENCE SPONSOR	CONFERENCE ADVERTISER	NEW BUSINESS OPPORTUNITY HUB**
BENEFITS	<p>Dedicated space* in the exhibition/foyer area for banners and materials</p> <p>A4 colour advertisement in the Programme & Delegate List</p> <p>Two delegate places at the Conference</p> <p>Logo on OTCToolbox and PLG websites, with link to sponsor's website</p> <p>Logo on Sponsors Page in the Programme & Delegate List</p> <p>Highlighted as Conference Sponsor during conference</p>	<p>A4 colour advertisement in the Programme & Delegate List</p> <p>One delegate place at the Conference</p> <p>Company name in text on the Sponsors Page in the Programme & Delegate List</p>	<p>Table*** in the New Business Opportunity Hub in the exhibition/foyer area for displaying new business opportunities such as products for out-licensing</p> <p>Quarter-page standard listing in the New Business Opportunity Hub section of the Programme & Delegate List</p> <p>One delegate place at the Conference</p> <p>Company name in text on the Sponsors Page in the Programme & Delegate List</p>
PRICE	£2,950 + VAT	£1,500 + VAT	£1,950 + VAT
MAXIMUM AVAILABLE	5	5	8

* Dedicated exhibition area measuring 2.25 x 1.00 metres with space for a 1.85 x 0.45 metres table if required. This will be in the exhibition/foyer area where delegates will register, take breaks and take lunch

** Applications for the New Business Opportunity Hub require approval by the organisers

*** Table space measuring 0.90 x 0.45 metres. This will be in the exhibition/foyer area where delegates will register, take breaks and take lunch

To discuss any of the options in further detail, please contact Adam Collins at NGA on +44 (0)1737 355700 or acollins@ngaevents.co.uk.



The Pharmaceutical Licensing Group (PLG) is the premier and original networking group for those actively involved in business development and licensing within the pharmaceutical, biotechnology and healthcare industry



The **OTCToolbox** website provides ideas, intelligence and insights for people involved in consumer healthcare business development worldwide who have an interest in non-prescription medicines, dietary supplements, medical devices and other OTC products

Companies that attended the 1st OTCToolbox/PLG OTC Conference and Networking Event on 3-4 March 2016

A Nelson and Co	IMS Consumer Health	RB
Adare Pharmaceuticals	IMS Health	Recordati Pharma
AHA Worldwide	Ipsen	Recordati Polska
ALL Creative Branding	Krka, d.d., Novo mesto	red otc development
Alliance Pharmaceuticals	Laboratoires Gilbert	Redpharma
Amies International	Legacy Healthcare	Reva Health
Atnahs Pharma (UK)	Leo Pharma	Rontis
Bayer	Losan Pharma	Safic-Alcan
Biofabri	Maestro Consulting	Self Care Factory
Biologische Heilmittel Heel	Matrixx Initiatives	Sempora Consulting
bitop	Maxima Healthcare	Sempora Consulting
Blackrock Pharmaceuticals	Maxwellia	Sidroga
Boehringer Ingelheim Consumer Health Care	MCM Klosterfrau Vertriebs	Simon-Kucher & Partners
Brodie & Stone International	Medis	Soho Flordis International
Bunniss Associates	Medserva	Spink Health
Cambridge Healthcare Supplies	Merck	STADA Arzneimittel
Care2Create	Mitelos	Stockdale Martin
Ceuta Healthcare	Moorfields Pharmaceuticals	Substipharm Développement
Chiesi Espana	N+1	Sun Pharmaceutical Industries
Cinfa	Neopharm Israel	TA Associates
CMC Consulting	Nielsen	Technology Catalysts International Corporation
Contrad Swiss	Ogilvy CommonHealth Worldwide	Teva Pharmaceuticals
Cooper Pharma	Ogilvy Healthworld UK	Therabel
Creative Leap	OTC bulletin	Thornton & Ross
Damier Group	OTC Consultant	Trimb Healthcare
Dewgibbons & Partners	OTCToolbox	Typharm
Diapharm	PAGB	Unilever
Disphar International	Pegasus	UPSA
Ernest Jackson	Pendopharm, division of Pharmascience	USP Group
Evidence Based Marketing	Perrigo	USP Zdrowie
Faes Farma	Pfizer Consumer Healthcare	Valdez Consulting
Ferrer Internacional	PGT Healthcare	Vemedia
Fine Foods & Pharmaceuticals	PLG UK	Vifor Consumer Health
Hermes Pharma	PMC Pharma Management Consultants	Walgreens Boots Alliance
HRA Pharma	Present Value	Weifa
Hyperion Corporate Development	Prestige Brands	Wockhardt UK
Imanova	Protina Pharmazeutische	Wordbird