

Pharma Studio Program Champion Level Sponsorship Speaker Guidelines

OVERVIEW

- **Sponsor Lead:** Please share this information with the individual at your organization who will lead the thought leadership and speaking components of your sponsorship
- **HLTH Contact:** Alifya Parekh (alifya@hlth.com) is your primary point of contact for the Pharma Studio program. Once your sponsorship is closed, the HLTH sales contact will loop you in with Alifya in an email chain to set up a kick off call.
- **Sponsorship deliverables:** Your sponsorship includes two key components. Please see below.
 - **Opening Keynote:** One (1) speaking opportunity for an approved senior executive to offer the Opening remarks to kick off the Pharma sessions. These opening remarks will last 20 minutes and will be held on Monday or Tuesday. They will take place on the stage within the Pharma Zone on the show floor. All speakers are subject to approval by the HLTH Content team.
 - **Partner-led Session:** One (1) speaking opportunity for an approved senior executive for partner-led session. Sessions last 20 minutes, will be held on Monday or Tuesday, and will take place on the stage within the Pharma Zone on the show floor. All speakers are subject to approval by the HLTH content team.
- **Content Guidelines:** Sales pitches and product promotion are strictly prohibited. Both the keynote and the partner-led session topic should align with other topics on the pharma stage. The HLTH content team will work with you to narrow down the topic that best fits both your and the HLTH theme for the keynote and the partner-led session. The speaker should address industry trends, current priorities, key challenges, and real-world examples demonstrating meaningful impact.
- **Other Important Notes:**
 - **Format & Slides:** Sessions should be informal in tone. Please keep the sessions fun, engaging and conversational. If using slides, keep it to less than 4. Please ensure slides are mostly reserved for an infographic or chart.
 - **Session title:** Keep the title between 3-7 words to ensure visibility on the app. It should be clear, compelling, and drive attention.
 - **Session description:** Limit the session description to 4 sentences or less, focusing on the “why attend” aka the value for the audience. Do not include speaker names, or reference the speaker in the description.
 - **Timing:** Each session will be 20 minutes long. A visible timer in front of the stage will help you stay within the allotted time frame. Because sessions are running back-to-back, staying on schedule and starting promptly is essential.

SPEAKER OVERVIEW

- **Speaker Composition:**
 - The partner led session is solo and is meant to reflect a partnership. The speaker should not be from the sponsoring company. The speaker partner can come from the payor, provider, policy or pharma world.

- **Speaker Criteria:** All speakers must be senior-level (VP or higher) and not in a sales role.
- **Diversity Commitment:** HLTH is committed to fostering diversity across all sessions, including gender, race, and stakeholder representation.
- **New Voices:** We aim to feature fresh perspectives and avoid repetition. If your executive spoke last year or is speaking elsewhere at the event, please nominate a different thought leader for this session.

SPEAKER ONBOARDING & REGISTRATION

- **Speaker Proposal:** Please email your proposed speaker to Alifya no later than September 25. Please include name, title, organization, and email. Submitting speaker information early allows for greater visibility and inclusion in event marketing.
- **Speaker Registration:** After the proposed speaker is approved by Alifya, the sponsor will receive a personalized link to the speaker portal. The speaker (or their representatives) should upload bios and headshots directly into the speaker portal. If someone other than the speaker (e.g., an admin, PR representative, or communications team member) will upload materials, please let us know in advance so they can be granted direct access to the speaker portal. Do not email bios or headshots directly to HLTH staff—submitting via the speaker profile ensures everything is tracked and nothing is lost. The speaker's name, title, and credentials will appear on all public-facing materials exactly as entered in HLTH ID, including the speaker page, website, agenda, and app.
- **Registration:** The HLTH content team will handle the speaker's registration for the keynote and the partner-led session as part of onboarding. No further action is required on your end. Speaker registration is included within the overall sponsorship ticket allotment.

KEY DATES & DEADLINES

- **Friday, September 25:** Deadline to submit session title and description for the keynote and the partner-led session.
- **Friday, October 2:** All speaker names should be submitted and materials onboarded into the speaker portal.
- **Friday, November 13:** Slides due.
 - **Note:** Anything after this date will need to be handled on-site in the speaker lounge with our AV Team.

For questions, please contact Alifya Parekh (alifya@hlth.com).