

WEBINAR PARTNERSHIP PROGRAM

\$12,999



A 45-minute presentation by a leader in biopharma.



A panel discussion with industry experts.



A case study presentation showcasing the sponsor's innovations in biopharma.



VALUE OF SPONSORING

- Brand authority in the biopharma space
- Targeted audience from a high-value segment
- Ownership of the messaging and engagement strategy, with content reviewed for alignment with CASSS standards
- High-quality leads and post-event outreach support
- Long-term exposure through On Demand content

For more information contact CASSS
Sales Manager Kristin Blanchard,
kblanchard@casss.org



BRANDING & ENGAGEMENT

Branding Throughout the Webinar:

- Custom-branded waiting room with sponsor's logo, video, and messaging.
- Sponsored intro & outro slides.
- Branded Q&A and Polling Segments, with data shared with the sponsor post-event.

Engagement & Interactivity:

- Sponsor can co-host the Q&A session at the end.
- Polls & surveys to collect real-time insights.

PRE-WEBINAR MARKETING & PROMOTION

Sponsor's logo and branding prominently featured on:

- Custom Co-Branded meeting logo
- Email campaigns
- Social media promotions
- Webinar landing page

Dedicated Promotional Content:

One custom email blast to targeted attendees, highlighting the sponsor's role, expertise, and value.

Custom Lead Generation Strategy:

Sponsor receives early access to the list of registrants. (allow option for attendee to opt out)

POST WEBINAR DELIVERABLES

- Full list of registrants and attendees (allow option for attendee to opt out).
- Survey insights and poll responses for targeted follow-ups.
- On Demand webinar access on CASSS On Demand/YouTube, hosted for 6-12 months with branding.

Post-Event Email & Content:

A thank-you email to attendees featuring sponsor's white paper, case study, or offer and host on website

Extended Brand Exposure:

Permission to host Webinar on the sponsor's website and event platform.