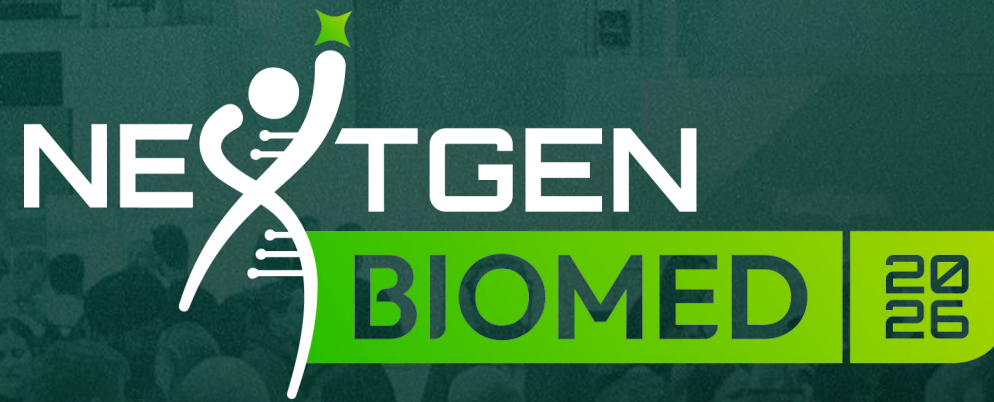




Pre-Event Sponsor Briefing

24 - 25 March 2026 | London, UK
+Pre-Event Focus Day Workshops

oxfordglobal.com/nextgen-biomed

WHO IS SUPPORTING ME?

Meet the NextGen Biomed Team



Peter Franko
Portfolio Director



Camilla Delacruz
**Senior Portfolio
Manager**



Rowen
Graham-Collins
**Chief Marketing
Officer**



Lydia Millett
**Operations
Director**



Eszter
Sutowski-Nagy
**Senior Production
Director**



Chris Diasinos
**Customer Success
Manager**



Welcome & Event Vision



Peter Franko
Portfolio Director

Welcome, and Thank You

Key Highlights

- 1,000+ Attendees (in total)
- 150+ Expert Speakers
- 60% Pharma & Biotech
- 44% Director-Level & Above Decision-Makers
- 320+ Buyer Organisations
 - 80 Are New to the Event
- 63% Budget Holders
- 69% Actively Seeking Solutions
- Organising 750+ Curated 1:1 Meetings

New for 2026! ✨

- **New Venue** – QEII Conference Centre
- **Networking Lounge** – hosting 1:1 meetings in dedicated space
- **New Event App** – popular Swapcard event app is back
- **Drinks Reception Entertainment** – Comedy Night & Drinks (RSVP needed)
- **Modality Meet-Up Dinners** – opportunities for sponsors to engage select attendees around programmatically themed dinners

Marketing & Promotion



Rowen Graham-Collins
Chief Marketing Officer

Give your **Visibility** a Boost

Pre-event Marketing Activities

Boost your event reach and visibility

- All sponsor companies will have a dedicated LinkedIn post before the event
- Any LinkedIn posts with #NGB2026 and tagging the @NextGenBiomed by Oxford Global account will get reposted

Access your marketing guide

- Downloadable social graphics – personalised to your company for use across social + email
- Available in the Sponsor Portal
- Contact me via the Sponsor Portal for requirements

How to Get Involved

- Join a marketer & videographer onsite
- Record a video positioning you as a thought leader / leading company in your space
- Output includes raw + edited footage
- Shared by us on social
- Speak to your Account Manager to find out about pricing and secure this opportunity

Operations & Logistics



Lydia Millett
Operations Director



Set Up For Success

Save the Dates!

03

MAR

Deadline for sponsor info including attending reps

11

MAR

Setup time is 11am-6pm – Please ensure you have completed setup by 6pm.

22

MAR

Day One – Exhibition opens at 7.45am

23

MAR

Day Two – Breakdown 3.55pm-6pm

Recommendations & Considerations

- **Info Submission** – Ensure all info is submitted well ahead of time to boost visibility pre-event and **on-site**
- **Brand Presence** – Keep the booth tidy and stocked, meet attendees at our various networking areas throughout the exhibition floor
- **Plan Your Visit** – Review directions, parking, and accommodation information via exhibitor manual or website
- **Event App** – Check your schedule, connect with attendees and scan your leads

Programme & Content Engagement



Eszter Sutowski-Nagy
Senior Production Director



Tips for Delivering Presentations

- **Submit your full presentation details as early as you can** – title, abstract and speaker details – this draws early interest and attention to your talk
- **Be prepared & on time** – please be ready in the conference room 10 minutes before your talk
- **Start strong** – open with a customer success story or real-world problem solved using your platform etc
- **Keep it structured** – clearly outline problem → solution → impact, using customer examples along the way
- **Use visuals effectively** – diagrams, screenshots, or product demos that illustrate real use cases, not just slides of features
- **Tell stories** – highlight a specific client journey or case study: “Customer X reduced processing time by 40% using this feature.”
- **Invite one of your customers to present** alongside you – the presentation will feel more authentic and relatable
- **Show customer benefit** – show how your solution solves real problems, e.g., “This AI model cut lead screening from 3 days to 2.”
- **Close with impact** – summarise key customer wins and include a call to action: “See how your team can achieve similar results.”
- **Q&A** – prepare for audience questions & submit ice-breaker questions prior to us

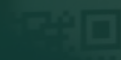


Networking & 1:1 Meetings



Chris Diasinos
Customer Success Manager

START A TRIAL



START A FREE TRIAL

Maximise your Opportunities

Swapcard – Your Event App and Leads Manager

- Access 2 weeks before event start date.
- Edit your company profile and include photos, descriptions, videos, documents, and links to showcase your offerings.
- Pre-arranged meeting schedules available 1 week before event start date – ad hoc networking begins.
- Scan badges and business cards, easily store and share with your team via the Exhibitor Center.
- Leave notes, tags, scores or links on leads as you go – downloadable at any time.
- Walkthrough video available soon and pre-event workshop session with Q&A during set up hours.

Dedicated Networking Zone

All pre-arranged 1-2-1 meetings will take place in the dedicated networking zone, located by the main exhibition hall.

If 1-2-1 meetings are included in your package, you will be assigned a table within the zone creating a more focused area for networking. A walkthrough will take place during setup.



Your On-site Point of Contact



Camilla Delacruz
Senior Portfolio Manager



I'll Be There For You

Contact me for

March 23rd (Set up)

- On-site help set up
- Booth location
- Networking lounge area – sharing the vision
- Swapcard - any last questions or assistance needed
- End of set-up day drinks reception

March 24th -25th

- 1-2-1 meeting updates
- Rebooking & securing prime inventory for 2027
- Break down & end of event logistics

Final Call: Enhancement Opportunities

Don't Miss Out! Key Inventory includes:

- **Attendee Lanyard Branding** (£8,000+VAT)
- **Floorstickers** (£1,500+VAT)
- **Banners, Columns Wraps & Hanging Flags**
(from £2,000+VAT per item)
- **Networking Drinks Sponsor** (£12,000+VAT)

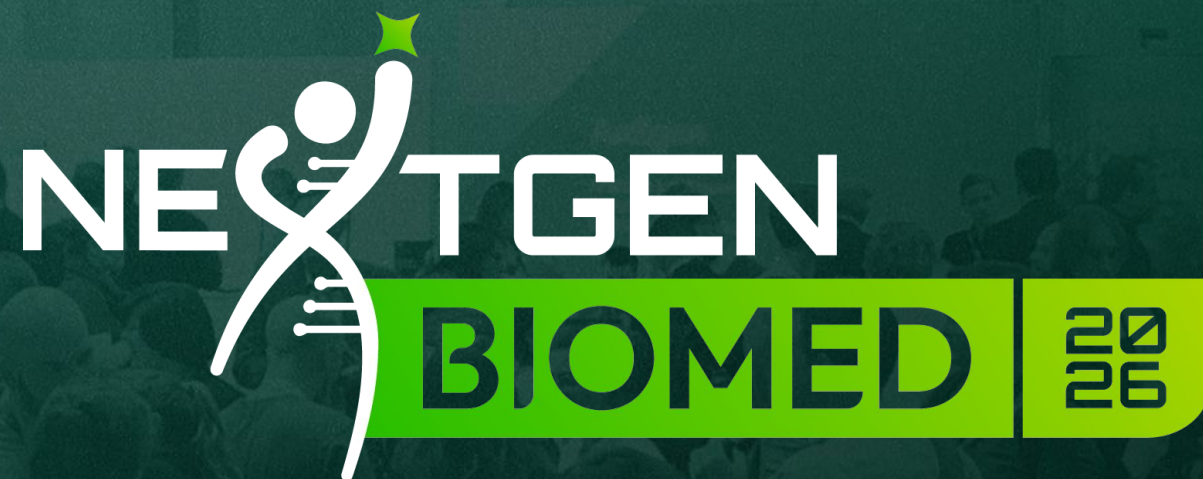
Full details can be found in our Enhancements Brochure – check your inbox!



Wrap-up & Your Questions



Peter Franko
Portfolio Director



See You Next Month!