Sponsorship Prospectus

Packages now available!

Don’t miss this critical opportunity to showcase your innovations and solutions in front of key stakeholders and decision makers across all intersections of the regulatory field.
CHARTING NEW STRATEGIES—TOGETHER

Regulatory professionals around the globe continue to demonstrate unwavering commitment to protecting and advancing public health and safety. Time and again, our community has been responsive, adaptive, collaborative, and responsible—showing tremendous leadership as you carve out essential strategies that transform our future landscape.

*Designed exclusively for regulatory professionals by regulatory professionals,* RAPS Convergence is the largest annual regulatory-focused event in the world—celebrating and supporting the global regulatory community! The event unites key stakeholders and decision makers across all intersections of the regulatory field for four powerful days of professional development, interactive discussions and relationship building.

**New for 2021**

Building off last year’s success, RAPS Convergence 2021 is elevating its virtual program to include:

- An expansive, interactive education forum that dives into all aspects of regulatory across the healthcare product lifecycle
- Essential strategies and lessons learned across the medical device, biotech, and pharmaceutical product sectors
- Comprehensive insights, perspectives, and exchanges from global leaders to accelerate actionable, intelligent roadmaps for your own organizations
- Critical business and soft skills sessions that supplement your personal and career development
- Expanded experiential learning and one-on-one engagement opportunities
- More dynamic ways to interface with the latest innovations from solutions providers
- Fun and entertaining surprises that spark connections and bridge the in-person/virtual event experience

**RAPS Convergence 2021** is the most meaningful investment you can make for you and your business. We look forward to convening this vibrant community to chart new strategies together—now and into the future!

The virtual format of RAPS Convergence 2020 far exceeded my expectations.

Jethro Ekuta,
Vice President, Global Regulatory Affairs, Alexion Pharmaceuticals Inc.
RAPS Convergence 2020 attendee
2021 EDUCATION TRACKS AND TOPICS

Biopharmaceuticals
- AlInnovative Technologies and Platforms
- Artificial Intelligence
- Biosimilars
- CMC
- Use of Real-World Evidence to Support Regulatory Decision-Making for Biopharmaceuticals
- Expedited Designations and Pathways
- Orphan Drugs and Rare Diseases
- Expanded Access/Compassionate Use/Right-to-Try
- Recent Developments and Impact of the US Legislative/Policy Environment
- Recent Developments and Impact of the EU Legislative/Policy Environment
- Recent Legislative/Policy Developments in Other Markets
- Clinical Trial Design and Alternative Data Sources
- Harmonization Efforts
- Advertising and Promotion
- Labeling
- Generic Drug Development and Approval
- OTCs
- Data Transparency
- Hot Topics in Vaccines
- Hot Topics – Other
- Combination Topics
- Pharmacovigilance, Risk Evaluation and Mitigation Strategies

RAPS Convergence is the only coming together of regulatory affairs professionals, regulators, customers and industry in the world each year. There is nothing else like it, and I recommend it to everyone.

Nancy Gertlar, Regulatory Affairs & Quality Assurance Mento, Philips Healthcare
RAPS Convergence 2020 attendee
As a first-timer, I really enjoyed the event. It gave me a chance that I don’t often get, which is to interact with other RA professionals.

Loshnee Vandayar,
Manager, International Regulatory Affairs, Cepheid
RAPS Convergence 2020 attendee

Medical Devices
- Artificial Intelligence
- Cybersecurity
- Medical Device Single Audit Program (MDSAP)
- Use of Real-World Evidence to Support Regulatory Decision-Making for Medical Devices
- Recent Developments in US Regulations
- Recent Developments in 510(k)
- DeNovo Process
- Recent Developments in EU Regulations
- Recent Developments in Other Geographical Regions Beyond EU and US
- Emerging Standard Developments
- Human Factors Studies/Usability Engineering
- Pediatric Medical Devices
- Risk Management
- Preclinical Studies
- Clinical Evaluation
- Postmarketing Clinical Follow-Up (PMCF)
- Harmonization/IMDRF/AHWP
- Regulatory Framework to Support Innovation
- Digital Health/Software as a Medical Device/Mobile Apps and e-Labeling/Wearables
- Modeling and Simulation
- Advertising, Promotion and Labeling
- Inspections and Warning Letters
- Recalls
- Safety/Adverse Event Reporting
- Global Supply Chain Compliance
- Combination Topics
In Vitro Diagnostics
- Recent Developments in EU Regulations (MDR and IVDR)
- Recent Developments in Other Geographical Regions Beyond EU and US
- Emerging Standard Developments
- Performance Evaluation and Clinical Evidence
- Personalized Medicine
- Companion Diagnostics
- Recent Developments in IVDs
- Recent Developments in LDTs

Business Acumen
- Regulatory Strategy/Global Regulatory Planning
- Incorporating the Patient Perspective into the Regulatory Process
- Regulatory Policy and Trends
- Leadership Skills (e.g. emotional intelligence, body language, etc.)
- Negotiation and Communication Skills
- Crisis Management
- Career Development and Career Changes
- Preparing for Health Authority Interactions (meetings/scientific advice, advisory committees)
- Leveraging AI and Other Innovative Tools

Useful resources, great speakers, great interactions.

Magdalena Ferrari del Sel,
Biomedical Engineer - Regulatory Affairs Senior Consultant-Medical Devices Specialist, MMGC SRL
RAPS Convergence 2020 attendee
YOUR CUSTOMER’S MUST-ATTEND EVENT

Attendees rely on RAPS Convergence for critical professional development, interactive discussions and relationship building each year. This presents an ideal forum for your organization to engage and exchange with our community in a prominent way—before, during and even after the event!

RAPS Convergence Delivers on What Global Regulatory Professionals Need

96.4% Quality of speakers
92.4% Quality of content
90.3% Overall relevance of content to job responsibilities
88.4% Overall virtual conference experience
81.2% Ability to learn about innovations, products, and solutions
82.6% RAPS Convergence provides me with essential connections, information, education, and resources to do my job
80.4% RAPS Convergence is a good investment for my training dollars
79.0% RAPS Convergence 2020 live online met my professional development needs
77.4% RAPS Convergence is a “must attend” event

98% of RAPS Convergence 2020 virtual attendees indicated they would attend the virtual event in September 2021

Source: RAPS Convergence 2020 post-event attendee survey data

Seeing old friends/ colleagues and meeting new friends/colleagues are why I go to RAPS every year!

Chang-Hong Whitney, Whitney Consulting
RAPS Convergence 2020 exhibitor
ATTENDEE PROFILE

Region

- USA: 84.0%
- Canada: 4.2%
- Asia: 2.1%
- Australia/Oceania: 8.0%
- Europe: 1.1%
- Africa: 0.2%
- LATAM: 0.5%

Organization Type

- Industry Organization: 46.8%
- Not-for-profit/Association: 14.0%
- Prefer not to answer: 2.7%
- Notified Body: 2.1%
- Media: 0.2%
- Laboratory: 1.3%
- Law Firm: 0.4%
- Consulting Firm: 11.2%
- Training/Education: 0.9%
- Hospital/Medical Practice: 0.9%
- Clinical Research Organization (CRO): 2.1%
- Translations: 0.3%
- Academic Institution: 1.9%
- Talent Acquisition: 0.1%
- Software: 4.0%
- Self-employed: 2.2%
- Other: 9.5%

Source: RAPS Convergence 2020 registrant data
RAPS Convergence is the professional event I most look forward to attending every year! Everyone is welcoming & friendly—it’s great to interact with and grow my network. And there are always valuable nuggets that leave me with something to chew on afterwards.

Lena Cordie-Bancroft, President, Qualitas Professional Services, LLC
RAPS Convergence 2020 attendee
TARGET AUDIENCE OF ENGAGED BUYERS

Purchasing Authority

- 27% Influence purchase decisions
- 26% Final decision maker
- 22% Research new technology, products and/or services
- 29% No role
- 71% Involved in the purchase process
- 34% Recommend technology, products and/or services and/or specify vendors

Source: RAPS Convergence 2020 registrant data

Annual Purchasing Power

- 56% Unseure/not applicable
- 28% Less than $100,000
- 8% $100,001 - 500,000
- 6% $500,001 - 1,000,000
- 3% $1,000,001 - 5,000,000
- 3% More than $5,000,000

Source: RAPS Convergence 2020 registrant data
I really enjoyed hearing from professionals in regions that not everyone has experience with, such as Japan and China. It’s also a bit hard to find resources for regulations in some of these regions, so it’s always great to get some more information on their medical device regulatory approach.

Agnes Terenyi,
Sr. QA Specialist, Enlitic, Inc.
RAPS Convergence 2020 attendee

Source: RAPS Regulatory Professionals Survey (February 2021)
raps.org/convergence
SPONSORSHIP OPPORTUNITIES

As the largest annual regulatory-focused event in the world, RAPS Convergence 2021 delivers your target audience and puts your brand in front of customers and prospects with prominence—before, during and after the event.

Don't miss this preeminent opportunity to join the discussion and to showcase your expertise, innovation and support of this vital community.

2020 Virtual Booth Performance

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,527</td>
<td>Booth views</td>
</tr>
<tr>
<td>4,001</td>
<td>Asset clicks</td>
</tr>
<tr>
<td>1,930</td>
<td>Product views</td>
</tr>
<tr>
<td>1,476</td>
<td>Giveaway button clicks</td>
</tr>
<tr>
<td>808</td>
<td>Website clicks</td>
</tr>
<tr>
<td>824</td>
<td>PDF link clicks</td>
</tr>
<tr>
<td>307</td>
<td>Favorites</td>
</tr>
</tbody>
</table>

To reserve or for more information, contact Leslie LeGrande at +1 301 770 2920, ext. 221 or llegrande@raps.org.

To learn more about RAPS Convergence 2021, visit raps.org/convergence-2021.

Fantastic event and your support is beyond expectations. My favorite virtual event so far and by far!

Amin Osmani,
Founder/CEO, Biotech Square Inc.
RAPS Convergence 2020 exhibitor
### SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Visionary</th>
<th>Innovator</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor recognition:</strong> Logo placement and sponsor recognition on the event website, virtual event platform, and on applicable marketing materials</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>RAPS Convergence registration passes</strong></td>
<td>7</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>Sponsored Presentation:</strong> 45-minute content session on a topic of your choice included in the Convergence education line-up and open to all attendees (topic and speakers must be pre-approved by RAPS); involves 30 minutes of live or pre-recorded presentation time followed by 15 minutes of Q&amp;A (timeslots are available on a first-come, first-served basis and content must be approved by RAPS)</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>Sponsored Session:</strong> Align your brand with education sessions in the event program; includes :30 pre-roll video and logo placement during presentation (available on select educational sessions of your choice on a first-come, first-served basis)</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Attendee Gift Box:</strong> Branded item to be included in pre-event gift box mailed to all attendees who register by 12 August; company logo will also be printed on outside of box (sponsor to supply qty: 1000; RAPS must approve all giveaways)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Ad in RF Quarterly:</strong> Full page (8.5&quot; x 11&quot;) digital ad to appear in Q3 or Q4 version of RF Quarterly and distributed as an exclusive member benefit (placements available on a first-come, first-served basis)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Banner ad with hyperlink in Convergence event platform:</strong> 320 x 1200 rotating right side home page banner</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Banner ad with hyperlink on event site:</strong> ROS 728 x 90 placement</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Banner ads with hyperlinks on RAPS Regulatory Focus:</strong> ROS 300 x 600, 300 x 250 and 728 x 90 placements to be served August–November on a space available basis</td>
<td>100,000 impressions</td>
<td>75,000 impressions</td>
<td>50,000 impressions</td>
</tr>
<tr>
<td><strong>Social media post on RAPS LinkedIn:</strong> 1200 x 630 banner with hyperlink, headline and message copy must be pre-scheduled and approved by RAPS</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Virtual booth in the event platform:</strong> Includes listing logo, booth logo, company description, contact information, introduction video, PDF/asset links, request information button, booth banner ad, opportunity to offer a giveaway, lead retrieval/reporting, text chat and inclusion in the virtual scavenger hunt</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Attendee Meetings:</strong> Ability to utilize product category matchmaking to schedule and hold one-on-one meetings with attendees who are interested in your products, services and solutions; review matches and send direct meeting invites before or during the event</td>
<td>300 invites</td>
<td>200 invites</td>
<td>100 invites</td>
</tr>
<tr>
<td><strong>Digital bag insert:</strong> Designated tile/banner to promote special offers, giveaways, coupons, white papers, market research, product announcements and more in our digital event “bag” prominently featured on the home page of the event platform</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Mobile app alert:</strong> Must be pre-scheduled and approved by RAPS</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td><strong>Pre- and post-event attendee mailing list</strong></td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

### PACKAGE VALUES

<table>
<thead>
<tr>
<th>Visionary</th>
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</thead>
<tbody>
<tr>
<td>$38,010</td>
<td>$27,000</td>
<td>$13,790</td>
</tr>
</tbody>
</table>
AMPLIFY YOUR SPONSORSHIP WITH THESE EXCLUSIVE ADD-ON OPPORTUNITIES:

| Event Newsletter Sponsorship: Exclusive sponsorship of the editorial-driven preview, dailies and wrap-up newsletters for the event; includes company logo and banner ad with hyperlink in each issue; distributed to all event registrants and RF Today subscribers (approx 35,000 regulatory recipients around the globe) | $5,000  
1 available |
| Plenary Sponsorship: Exclusive sponsorship of one plenary session during the event; includes company logo in all activity promotions and within the session platform, as well as brief welcome remarks at the beginning of the session (available on a first-come, first-served basis for Sunday, Monday and Tuesday) | $3,500  
3 available |
| Wellness Experience Sponsorship: Exclusive sponsorship of the daily health/wellness experiences for attendees; includes company logo in all activity promotions and within the session platform (scheduled for Monday, Tuesday and Wednesday mornings) | $3,500  
1 available |
| Wrap-Up Experience Sponsorship: Exclusive sponsorship of one end-of-day attendee experience activity; includes company logo in all activity promotions and within the session platform (available on a first-come, first-served basis for Monday, Tuesday and Wednesday) | $2,000  
3 available |

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To learn more about RAPS Convergence 2021, visit raps.org/convergence-2021.

Meeting remotely is always challenging. In these days of ‘Zoom fatigue,’ the RAPS team and volunteers made this event engaging and informative beyond my wildest expectations. I’m so glad I didn’t miss it!

Andrea Chamblee,  
Sr. Regulatory Counsel, FDA  
RAPS Convergence 2020 attendee