

Immuno Series

Sponsorship Brochure 2021

www.oxfordglobal.co.uk

@ImmunoOncConf



ENGAGE | EDUCATE | ELEVATE

Oxford Global's Immuno Series encompasses unrivalled knowledge sharing and industry leading networking within the innovative fields of Immuno-Oncology, Immunology & Inflammation.

We are pleased to announce a brand-new schedule and format of events for our 2021 Series. Through an annual programme of events, comprised of industry-leading in-person conferences, virtual events and dedicated digital activities, this Series brings together a community of leading Immunotherapy professionals to impact, innovate and inspire new advancements in research and development.



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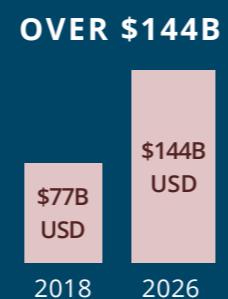
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Immunotherapy is evolving...

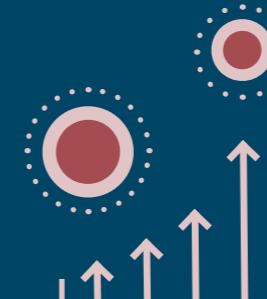
The need for effective and efficient immunotherapy treatments is as vital now as it has always been. However, the associated challenges with the broadening scope of new therapeutic applications, alongside stricter regulatory requirements for these therapies, ensures that there is a need for biopharmaceutical companies to be agile and responsive. Therefore outsourced, bespoke services and new technological solutions are more important than ever to obtain scientific progression in the field.



In 2019 there were a total of 3,428 active clinical trials across the majority of cancer areas. This is an increase of 91% when compared to 2017.



The field is expected to reach \$144 billion in 2026, growing at an expected CAGR of 8.8% from \$77 billion in 2018.



The global cancer immunotherapy drug discovery outsourcing market is projected to reach \$1.7 Billion by 2025, rising at a CAGR of 13.5%.

Monoclonal antibodies accounted for the largest share in 2016, however rising incidents of novel modalities, such as therapeutic vaccines, cell therapies and oncolytic viruses, can be expected, with the industry striving to develop new, effective types of immunotherapy.

The Series Journey

Immuno Series across 2021

From in-person conferences to digital symposiums, our annual series of activities is specifically curated to maximise knowledge-sharing and networking across our international community

Virtual Symposium: Oncolytic Viruses

Virtual Event 1-day Event

- 200+ attendees and 15+ presentations
- An intensive one-day meeting on the latest data and strategies impacting the development of oncolytic viruses
- From discovery and biomarker development through to clinical research and regulatory approval, our symposium will bring together leading companies for a day of discussion and knowledge-sharing



23 March 2021
BST (UTC+1)

IMMUNO SERIES UK 2021

In-Person UK Event (supported digitally) 2-day Event

- 500+ attendees & 70+ presentations
- A two-day event packed with leading speakers, research and cutting-edge presentations on the latest advancements in cancer immunotherapy, with dedicated sessions on different therapeutic modalities as well as case studies on innovative preclinical and translational tools
- 2 events in one: Advances in Immuno-Oncology Congress; Autoimmunity & Immunotherapy Congress



18 - 19 May 2021
London, UK

Virtual Symposium: Autoimmunity & Immunotherapy

Virtual Event 1-day Event

- 200+ attendees & 20+ presentations
- A dedicated virtual congress for immunotherapy experts focussed on developing innovative therapies within the autoimmunity space
- With a focus on targeting the innate immune system across multiple disease areas, it provides in-depth discussions and case studies on the best strategies to translate a proof of concept into the clinic



21 September 2021
EDT (UTC-4)

IMMUNO SERIES US 2021

In-Person US Event (supported digitally) 2-day Event

- 300+ attendees & 40+ presentations
- Explore the latest developments in the fast-growing Immuno-Oncology field through the Advances in Immuno-Oncology US event, which brings together experts from global pharmaceutical organisations, leading biotech companies and internationally renowned academic institutions all focussed on the development of immuno-oncology therapies and tools
- Co-located with Biomarkers Series US 2021



21 - 22 October 2021
San Diego, USA

Year-Round Support & Bespoke Partnerships

Alongside our scheduled calendar of events, bespoke activities can be created, scheduled and hosted to a partner's brief/requirements. Contact us today to discuss your next in-person or digital event!

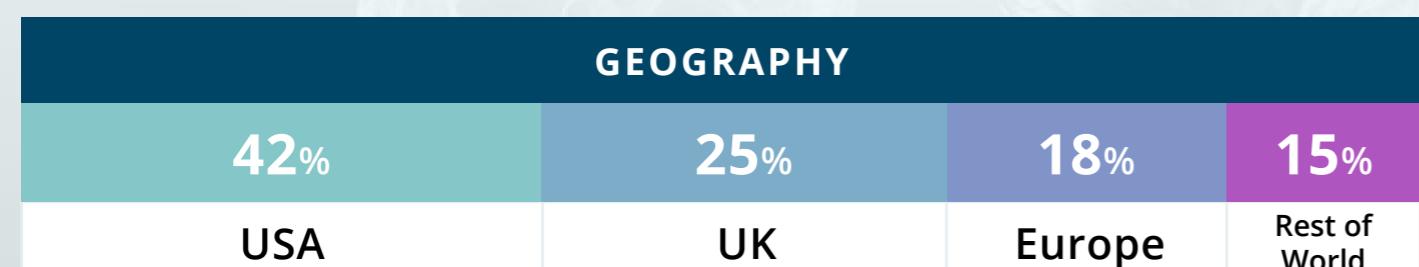
Our Community

Who you can reach & how we reach them

With an active database of over 4,000 members and a total marketable community of 14,000, the Immuno Series community includes all major Pharma, emerging Biotech and major academic institutions

**Total
Marketable
Community**
14,000

**Active
Community**
(joined event or accessed content in last 18 months)
4,000



“The breadth and width of presentations that thoroughly informed us about the current state of the art thinking in the field of immunotherapies in oncology.”

- SCIENTIFIC LEADER, GSK

Last Year's In-Person Event in Numbers

300+ Attendees

29 Sponsors

65 Presentations

Last Year's Virtual Event in Numbers

600 Registrants who made a total of 80,000 visits

29 Sponsors

80+ Presentations, Panels and Roundtables

Attendee Companies Included:



Marketing Strategy

Our 12-month interaction cycle

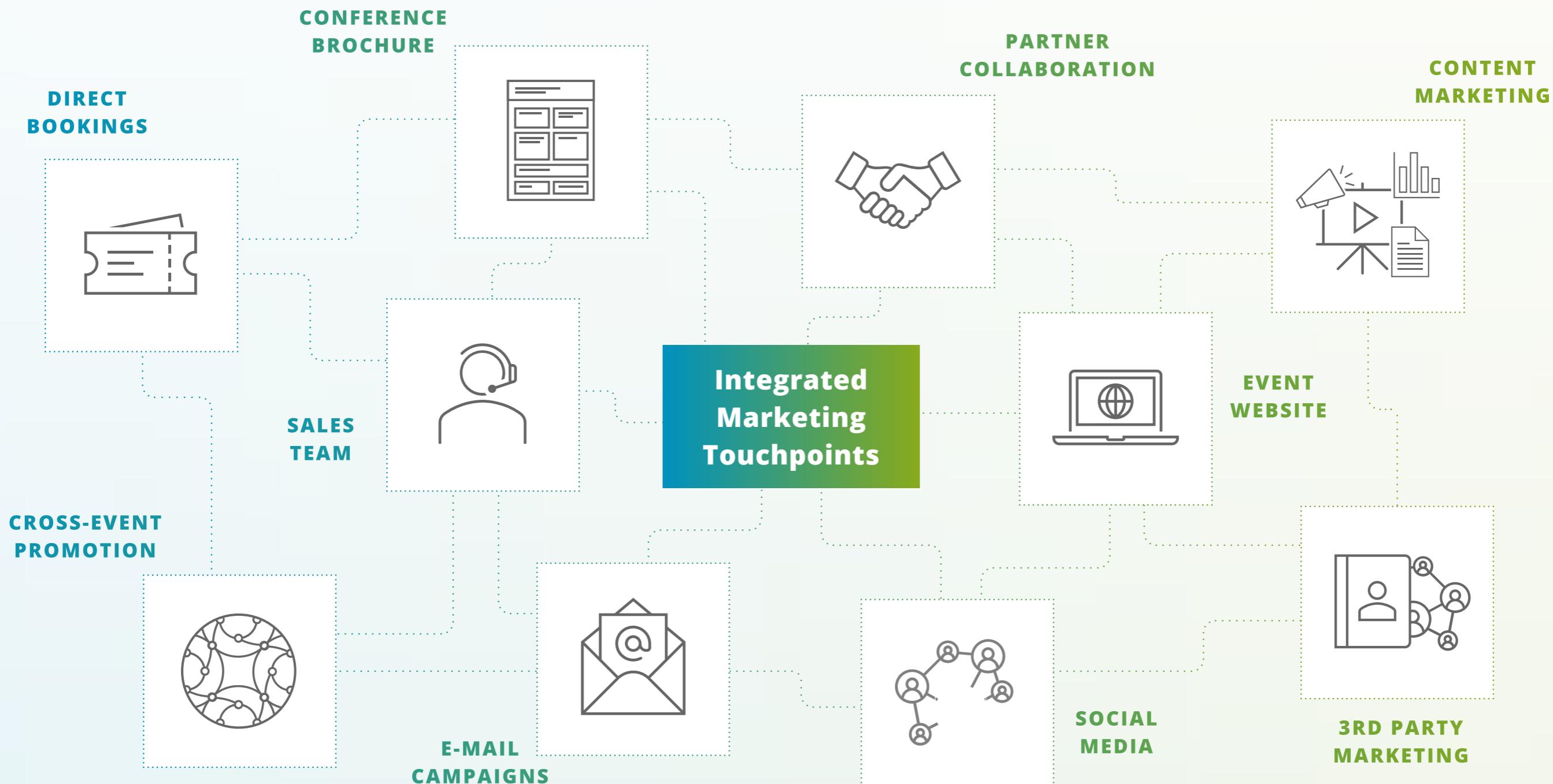
Our 12-month rolling marketing campaigns support our Series (and Series sponsors) through a variety of integrated channels

“ I liked the presentations/speaker line-up and the layout of the venue.”

- EXECUTIVE DIRECTOR & HEAD OF BUSINESS DEVELOPMENT, EUROPE - CROWN BIOSCIENCE, INC

“ The conference had super interesting talks, cutting edge topics, super relevant clinical data. and provided a great overview of new technologies.

- SCIENTIST, IMMUNOCORE





What you can expect

In-Person Event

Our In-Person events are built on the twin aims of offering the latest in research news and case-study, as well as offering unrivalled networking and business building opportunity.

To help our sponsors achieve their aims at the event, we offer all parties the following:



Regular Pre-Event messaging in marketing channels

From emails to specific social posts, your company brand will receive exposure to our full community of contacts

A dedicated Event Manager

On hand to support your pre-event preparations

Exposure in all event materials

From the event website to our welcome banners, your logo will be included in multiple areas pre- and during the event

Dedicated point of support on-site

Facilitating introductions to delegates and assisting with any part of your sponsorship

Post-event feedback

From lead retrieval data to speaker scores, we can offer numerous data points and further sales/marketing opportunity

Digital support through Virtual Platform

Including live streamed presentations, virtual branding, and e-booth presence

New networking opportunities

Targeted interaction with physical and virtual participants through virtual and in person roundtables and speed networking activities

Access to both physical and virtual participants



I liked the networking time during the breaks, the good vendor / scientist ratio and the relevant scientific content”

- DIRECTOR, BUSINESS OPERATIONS - CHARLES RIVER LABORATORIES

Sponsorship Benefits by Tier

In-Person Event

	PLATINUM	GOLD	SILVER	PROGRAMME	EXHIBITION
BENEFIT					
Elevated day 1 presentation position	✓	✓			
30-min presentation in selected track	✓	✓	✓	✓	✓
Roundtable / Panel involvement	✓				
Chair of a session	✓	✓			
Pre-event access to delegate list	✓	✓	✓		✓
Pre-arranged, guaranteed 1-2-1 meetings	14	14	7		7 - 14
Exhibition / Meetings space	6x2m	3x2m	3x2m	3x2m	3x2m
Representative Passes	6	5	4	3	2 - 3
Headline placement on all marketing materials	✓				
Dedicated pre- / post-event mail or webinar	✓				
Advisory Board membership (subject to timing)	✓				
Advert / Article inclusion in pre-event newsletter	✓	✓	✓		
First-pick option for branded on-site material / functions*	✓	✓			
Sponsorship replicated in digital environment**	✓	✓	✓	✓	✓

* such as lanyards, brochures, poster hall, drinks reception

** all sponsors receive x2 'digital only' passes for representatives to manage online presence and networking

Ask us about our other
Sponsorship options, including:



- Breakfast, luncheon, drinks and dinner sponsorships
 - Branding (Event brochure, digital adverts)
 - Event Entertainment
 - Coffee Stations
 - Poster Awards sponsor
- } subject to event



What you can expect

Virtual Event

Providing heightened visibility and networking opportunity with a diverse, international audience, our virtual events excel in the generation of prospective customers for your sales, marketing, and business teams.

With a variety of channels available, from broadcast presentation to 1-2-1 video meetings, you will be able to meet, qualify and build relations with an audience you may not have been able to access face to face.

To help our sponsors achieve their aims at the event, we offer all parties the following:



Regular Pre-Event messaging in marketing channels

From emails to specific social posts, your company brand will receive exposure to our full community of contacts

A dedicated Event Manager

On hand to support your pre-event preparations

Exposure in all event materials

From the event website to our welcome banners, your logo will be included in multiple areas pre- and during the event

Dedicated point of support throughout the event

Facilitating introductions to delegates and assisting with any part of your sponsorship

Post-event feedback

From lead retrieval data to speaker scores, we can offer numerous data points and further sales/marketing opportunity

Sponsorship Benefits by Tier

Virtual Event

	PLATINUM	GOLD	SILVER	THOUGHT LEADER	LEAD GENERATOR
BENEFIT					
Elevated day 1 presentation position - Live or Pre-Recorded	✓	✓			
Dedicated pre- or post-event webinar	✓				
30-min presentation in selected track	✓	✓	✓	✓	✓
Live Q&A session	✓	✓	✓	✓	
Roundtable / Panel membership / Moderation	✓	✓	✓	✓	✓
In-programme company spotlight video	✓				✓
Pre-event access to delegate list	✓	✓	✓		✓
Pre-arranged, guaranteed 1-2-1 meetings	14	14	7		7 - 14
In-platform meeting requests	6	5	4	3	3
Dedicated 'sponsor' page	✓	✓	✓	✓	✓
Representative passes	8	6	5	4	4
Service / Solution featured on 'Services & Products' page	✓	✓	✓	✓	✓
Headline placement on all marketing materials	✓				
Advisory Board membership (subject to timing)	✓				
Advert / Article inclusion in Event Pack	✓	✓	✓		
Banner / Splash logo / Advert on platform	✓	✓			



I was impressed with the sophisticated set up of virtual platform. It was easy to follow the program and to select live or on-demand presentation."

- CLINICAL SCIENCE DIRECTOR, ONO PHARMA UK LTD



The meeting platform looked very nice and the lectures were interesting."

- RESEARCH DIRECTOR, PHARMATEST SERVICES

What you can expect

Digital Activities

Our Digital activities provide access to specific focus sections of our community, enabling you to build relations with your key target demographics and publish your new products, services, or project news into a highly receptive audience segment.

Platforms can consist of short-form webinars, expanded digital workshops, or a combination of activities, all built to your bespoke requirements. With an integrated marketing plan supporting each activity, market visibility and potential customer generation is assured

Digital Activities Case Study

2 hour Digital Workshop

	MARKETING TIMELINE 6 Weeks
	EMAIL CAMPAIGN 2 Focus Emails
	SOCIAL MEDIA LinkedIn & Twitter
	DATABASE & JOB TITLE Drug Immuno & Proteins (6000 & 8400 contacts respectively)
	WEBSITE Banners, homepage, specific pages, pop-up

	2 Hours Duration
	715 Registrants
	372 Attendees
	1850 Registration Link Clicks
	76% Overall Interest Rating
	30 Q&As during the session

Sponsorship Benefits by Tier

Digital Activities



BENEFIT	WEBINAR SPONSORSHIP	WORKSHOP SPONSORSHIP	DIGITAL PARTNER
Length	30 - 45 minutes	1 - 3 hours	N/A
Programme Involvement	Dedicated platform for 30 - 45 min presentation - planned by sponsor	Bespoke - Range of industry/sponsor talks/ discussions - Oxford Global & sponsor to co-produce	Programme involvement in two or more digital activities
Marketing Campaign	<ul style="list-style-type: none"> x2 dedicated emails to target database Frequent social posting 4-week campaign 	<ul style="list-style-type: none"> x3 dedicated emails to target database and/or specific demographics Frequent social posting 6-week campaign 	<ul style="list-style-type: none"> Minimum x2 emails per activity + x2 general announcements of partnered 'series' Frequent social posting Campaign length TBD
Audience Reach (marketable audience)	16,000	Up to 16,000 and/or targeted	As Required
Post-Show	<ul style="list-style-type: none"> Inclusion of webinar as On-demand presentation in Virtual Event 	<ul style="list-style-type: none"> Inclusion of Workshop as On-demand workshop at Virtual Event Promotion of recorded workshop via email and social 	<ul style="list-style-type: none"> Inclusion of sessions as On-demand content at Virtual Event Promotion of recorded sessions via email and social

“ Thanks very much for successfully hosting the first in our webinar series. I thought it was professionally managed by OG and very nicely moderated. The Q&A was particularly enriched and informative, with a number of good, searching questions emerging from that session.”

- DIRECTOR STRATEGIC MARKETING, PHARMA SERVICES, NEOGENOMICS

Bespoke Sponsorship

Our services meet your needs



Oxford Global works with a portfolio of international clients to deliver high-quality events for their staff, clients and partners. We design, organise and manage their worldwide corporate events.

Whether you are organising your own symposium, user forums or seminars, we will work closely with you as part of your extended conference team.



PRE-EVENT	IN-PERSON & VIRTUAL <ul style="list-style-type: none">Create a detailed budget and advise of best delegate rates to ensure return on investmentProviding a tailor-made website including an online registration optionPlanning and executing marketing activities to generate interest and bookingsProducing eye-catching promo materials and event collateralDealing with all delegate registrations and enquiries IN-PERSON ONLY <ul style="list-style-type: none">Working with our database of suppliers and venues, and negotiating the best rates for catering and AVArranging a full social programme including gala dinners, welcome reception and other hospitality activities VIRTUAL ONLY <ul style="list-style-type: none">Working with a chosen platform provider to offer a fully featured virtual event environment
	IN-PERSON ONLY <ul style="list-style-type: none">Designing and producing all on-site event materials including signage, delegate packs, bags and badgesOn-site event management and working with the venue to ensure a smooth and successful eventWelcoming attendees and providing information to delegates on the day VIRTUAL ONLY <ul style="list-style-type: none">Designing and controlling all notifications, emails and announcements to secure high traffic levelsPlatform and programme managementAudience monitoring and reporting
	IN-PERSON & VIRTUAL <ul style="list-style-type: none">Post-event evaluation and collating feedback from attendeesFollow up emails to delegates with post-event information IN-PERSON ONLY <ul style="list-style-type: none">Collating of expenses and costs to provide a clear and accurate final budget

Any Questions?

For further information on any of our activities, or wider portfolio of events, please contact us at sponsorship@oxfordglobal.co.uk

Interested in our other Series?

Our event schedule engages our community year-round

- Immuno Series**
 - O Proteins & Antibodies
 - O Peptides & Oligonucleotides
 - O Bispecifics in Immuno & Development
- Biomarkers Series**
 - O Biomarkers | Genomic Markers
 - O Digital Pathology
- Cell Series**
 - O Cell Culture | Cell & Gene Therapy
 - O Regenerative Medicine
- Immuno Series**
 - O Drug Immuno | Neuroscience
 - O Drug Design & Medicinal Chemistry
- Formulation, Delivery & Manufacturing Series**
 - O Formulation & Drug Design
 - O Inhalation & Respiratory Drug Delivery
 - O Biomanufacturing
- Immuno Series**
 - O Advances in Immuno-Oncology
 - O Autoimmunity & Immunology
- NextGen Omics Series**
 - O Next Gen Sequencing | Single Cell Analysis
 - O Genome Editing | Digital PCR
- PharmaTec Series**
 - O Pharmaceutical IT | AI in Drug Development
 - O Smartlab & Laboratory Informatics



For the full list of upcoming events, please visit www.oxfordglobal.co.uk