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CITELINE JAPAN  
**AWARDS**

TUESDAY, OCTOBER 22, 2024  
**PALACE HOTEL, TOKYO**

SPONSORSHIP  
GUIDE

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

**Casey Burwell**, Global Sales Manager · Email: [casey.burwell@citeline.com](mailto:casey.burwell@citeline.com)

[www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards)

# INTRODUCTION

**Now in its third year, the Citeline Japan Awards recognize and reward the very best innovations and achievements in pharma and biotech, highlighting Japan's integral role in the global healthcare market.**

## The Awards categories include

- Best Contract Research Organization
- Best Contract Development Manufacturing Organization
- Best New Drug
- Biotech Company of the Year
- Executive of the Year
- Licensing Deal of the Year
- Financing Deal of the Year
- Pharma Company of the Year
- Lifetime Achievement

Taking place on Tuesday, October 22, 2024 these prestigious Awards will bring together influential leaders, to meet and network, discover new opportunities, and reflect on life-changing accomplishments made over the previous year.

If you're looking to meet with the most significant names in the Japanese pharma and biotech industry, sponsoring the Citeline Japan Awards is an opportunity not to be missed.

Choose from a range of high-level sponsorship packages, from Headline Sponsor, to Welcome Reception Sponsor and Social Media Sponsor; there's a package to suit every organization's objectives. Each sponsor will benefit from a targeted, digital marketing campaign pre, during and post Awards.

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# WHY SPONSOR?



## **Acquire a competitive advantage**

Enhance your industry reputation and secure an advantage over competitors, by sponsoring a category suited to your expertise.



## **Exclusive brand exposure**

Take advantage of a high-impact, digital marketing campaign in the months leading up to and after the Awards. On the Awards night, see your organization's name in lights and network with the most influential names in pharma and biotech.



## **It's an investment**

Sponsoring the Citeline Japan Awards provides your organization with the opportunity to create a consistent, targeted digital campaign to pharma or biotech organizations based (or primarily doing business) in Japan. The Awards perfectly complement your existing marketing activity.



## **Align your organization with the industry's best**

Position your organization at the forefront of the industry, and strengthen relationships with the most prominent names in Japanese pharma and biotech. By sponsoring a category, you have the opportunity to present Awards to the winners of your category - cementing your organization as a leader in the global market.

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# WHO WILL BE ATTENDING?

The Citeline Japan Awards bring together the brightest and best minds in pharma and biotech. With a captive audience of senior decision makers, the Awards offer a prime opportunity to amplify your organization's message and generate new business.

## Types of attendees you can expect to meet:

- CEOs
- Vice Presidents
- CFOs
- Chief Medical Officers
- Divisional Heads of R&D
- Commercial
- Portfolio
- BD
- Licensing and Strategy
- Project leaders
- Team leaders
- HEOR
- RWE
- Market Access
- Directors of Business Model and Healthcare Innovation
- Senior Clinical Project Managers

## Previous attendees include:



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# JUDGING

**The Citeline Japan Awards will be judged by a panel of industry experts within academia and business, with extensive experience in Japan. Each of the judges brings a wealth of specialist knowledge, experience and expertise, carefully selected for their credibility and objectivity.**

The Judging Panel is independent and considers entries objectively; each category is reviewed by at least three judges. The judges score each entry against the listed criteria for the category. The awards team collates the scores to determine which entries are included in the shortlist, and the ultimate winner.

The chair of the Judging Panel reserves the right to cast any deciding vote, should the need arise. The judges' decision is final - neither the organizers, nor the Judging Panel, will enter into any correspondence about the results. Details of the winners are strictly embargoed until the Awards night, but details of all the shortlisted entries will be listed on [www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards)

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# JUDGING PANEL



**Steve Engen**

CEO, Renexes LLC, ex-President,  
Mundipharma Japan and Solasia Pharma



**Dr Shoichiro Hamano**

CEO, Hamano International



**Thomas Jonsson**

Managing Director  
Zinagi Consulting



**Dr Shingo Kano**

Professor, University of Tokyo/Graduate  
School of Frontier Sciences



**Dr Keiji Hirai**

Former Representative Director and  
President & CEO of KYORIN Pharmaceutical,  
Program Officer of AMED



**Dr Toshio Miyata**

Professor, Faculty of Science and Engineering,  
Waseda University, and the Waseda University  
Center for Advanced Biomedical Sciences



**Dr Hiroyuki Sakamaki**

President, Ph. D. (School of Medicine), MBA  
Pharma Policy Planning PCubed



**Jiro Fujiyaso**

Director, Head of Pharmaceuticals /  
HealthCare Industrial Research Division,  
SMBC Nikko Securities Inc.



**Mitsuru Miyata**

CEO, Miyata Institute of  
Technologies/President,  
Healthcare Innovation



**Fumiyoshi Sakai**

Japan Healthcare Strategist, Global  
Research Division, UBS Securities Japan  
Co., LTD



**Dr Noboru Yamamoto**

Deputy Director of the National Cancer  
Center Hospital, director, Department of  
Experimental Therapeutics and Clinical  
Research Support Office



**Kazumi Fujikawa**

Corporate advisor of Seed  
Planning, the representative of  
HMIC and Ryu no Senaka



**Aya Kubota**

Editor-in-Chief, Nikkei Biotechnology &  
Business, Nikkei Business Publications,  
Inc



**Tim Kendall**

Business Development and Licensing  
Consultant

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# MARKETING AND PROMOTION PLAN

**Maximize your outreach to a highly relevant audience; The Citeline Japan Awards allow your organization to gain from numerous high-impact promotions, designed to complement your existing marketing mix.**

## **Highly effective, targeted marketing opportunities include:**

- Company profile and logo on ([www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards))
- Dedicated email promotions
- Social media promotions
- Exclusive branded signage on the Awards night
- Adverts in the official printed Awards programme

## **As a sponsor, benefit from these promotions and more, ensuring your organization receives exposure to the industry for the full Awards cycle:**

- Your organization's logo on all marketing collateral listed as a sponsor
- Your organization's logo on all the Citeline Japan Awards adverts
- Social media announcements highlighting your involvement
- Your organization mentioned in the Citeline Japan Awards email campaigns

## **Key messages communicated throughout the Citeline Japan Awards:**

- Save the date
- Entries are now open
- Categories for 2024
- Introduction to the Judging Panel
- Entries closing soon
- Last chance to enter the Awards
- Finalist announcement
- Winners announcement



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# 2024 SPONSORSHIP PACKAGES



**HEADLINE  
SPONSORSHIP**



**SOCIAL MEDIA  
SPONSORSHIP**



**CATEGORY\*  
SPONSORSHIP**



**GUESTLIST\*\*  
SPONSORSHIP**



**WELCOME RECEPTION  
SPONSORSHIP**

BESPOKE SPONSORSHIP PACKAGES ARE ALSO AVAILABLE ON REQUEST

\*Category sponsorship will be on a first come, first served basis.

\*\*Please contact Casey Burwell, Global Sales Manager, for further details of this package: E: [casey.burwell@citeline.com](mailto:casey.burwell@citeline.com)

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# SPONSORSHIP PACKAGES

## HEADLINE SPONSORSHIP

**Headline Sponsorship is an exclusive offer for one organization only, and is designed for maximum exposure.**

In addition to all the benefits of the Category Sponsorship package, Headline Sponsors will receive a dedicated, branded keynote address at the start of the Awards. You will also receive prime seats on the night, positioned directly in front of the stage.



### HEADLINE SPONSORSHIP BENEFITS

#### **Pre- and Post-Awards promotion:**

- Your organization's logo and 50-word profile on [www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards)
- Your organization's logo on all promotional email campaigns leading up to and after the Awards
- Announcement of your sponsorship on all relevant Citeline Japan Awards social media networks
- All relevant photography of the Awards evening will be provided for your own promotional purposes
- Your organization will be entitled to priority sponsorship of the same category for 2025

#### **At the Awards Ceremony:**

- A table of 8 seats for the Awards
- A branded meeting area located at the pre-dinner drinks reception, a perfect meeting point for your guests
- Your organization's logo and 100-word profile featured in the official Awards printed programme
- Your organization's logo on prominent signage throughout the Awards
- Logo exposure on video screens at regular intervals during the evening
- Announcement of your sponsorship during the Awards presentations
- A representative from your company will be invited onto the stage to announce and greet the winner of your sponsored category
- Your organization's name will be displayed on the winner's trophy as official sponsor
- Discounts on additional guest tickets
- Recognition in social media announcements at the Awards

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# SPONSORSHIP PACKAGES

## CATEGORY SPONSORSHIP

**Enhance your organization's reputation as a leader in your field by securing the naming rights; simply sign up for a three-year period to secure this unique opportunity.**

- Best Contract Research Organization
- Best Contract Development Manufacturing Organization
- Best New Drug
- Biotech Company of the Year
- Executive of the Year
- Licensing Deal of the Year
- Financing Deal of the Year
- Pharma Company of the Year
- Lifetime Achievement

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# SPONSORSHIP PACKAGES

## SOCIAL MEDIA SPONSORSHIP

Make a lasting impression, and position your organization as a key industry leader at these illustrious Awards, by becoming a Social Media Sponsor.

### Pre- and Post-Awards promotion:

- Your organization's logo and 50-word profile on [www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards)
- Your organization's logo on all promotional email campaigns leading up to and after the Awards
- Announcement of your sponsorship on all relevant Citeline Japan Awards social media networks
- All relevant photography of the Awards evening will be provided for your own promotional purposes
- Your organization will be entitled to priority reservation of Social Media Sponsor for 2025

### At the Awards Ceremony:

- Exclusive sponsorship branding of the Social Media Wall, including your organization's logo and Twitter account name
- Social media screen will be displayed at appropriate times during the evening
- # will be promoted in the Awards programme, and in all marketing pre and post Awards
- A branded meeting area located at the pre-dinner drinks reception, a perfect meeting point for your guests
- Your organization's logo and 100-word profile featured in the official Awards printed programme
- Your organization's logo on prominent signage throughout the Awards
- Logo exposure on video screens at regular intervals during the evening
- Announcement of your sponsorship during the Awards presentations
- A table of 8 seats at the Awards
- Discounts on additional guest tickets

## WELCOME RECEPTION SPONSORSHIP

The Awards will begin with an exclusive networking Welcome Reception; secure your organization as sponsor and receive high-level branding, positioning your organization centre stage as guests arrive.

### As Welcome Reception Sponsor, you'll benefit from:

- Your organization's logo and 50-word profile on [www.citeline.com/awards/CitelineJapanAwards](http://www.citeline.com/awards/CitelineJapanAwards)
- Your organization's logo on all promotional email campaigns leading up to and after the Awards
- Announcement of your sponsorship on all relevant Citeline Japan Awards social media networks
- All relevant photography of the Awards evening will be provided for your own promotional purposes
- Prominent branding in the Welcome Reception (please note, some materials in the Welcome Reception will feature all sponsor branding)
- Your organization's logo on the printed programme and Awards guest list
- A table of 8 seats at the Awards
- Your organization will be entitled to priority reservation of Welcome Reception Sponsor for 2025

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# CITELINE JAPAN AWARDS

TUESDAY, OCTOBER 22, 2024  
PALACE HOTEL, TOKYO

**FOR FURTHER QUESTIONS, OR TO  
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