



# LIFE SCIENCES *Dreamin'*

October 9-11, 2024 | Philadelphia, PA

SHERATON VALLEY FORGE KING OF PRUSSIA

The ONLY Conference for Sales, Marketing, RevOps, and  
Commercial Executives in the Life Sciences Industry

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[www.lifesciencesdreamin.com](http://www.lifesciencesdreamin.com)



# Overview of Life Sciences Dreamin'

Life Sciences Dreamin' was created to fill an unmet need for Life Sciences professionals: a space to learn best practices for Salesforce.com, and Marketing and Sales Tech applications that are tailored to the Life Sciences industry.

Intended for leaders of Sales, Commercial, Marketing, Revenue Operations, Marketing Operations, Product Management, and go-to-market positions, the Life Sciences Dreamin' conference is the only place to meet professionals at the intersection of Salesforce and the Life Sciences.



## Why Philadelphia?

Life Sciences Dreamin' is not bound to a region, so Philadelphia was an obvious choice—it's home to over 1200 life science companies!

This hotbed for research and innovation is also conveniently located, fostering even more community networking.

It doesn't hurt that Philadelphia is home to some of America's oldest history, has great food, and a fun, eclectic culture. Not to mention, it's beautiful in the fall.

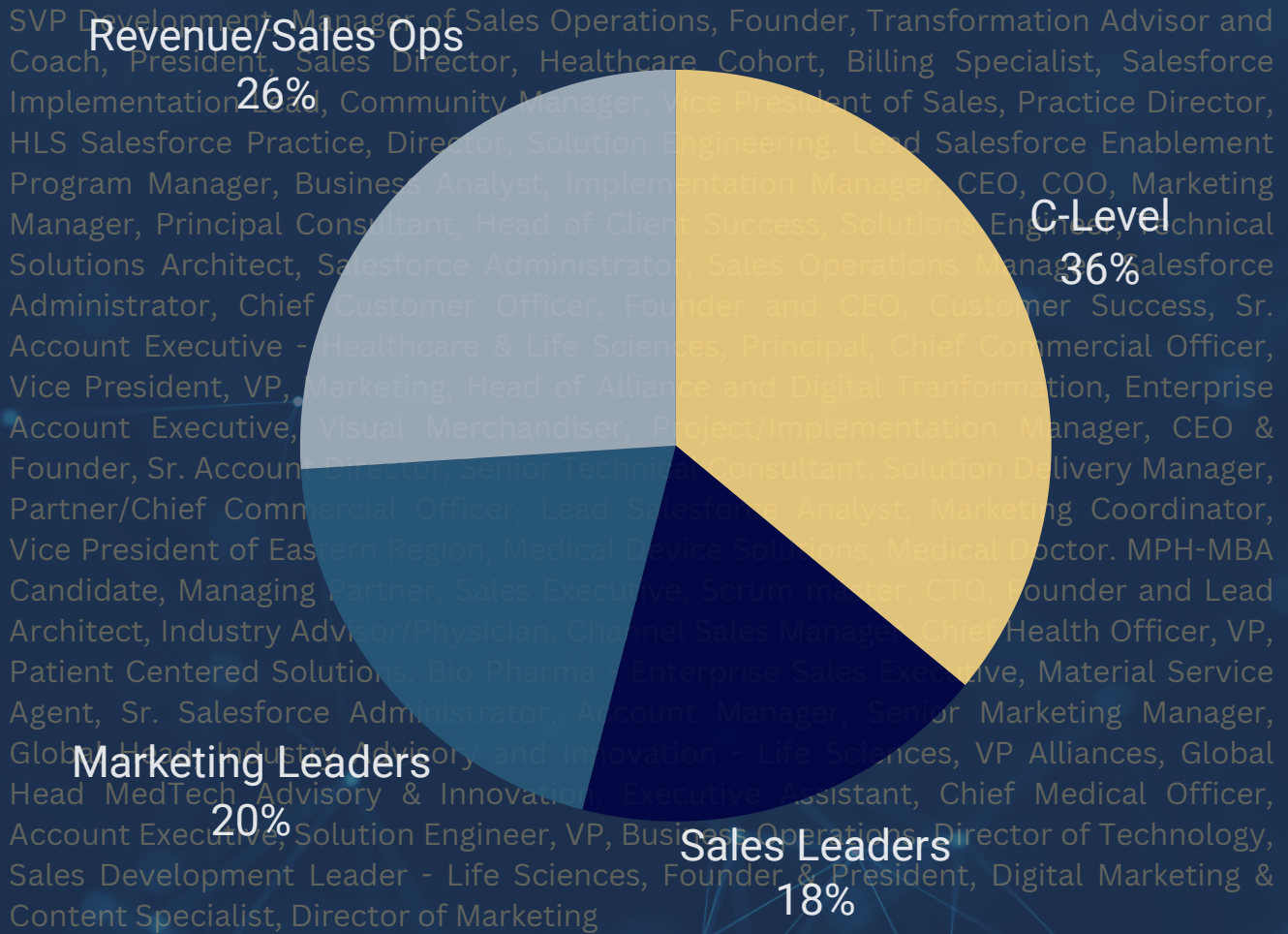
We can't wait to see you there!



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# Who Attends & Sponsors Life Sciences Dreamin'



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# Life Sciences Dreamin' 2023 Speakers



**DR. JEAN PATY, PHD**  
VP, PATIENT CENTERED SOLUTIONS  
IQVIA



**FATIMA PARUK, MD, MPH**  
SVP & CHIEF HEALTH OFFICER  
SALESFORCE



**J. CRIS SALINAS, MD**  
GLOBAL HEAD, MEDTECH ADVISORY  
& INNOVATION | SALESFORCE



**DR. STEVEN HERNE**  
CHIEF COMMERCIAL OFFICER  
WCG CLINICAL



**AMY SIEGEL**  
CEO & CO-FOUNDER  
S2N HEALTH



**DR. BEN NOVOSELSKY**  
CTO & CO-FOUNDER  
DATAGROOMR



**WENDY COFRAN**  
FMR. DIGITAL STRATEGY OFFICER,  
HEALTHCARE | SALESFORCE



**HARBINDER KHERA**  
CEO & FOUNDER  
MINDMATRIX



**DR. JULIANNE BARON**  
PRESIDENT  
SCIENCE & SAFETY CONSULTING



**RACHEL PAGE**  
CHIEF COMMERCIAL OFFICER  
VERISTAT



**IAN GOTTS**  
CHIEF EXECUTIVE OFFICER  
ELEMENTS.CLOUD

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# Why You Should Sponsor Life Sciences Dreamin'



This event is the only place where you can meet peers, clients, partners, and innovators at the intersection of Salesforce and the Life Science.



Education on the most cutting-edge technology practices to advance commercial motions in Life Sciences is found only at this event. Not to mention, you can even apply to speak yourself!



Drive awareness of your solution to the folks who need it most, in a centrally-located exhibit hall with engaged attendees.



Attendees are engaged on our Whova app for months pre- and post-event, allowing for deeper connections and relationships that last.

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# Life Sciences Dreamin' Sponsorship Opportunities

## Packages

Benefits	Diamond (1)	Platinum (2)	Gold (5)	Silver
Logo and name on event-day signage and website	✓	✓	✓	✓
Logo and link to company website on pre- and post-event campaigns	✓	✓	✓	✓
Exhibit space	✓	✓	✓	✓
Sponsor ribbon on name badge	✓	✓	✓	✓
Company link in event app; collateral attachments on event app	✓	✓	✓	✓
All images and media files provided post-event	✓	✓	✓	✓
First right of renewal for 2025 event	✓	✓	✓	✓
Full Life Sciences Dreamin' conference passes	6	4	3	2
Swag bag collateral inclusion	✓	✓	✓	✓
Verbal recognition during main stage presentations	✓	✓	✓	✓
Introduce a main stage session	✓	✓	✓	
Space for private meetings (shared Diamond, Platinum, Gold)	✓	✓	✓	
Social media spotlight	✓	✓	✓	
Participation in Demo Jam Session* (3 Minute Presentation)	✓	✓	Add-on	Add-on
Info on company in post-event drip campaigns	✓	✓		
Introduce keynote with 2-minute video or speech	✓	✓		
Fall Ball Kickoff	✓			
Large Window Cling	✓			
Whova Spotlight & Banner	✓			

## Experiences

Demo Jam
Cocktail Hour
Meals / Refreshments
Thursday Dinner Party
Headshots
Photobooth
Live Music (2)

## Essentials

Lanyard
Water Bottle
Notebook and Pens
Swag Bag Inclusion
Conference Bag
Wifi
Window Cling

\*\*\* IF YOU HAVE A DIFFERENT TYPE OF SPONSORSHIP THAT YOU WOULD LIKE TO DISCUSS PLEASE CONTACT US [INFO@CLOUDADOPTION.SOLUTIONS](mailto:INFO@CLOUDADOPTION.SOLUTIONS)\*\*\*

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# Life Sciences Dreamin' Agenda

**Wednesday, October 9**

**Registration & Exhibits Open**

**Cocktail Hour with Live Music\***

**Thursday, October 10**

**Breakfast\***

**Keynote**

**Networking and Refreshments\***

**Sessions & Keynote**

**Lunch\***

**Sessions**

**Refreshment Break\***

**Sessions**

**Cocktail Hour with Live Music\***

**Fall Ball with Live Music\***

**Friday, October 11**

**Breakfast\***

**Sessions**

**Networking and Refreshments\***

**Keynote**

**Lunch\***

**Patient Perspective Keynote**

*\*Denotes sponsorship opportunity*

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# Conference Planning Committee



**SHANNON GREGG, PhD**  
Conference Founder and Chair

Becky Johnston
Chrystalin Popp
Maggie Acklin
Eric Dreshfield
Monica Venturella
Lory Tibbets
Jokonda Millan
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