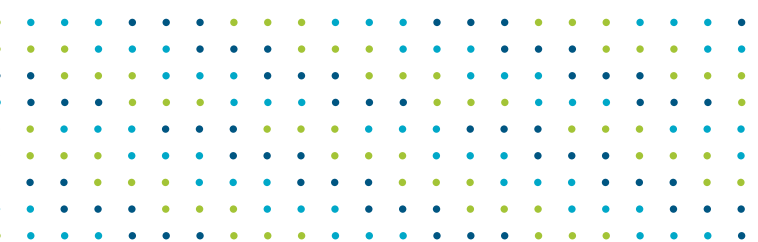


20TH ANNUAL

PERSONALIZED  
MEDICINE  
CONFERENCE

You're Shaping the Future  
of Personalized Medicine.  
Make Your Brand Known  
Where it Matters.



SPONSORSHIP OPPORTUNITIES

November 18–19, 2026

Hyatt Regency Boston/Cambridge  
Cambridge, MA

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# The 2026 Personalized Medicine Conference convenes the field's most influential voices in the industry's most anticipated gathering of the year.

Leading business executives, clinicians, researchers, journalists, patient advocates, and policy leaders convene annually at the Personalized Medicine Conference for substantial dialogue in an intimate setting, developing collaborative solutions to shared challenges in personalized medicine.

**As PMC marks the 20th Annual Personalized Medicine Conference**, sponsors have a unique opportunity to align with the leaders, ideas, and relationships shaping the next era of personalized medicine.

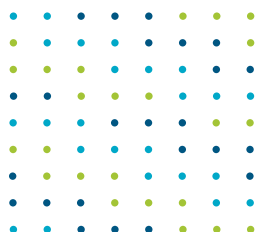
With a range of opportunities designed to meet a variety of strategic goals, sponsors can take center stage through a Premier Conference Sponsorship, host exclusive experiences like the Leadership Dinner or Signature Reception, or engage attendees through high-impact touchpoints across the conference. We'll help you create a presence that delivers meaningful visibility and lasting impact.

**Sponsorship opportunities are limited.** Exclusive placements, speaking opportunities, and major branded experiences are available on a first-come, first-served basis.

**For questions and to secure your sponsorship, please contact:**

**Gina Murdoch**  
President & CEO  
[gmurdoch@personalizedmedicinecoalition.org](mailto:gmurdoch@personalizedmedicinecoalition.org)

**Ancilla Brady**  
Sponsorship Sales  
[abrady@personalizedmedicinecoalition.org](mailto:abrady@personalizedmedicinecoalition.org)



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# Get Up Close & Personal with an Influential Audience

**48%**

**SENIOR  
EXECUTIVES**  
(e.g., C-suite,  
partners, vice  
presidents)



**45%**

**MID-LEVEL  
EXECUTIVES**  
(departmental  
directors, program  
managers, etc.)

**7%**

**THOUGHT  
LEADERS**  
(journalists, professors,  
patient advocates,  
clinicians, etc.)

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## INDUSTRY-WIDE PARTICIPATION

- **Academia**
- **Biopharmaceutical companies**
- **Consulting partners**  
(e.g., consultants, law firms, public relations firms)
- **Diagnostics companies/testing services**
- **Government entities**
- **Health care providers**
- **Health technology and AI/ML leaders**
- **Media outlets**
- **Patient advocacy groups/nonprofit organizations**
- **Other**  
(e.g., commercial payers, technology/IT companies, investment firms)

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# Join the Conversation with Leading Luminaries

## Past Personalized Medicine Conference Speakers



**Amy Abernethy,  
M.D., Ph.D.**  
Cofounder,  
Highlander Health



**Tomasz Beer, M.D.**  
Chief Medical Officer  
for Multi-Cancer Early  
Detection, Abbott Cancer  
Diagnostics



**Namandjé N.  
Bumpus, Ph.D.**  
Strategic Advisor, Avalere  
Health; Former U.S.  
FDA Principal Deputy  
Commissioner



**Francis S. Collins,  
M.D., Ph.D.**  
Former Director,  
National Institutes  
of Health



**Helmy Eltoukhy, Ph.D.**  
Co-Chief Executive Officer  
& Chairman of the Board,  
Guardant Health



**Scott Gottlieb, M.D.**  
Partner, New Enterprise  
Associates; Former  
Commissioner, U.S. Food  
and Drug Administration



**Carl June, M.D.**  
Richard W. Vague  
Professor in  
Immunotherapy,  
University of Pennsylvania



**Richard Knight**  
Past President, American  
Association of Kidney  
Patients (AAKP)



**Siddhartha  
Mukherjee, M.D.**  
Pulitzer Prize-winning  
author; Assistant  
Professor of Medicine,  
Columbia University



**Daniel O'Day**  
Chairman, CEO,  
Gilead Sciences



**Jacob Thaysen, PhD**  
Chief Executive Officer,  
Illumina



**Christi Shaw**  
Executive Chair, Kyverna  
Therapeutics; Former CEO,  
Kite, a Gilead Company



**Lauren Silvis, J.D.**  
Senior Vice President,  
External Affairs,  
Tempus AI

# SIGNATURE SPONSORSHIP OPPORTUNITIES



ONLY ONE AVAILABLE

# Premier Conference Sponsor / \$100,000

**Unmatched visibility, elite access, and powerful brand alignment throughout the conference.** As the exclusive Premier Sponsor, your organization receives top-tier recognition across key conference channels and a signature opportunity to address the full conference audience. Benefits include:

- **Recognition as the Premier Conference Sponsor** across all major event materials and promotions, including an activated logo link on the conference website
- **Exclusive logo display on onsite digital screens**, with standalone placement ensuring uninterrupted visibility
- **Signature speaking opportunity** during the opening session
- **Panel introduction opportunity:** Position your organization as a connector of ideas and innovation
- **Prime ad placement** on the PMC conference website and in the official conference program
- **15 complimentary registrations**, plus up to 10 discounted registrations
- **Premier tabletop space** in a high-traffic location
- **Sponsor provided branded promotional item** distributed to conference attendees, subject to PMC approval
- **Reserved premium seating** during key conference sessions
- **Inclusion in a dedicated pre-conference attendee email**, with content subject to PMC approval
- **Access to attendee contact information** for those who opt in, in accordance with conference policies
- **LinkedIn Media Benefits**
  - One dedicated LinkedIn sponsor appreciation post
  - Inclusion in a pre-conference PMC sponsor recognition post
  - Inclusion in a post-conference recap or impact post
- **Additional Communications Benefits**
  - Recognition in pre- and post-conference attendee emails
  - Inclusion in conference press materials, as appropriate
  - Inclusion in post-conference communications

## Maximum Visibility

Lead from the forefront with premier visibility and a featured speaking opportunity that positions your organization at the center of the conversation.



Enjoy the highest level of exposure, engagement, and prestige.

This package is designed for organizations ready to lead the conversation in personalized medicine and make a lasting, high-impact impression.

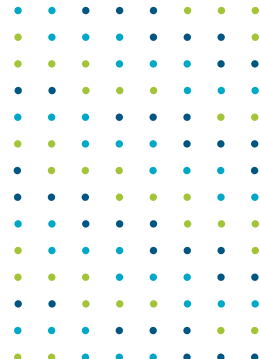
ONLY ONE AVAILABLE

# Leadership Dinner Sponsor / \$75,000

**Host one of the most exclusive and sought-after experiences of the conference.**

The Leadership Dinner is an intimate gathering that brings together conference speakers, PMC Board Members, and senior-level attendees for an evening of high-level conversation and relationship-building. Benefits include:

- Premier branding as the exclusive Leadership Dinner sponsor
- Deliver welcome remarks and personally address an audience of influential leaders, subject to PMC review and approval
- Exclusive networking in a refined, relaxed setting with key decision-makers
- Logo recognition in conference marketing materials, agenda, and onsite signage
- Reserved seating for sponsor representatives or other VIP guests
- 5 complimentary conference registrations
- LinkedIn Media Benefits
  - One dedicated pre-conference LinkedIn post recognizing the Leadership Dinner sponsor
  - Inclusion in a post-conference recap or impact post
- Additional Communications Benefits
  - Recognition in pre- and post-conference attendee emails
  - Inclusion in conference press materials, as appropriate
  - Inclusion in post-conference communications

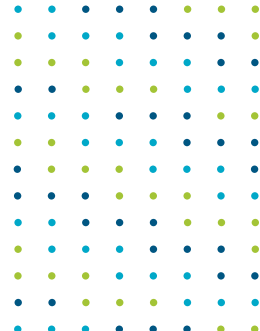


ONLY ONE AVAILABLE

# Signature Reception Sponsor / \$50,000

**One of the most anticipated moments of the conference**, the Signature Reception brings attendees together for an evening of connection, conversation, and celebration in a distinctive setting. Designed to foster meaningful engagement among leaders across industry, policy, research, and patient advocacy, this exclusive gathering offers a memorable and high-impact experience at the heart of the conference. Benefits include:

- Naming recognition: “Signature Reception supported by [your company name]”
- Prominent logo placement on:
  - Reception signage
  - Conference website and agenda, with activated link
- Verbal acknowledgment during reception welcome remarks
- Opportunity to provide brief welcome remarks, subject to PMC review and approval
- Priority logo placement in post-conference recap materials
- 4 complimentary conference registrations
- LinkedIn Media Benefits
  - One dedicated pre-conference LinkedIn post recognizing the Signature Reception sponsor
  - Inclusion in a post-conference recap or impact post
- Additional Communications Benefits
  - Recognition in pre- and post-conference attendee emails
  - Inclusion in post-conference communications



# HIGH-IMPACT PACKAGES AND OTHER SPONSORSHIP OPPORTUNITIES



# Choose from a Range of Tiered Sponsorship Packages

Sponsors may also combine a tier package with a signature opportunity.  
Total sponsorship investment will determine overall sponsor recognition level.

	Gold \$60,000	Silver \$40,000	Bronze \$30,000	Benefactor \$20,000	Friend \$15,000
Speaking opportunity: 5-minute introduction of a panel of your choice	●				
Reserved premium seating during key conference sessions	●	●			
Logo on onsite signage	●	●	●		
Printed program ad (due date tbd)	1 page	1/2 page	1/4 page		
Recognition as featured sponsor on conference website	●	●	●	●	
Tabletop display space	Premier Location	Preferred Location	Select Location	Standard Location	Standard Location
Complimentary registrations	8	6	4	3	1
Additional discounted registrations	6	4	3	2	1
Access to attendee list and contact information	●	●	●	●	●
Logo and acknowledgment on conference website and printed promotional materials	●	●	●	●	●
Recognition in pre- and post-conference attendee communications	●	●	●	●	●
Recognition in pre- and post- conference PMC LinkedIn communications	●	●	●	●	●



ONLY ONE AVAILABLE

## Attendee Hub Sponsor / \$35,000

**Make your brand the centerpiece of connection, comfort, and conversation.** Our Attendee Hub is the go-to gathering space for conference participants – a dynamic lounge where networking happens naturally and professionals recharge between sessions. Benefits include:

- Exclusive branding throughout the Attendee Hub, including signage and printed materials
- Refreshment breaks served in the space to drive foot traffic and visibility
- Plush lounge seating designed for relaxation and informal conversations
- Recognition as sole sponsor of the Networking Breaks held in the Hub
- Professional Headshot Studio available to all attendees – a high-value experience tied to your brand
- 3 complimentary registrations
- Opportunity to provide branded napkins, coffee sleeves, or giveaways

**This is more than a sponsorship** – it's your chance to anchor the attendee experience, spark conversations, and make a lasting impression in the most visited space of the event.



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THREE AVAILABLE

## Sponsored Breakout Session / \$30,000

**Position your organization as a thought leader through a dedicated sponsored breakout session.**

Benefits include:

- Dedicated session room provided and listed on the conference agenda
- Opportunity to propose a topic and speakers, subject to PMC review and approval
- Session promotion through conference marketing and onsite signage
- Opportunity to distribute approved branded materials or giveaways during the session
- Opportunity to collect leads via on-site check-in, subject to conference policies
- 3 complimentary registrations
- Recognition in pre-conference attendee emails
- Inclusion in post-conference communications
- LinkedIn Media Benefits
  - Inclusion in a pre-conference PMC sponsor recognition post (grouped)
  - Inclusion in a post-conference recap or impact post

ONLY ONE AVAILABLE

## Networking Lunch Sponsor / \$35,000

**Bring the conversation to the table.** The Networking Lunch offers a dedicated moment for attendees to connect, recharge, and engage in meaningful dialogue—making it a high-visibility opportunity to align your brand with one of the conference’s most active networking experiences. Benefits include:

- Naming recognition: “Networking Lunch supported by [your company name]”
- Logo placement on:
  - Lunch event signage
  - Agenda listings
  - Conference website, with activated link
- Verbal acknowledgment at the start of lunch
- Opportunity to provide approved table-topic prompts or engagement materials
- 3 complimentary registrations
- Recognition in pre-conference attendee emails
- Inclusion in post-conference communications
- LinkedIn Media Benefits
  - Inclusion in a pre-conference PMC sponsor recognition post (grouped)
  - Inclusion in a post-conference recap or impact post



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ONLY ONE AVAILABLE

## Patient & Community Access Sponsor / \$25,000

**Support broader participation in the conference by helping reduce financial barriers to attendance for patients, caregivers, and community representatives.** Benefits include:

- Exclusive recognition: “Patient & Community Access Sponsor: [your company name]”
- Logo placement on conference website and agenda
- Recognition on related signage or materials, as applicable
- Explicit acknowledgment that sponsorship helps broaden participation in the conference experience
- 2 complimentary registrations
- Recognition in pre-conference attendee emails
- Inclusion in post-conference communications
- LinkedIn Media Benefits
  - Inclusion in a pre-conference PMC sponsor recognition post (grouped)
  - Inclusion in a post-conference recap or impact post

ONLY ONE AVAILABLE

## Mobile App / \$15,000

Align your brand with the digital platform that powers the conference experience.

As the central hub for schedules, speakers, and real-time updates, the conference mobile app offers consistent, high-frequency visibility throughout the attendee journey. Benefits include:

- Exclusive branding as “Conference Mobile App supported by [your company name]”
- Prominent logo placement across the conference mobile app, including the app splash screen and other high-visibility areas
- 1 complimentary registration
- Opportunity to include up to two approved push notifications to attendees during the conference
- Recognition in opening session housekeeping remarks
- Inclusion in a pre-conference PMC LinkedIn sponsor recognition post (grouped)



ONLY ONE AVAILABLE

## Key Card Sponsor / \$10,000

Benefits include:

- Exclusive recognition with logo as “Official Hotel Key Card Sponsor”
- Full-color sponsor logo and branding on the front, with conference branding on the reverse
- Logo placement on:
  - Conference website travel or logistics page
  - Inclusion in sponsor slide deck (grouped)
  - Verbal acknowledgment during opening housekeeping remarks
  - Inclusion in post-conference thank-you communications
  - 1 complimentary registration



ONLY ONE AVAILABLE (INCLUDES 2 STATIONS)

## Charging Stations Sponsor / \$10,000

Benefits include:

- Exclusive recognition as “Charging Stations supported by [your company name]”
- Prominent branding on two charging stations, including:
  - 19-inch display screen for custom branded content
  - Full custom vinyl wrap of charging units
- Verbal acknowledgment during opening housekeeping remarks
- Inclusion in post-conference thank-you communications
- 1 complimentary registration



## Startup / Emerging Innovator Sponsor / \$5,000

**A targeted opportunity for early-stage companies** seeking visibility and connection within the personalized medicine ecosystem. Benefits include:

- Logo placement on conference website
- Recognition in startup or innovation-related acknowledgments
- Name inclusion in sponsor slide deck, grouped
- 1 complimentary registration
- Opportunity to purchase one discounted additional registration
- Eligibility for curated tabletop/display participation, if offered and space allows

*PMC reserves the right to determine eligibility.*

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## Academic / Non-Profit Partner / \$2,500

**A sponsorship opportunity for academic institutions, hospitals, nonprofit organizations, and mission-aligned partners** seeking to engage leaders across the personalized medicine landscape. Benefits include:

- Logo placement on conference website
  - Recognition as an Academic / Non-Profit Partner
  - Name inclusion in sponsor slide deck, grouped
  - 1 complimentary registration
- 

## Friend of the Conference / \$750

**A general support opportunity** for organizations or individuals who want to show support for the conference. Benefits include:

- Name listing on conference website
- Name inclusion in sponsor slide deck, grouped

# Be Part of a Systemic Effort

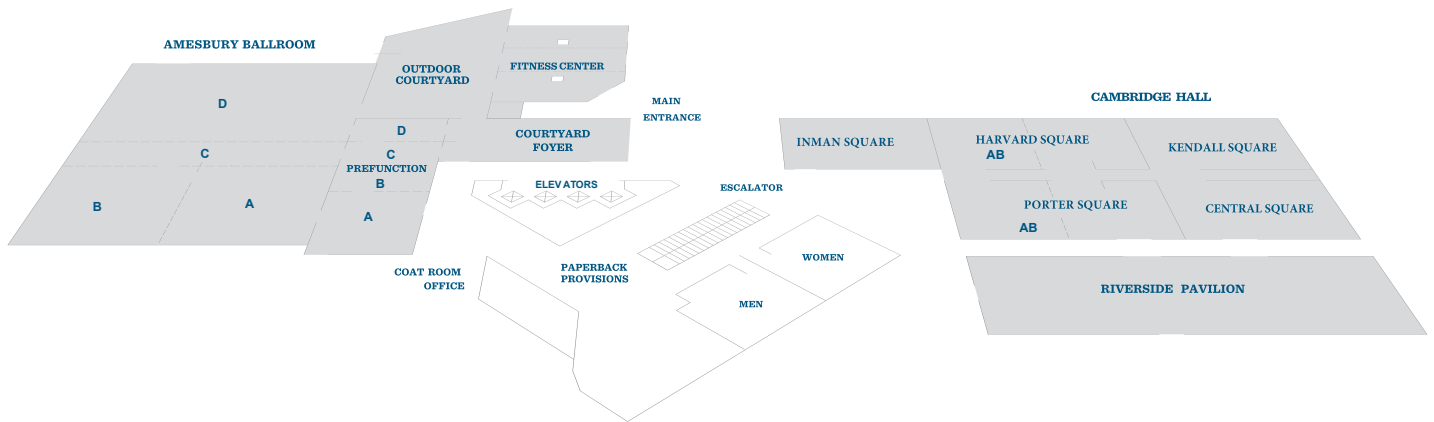
Past Personalized Medicine Conference sponsors include:



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# Conference Layout

Hyatt Regency Boston/Cambridge  
Cambridge, MA



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**For questions and to secure your sponsorship, please contact:**

**Gina Murdoch**

President & CEO

[gmurdoch@personalizedmedicinecoalition.org](mailto:gmurdoch@personalizedmedicinecoalition.org)

**Ancilla Brady**

Sponsorship Sales

[abrady@personalizedmedicinecoalition.org](mailto:abrady@personalizedmedicinecoalition.org)

# MISSION

The Personalized Medicine Coalition, representing innovators, scientists, patients, providers and payers, promotes the understanding and adoption of personalized medicine concepts, services, and products to benefit patients and health systems.



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[pmc@personalizedmedicinecoalition.org](mailto:pmc@personalizedmedicinecoalition.org)