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

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

Ancilla Brady
Sponsorship Sales
abrady@personalizedmedicinecoalition.org

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.)

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)

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 Theraputics; 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
- **Opportunity to develop a post-conference thought leadership webinar** in collaboration with PMC, subject to PMC approval
- **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.

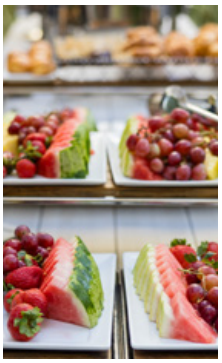
ONLY ONE AVAILABLE

Leadership Dinner Sponsor / $75,000

SOLD

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



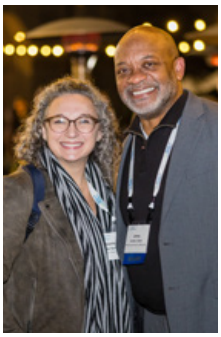
ONLY ONE AVAILABLE

Signature Reception Sponsor / $50,000

SOLD

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 sponsored 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

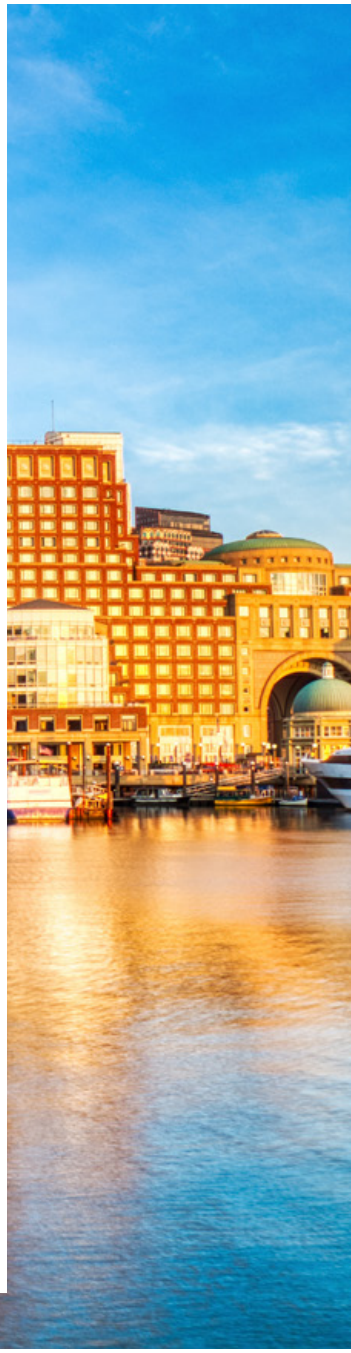


HIGH-IMPACT PACKAGES AND OTHER SPONSORSHIP OPPORTUNITIES

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.

SIX AVAILABLE

Sponsored Breakout Session / $30,000

Only one still available!

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

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:

SOLD

- 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

Wi-Fi Sponsor / $15,000

Power the connections that keep the conference moving. As the exclusive Wi-Fi Sponsor, your brand is associated with a critical, always-on service used by nearly every attendee throughout the event. Benefits include:

- Exclusive branding as "Conference Wi-Fi Access supported by [your company name]"
- Prominent logo placement across high-visibility attendee touchpoints, including:
  - Dedicated Wi-Fi access signage placed in high-traffic areas throughout the venue
  - Conference website logistics page
- Custom Wi-Fi network name (SSID) incorporating sponsor brand, subject to PMC approval
- Opportunity to include up to two approved push notifications to attendees during the conference
- Recognition in opening session housekeeping remarks
- 1 complimentary registration
- Inclusion in a pre-conference LinkedIn PMC sponsor recognition post (grouped)

ONLY ONE AVAILABLE

Key Card Sponsor / $10,000

Ensure your brand is seen from the moment attendees arrive. As the Official Hotel Key Card Sponsor, your organization is placed directly in the hands of every guest, creating repeated visibility throughout their stay. 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
- Verbal acknowledgment during opening housekeeping remarks
- Logo placement on:
  - Conference website travel or logistics page
  - Inclusion in sponsor slide deck (grouped)
- Inclusion in post-conference thank-you communications
- 1 complimentary registration

ONLY ONE AVAILABLE

Charging Stations Sponsor / $10,000

Position your brand at a point of constant engagement. Charging stations offer repeated visibility as attendees return throughout the day to power their devices and stay connected. 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

Only one still available!

Networking Break Sponsor / $8,500 each

Keep your brand visible while attendees connect and recharge. Sponsor a dedicated Networking Break and align your organization with one of the conference's key moments for conversation and connection. Benefits include:

- 1 complimentary conference registration
- Prominent on-site signage during the sponsored Networking Break
- Recognition in the conference program and online agenda
- On-screen acknowledgment during the sponsored break
- Opportunity to purchase one discounted additional registration
- Inclusion in the sponsor slide deck (grouped)

Only one opportunity still available:

- November 18 | 10:00 a.m. **SOLD**
- November 18 | 2:35 p.m. **SOLD**
- November 19 | 10:00 a.m.

Tabletop Exhibit / $5,000

Put your organization directly in the flow of the conference. Showcase your work and connect directly with leaders across the personalized medicine community. Benefits include:

- Tabletop exhibit space in a high-traffic conference area, including a 6-foot table
- 1 complimentary conference registration
- Logo placement on the conference website, in the conference program, on exhibitor signage, and in the sponsor slide deck (grouped)
- Opportunity to distribute materials and engage directly with attendees
- Opportunity to purchase one discounted additional registration
- Eligibility for curated tabletop/display participation, if offered and space allows

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 acknowledgment
- 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.

SOLD

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

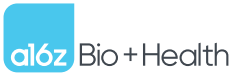
Conference Supporter / $750

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

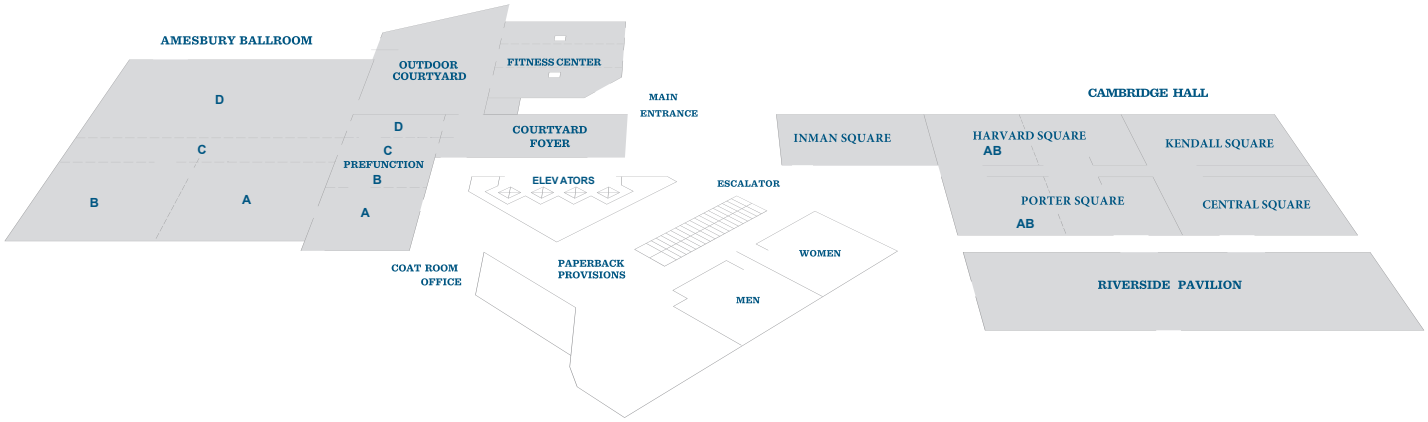
Be Part of a Systemic Effort

Past Personalized Medicine Conference sponsors include:



Conference Layout

Hyatt Regency Boston/Cambridge
Cambridge, MA



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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.

PMC
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