

Building Partnerships

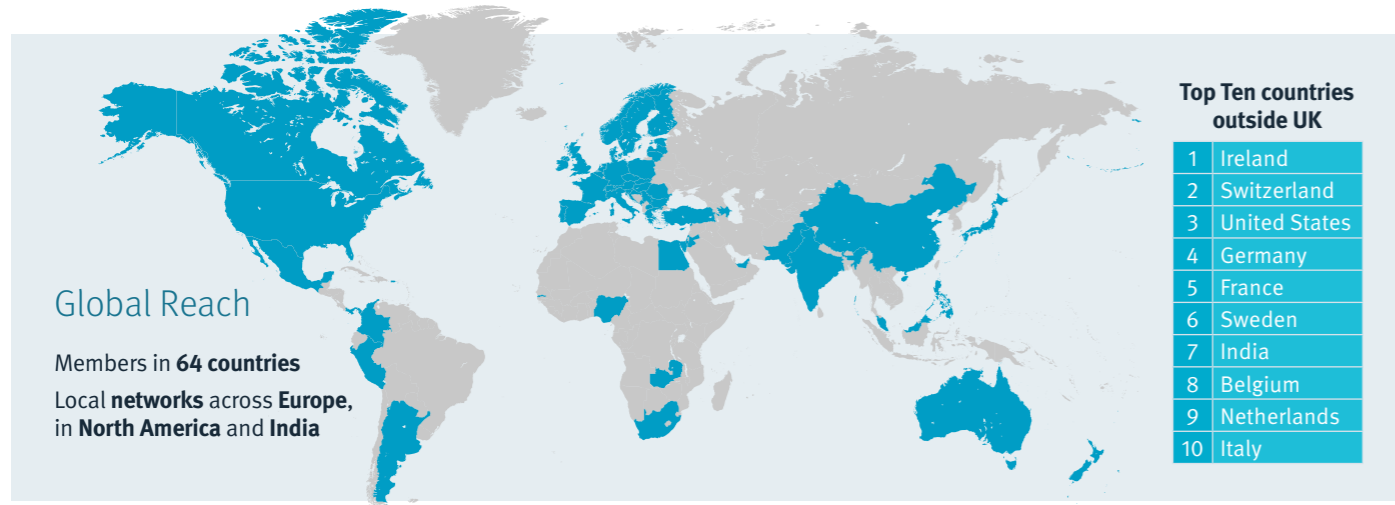
TOPRA Corporate Services 2021

Your channel
to the right
regulatory
audiences

Align your organisation with TOPRA, the leading professional body for healthcare regulatory professionals in Europe and across the world. From big pharma to SME, medical device manufacturer to veterinary medicines, TOPRA is at the hub of our diverse regulatory community. Ensure your message or campaign reaches your target audiences across the globe via the most relevant channels – social media, online networking, face-to-face and print. Mix and match your channels for the most effective outcome.



Global reach, local connection



TOPRA membership

- 7%** membership annual growth
- 53%** of members are aged 30-49 years
- 60%** of members work for large organisations
- 66%** of members are women
- 70%+** of members work at a senior level (manager and above)

Around **15,000** visitors to topra.org each month – about a quarter are new visitors. Since 2019, our main social media channels have attracted significantly more followers.



PN: All percentages based only on the information provided by members

Regulatory Rapporteur

- 82%** read their journal regularly (every or most months)
- 56%** share articles with colleagues

Source: September 2020 Readership Habits Survey

Awards for Regulatory Excellence – first decade

81 WINNERS FROM **13** COUNTRIES

231 FINALISTS FROM **22** COUNTRIES

16 FINALISTS (2010) vs **31** FINALISTS (2019)

WINNERS FROM 13 OUT OF 22 COUNTRIES

Annual Symposium

The **premier** conference for European regulatory affairs

OVER 45% key decision makers

Attendees by type at 2019 Symposium

HUMAN	44%
MED DEV	18%
VET	17%
SPEAKER	19%
SME	2%

Your clients, our community



TOPRA is at the heart of the healthcare regulatory community in Europe and, over recent years, has steadily increased its global reach to regulatory professionals everywhere. We have been helping regulatory professionals connect with their peers and relevant stakeholders for over 15 years.

Our members say we are respected, educational and professional. We endeavour to bring these values to all our relationships within all aspects of the regulatory community – and beyond.

Every organisation, small consultancy and individual contractor providing regulatory services to any area of the pharmaceutical, medical device or veterinary regulatory sector plays a key role in our community. We are delighted to have worked closely with many companies and consultancies across all aspects of regulatory businesses.

Trusted Open Professional Responsive Authoritative



"We have advertised with TOPRA for many years. The Regulatory Rapporteur and the Annual Symposium are reliable sources of industry expertise, brand awareness and opportunities to network."

Choose TOPRA

You can reach all your regulatory target audiences via TOPRA. From high-profile international events, such as the Annual Symposium, attracting large numbers of attendees across the wider profession, to highly focused subject or technology driven webinars for selected specialists, TOPRA offers an extensive range of valued products and services for exhibitors, sponsors and advertisers.

You can choose the activity, service or event that most suits your needs from our commercial portfolio (outlined in this brochure), or you can pick and mix to create your own campaign package with TOPRA. I'm here to help you meet your organisation's specific – and changing – requirements.

Optimise your budget with TOPRA. We know that smaller companies may not have the time or resource to develop and create all the promotional materials they would like. If you are an SME or small consultancy, contact me to help you produce your advert or White Paper with the cost included in your chosen package.

Your flexible partner

Covid-19 has made all of us change the way we work and how we do business. It has opened up many opportunities as well as creating challenges. TOPRA has adapted with the changing circumstances transferring all our courses online from April 2020, delivering a highly successful, interactive Symposium online in October and a virtual Awards Ceremony in November.

Thanks to our industry, the outlook for 2021 is encouraging with a range of vaccines to prevent COVID-19 transmission and increasing numbers of treatments for the condition itself. TOPRA is ready for 2021, looking forward with optimism and ready to adapt as necessary.

Partner with us to support healthcare regulatory professionals access the resources, information and services they need over the coming months. Find out all about the opportunities available in the following pages.

Whether you are one of our valued long-time clients or new to TOPRA's commercial services, I look forward to working closely with you in 2021.

Erik Smit | Client Development Manager

High-profile, high-impact

Showcase your company's products and services across one or more of these high-value events. Meet your target audience – from new professionals, to regulatory leaders and exemplars of good regulatory practice – to build, maintain and develop your client base. Work with TOPRA to create a cost-effective advertising and sponsorship package that meets your objectives.



REGULATORY CAREERS LIVE

- Reach 100+ new starters
- Cost-effective recruitment
- Two events in tandem

We have been running this exclusive regulatory careers event since 2016. It is now well-established in careers calendars for life science students, new regulatory professionals and among those in specialties aligned to healthcare regulatory who are seeking to change their career direction. It's renowned for its lively and interactive feel – as an opportunity to meet real people in regulatory careers and contact specialist recruiters.

In 2021 the format has changed slightly. Building on the success of last year's virtual days, we have introduced a spring day of webinars and networking to be followed later in the year by a face-to-face event. It provides the best of both worlds.

Our virtual audience last year included around 150 attendees from Europe, North America, Africa, Asia, the Middle East, Australia and the Caribbean. They said: 'easily understandable for a beginner and will pave the way for a solid career foundation' and 'It was a great insight into regulatory affairs and felt very dynamic as an environment.'

In October, exhibitors will have the opportunity to meet potential candidates in person at the live follow-on event at the University of Hertfordshire which complements the webinar day. Find out how you can get involved either virtually or face-to-face – better still maximise your impact across both events to build your regulatory teams or support your clients for up to £1500 +VAT.

"Roche is a keen supporter of early careers development and one of our aims is to support diverse talent flow into our regulatory organisation – the TOPRA Careers Fair offers a great opportunity for us to engage with a broad and varied audience."



- 600+ key target delegates
- All regulatory specialties
- 45%+ decision makers

It's full speed ahead with preparations for our flagship annual conference attracting healthcare regulatory professionals across Europe and beyond. Our partners this year are the Czech Republic's State Institute for Drug Control (SÚKL) who will help deliver topical, authoritative and comprehensive regulatory programmes for pharma, medical devices, IVDs, combination products and veterinary medicines professionals.

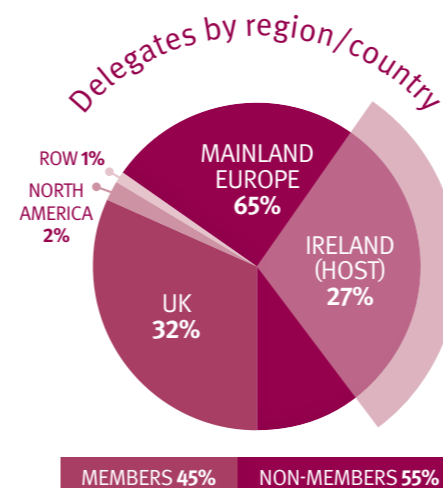
As in previous years, our Symposium will bring together 600+ key professionals from big pharma, SMEs, regulatory agencies, biotech companies, service providers, consultants, academia, patient groups and legal services. There will be plenty of opportunities to network with your existing and potential clients between sessions and at early evening receptions. Connect with your audience via our Symposium App, deliver bespoke parallel sessions, raise your profile through sponsorship opportunities and mingle with delegates to gain the full benefit of the exhibitor experience.

Who will you meet? Regulatory leaders and decision makers (on average 45% of delegates are at least director level).

Where do they come from? Most are based in Europe, but the event attracts delegates from North America and across the world – in 2019 we welcomed attendees from China, India, South Korea, Saudi Arabia and Australia.

Why come to the Czech Republic this year? Host countries attract around a quarter of the total delegates from the local region (27% of delegates in 2019 were based in Ireland). It's a great opportunity to build your profile and business in Central and Eastern Europe – and reach out to your existing client base.

Secure your place at this year's must-attend premier regulatory affairs Symposium and Exhibition in Prague – it's COVID-19 impact safe with flexibility built in. Find out all about the options available from erik@topra.org.



"The Symposium is a great event that allows us to continue to meet and support regulatory affairs professionals who are at the top of their field. Linkfield sponsors the poster competition as we are committed to supporting regulatory affairs professionals from the bottom up."



2021

- Align with regulatory success
- Ongoing profile for sponsors
- Prestigious networking event

This unique Awards Programme focusing on the achievements of individuals, teams and organisations in the healthcare regulatory sector goes from strength to strength. Not only is it a great opportunity to align your company with all that is best in healthcare regulatory affairs over the course of the Awards year, it culminates in a glittering Awards Dinner and Ceremony attracting the entire regulatory spectrum. You can be there with your clients to recognise and congratulate our finalists in person.

Get a flavour of the 2020 event which was run online due to the COVID-19 pandemic at www.regulatoryaffairsawards.org. The video had achieved more than 1600 views within days of its launch on YouTube.

Be part of the Awards for Regulatory Excellence 2021 from the outset! Nominations will open in March and close at the end of June. The finalists will be announced at a reception in September and the Awards Ceremony and Dinner will take place on 18 November at RIBA in London. Sign up now to benefit from the pre-publicity!

We celebrated **10 years** of the Awards for Regulatory Excellence in 2019.

In **2010** there were **16** finalists in **5** categories



In **2019** there were **31** finalists in **9** categories



"BlueReg is really thrilled to sponsor the Innovation category because it really does align with our values and commitment to continuous improvement."



At the hub of the digital regulatory community

Our engaged regulatory community includes full members and active contacts on our database numbering around 11,000 regulatory professionals across the world. Our connections with and among the wider regulatory community extend even further with a social media reach of thousands more via our social media channels.

Straight to mail

Connect with your audience via our eNewsletters. Banner advertising options are available on all these publications.

eNewsletters

We have a portfolio of topic and specialty-led eNewsletters for members only:

- MedDev Update** – a requested, monthly round-up of medical device focused news (circulation 1000)
- VetMed Update** – a requested, monthly update of veterinary medicines focused news (circulation 600)
- Life Lines** – a requested, bi-monthly digest of legal news relevant to healthcare regulatory professionals (circulation 2300)

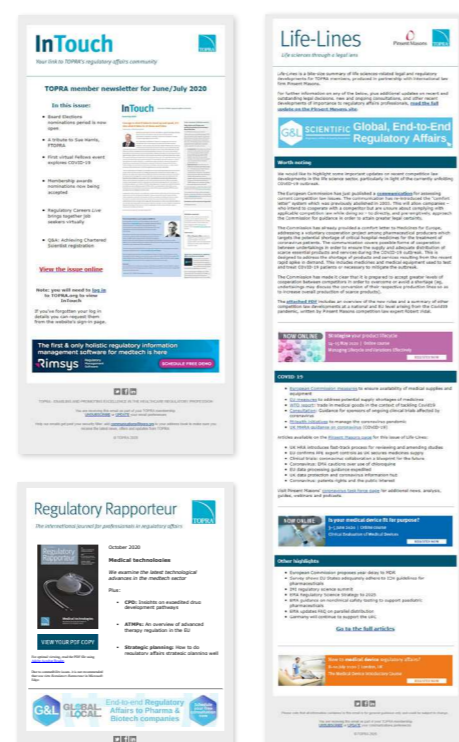
eAlerts for publications

Regulatory Rapporteur – alert which highlights publication of the latest issue (circulation 3400)

InTouch – alert for publication of latest membership news (circulation 3400)

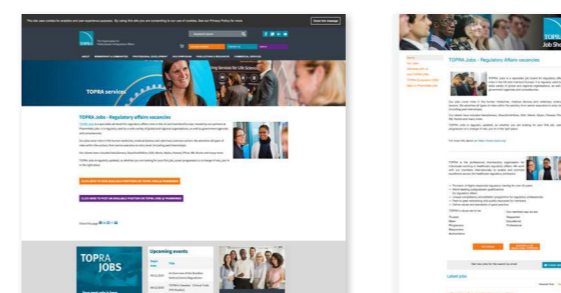
Non-member eNewsletter

TOPRA Connect – a monthly requested eNewsletter sharing TOPRA news and activities for regulatory stakeholders (circulation 3800)



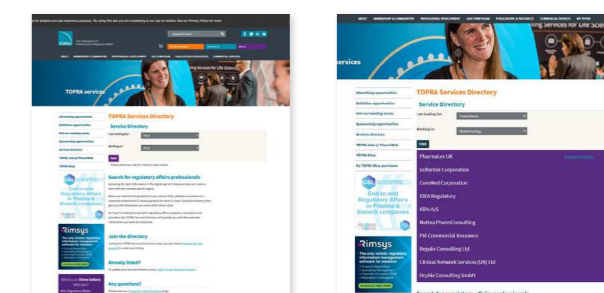
TOPRA Jobs

Where else is there to find experienced regulatory professionals for you than via TOPRA Jobs? Benefit from the wider coverage provided by our partner's Pharmiweb job site – and customise your advert through direct eMailer advertising to members supported by banner and print options if appropriate.

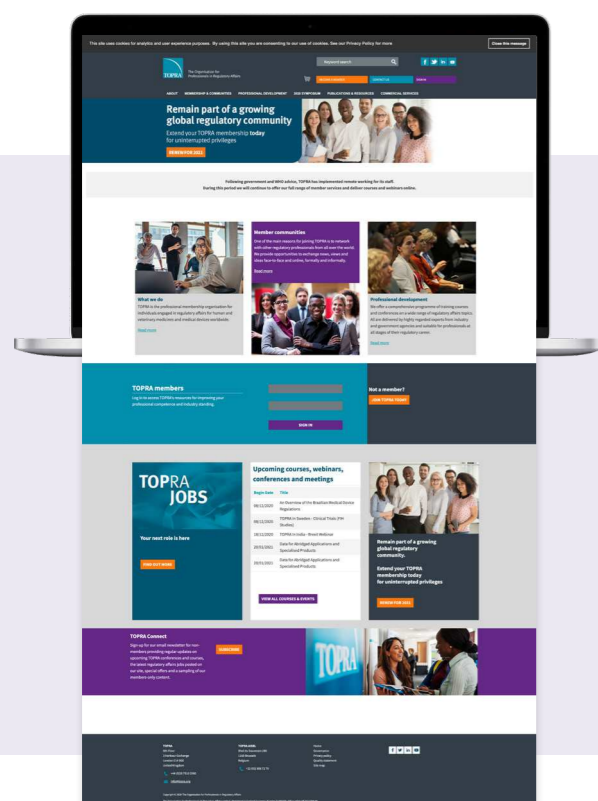


Services Directory

Our custom-built Services Directory is the place to be seen for organisations reaching out to members and the wider regulatory audience. Find out more about a free entry for your business by signing up as a Business User on the site.



"The TOPRA Symposium platform 2020 was very easy to navigate and we loved how some of the sessions were conducted via Zoom, where it facilitated more of a personalised discussion platform. The activities set out to engage participants were also well thought through but of course given the scientific community we are, this is not always an easy one to win."



Ongoing presence

www.topra.org

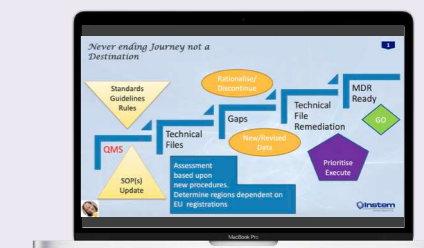
The TOPRA website is a valued source of information for regulatory professionals across the world with around 15,000 visitors a month on average.

- Unique visitors around 12k – returning visitors 3k
- Around 130k page views a month on average
- Raise your profile with our visitors through cost-effective, continuous banner advertising across the site.

If you're looking for ways to demonstrate your organisation's support for regulatory excellence and regulatory professionals, there are many ways to ensure your support is recognised via our websites. Examples include Employer Champions, Awards sponsors and exhibitors – ensure your logo and profile is seen where it matters most on the relevant web pages.

Sponsored webinars

Showcase your organisation's expertise in specialist topic sponsored webinars. Your expert(s) can deliver an hour-long presentation on an area relevant to your company via TOPRA channels. The webinars are actively promoted to our members and the wider regulatory community. After the live event, the webinars continue to be available on demand for a minimum of one year. You can choose a topic from a suggested list of areas identified as being of interest to members or propose your own.



"Presenting a sponsored webcast through TOPRA enabled Instem to extend our marketing messages through an engaged audience of our target market. The process leading up to and through the webcast was smooth and we received a number of follow-up requests."

Respected regulatory resources

What do most regulatory affairs departments have in common? More often than not there will be issues of *Regulatory Rapporteur* in a shared area and the TOPRA Planner on the wall. These perennial favourites endure even in a digital world – offering a long-term consistent profile for advertisers within the backdrop of the workspace.

Regulatory Rapporteur

For many TOPRA members, *Regulatory Rapporteur* is the most valued service and tangible resource that they gain from their membership. It is highly respected across the profession for its quality and authoritative content and reaches a global audience. But it's not only members who appreciate its authoritative and insightful articles.

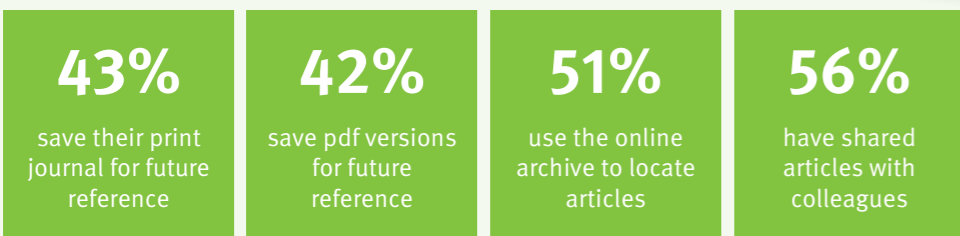
Readers say:

'I often circulate interesting articles around my direct team and wider to the regulatory department and colleagues in other regions.'

'The journal has relevant articles that really help me to continuously learn and stay updated.'

'TOPRA articles provide opinion or experience ... which can be beneficial. When sharing articles, this normally relates to discussions associated with supplementing intel as an alternative to other published literature.'

(Source: Readership Habits Survey, September 2020)



Our highly valued, peer-reviewed journal offers the best of both worlds for companies with its magazine layout enhancing display advertising for maximum impact. There's a high sharing and retention rate increasing the longevity of corporate campaigns.

Plus a wide selection of sizes and special positions, with discounts for series advertisements to increase the cost-effectiveness of your campaign. Contact erik@topra.org for all options and pricing.

New! Classified Advertising

Specially designed for smaller organisations, *Regulatory Rapporteur* is starting a classified section to help companies showcase their logo, key messages and contact details to a wider audience. These details can be linked to your website or a TOPRA Service Directory entry from digital versions of the journal.

TOPRA Planner 2022

The ever-popular wall planner is published in December 2021, and distributed via the journal or by request. It is highly valued by regulatory professionals across Europe as it includes all the key regulatory meetings of the year in an attractive and clear calendar format – ensuring that it is regularly referred to. With many repeat bookings each year, slots are reserved quickly.

New! Desktop Calendar

As an increasing number of people are working from home – and are likely to continue to do so – we are offering a complementary product to the Wall Planner, which regulatory professionals will want to use on their desks at home.

Why not work with TOPRA to produce a bespoke, exclusive home calendar designed for your target audience, mailed directly to relevant members?

Further details from erik@topra.org.



"Since TOPRA is a well-established and reliable organisation, advertising on the TOPRA Wall Planner supports the credibility of our company, especially when we run the advertisement continuously."



Supporting smaller companies and consultants

TOPRA appreciates that many members are sole traders, work in small partnerships or SMEs. If you would like to advertise your services – either in print or online – TOPRA can offer you access to creative services like design and advice on copywriting. These services can be incorporated into your advertising package, streamlining the process and increasing cost-effectiveness.

Bespoke publishing

Turn your reports or articles into professionally designed and edited White Papers or supplements, which can be disseminated with *Regulatory Rapporteur* or at conferences as well as providing content for your website.

Contact erik@topra.org to find out more about how TOPRA could help you achieve your objectives and turn ideas into supporting promotional material for your business.

Contact Erik Smit
erik@topra.org | www.topra.org/partnerships



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