

15th Pharmaceutical
Management
Conference

Rephrame

Redefining the Framework in Healthcare

19 | 20 | 21 May 2026

ATHENS CONCERT HALL – INTERNATIONAL CONFERENCE CENTER

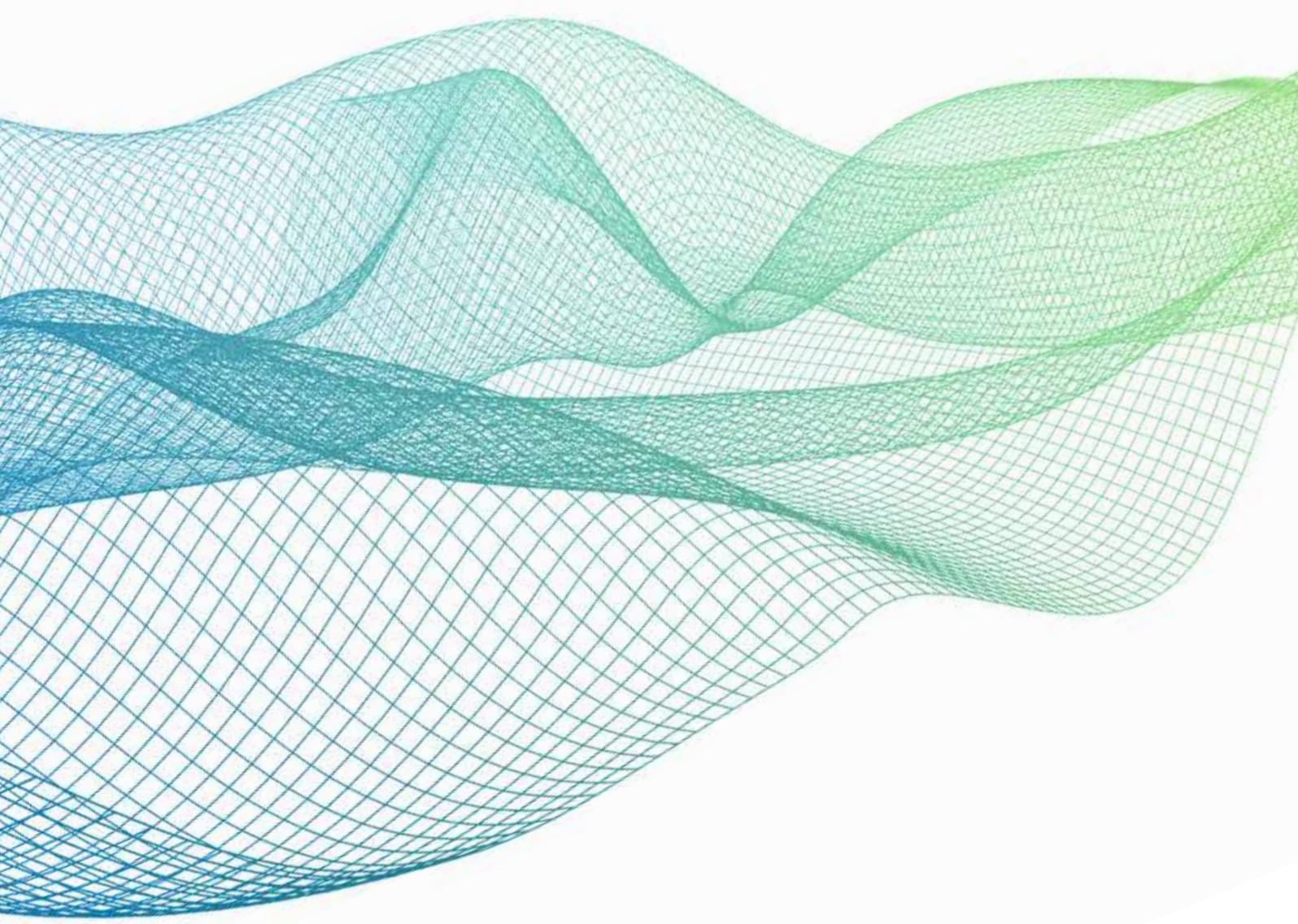


Table of Contents

Letter from the Conference and EEFaM Presidents.	3
Organizations & Committees	4-5
General Information	6
Sponsorship Categories	7
Sponsorship Opportunities	8-18
• Exhibition Space Rental	8
• Exhibition Floor Plan	8-9
• Conference Materials	10-11
• Conference Program Advertising	12
• Corporate Video Screening	13
• Conference Secretariat Branding	13
• Venue Signage	13
• Catering Sponsorship	14
• EEFaM Excellence Awards	14-15
• Digital Promotion Opportunities	16-17
• Virtual Exhibition Space	18
Payment Terms	19

Letter from the Conference Presidents

Dear Partners,

We are pleased to announce that the **15th Pharmaceutical Management Conference** will take place **19-21 May 2026** at the **Athens Concert Hall – International Conference Center**, under the title:

Rephrase, Redefining the Framework in Healthcare

The objective of this conference is to highlight the leadership role of executives within the pharmaceutical sector and to explore the skills required for the future, particularly through the integration of new technologies and Artificial Intelligence. Within this context, the scientific program will address key themes such as:

- **European regulatory initiatives in the pharmaceutical sector: analyzing the challenges and opportunities introduced by the new regulatory framework.**
- **Digital technologies transforming healthcare: evaluating how prepared the pharmaceutical industry is for digital transformation and identifying emerging opportunities and challenges.**
- **People and culture in the new pharmaceutical transformation era: how corporate culture evolves and how organizations integrate four generations of employees within a unified working environment.**
- **The evolving labor market landscape and the competencies required for pharmaceutical industry professionals – Embracing Change.**

The Organizing Committee is committed to delivering a high-quality educational experience for all participants. We would be honored to have your support through sponsorship participation and thus contribute to the success of the 15th Conference.

The following pages outline the available sponsorship opportunities. Your participation represents an excellent opportunity to promote your organization, products, and services, as the conference consistently attracts the vast majority of executives from the pharmaceutical industry. At the same time, it offers valuable opportunities to connect and build strategic relationships with leading professionals in the sector.

The Organizing Committee of the 15th Conference, together with the Board of Directors of EEFaM, a non-profit organization, would greatly appreciate your support and participation. For further information, please contact the Conference Secretariat: E.T.S. Events & Travel Solutions S.A. Contact: Lila Pantazi, Email: l.pantazi@events.gr, Tel: +30 210 9880032 (ext. 414)

Kind regards,

Conference Presidents

President of EEFaM

Prodromou Elisavet
Managing Director, Greece
Bristol Myers Squibb

Sotiriou Christos
Managing Director
Win Medica Pharmaceutical SA

Androutopoulos Giannis
President of EEFaM

Organizations & Committees



ORGANIZING COMMITTEE EEFaM BOARD OF DIRECTORS

PRESIDENT **Androutsopoulos Giannis**

VICE PRESIDENT **Kosmaras Panagiotis**

GENERAL SECRETARY **Nikolaou Pavlos**

TREASURER **Dikaïos Konstantinos**

MEMBERS **Konstantopoulou Stella
Milatos Fakountos Haris
Tsapogas Konstantinos**

ALTERNATE MEMBER **Christodoulakis Manos**

HONORARY PRESIDENTS **Evangelidis Antonis
Kalafatakis Giorgos**

Organizing Committee

CONFERENCE PRESIDENTS

Sotiriou Christos Managing Director, Win Medica Pharmaceutical

Prodromou Elisavet Managing Director, Greece Bristol Myers Squibb

PRESIDENT OF EEFaM

Androutsopoulos Giannis Commercial Excellence Lead, GSK Ελλάς

HEAD OF ORGANIZING COMMITTEE

Konstantopoulou Stella Product Manager, SERVIER Hellas

TREASURER

Dikaïos Konstantinos Product Manager Cardiovascular LAVIPHARM S.A.

MEMBERS

Pavlos Nikolaou, ABBVIE
 Haris Milatos Fakountos, ABBVIE
 Maria Bimbi, AMGEN
 Panagiotis Kosmaras, AMGEN
 Vasilis Konstantopoulos, ASTRAZENECA
 Maria Domnidou, ASTRAZENECA
 Niki Simatou, BIOS THERAPEUTICS
 Maria Tsakona, BMS
 Ioanna Tsirba, BOEHRINGER INGELHEIM
 Giorgos Tsiakalakis, BRISTOL MYERS SQUIBB
 Pinelopi Karampela, BRISTOL MYERS SQUIBB
 Kostas Spyropoulos, CeG CONSULTING
 Katerina Matsioulas, CHIESI PHARMACEUTICALS
 Manos Christodoulakis, DATAMED
 Sofia Zafeiri, GALENICA
 Marina Papatrifon, GSK
 Ioanna Maria Patrinoi, GSK
 Frixos Ntsesios, GSK
 Giannis Androutsopoulos, GSK
 Giota Saranti, iPHARMA | URIACH Group
 Vaila Tasiopoulou, IPSEN
 Vasiliki Rengli, LAVIPHARM
 Georgja Kathiotou, LAVIPHARM
 Anna Mouriki, LAVIPHARM
 Konstantinos Dikaïos, LAVIPHARM

Valeri Tsintzou, MAVROGENIS
 Anna Abatzi, MENARINI
 Aristeidis (Aris) Daskalopoulos, MENARINI
 Alexia Papanikolaou, MENARINI
 Panagiotis Batziolas, NOVARTIS
 Konstantinos Tsapogas, NOVARTIS
 Elena Christopoulou, NOVARTIS
 Theodora Theodoropoulou, NOVO NORDISK
 Maria Psatha, NOVO NORDISK
 Antigoni Charbila, PFIZER
 Zefi Kolatakou, PFIZER
 Kyriaki Bougia, PHAROS
 Nikos Mavrikios, PIERRE FABRE
 Konstantinos Mourdoukoulas, PIERRE FABRE
 Anna Katifori, SANOFI
 Stella Konstantopoulou, SERVIER Hellas
 Afroditi Kouroukli, VIAN
 Olga Triantafyllou, VIANEX
 Antonis Evangelidis, VIANEX
 Vasilis Panagis, WIN MEDICA
 Sissy Laina, WIN MEDICA
 Thomas Dokios, EFEX
 Thanos Fotakis, DISEASE AREA LEAD
 Giorgos Kalafatakis, FREELANCE CONSULTING

Giannakoulou Elia Communications & Operations Manager, EEFaM

General Information

Organizer

Hellenic Pharmaceutical Management Association
42B Tzavella Street, Neo Psychiko, 15451, Athens
Tel: +30 210 6753159
email: info@eefam.gr
website: www.eefam.gr

Conference Dates & Venue

19-21 May 2026
Athens Concert Hall
International Conference Center
Address
Vasilissis Sofias & Kokkali
Athens 11521
website: www.macc.gr

Registration Fees

Conference Registration €200
EEFAM Members €170 (with active membership)
Students Free
Unemployed professionals Free
VAT (24%) applies if an invoice is issued.

REGISTRATION INCLUDES:

- Access to the scientific program
- Conference materials and conference bag
- Access to exhibition area
- Participation in closing ceremony
- Certificate of attendance
- Coffee break

REGISTRATION FOR STUDENTS IS FREE AND INCLUDES

- Access to the scientific program
- Certificate of attendance

Exhibition

A products and services exhibition will operate throughout the conference.

Official Language

Greek

Conference Website

<https://eefam.gr/draseis/synedria/>

Conference Secretariat

E.T.S. Events & Travel Solutions S.A.
154 Eleftheriou Venizelou Street, Nea Smyrni 17122
Tel: +30 210 9880032.
email: ets@events.gr - ets@otenet.gr
website: www.events.gr

Communication & Promotion

GET2WORK
44 Zalokosta Street, Chalandri 15233
Tel: +30 211 1069373
email: info@get2work.eu
website: www.get2work.eu

Secretariat Opening Hours

Tuesday, 19 May 2026	16:00-21:30
Wednesday, 20 May 2026	16:30-21:30
Thursday, 21 May 2026	15:30-21:30*

*The closing event will follow

Sponsorship Categories



Distinguished Sponsors
Above 12.000€

Supporting Sponsors
Up to 12.000€

Sponsorship Opportunities

15^o Conference

PHARMACEUTICAL MANAGEMENT

19-20-21 May 2026

Athens Concert Hall
International Conference Center

Exhibition Space Rental

An exhibition area will operate within the conference venue where participants may visit company booths.

EXHIBITION OPENING HOURS

Tuesday 19 May 2026	16:00 - 21:30
Wednesday 20 May 2026	16:00 - 21:30
Thursday 21 May 2026	16:00 - 21:30

EXHIBITION SPACE PRICING

Size	Price	Stand No.
16 m ²	10.500€	15, 17, 18, 19
12 m ²	8.500€	3
9 m ²	6.500€	1 & 2
8 m ²	5.000€	4, 16
6 m ²	3.000€	7-12
5 m ²	2.800€	5, 6, 13, 14

VAT not included

Booth Selection Priority

Booth allocation will be based on: Priority for Exhibition Space Selection. When selecting exhibition space, priority will be given based on the total sponsorship amount of each exhibiting company. For companies participating only with exhibition booths, strict priority will be observed based on the time of their response and commitment. Total sponsorship contribution

- Order of commitment (first confirmed - first served)

Booth Rental Includes:

- Exhibition space
- Electricity supply up to 500W
- Overnight security

Companies may request prefabricated booths through the conference secretariat.



Exhibition Setup 19 May 2026, 09:00 - 15:00. Dismantling 21 May 2026, 22:00 - 01:00.

Conference Materials



CONFERENCE MATERIALS SPONSORSHIP

Includes sponsorship of: Conference bags, Insert materials & Lanyards.
Estimated quantity: 400 units

TYPE	ESTIMATED COST
Conference bags	2.000€
Insert materials	2.000€
Lanyards	2.000€

VAT not included.

Benefits include:

- Sponsor logo printed on materials
- Promotional inserts inside conference bags
- Sponsor recognition in the conference program

Clarifications

The budgeted cost may vary depending on the materials used for production.

In the event that the sponsoring company undertakes the supply and purchase of the aforementioned items, approval of the selected materials is required by the Organizing Committee and the Board of Directors of E.E.Fa.M.

Furthermore, in this case, the sponsoring company is responsible for printing the materials, bears the transportation costs, and must deliver the items on May 19, 2026, at the Megaron – Athens International Conference Center, at 08:00.

PRINTING SPONSORSHIP

Includes sponsorship of:

- Final conference program
- Delegate badges

Estimated cost

3.000€ (+ VAT.)

Benefits include:

- Sponsor logo printed on materials
- Promotional inserts inside conference bags
- Sponsor recognition in the conference program

AUDIOVISUAL EQUIPMENT SPONSORSHIP

Includes:

- 2 Projection screens
- 2 LCD projectors
- 2-3 laser pointers
- Sound systems
- Technical support
- 2 Laptops
- Microphones
- Speaker timing screens
- Digital speaker name display

Estimated cost*

3.850€ - 5.500€ (+ VAT.)

*The exact cost depends on the materials and the final form of the sets.
All materials must be approved by the Organizing Committee.

Benefits include:

- Sponsor logo printed on materials
- Promotional inserts inside conference bags
- Sponsor recognition in the conference program

MULTIMEDIA PROCEEDINGS

Includes:

- Recording of all conference presentations
- Digitation of speeches in Windows Media
- Video synchronization with presentation slides
- Digital archiving
- Branded video template (...)

Estimated cost

9.900€ (+ VAT.)

Benefits include:

- Sponsor logo printed on materials
- Promotional inserts inside conference bags
- Sponsor recognition in the conference program



Conference Materials



CONFERENCE PROGRAM ADVERTISING

PLACEMENT	PRICE
Back cover	3.000€
Inside front cover	2.500€
Inside back cover	2.500€
Interior page	2.000€
Double spread	3.000€

VAT not included.

CORPORATE VIDEO SCREENING

Opportunity to screen a 1-minute corporate video in the conference hall:

- Before sessions begin
- After breaks

Estimated cost

4.000€ per day (+ VAT.)
6.000€ for all 3 days (+ VAT.)

SECRETARIAT VIDEO

Opportunity to screen an up to 2-minute corporate video on screens located in the secretariat area

Estimated cost

2.500€ (+ VAT.)

SECRETARIAT BRANDING

Logo placement on the conference registration desk

Estimated cost

5.000€ (+ VAT.)

VENUE SIGNAGE

Banner placement in exhibition areas

Estimated cost

2.000€ (+ VAT.)

LOGO DISPLAY ON SECRETARIAT SCREENS

Logo placement on screens located in the Conference Secretariat area

Estimated cost

1.200€ (+ VAT.)

Conference Materials

CATERING SPONSORSHIP

CONFERENCE CLOSING EVENT

Sponsor the closing event (approx. 300 attendees) on the 21st May 2026 after the end of the Conference proceedings.

Estimated cost **9.900€ (+ VAT.)**

COFFEE BREAK SPONSORSHIP

Sponsor one or more coffee breaks

Break Schedule

Tuesday 19 May 2026	Main Conference break
Wednesday 20 May 2026	Main Conference break
Thursday 21 May 2026	Main Conference break

Estimated cost **4,400€ per break * (+ VAT.)**

*approx. 300 attendees

Benefits include:

- Sponsor branding on coffee break tables

EEFaM EXCELLENCE AWARDS 2024-2026

Awards recognize best practices in pharmaceutical marketing, communication, and industry initiatives. EEFaM continues the successful tradition of recognizing the best practices in marketing, communication and overall initiatives in the field of pharmaceutical management. The awards are determined based on a combined vote of the 2024-2026 Awards Jury and the attending conference participants. The award ceremony will take place on the last day of the Conference, Thursday, May 21, 2026.



CATEGORIES INCLUDE:

Within the framework of the Aristeia Awards, there is the possibility to support the Awards of any category

1. Best Prescription Product Campaign
2. Best OTC & Self-Care Product Campaign
3. Best Patient Support Program
4. Best Public Awareness Initiative
5. Best Corporate Social Responsibility Initiative
6. Best Digital / AI Transformation Initiative

ESTMATED COST:



Benefits include:

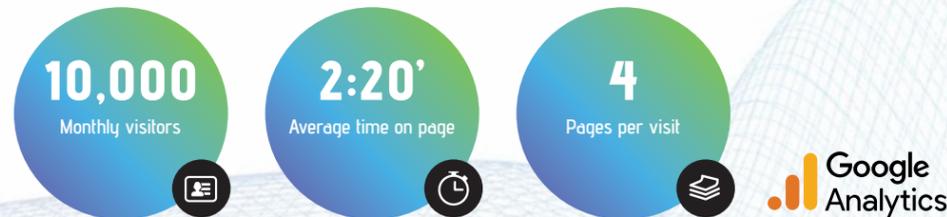
- Recognition during the awards ceremony
- Sponsor mention in conference program
- Award presentation by sponsor representative

Conference Materials



DIGITAL PROMOTION OPPORTUNITIES

WEBSITE BANNER ADVERTISING www.eefam.gr



Web Banner Position	Price
Leaderboard	4,400€
Medium rectangle	3,300€
Half page	2,200€

VAT not included.

Web banner specifications:

- leaderboard: 728px (width) x 90px (height)
- medium rectangle: 300px (width) x 250px (height)
- half page: 300px (width) x 600px (height)
- medium rectangle: 300px (width) x 250px (height)

All of the above can be 72 or 96 dpi and non-animated JPG, PNG, GIF, or animated GIF, HTML5.

DIGITAL PROMOTION OPPORTUNITIES

NEWSLETTER PROMOTION.



Format	Price
Dedicated newsletter	3,300€
Native article	1,650€
Banner A	880€
Banner B	550€

Notes:

- The above costs refer to one placement/display.
- The above costs are subject to 24% VAT.

Additionally, there is the possibility of creating a promotional package in the newsletter

Proposal 1	Cost
Sending 3 thematic newsletters	6,600€
Publishing 3 articles	3,300€

Proposal 2	Cost
Sending 5 thematic newsletters	8,800€
Publishing 5 articles	4,950€

VAT not included.

Conference Materials



VIRTUAL EXHIBITION SPACE

Conference sessions will be streamed through the platform: www.livemed.gr.

Sponsors may appear in:

PLATFORM LOBBY

Logo display.

Logo display	Price
Position 1	2.000€
Position 2	1.500€
Position 3	1.000€

VAT not included.

VIRTUAL CONFERENCE HALL (UP TO 4 SPONSORS)

Logo display.

Cost **3.500€ (+ VAT.)**

VIRTUAL SECRETARIAT (UP TO 2 SPONSORS)

Logo display

Cost **3.000€ (+ VAT.)**

Payment Terms

PAYMENT POLICY

- 50% deposit required to confirm sponsorship
- Full payment due within 30 days from invoice issuance
- Cancellations after confirmation incur 100% cancellation fees

Important note

Any sponsorship will be considered valid only upon payment of the deposit.

Bank Account Details

Alpha Bank – Syggrou Branch
 Account Holder ETS Events & Travel Solutions S.A.
 IBAN GR83 0140 2940 2940 0232 0000 704
 SWIFT CRBAGRAAXX

After payment, please send proof of deposit to: lpantazi@events.gr

Conference Secretariat

ETS Events & Travel Solutions S.A.
 Contact: Lila Pantazi
 Email: lpantazi@events.gr
 Tel: +30 210 9880032 (ext. 414)



