VALIDATE 2023

WHERE THE VALIDATION WORLD MEETS

MEET TECH-FOCUSED VALIDATION LEADERS

TECHNOLOGY   REGULATION   PROCESS   BEST PRACTICE

CONFERENCE & NETWORKING

SPONSORSHIP PROSPECTUS

October 4-5, 2023 | Miami, FL | Marriott Biscayne Bay

Kneat

sponsorship@kneat.com | validateconference.com

Technology, Regulation, Best Practice

VALIDATE is an annual validation experience, powered by Kneat, that gathers validation and quality professionals from around the world to discover and apply validation technologies, regulations, and best practice. The theme of VALIDATE 2023 is "Digitalization and Change." You can get more information on specific sessions on the agenda page of the conference website.
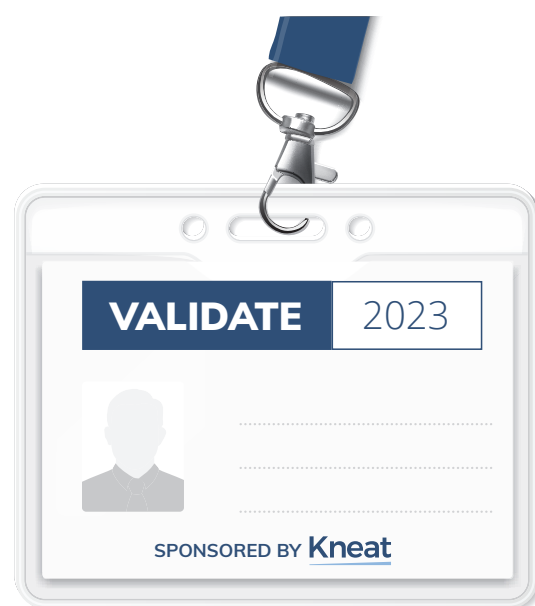
VALIDATE 2023 will take place on October 4-5 in Miami, FL, at the Marriott Biscayne Bay.

Sponsorship Opportunities at Our Premier Industry Event

Companies who work within the validation and quality services industry functions are invited to be a part of the VALIDATE experience and can sponsor VALIDATE 2023.

By signing on as a sponsor, your company will unlock significant value. Showcase your solutions to a qualified audience of tech-focused validation and quality professionals, executives, and decision makers in the validation space. Enhance your brand with this audience and position yourself as leaders in the validation and quality services industry.

We have the ability to work with you to help with brand awareness, networking, and lead generation opportunities.

About the Attendees

The conference will look to bring together over 250 senior quality and validation professionals—from tech-focused organizations seeking services and technologies to support operations in regulated industries around the globe.

VALIDATE 2023 takes place over two days, across extensive sessions spread over two tracks and multiple networking opportunities, including dinners and social experiences. The agenda includes a ½ day Customer Success Conference of exclusive Kneat customer sessions, including Kneat Gx product roadmap and a private networking reception.

INDUSTRY SEGMENTS REPRESENTED

- 35% Biotechnology
- 28% Pharmaceuticals
- 5% Electronic Manufacturing
- 5% Medical Devices
- 23% Other (CPG, Machinery, Tobacco, etc.)
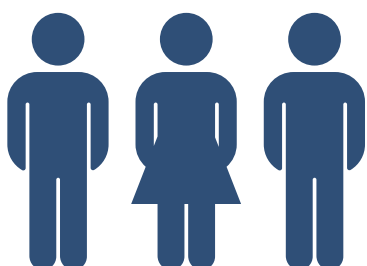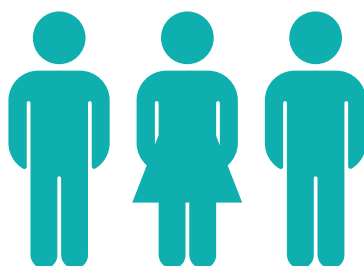
35%   **28%**   **5%**   **5%**   **23%**

JOB AREAS REPRESENTED

- 43% Quality
- 42% Validation
- 15% Engineering, Compliance, IT, Other
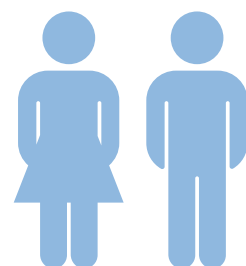
60% are "Senior Manager" and above

43%   **42%**   **15%**

JOB ROLES OF ATTENDEES INCLUDE:

- Validation Engineer
- Validation Manager
- Validation Specialist
- C&Q Lead
- CQV Lead
- CSV Engineer
- Associate Director, Quality
- Associate Director, IT
- Commissioning Engineer
- Associate Manager Process Validation

- Director of Quality Assurance
- Manager of Quality Assurance
- Manager of CSV
- Manager of Validation
- Director of Global Regulatory
- Director of Engineering
- Facilities Manager
- Global Head of Validation
- VP, Operations Quality Assurance
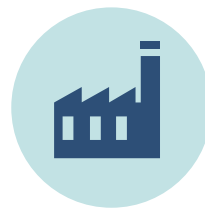
COMPANY SIZES REPRESENTED

- 48% are classified as "Strategic" which is having over 5000 employees
- 13% are classified as "Enterprise" which is having between 1000-5000 employees
- 27% are classified as "Mid-Market" which is having between 100-1000 employees
- 12% are classified as "SMB" which is having less than 100 employees

48%
Strategic

13%
Enterprise

27%
Mid-Market

12%
SMB

Sponsorship Packages

Showcase your solutions to a qualified audience of tech-focused validation and quality professionals, executives, and decision makers in the validation space by sponsoring VALIDATE 2023.

HOW IT WORKS

Build the optimal package to suit your strategic goals at VALIDATE 2023. Select a Starting Sponsorship Package to access core sponsorship benefits, then select one or more add-ons from the Basic, Standard, Premium or Diamond ranges of marketing tactics to achieve your strategy goals.

SUPPORTING OUR PARTNERS

Our Partner Program is dedicated to creating value for Kneat's Partners, that's why we're offering all current Implementation Partners and Platform Partners an exclusive rate for the Starting Sponsorship Package, and 10% off their total sponsorship purchase at VALIDATE 2023.

STARTING SPONSORSHIP PACKAGE

Benefits of the starting sponsorship include:

- A booth in the Exhibit Hall over the full two-day conference, including the morning Customer-Only sessions
- The option to participate in the conference scavenger hunt, which will help drive traffic to sponsor booths.
- Access to a list of attendees (excluding those who opted out).
- Pre-conference brand exposure via our website, email, and social media.
- Brand exposure at the event, including company logo on rotating slides between sessions.
- Two full-conference attendee badges, including access to the customer reception the night before the event and all other social events
- All sponsors can purchase additional passes for $149 USD for each additional personnel.

Kneat Partners $2,000 USD
Want to become a Partner? Learn more here

Non Kneat Partners $2,500 USD

TACTICAL ADD-ONS

Customize your sponsorship package to suit your strategic goals with a selection of 'á la carte' add-ons. Simply pick your add-ons from the individual items listed in any of our four, tiered options—*Basic, Standard, Premium*, and *Diamond* to build your custom sponsorship package. *Starting Sponsorship Package* required.

Basic	Standard	Premium	Diamond
€1000 per Basic Tactic One additional, complimentary, full-conference attendee badge included with any *Basic Tactic purchase*.	**€2000 per Standard Tactic** One additional, complimentary, full-conference attendee badge included with any *Standard Tactic* purchase.	**€3000 per Premium Tactic** Two additional, complimentary, full-conference attendee badges included with any *Premium Tactic* purchase.	**€4000 per Diamond Tactic** Two additional, complimentary, full-conference attendee badges included with any *Diamond Tactic* purchase (in addition to Speaker Pass).
B1) One-minute introduction to your company + speaker introduction ahead of a session.	**S1)** Be the face of one of our networking breaks, with recognition as the break sponsor included at the end of the preceding session (only 3)	**P1)** Breakout session sponsor: Moderate a panel a part of the agenda that is relevant to your audience.	**D1)** 45-minute presentation a part of the conference agenda (no more than two sessions happening concurrently at a time).
B2) Participate in a Kneat blog pre or post event. Can add a link back to your website/LP of your choice.	**S2)** Lead a roundtable discussion during lunch or one of the breaks.	**P2)** Be a panelist on one of the conference sessions that's relevant to your audience.	**D2)** Headshot booth in the networking area. We'll recognize you as the headshot sponsor of the event and you will be able to provide the opportunity for attendees to get professional headshots. (only 1)
B3) Get a swag or piece of collateral added to the conference swag bag handed out to each attendee upon registration. Sponsor must provide item ahead of event (only 1)	**S3)** Have a speaker from your company participate in a post-conference webinar hosted by Kneat. Attendee list to be shared.	**P3)** Host the opening keynote. We'll recognize you as the keynote sponsor in the session introduction and include your logo on the intro and outro slides and you'll be able to provide a piece of collateral as a seat drop before the session. (only 1)	**D3)** Host conference networking reception following the first day of the conference. We'll recognize you as the networking reception sponsor and provide two minutes for you to address the attendees (only 1)

Be a part of the experience and showcase your services and technologies to a qualified audience of tech-focused senior professionals in the validation and quality space.

To book a sponsorship package or to discuss what is right for you, please contact our **Manager, Events & Partner Marketing, Madison Adams** at **sponsorship@validateconference.com**

Contact us

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