

APhMAC 2025

Amman International Pharmaceutical &
Medical Marketing Conference

مؤتمر عمان الدولي للتسويق الصيدلاني والطبي

*AI-Powered Future of Pharmaceutical
and Medical Marketing*

18th-19th November 2025
Le Royal Amman Hotel



ETHOS.TREND

GEC
Global Events & Conferences

Welcome Letter

Welcome to the 2nd Amman International Pharmaceutical & Medical Marketing Conference (APhMAC 2025)

Building on the success of the inaugural event, this year's conference continues to pioneer strategies for success within the medical and pharmaceutical sectors.

Our focus for this year is AI ,Digitization and Innovation, bringing together top industry leaders, professionals, and experts to explore emerging trends, discuss challenges, and shape the future of marketing in these critical industries.

We are excited to have you join us for an insightful journey into cutting-edge solutions and practices that will drive progress in the region and beyond. Let's make this year's conference a landmark event for our industry.



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Amman International Pharmaceutical
& Medical Marketing Conference

APhMAC 2024



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Conference Objectives



**Explore Emerging Trends
in Pharma and Medical
Marketing**



**Foster Innovation
and Sustainability in
Marketing Practices**



**Enhance Leadership
and Collaboration**



**Address Global
Market Trends and
Local Challenges**



**Promote Patient-
Centric Marketing**



**Offer a Platform for
Knowledge Sharing
and Expertise**



**Advance Regulatory
Awareness and
Compliance**

Key Themes

The AI revolution in Pharmaceutical marketing:

Opportunities and challenges

HTA:

Evaluating value and impact on healthcare

The digital shift in shaping medical marketing

Optimizing the pharmaceutical supply chain:

Strategies for efficiency and compliance

Regulatory affairs and pricing:

Balancing access, compliance and profitability

R&D and driving innovation to serve the healthcare sector

AI and digital transformation:

modern marketing strategies for community pharmacies

Key Account management:

Emerging trends and best strategies.

From Data to strategy:

Enhancing business models with effective data management

Ethics and compliance in pharma:

Upholding integrity and trust

Building skills for success:

The role of learning and development

Fostering Entrepreneurship and Innovation in the Pharmaceutical Sector: Overcoming Barriers and Seizing Opportunities.”

Registration

Regular Registration

75 JOD

Onsite Registration

75 JOD

Conference Format

The APhMAC 2025 will feature a dynamic and interactive program designed to foster knowledge sharing, collaboration, and professional growth.

Format Highlights

Keynote Presentations:

Inspirational talks by renowned industry leaders, sharing insights on the latest trends and advancements in pharmaceutical and medical marketing.

Panel Discussions:

Engaging conversations tackling challenges and opportunities in the local and global pharmaceutical & medical marketing landscape.

Success Stories Showcase:

Highlighting case studies and best practices in innovative marketing strategies and impactful campaigns.

Networking Sessions:

Opportunities for professionals to connect, collaborate, and build lasting partnerships.

Workshops:

Hands-on training sessions led by experts, focusing on practical applications of new marketing tools and strategies.

Closing Session and Recommendations:

A summary of key takeaways and actionable recommendations for advancing marketing practices within the industry.

Who Should Attend?

The APhMAC 2025 is designed for professionals and leaders from across the healthcare and marketing sectors who are committed to driving innovation and excellence. Attendees include



Healthcare Industry Leaders:

CEOs, CMOs, and senior executives who shape the future of healthcare marketing.



Medical Practitioners and Experts:

Physicians, pharmacists, and healthcare providers interested in patient-centric communication and marketing strategies.



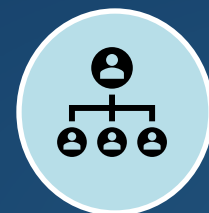
Technology Providers:

Developers and suppliers of marketing tools, software, and digital platforms for the healthcare industry.



Entrepreneurs and Innovators:

Startups and business leaders looking to enter or expand in the pharmaceutical and medical marketing space.



Digital Marketing Specialists:

Professionals focused on leveraging AI, data analytics, and digital platforms to optimize marketing campaigns.



Media and Communications Specialists:

Professionals managing public relations, advertising, and content creation for healthcare brands.



Academics and Researchers:

Scholars studying advancements and innovations in pharmaceutical and medical marketing.



Regulatory and Compliance Officers:

Individuals ensuring ethical and legal compliance in medical and pharmaceutical marketing practices.



Government and Policy Makers:

Officials involved in shaping healthcare policies and industry regulations.



Pharmaceutical and Medical Marketing Professionals:

Brand managers, marketing executives, and strategists looking to enhance their expertise and adopt cutting-edge techniques

Call for Speakers



Industry Leaders



Digital Marketing Professionals



Pharmaceutical Experts



Innovators

We are inviting **industry leaders, digital marketing professionals, pharmaceutical experts, and innovators** to submit proposals for presentations and panel discussions.

This is your chance to share insights, showcase your expertise, and inspire attendees with groundbreaking ideas.

Sponsorship

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Who are eligible to sponsor ?

01



Pharmaceutical Companies

02



Medical Device Manufacturers

03



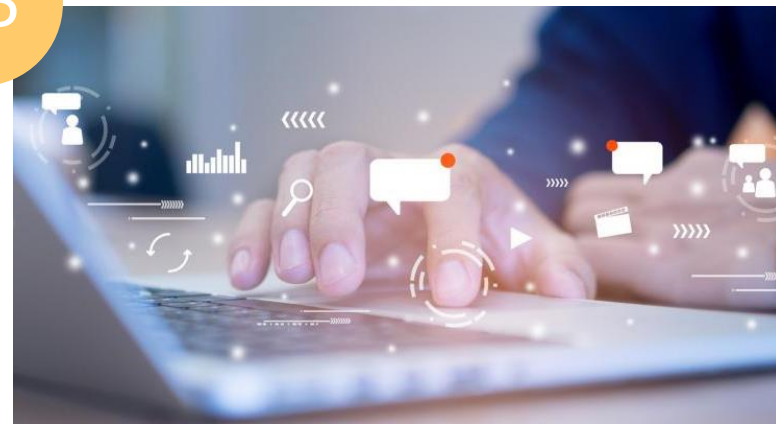
Biotechnology Firms

04



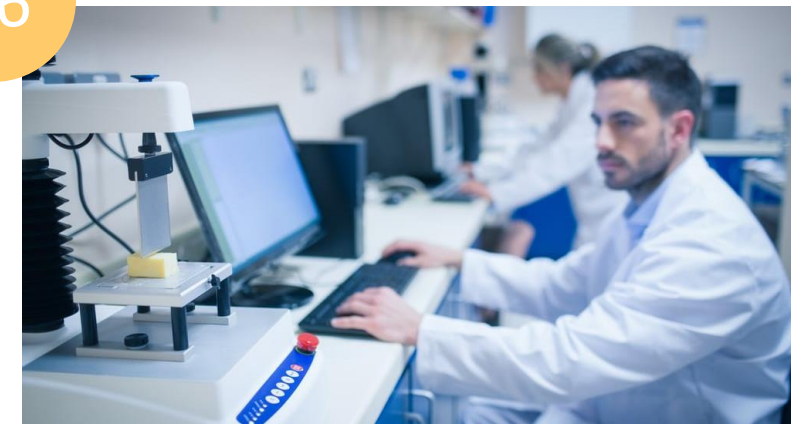
Healthcare Technology Providers

05



Pharmaceutical Marketing and Advertising Agencies

06



Clinical Research Organizations (CROs)

Who are eligible to sponsor ?



Medical Publishers and Journals

08



Healthcare Associations and Organizations

09



Health Insurance Providers



Chain pharmacies



Educational Institutions and Research Centers



Technology and Innovation Partners

Sponsor Packages

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Platinum Sponsor 7000 JOD

Branding:

- Exclusive recognition as the Title Sponsor in all promotional materials, press releases, and conference communications.
- Premium logo placement on the conference website, banners, and signage.
- Prominent display of the sponsor's logo on the conference backdrop during key sessions.
- Opportunity to have the sponsor's representative deliver a keynote address.
- Verbal acknowledgment during the opening of the sponsored track.
- Recognition as the Networking and Coffee Break Sponsor.

Complimentary Registrations:

- Full complimentary registrations for 10 representatives.

Social Media and Press:

- Featured mentions on the conference's official social media channels.
- Inclusion in post-conference press releases.

Marketing Collateral:

- Inclusion of sponsor's promotional materials in the conference attendee welcome package.
- Recognition in pre-event email campaigns to registered attendees.

Networking:

- VIP access to networking events, including the exclusive sponsor-hosted dinner.
- Opportunity to host a dedicated networking session.
- Opportunity to provide branded giveaways during networking sessions.

Post-Event Recognition:

- Recognition in post-conference materials and thank-you emails.

**Recognition as Platinum Sponsor
at the opening Ceremony.**



Gold Sponsor 5000 JOD

Branding:

- Exclusive recognition as the Track Sponsor for a specific conference track.
- Logo placement on the conference website, banners, and track-specific signage.
- Verbal acknowledgment during the opening of the sponsored track.
- Recognition as the Networking and Coffee Break Sponsor.

Networking:

Access to networking events and sessions.
Recognition during relevant networking breaks.
Opportunity to provide branded giveaways during networking sessions.

Complimentary Registrations:

7 complimentary registrations for sponsor representatives.

Marketing Collateral:

- Inclusion of sponsor's promotional materials in the conference attendee welcome package.
- Recognition in pre-event email campaigns related to the sponsored track.

Social Media and Press:

Recognition on the conference's official social media channels.
Inclusion in post-conference press releases related to the sponsored track.

Recognition as Gold Sponsor at the opening Ceremony.



Silver Sponsor 3000 JOD

Branding:

- Recognition as the Networking and Coffee Break Sponsor.
- Logo placement on signage during networking breaks.

Marketing Collateral:

- Inclusion of sponsor's promotional materials in the conference attendee welcome package.

Networking:

Recognition during designated networking breaks.
Opportunity to provide branded giveaways during networking sessions.

Complimentary Registrations:

5 complimentary registrations for sponsor representatives..

Social Media:

Mention on the conference's official social media channels.

Recognition as Silver Sponsor at the opening Ceremony



Bronze Sponsor 1000 JOD

Branding:

- Logo placement on the conference website and selected signage.

Complimentary Registrations:

3 complimentary registrations for sponsor representatives.

Social Media:

Recognition on the conference's official social media channels.

Recognition as Bronze Sponsor at the opening Ceremony.



Supporter Sponsor 500 JOD

Branding:

- Logo placement on the conference website and selected signage.

Social Media:

- Recognition on the conference's official social media channels.

Complimentary Registrations:

- 1 complimentary registrations for sponsor representatives.



THANK YOU!



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