



EUROPEAN LIFESTARS AWARDS

Celebrate with purpose™

10 NOVEMBER 2021
CELEBRATED VIRTUALLY
FROM 4PM GMT / 5PM CET

20 CATEGORIES

18 COUNTRIES

5 REGIONS

170+ FINALISTS

www.europeanlifestarsawards.com

THE EUROPEAN LIFESTARS AWARDS

The annual, European Lifestars Awards (ELAs) bring together hundreds of European life science leaders, investors, partners and deal makers. It is a celebration of the success stories, breakthroughs, transactions and transformational deals and the people, teams and organisations that have played a critical role in the advancement of the industry over a 12 month period.

We are dedicated to helping our industry **Celebrate** with purpose™

PARTNERS

**Baker
McKenzie.**

COVINGTON

Johnson & Johnson
INNOVATION

 **Kempen**

LATHAM & WATKINS LLP

 **MSD**
INVENTING FOR LIFE

The **European Lifestars Awards** are instrumental in highlighting the incredible work being carried out across the life science value chain. They are the only life science industry awards ceremony to celebrate not just the companies and individuals, but the countries and regions that they represent.

20 awards will be contested by **170+ finalists** representing **18 countries** from the **5 regions** of Europe. They will be joined by hundreds of their support network at this year's virtual ceremony.

One region will also be crowned Region Champion on the night.

The awards ceremony is being streamed live on the **10th November 2021**.

The prestigious ELA's will be held virtually in 2021 but will still combine informal video networking opportunities, a digital silent auction, streamed evening entertainment, and an evening compère who will announce and present Winners by live stream, together with executives from our esteemed Awards partners.

The ELAs are where the great and the good of the sector recognise and celebrate their collective achievements.



AWARD CATEGORIES

20 hotly contested award categories have been chosen to help shine a light on the breadth and depth of breakthroughs, transactions and deal making that have taken place during the 12-month qualifying period.

The categories acknowledge and celebrate the achievements of fledgling life science start-ups all the way through to Pharma giants, and everyone in between. There will be an individual Winner and a Highly Commended in each category.

1. Pre-Seed Finance Raise of the Year
2. Seed-Stage Finance Raise of the Year
3. Series A Finance Raise of the Year
4. Series B Finance Raise of the Year
5. Series C (& beyond) Finance Raise of the Year
6. IPO of the Year
7. Post-IPO Equity Raise of the Year
8. Debt Finance of the Year
9. Venture Capital Firm of the Year
10. Corporate Venture Firm of the Year
11. Deal of the Year (<€500m)
12. Deal of the Year (>€500m)
13. M&A Deal of the Year
14. Pharma BD Team of the Year
15. Biotech Company of the Year
16. Medtech Company of the Year
17. Healthtech Company of the Year
18. Pharma Company of the Year
19. Private Company CEO of the Year
20. Public Company CEO of the Year

The evening will also recognise the importance of diversity, inclusion and equality on the management teams of life science companies and will celebrate the achievements of Europe-wide Female and Black-led business leaders over the last 12-months, presented by Johnson & Johnson Innovation.

Dame Pamela Louise Makin, DBE, receiving
her Lifetime Achievement Award in 2019



HOSTED BY

ELIGIBLE COUNTRIES

The European Lifestars Awards (ELAs) are the only life science industry awards ceremony to celebrate the regional industry demographic of the finalists, in addition to the companies and individuals contesting the categories.

The 18 countries eligible to take part will be allocated a place in 1 of 5 regions. Each region will contest the 2021 Region Champion Award at the end of the formal ceremony.

Each region is allocated countries that have the ability to support finalists in each of the 20 Award categories and in all cases share a similar industry demographic. Each region will have 34 finalists on the night from its constituent countries.

Countries are not guaranteed an equal number of finalists, the strength of the individual finalist roster will dictate the geographical makeup of their region group.

The finishing position of each individual finalist, and hence their representative region will carry a points scoring and it is these points that, tallied throughout the evening and, combined with the public vote, will determine the 2021 Region Champion.

CONTESTING

BENELUX



BELGIUM | LUXEMBOURG
THE NETHERLANDS

DACH



GERMANY | AUSTRIA
SWITZERLAND

MEDITERRANEAN



FRANCE | ISRAEL | ITALY
SPAIN | PORTUGAL

NORDICS



DENMARK | FINLAND
ICELAND | NORWAY
SWEDEN

UK & IRELAND



UNITED KINGDOM
IRELAND

AWARDS PROCESS

1 JANUARY - NOMINATIONS OPEN & JUDGING COMMITTEE FORMED

- Entrants are invited to complete a short online nomination form, including a 400-word supporting document in a maximum of 2 categories.
- The international judging committee is formed from key industry stakeholders and corporate partners.
- The committee are invited to provide their own nominations to accompany solicited entries.

1 OCTOBER - NOMINATIONS CLOSE & JUDGING COMMITTEE CONVENE

- Solicited and judging committee nominations are closed to entry, collated and validated.
- Committee engage in a first round of validation of entrants creating a finalist roster that represents each of the five regions.

8 OCTOBER - JUDGING COMMITTEE CONVENE

- The 170+ finalist roster is released publicly via traditional and social media channels.

15 OCTOBER - JUDGING COMMITTEE FINAL VOTING

- Committee engage in a second and final round of voting providing scores for each finalist
- The scores are used to order the finishing positions of each finalist in their categories.

1 NOVEMBER - A PUBLIC VOTE IS OPENED FOR A PERIOD OF 72HRS

- A weighting of 20% will be allocated to the public vote outcome. These and the judges scores will be combined to produce the Region Champion.

10 NOVEMBER - AWARDS CEREMONY BROADCAST LIVE

- Finalists, judges, sponsors and the wider global life science industry join the live stream of the 2021 virtual awards ceremony, broadcast live from 4pm GMT / 5pm CET.

PROCESS

JUDGING COMMITTEE

The international judging faculty of the 2021 European Lifestars Awards are chosen for their wealth of industry experience and strength of their cross-border knowledge.

They are selected from a geographically diverse pool of leading investors, pharma, global advisory, law firms, professional and financial services, contract services, PR and IR Firms and key stakeholders.

Members of the faculty participate in two rounds of submission review and voting to generate this year's finalists and to select the winners.

BETWEEN 1 FEBRUARY - 1 OCTOBER

- Judges select their categories for review and submit their own entries across their regions.

BETWEEN 1 OCTOBER - 15 OCTOBER

- Committee engage in a first round of initial validation of entrants creating a finalist roster that represents each of the five regions.

BETWEEN 15 OCTOBER - 1 NOVEMBER

- Committee engage in a second and final round of voting providing scores for each finalist.

If you would like to enquire about joining the judging faculty click lifestars@lsxleaders.com

JUDGING

01

PRE-SEED FINANCE RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational private fundraise at Pre-Seed-Stage level.

It is open to private European life science companies only.

Qualifying Criteria

- Must be a fundraise by a private company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with European headquarters

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investors attracted
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise
- Company research / technology focus and novelty / meeting unmet need

SUBMIT ENTRY

AWARDS

02

SEED FINANCE RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational private fundraising at Seed-Stage level.

It is open to private European life science companies only.

Qualifying Criteria

- Must be a fundraising by a private company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with European headquarters

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investors attracted
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise
- Company research / technology focus and novelty / meeting unmet need

SUBMIT ENTRY

AWARDS

03

SERIES A FINANCE RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational private fundraise at Series A level.

It is open to private European life science companies only.

Qualifying Criteria

- Must be a fundraise by a private company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with European headquarters

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investors attracted / reputation of investors reinvesting
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS



SERIES B FINANCE RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational private fundraise at Series B level.

It is open to private European life science companies only.

Qualifying Criteria

- Must be a fundraise by a private company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with European headquarters

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investors attracted / reputation of investors reinvesting
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS

05

SERIES C & BEYOND FINANCE RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational private fundraise at Series C or beyond level.

It is open to private European life science companies only.

Qualifying Criteria

- Must be a fundraise by a private company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with European headquarters

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investors attracted / reputation of investors reinvesting
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS

06 IPO OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational IPO on any exchange.

It is open to public European life science companies only.

HOSTED BY:



Qualifying Criteria

- Must be a public company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with a European headquarters
- Must be an IPO (primary, up-listing or dual-listing) NOT a secondary placement or follow-on

Judges Will Be Paying Particular Attention To:

- Amount of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of new investor(s) attracted
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS

07

POST-IPO EQUITY RAISE OF THE YEAR

This award recognises a company that has successfully completed a significant, impactful or transformational secondary placement or follow-on equity raise (not debt) on any exchange.

It is open to public European life science companies only.

Qualifying Criteria

- Must be a public company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with a European headquarters
- Raise must be a secondary placement or follow-on NOT an IPO, up-listing or dual-listing

Judges Will Be Paying Particular Attention To:

- Amount and type of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of investor(s) attracted
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS

08

DEBT FINANCE OF THE YEAR

This award recognises a European life science company that has successfully completed a finance agreement involving venture debt, convertible notes or growth loan financing.

It is open to private and public European life science companies.

Qualifying Criteria

- Can be a private or public European life science company
- Must have raised the funds in the period between 1 October 2020 and 1 October 2021
- Must be a company with a European headquarters
- Proceeds must be venture debt, convertible note or growth loan

Judges Will Be Paying Particular Attention To:

- Amount and type of funds raised
- Process / speed / allocation fulfilment of securing significant new funds
- Level / reputation of corporate lender attracted
- Post-finance allocation / use of proceeds
- Level of value creation / value realisation from raise

SUBMIT ENTRY

AWARDS

09

VENTURE CAPITAL FIRM OF THE YEAR

This award recognises a European Venture Capital firm that has outperformed peers, created value and demonstrated truly outstanding investment decision making.

HOSTED BY:

LATHAM & WATKINS LLP

Qualifying Criteria

- Open to venture capital firms only
- Firm must have more than 20% portfolio holdings in healthcare and/or life sciences companies
- Period to be judged review is between 1 October 2020 and 1 October 2021
- Firms must have headquarters in Europe

Judges Will Be Paying Particular Attention To:

- Evidence of innovative company creation and deal-making strategies
- Volume of investments made in the qualifying timeline
- Number of lead investments made
- Number / quality of successful exits
- Number / value of new funds raised
- Fund performance and returns to LPs

SUBMIT ENTRY

AWARDS

10

CORPORATE VENTURE FIRM / STRATEGIC INVESTOR OF THE YEAR

This award recognises a European Corporate Venture Capital firm or strategic investor that has outperformed peers, created value and demonstrated truly outstanding investment decision making.

Qualifying Criteria

- Open to corporate venture or strategic investors from pharma, commercial leaders and big tech only
- Period to be judged review is between 1 October 2020 and 1 October 2021
- Firms must have headquarters / offices in Europe

Judges Will Be Paying Particular Attention To:

- Evidence of innovative company creation and deal-making strategies
- Volume and value of investments made in the qualifying timeline
- Number of lead investments made
- Number / quality of successful syndications
- Post-investment strategic earn-outs

SUBMIT ENTRY

AWARDS

11 DEAL OF THE YEAR (<€500M)

This award recognises the teams and organisations who have executed a truly transformational and high value creating deal for both the company and the wider industry. The deal could be a licensing agreement, co-development or a creative alliance or partnership that unlocks significant value.

HOSTED BY:

**Baker
McKenzie.**

Qualifying Criteria

- Deal size must be less than €500m
- The lead company must be a European Life Science company
- Open to private or public companies WITH peers, pharma, commercial leaders or big tech
- Deal can be either a licensing deal, single asset acquisition or collaborative agreement involving a particular drug, project or group of drugs/projects
- A license, partnership or alliance between companies NOT M&A
- Deal to have completed in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Uniqueness or novelty of deal strategy / terms and structure
- Level of value creation / size of deal (upfront, milestone and total value)
- Strength of partner / partnership and deal teams
- Potential game / industry changing implications within next 12-months
- Post-deal performance

SUBMIT ENTRY

12 DEAL OF THE YEAR (>€500M)

This award recognises the teams and organisations who have executed a truly transformational and high value creating deal for both the company and the wider industry. The deal could be a licensing agreement, co-development or a creative alliance or partnership that unlocks significant value.

HOSTED BY:

**Baker
McKenzie.**

Qualifying Criteria

- Deal size must be equal to or greater than €500m
- The lead company must be a European Life Science company
- Open to private or public companies WITH pharma, commercial leaders or big tech
- Deal can be either a licensing deal, single asset acquisition or collaborative agreement involving a particular drug, project or group of drugs/projects
- A license, partnership or alliance between companies NOT M&A
- Deal to have completed in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Uniqueness or novelty of deal strategy / terms and structure
- Level of value creation / size of deal (upfront, milestone and total value)
- Strength of partner / partnership and deal teams
- Potential game / industry changing implications within next 12-months
- Post-deal performance

SUBMIT ENTRY

13 M&A DEAL OF THE YEAR

This award recognises the teams and organisations who have executed a truly transformational and high value M&A deal for both the company and the wider industry.

HOSTED BY:

**Baker
McKenzie.**

Qualifying Criteria

- The lead company must be a European Life Science company
- Open to private, public companies, pharma, commercial leaders or big tech
- Deal must be an M&A (including asset business unit) deal NOT a license, partnership or alliance
- Deal to have completed in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Uniqueness or novelty of deal strategy / terms and structure
- Level of value creation / size of deal
- Strength of acquirers existing pipeline / synergy with existing portfolio
- Potential game / industry changing implications within next 12-months
- Post-deal performance

SUBMIT ENTRY

AWARDS

14 PHARMA BD TEAM OF THE YEAR

This award recognises the business development team from a pharma or large cap biotech company that has excelled in sourcing, executing and delivering extraordinary and transformational deals that created significant value for consumers, company and shareholders.

Qualifying Criteria

- Open to all pharma companies and large cap large cap biotech companies with a market capitalisation that is \$10bn or above.
- Open to all business development teams or cross-company teams on a specific deal/project
- Criteria relates to the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Quality and volume of deals completed
- Achievement of milestones and goals and the overcoming of obstacles
- Uniqueness or novelty of deal strategies/terms and structure
- Strength of team leadership and culture
- How alignment across parties was achieved

SUBMIT ENTRY

AWARDS

15 BIOTECH OF THE YEAR

This award recognises a European Biotech (drug discovery, pre-clinical, clinical, OTM therapeutic) company that has demonstrated a superior excellence in strategy, process, focus and execution to create significant value for patients, investors, employees and the broader life science community.

HOSTED BY:



Qualifying Criteria

- Open to all Biotech therapeutic companies with European Headquarters
- Open to all Biotech companies with a market capitalisation that is \$10bn or less.
- Submission relates to activities achieved in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Targeting of unmet medical need / use of innovative approaches to pipeline development
- Pipeline progress through drug discovery / pre-clinical / clinical stages / market approval
- Closure of fundraises and strategic financing rounds
- Key stages of strategic development / partnerships
- Implementation of new technologies, processes for strategic advantage

SUBMIT ENTRY

AWARDS

16 MEDTECH OF THE YEAR

This award recognises a European Medtech (device, surgical, diagnostic) company that has demonstrated superior excellence in strategy, process, focus and execution to create significant value for patients, investors, employees and the broader life science community.

HOSTED BY:

LATHAM & WATKINS^{LLP}

Qualifying Criteria

- Open to all Medtech/Medical Device companies with European Headquarters
- Open to all Medtech/Medical Device companies with a market capitalisation that is \$10bn or less.
- Submission relates to activities achieved in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Targeting of unmet medical need / use of innovative approaches to product development
- Pipeline progress through in-development / clinical stages / market approval
- Closure of fundraises and strategic financing rounds
- Key stages of strategic development / partnerships
- Implementation of new technologies, processes for strategic advantage

SUBMIT ENTRY

AWARDS

17 HEALTHTECH OF THE YEAR

This award recognises a European Healthtech (digital health, digital therapeutics, databases, applications and wearables) company that has demonstrated a superior excellence in strategy, process, focus and execution to create significant value for consumer, patients, investors, employees and the broader life science community.

HOSTED BY:

COVINGTON

Qualifying Criteria

- Open to all Healthtech companies with European Headquarters
- Open to all Healthtech companies with a market capitalisation that is \$10bn or less.
- Submission relates to activities achieved in the period between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Targeting of unmet medical need / use of innovative approaches to product development
- Pipeline progress through in-development / clinical stages / market approval
- Closure of fundraises and strategic financing rounds
- Key stages of strategic development / partnerships
- Implementation of new technologies, processes for strategic advantage

SUBMIT ENTRY

AWARDS

18 PHARMA OF THE YEAR

This award recognises a European Pharma or large-cap Biotech company that has demonstrated superior excellence in strategy, process, focus and execution and contributed to the broader life science industry.

Qualifying Criteria

- Open to all pharma companies and large cap large cap biotech companies with a market capitalisation that is \$10bn or above.
- Open to all pharma / large cap companies with European Headquarters
- Criteria relates to the period between 1 September 2019 and 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Targeting of unmet medical need / use of innovative approaches to product development
- Pipeline progress through in-development / clinical stages / market approval
- Closure of fundraises and strategic financing rounds
- Key stages of strategic development / partnerships
- Implementation of new technologies, processes for strategic advantage
- Wider industry contribution and advocacy

SUBMIT ENTRY

AWARDS

19 PRIVATE COMPANY CEO OF THE YEAR

This award recognises a private company CEO that has demonstrated truly outstanding and exemplary leadership in their respective companies.

Qualifying Criteria

- Open to CEOs of privately owned life science companies
- Period to be judged review is between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Career achievements and leadership qualities
- How the has CEO created value for shareholders and investors
- What the CEOs greatest achievements were in this period
- Creation of new partnerships / leveraging existing partnerships
- What the CEO has done to influence and advance the wider life science industry

SUBMIT ENTRY

AWARDS

20

PUBLIC COMPANY CEO OF THE YEAR

This award recognises a publicly-listed company CEO that has demonstrated truly outstanding and exemplary leadership in their respective companies.

Qualifying Criteria

- Open to CEOs of publicly-listed life science companies
- Period to be judged review is between 1 October 2020 and 1 October 2021

Judges Will Be Paying Particular Attention To:

- Career achievements and leadership qualities
- How has the CEO created value for shareholders and investors
- What the CEOs greatest achievements were in this period
- Creation of new partnerships / leveraging existing partnerships
- What the CEO has done to influence and advance the wider life science industry

SUBMIT ENTRY

AWARDS



Nominate for free, but finalists are required to pay a fee - entering into an award category carries a fee of £395 if you are successful in being shortlisted in this year's finalist roster. Please refer to Tickets page for full details and benefits. Fee must be paid within 48hrs of being notified of selection.

Entrants must provide evidence - they should demonstrate the entry fits both the eligibility criteria and the required time frame. Nominations not fitting the criteria or not meeting the minimum entrance requirements will be voided.

Entry does not guarantee selection - all finalists will be informed personally as to their progress.

Finalists must be prepared to participate in the virtual awards ceremony - inability will void your application.

Confidentiality is key - only the ELA management team and judges are permitted to view the entries and supporting information.

Judges are recruited based on their experience - they give up much of their time to review the entries provided and are not paid for their role.

If you have any questions about your eligibility to join the ELAs please contact us at lifestars@lsxleaders.com

WHY ENTER THE AWARDS

Entering the European Lifestars Awards offers you an unrivalled opportunity to gain acknowledgement and celebrate the successes of your company, its employees and the wider life science industry.

It presents an opportunity to reward and inspire and spur you and your team on to greater heights.

- Achieve peer recognition and gain external validation
- Become an awards winning business and raise company credibility
- Increase brand recognition and reputation through positive PR
- Send a positive message to customers and prospects
- Secure new investors and partners to grow your business
- Benchmark against your industry peers and competitors
- Attract 'A' grade talent and raise your hiring stature
- Benefit from year round promotion and news flow
- Network with executives from the year's biggest success stories
- Surround yourself with a service support network that has helped this year's finalist roster

SUBMIT AN ENTRY

FINALISTS TICKET & ACCESS PACKAGES

Package Benefits	Standard Finalist Fee	Premium Finalist Fee
Validated as an official finalist in x award categories	1	1
Number of guest access tickets (must be internal company executives only)	Up to 10	Up to 30
Access to pre-ceremony Charity Silent Auction	Yes	Yes
Access to pre-event informal video networking	Yes	Yes
Interactive company profile on awards platform with additional ability to stream video content and display company press releases	Yes	Yes
Access to all 20 Award category live streams	Yes	Yes
Access to streamed evening entertainment	Yes	Yes
Invited to a live stream to acknowledge the winner and ability to make a live streamed acceptance speech	Yes	Yes
Crystal Award couriered to category winner	Yes	Yes
Inclusion in pre-event marketing, social media announcements and ceremonial guide to maximise exposure and awareness	Yes	Yes
Discount on Inv€\$tival Showcase Tickets	15%	20%
CEO invite to appropriate 1hr masterclasses held by Award hosts	Yes	Yes
Investment level	£395+ ^{VAT} (IF APPLICABLE)	£595+ ^{VAT} (IF APPLICABLE)

TICKETS

CORPORATE PARTNERSHIP

The European Lifestars Awards offers a number of unique ways to raise your company profile amongst the hundreds of executives attending the evening ceremony and the thousands of executives in our community that will see the pre- and post-event promotional campaign.

Opportunities for Co-Host, Regional, Hospitality and Category-level partners to promote their brand, align their company with industry excellence and entertain and network with clients and valued prospects:

CO-HOST PARTNER

- The package for a company wishing to demonstrate industry-wide leadership

REGIONAL PARTNER

- The package for a company wishing to demonstrate its regional focus, experience and expertise.

HOSPITALITY PARTNER

- The package for a company wishing to raise its company profile and educate an engaged audience.

CATEGORY PARTNER

- The package for a company wishing to demonstrate its experience and expertise in a specific service offering.

Whatever your corporate message, strategy or marketing outreach programme, there is a package for you.

Details of each of the four packages can be found in the pages that follow, but to request a callback to discuss any of these options, click **lifestars@lsxleaders.com**

CO-HOST PARTNER

Co-host partnership is the highest level of partnership afforded at the European Lifestars Awards. Opportunities exist for one investment bank, one global advisory, one law firm, one exchange and one pharma at this level.

The package to demonstrate industry-wide leadership.

CORPORATE BRANDING LEVEL

- Co-lead level branding on pre-event, on-the-night and post-event platform, website and marketing materials.
- Profile exclusivity at co-host level.
- Double page advert in virtual ceremonial brochure.

JUDGING FACULTY MEMBERSHIP

- 1 judging faculty member to nominate, review and score in each of the 5 regions and all categories.

CATEGORY HOST AND WINNER PRESENTATION

- An executive to present the winner of one category during the live stream.
- Corporate logo placement on award trophy.

REGION CHAMPION CO-HOST AND WINNER PRESENTATION

- Co-branding during presentation to regional winner.

CORPORATE VIEWER ACCESS

- 250 access tickets with full premium ceremony benefits for internal executives and clients.
- Up to 20 CEO invites for clients to attend pre-event 1hr masterclasses.

VIDEO PROMOTION & CORPORATE PRESENCE

- Company promo-video played during intervals and breaks.
- Virtual corporate booth on the awards platform with video networking.

OPTIONAL MASTERCLASS HOST

- Ability to host a pre-event 1hr masterclass tied to your award category.

INVESTMENT LEVEL

from ££££

REGIONAL PARTNER

Regional partnership

is the second highest level of partnership afforded at the European Lifestars Awards. Opportunities exist for a maximum of three co-hosts from investment bank, global advisory, law firm, exchange or pharma profiles.

CORPORATE BRANDING LEVEL

- Secondary tier branding on the pre-event, on-the-night and post-event platform, website and marketing materials.
- Profile exclusivity in your region of choice, with prominent logo placement on all regional finalist's website, online and on-the-night materials.
- Co-branding of the 'region' stream backdrop
- Single page advert in virtual ceremonial brochure.

JUDGING FACULTY MEMBERSHIP

- 1 judging faculty member to nominate, review and score in each of the 5 regions and all categories.

CATEGORY HOST AND WINNER PRESENTATION

- An executive to present the winner of one category during the live stream.
- Corporate logo placement on award trophy.

CORPORATE VIEWER ACCESS

- 150 access tickets with full premium ceremony benefits for internal executives and clients.
- Up to 5 CEO invites for clients to attend pre-event 1hr masterclasses.

VIDEO PROMOTION & CORPORATE PRESENCE

- Company promo-video played as intro video highlighting the regional finalists.
- Virtual corporate booth on the awards platform with video networking.

OPTIONAL MASTERCLASS HOST

- Ability to host a pre-event 1hr masterclass tied to your award category.

INVESTMENT LEVEL

from £££

HOSPITALITY PARTNER

Hospitality partnership is the second highest level of partnership afforded at the European Lifestars Awards. Opportunities exist for all profiles to engage at this level.

The package for a company wishing to raise its company profile with an engaged c-suite audience.

CORPORATE BRANDING LEVEL

- Second tier branding on the pre-event, on-the-night and post-event platform, website and marketing materials.
- Single page advert in virtual ceremonial brochure.

JUDGING FACULTY MEMBERSHIP

- 1 judging faculty member to nominate, review and score in each of the 5 regions and all categories.

CATEGORY HOST AND WINNER PRESENTATION

- An executive to present the winner of one category during the live stream.
- Corporate logo placement on award trophy.

NETWORKING & ENTERTAINMENT HOST

- Select the Charity, exclusive branding of Charity Silent Auction and evening entertainment.
- Co-branding during informal video networking reception.

CORPORATE VIEWER ACCESS

- 150 access tickets with full premium ceremony benefits for internal executives and clients.
- Up to 5 CEO invites for clients to attend pre-event 1hr masterclasses.

VIDEO PROMOTION & CORPORATE PRESENCE

- Company promo-video played during networking advertisements.
- Virtual corporate booth on the awards platform with video networking.

OPTIONAL MASTERCLASS HOST

- Ability to host a pre-event 1hr masterclass tied to your award category.

INVESTMENT LEVEL

from £££

CATEGORY PARTNER

Award category partnership is the third highest level of partnership afforded at the European Lifestars Awards. Opportunities exist for all profiles to engage at this level.

The package for a company wishing to demonstrate its experience and expertise in a specific service offering.

CORPORATE BRANDING LEVEL

- Third tier branding on pre-event, on-the-night and post-event platform, website and marketing materials.
- Single page advert in onsite ceremonial brochure.

JUDGING FACULTY MEMBERSHIP

- 1 judging faculty member to nominate, review and score in each of the 5 regions and all categories.

CATEGORY HOST AND WINNER PRESENTATION

- An executive to present the winner of one category during the live stream.
- Corporate logo placement on award trophy.

CORPORATE VIEWER ACCESS

- 100 access tickets with full premium ceremony benefits for internal executives and clients.
- Up to 5 CEO invites for clients to attend pre-event 1hr masterclasses.

VIDEO PROMOTION & CORPORATE PRESENCE

- Company promo-video played during networking advertisements.
- Virtual corporate booth on the awards platform with video networking.

OPTIONAL MASTERCLASS HOST

- Ability to host a pre-event 1hr masterclass tied to your award category.

INVESTMENT LEVEL

from ££

PARTNER PACKAGES

Package Benefits	Co-Host	Regional	Hospitality	Category
Corporate branding level on all materials	Co-lead	Second tier	Second tier	Third tier
Enhanced corporate branding across your region of choice finalist roster		1 region		
Judging faculty nomination and voting rights	All 20 categories	All 20 categories	All 20 categories	All 20 categories
Category host and winner presentation	1 category	1 category	1 category	1 category
Regional Award co-host and winner presentation	Yes			
Corporate Viewer Access passes (internal & non-finalist clients)	250	150	150	100
CEO invites to attend appropriate pre-event 1hr masterclasses	20	10	10	10
Company promo-video played during networking advertisements and virtual booth	Yes	Yes	Yes	Yes
Advert in online ceremonial brochure	Double page	Single page	Single page	Single page
Pre-ceremony video networking reception hosting and exclusive branding			Yes	
Charity Silent Auction host, official Charity selection and exclusive branding			Yes	
Internal and client discount on Investival Showcase access tickets	20%	15%	15%	10%
Investment level	£££££	£££	£££	££

Optional Upgrade

Host a pre-event 1hr masterclass with a category finalist roster

[Enquire](#)

[Enquire](#)

[Enquire](#)

[Enquire](#)

PARTNER

REASONS TO PARTNER

ELLA

INFLUENCE

- Contribute to this year's nomination process by referring clients / peers
- Participate in the judging faculty nomination process, providing your own votes alongside the external solicited nomination process.
- Review this year's award submissions, validate the finalist roster and participate in a final voting round to select this year's winners and highly commended.
- Create a social buzz around this year's finalists and promote the individuals, companies, countries and regions to your network.

ENHANCE

- Further elevate yourself as a key stakeholder in the industry and leverage your expertise to help determine this year's winners.
- Command a prominent place on 2021 official judging committee alongside peers and esteemed colleagues.
- Use the strength of the European Lifestars Awards brand and promotional machine to maximise yours and your company's exposure and PR on an international stage.

REAP

- Network with executives from the year's biggest success stories.
- Join your industry's biggest night of celebrations and corporate achievement.
- Be part of the story that promotes the best your industry has to offer.

AWARDS VENUE

The prestigious ELA's will be held virtually in 2021 but will still combine informal video networking opportunities, a digital silent auction, streamed evening entertainment, and an evening compère who will announce and present Winners by live stream, together with executives from our esteemed Awards partners.

We plan to return to our Old Billingsgate, London venue for a return to physical in 2022.



BROADCAST LIVE

FROM 4PM GMT / 5PM CET, 10TH NOVEMBER



The network
for life science
executive leaders

HELP WITH THE PROCESS?

Get in touch with the awards team who would be happy to talk you through the process and offer some advice

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