

The **European Statistical Forum** is pleased to announce its 5th Annual Conference:

## The current status of the application of Bayesian Methods in Drug Development

European Statistical Forum 2014

Monday, 17th November 2014  
Brussels

In the last years the biostatistics community has increased its interest in the application of Bayesian methodology in drug development as it provides a framework for determining probabilities relevant to inferences from current trials and previous knowledge.

Bayesian statistics has the potential to play an important role throughout the drug/device development process lifecycle and in particular in the decision-making process. Its range of applications contains early phase studies, dose-finding, safety analyses, meta-analyses, decision theory as well as the quantification of the benefits and risks essential to health economic evaluation. While the use of Bayesian methodologies has significantly increased in the recent years in exploratory clinical trials, its use in confirmatory clinical trials is still not common.

The fifth edition of the European Statistical Forum is dedicated to Bayesian Statistics, in particular by presenting

- ✓ Current state-of-art implementation in clinical trials
- ✓ Recent enhancements in the methodology
- ✓ Regulatory perspectives on its application in clinical trials

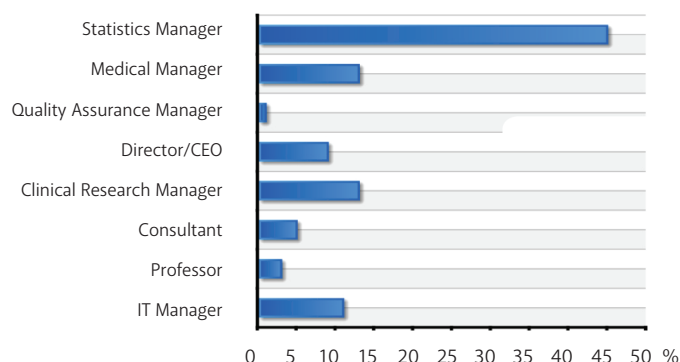
The conference aims at promoting the exchange of expertise in the field coming from academia and industry as well as regulators.

### Who will benefit?

The conference is addressed to Statisticians and Professionals with a deep interest in the application of Bayesian methodology in clinical trials belonging to:

- ✓ Pharmaceutical, Biotechnology and related Industries
- ✓ CROs
- ✓ Academy
- ✓ Hospital Centres
- ✓ University

### Delegate's job position



### Past editions

#### European Statistical Forum 2013

*Missing Data in Clinical Trials*

**Amsterdam** - n° delegates: 100

#### European Statistical Forum 2012

*Advancing adaptive designs for the identifications of subpopulations and the new frontiers of benefit risk assessment*

**Berlin** - n° delegates: 65

#### European Statistical Forum 2011

*Survival Analysis in Medical Research*

**Milan** - n° delegates: 60

#### European Statistical Forum 2010

*Statistical Reporting in Clinical Trials*

**Verona** - n° delegates: 65

## Sponsorship features

Platinum 3800 €	Diamond 2800 €	Gold 1900 €	Silver 1100 €
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Dedicated <b>booth space</b> in the exhibition area 10ft x 10ft (3m x 3m) <i>One electrical outlet; One 10ft x 10ft (3m x 3m) area; General lighting; Heating/cooling; Chairs and draped tables</i>	✓			
Organization of <b>one to one</b> meeting with delegates	✓			
<b>WishList:</b> we will invite up to 10 of your potential clients	✓			
<b>List of delegates</b> along with contact details	✓	✓		
<b>Company logo</b> in all conference literature, at the registration desk and banner/roll up around the venue	✓	✓	✓	
<b>Company logo</b> on the screens in the conference room before the session and during breaks	✓	✓	✓	
<b>Company logo</b> on the invitation and on the dedicated website	✓	✓	✓	✓
<b>Complimentary delegate pass</b> to the Conference	4	2	1	1
<b>#pages</b> (2-sided, colour) <b>insert</b> into delegate materials	3	1	1	
Inclusion of your <b>promotional material</b> in the conference folder	✓	✓		
Opportunity to <b>distribute product</b> at event	✓	✓	✓	
<b>Company logo</b> featured on name-tag lanyards	✓	✓		
<b>Company logo</b> and brochures displayed on tables during coffee breaks and networking lunch time	✓			
<b>Announcing the sponsors</b> at seminar start in the morning	✓	✓		
Mention in all <b>media releases</b> and <b>newsletter</b>	✓	✓		
<b>Dedicated sponsor banner</b> in the Conference room	✓	✓		

### Exclusive VIP Dinner: the evening before the event

The dinner will provide an opportunity for Sponsor to network informally with its industry peers and discuss strategic development plans.

- Logo on the Menu, name-tag lanyards, place card;
- Telephone recall to delegates for invitation and confirmation;
- High level location;
- 3 sponsors maximum accepted;
- 4 free dinner passes for Sponsor.

€ 1.000

Discounts for companies wishing to purchase **multiple sponsorship** valid also in combination with all events: ePharma day, ESF, EPI Forum, PhV Day

2 sponsorships

3 sponsorships

4 sponsorships

Discount

10%

Discount

15%

Discount

20%

### For further information, please contact:

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