



The 34th Annual  
**Sharing  
Conference™**  
Compliance | Transparency | PDMA | OIG  
October 7 - 9, 2026  
Princeton Marriott at Forrestal, NJ

## WORKSHOP ANNOUNCEMENT

### Beyond the Sales Rep: Speakers, Influencers, KOLs, and AI as the Next Generation of Pharma Promotion

Pharmaceutical promotion is no longer limited to sales representatives. Today, speakers, digital platforms, influencers, key opinion leaders, and even AI-driven clinical tools are shaping how information about therapies reaches healthcare professionals and patients. As these channels multiply, so do the regulatory questions around agency, promotional responsibility, disclosure, and oversight.

This session explores how regulators may view these emerging actors and offers practical guidance for companies navigating the next phase of pharmaceutical promotion.

Presented By



**Darshan  
Kulkarni**

Founding Partner  
Kulkarni Law Firm

#### About the Sharing Conference

The Sharing Conference is the life science industry's premier compliance-focused event, uniting professionals across the pharmaceutical, biotech, and medical device sectors to exchange insights, uncover ideas, and strengthen their expertise. We are committed to helping our community stay ahead of the industry's ever-evolving regulatory landscape, ensuring compliance professionals are well-prepared to play their part in securing a safe and effective drug supply.

[Learn More](#)

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#### Room Block Information

We're pleased to offer a discounted room block rate of \$199/night (plus tax) at the Princeton Marriott at Forrestal. This special rate is available 2 days before and 2 days after the conference. Book your room by Monday, September 21, 2026 to lock in the rate and make the most of your time at the conference.

[Book Your Room](#)

#### Bring Your Team

When three people from the same pharmaceutical, medical device, or biotech company register, a fourth may register for **FREE**. Pass this along to your colleagues to maximize your team's training budget and conference experience. Contact [mail@sharingalliance.org](mailto:mail@sharingalliance.org) for details.



**Vendors that provide commercial operations and/or compliance services to the life sciences industry must purchase a booth package to participate in the Sharing Conference. Please visit the [exhibitor page](#) on our site for more information.**



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