



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

Conference Agenda

This is a working agenda as of 8/27/26 with start/stop times for the three day Sharing Conference. Learning Sessions will be workshops, general sessions, open forums and panels and finalized soon.

Wednesday, October 7

-  2:00pm-3:00pm-Workshop: Why You MUST Read the Fine Print - Even if (or Especially if) AI Wrote it
-  3:00pm-4:00pm-Open Forum: FDA & State Theft Loss Reporting
-  4:00pm-5:00pm-Exhibit Hall Opens
-  4:00pm-4:45pm-First Time Attendee & Vendor Reception in Exhibit Hall
-  5:00pm-6:15pm-Executive Director Deb Segura Welcome and Britt Frank Keynote Address
-  6:15pm-8:00pm-Welcome Dinner

Thursday, October 8

-  7:00am-7:30am-Open Forum: Wide Open! Bring Your Topics
-  7:30am-8:30am-Breakfast in the Exhibit Hall
-  8:30am-9:30am-Workshop: Beyond the Sales Rep: Speakers, Influencers, KOLs, and AI as the Next Generation of Pharma Promotion
-  9:30am-10:30am-Workshop: License to Operate: Decoding the Complexities of Pharmaceutical State Licensing
-  9:30am-10:30am-Workshop: Overcoming Complexities in White Glove Sample Distribution
-  10:30am-11:00am-Break in the Exhibit Hall
-  11:00am-12:00pm-Workshop: Flexible, Aligned, and On the Go: New Pathways for HCP Sampling Engagement
-  11:00am-12:00pm-Workshop: Building a Healthy Cross-Functional Sample Program
-  12:00pm-1:30pm-Lunch in the Exhibit Hall
-  1:30pm-2:30pm-General Session: CMS Town Hall
-  2:30pm-3:00pm-Break in the Exhibit Hall
-  3:00pm-4:00pm-Workshop: Tracing the Journey from Package to Patient: Understanding the DSCSA and NDCI2 Updates
-  3:00pm-4:00pm-Workshop: From Day One to Sample-Ready: How to Stand Up a New Pharma Sales Team in Just Weeks Without Compromising Compliance
-  4:00pm-5:00pm-Panel Discussion: Hand Carry vs. Direct-to-Practitioner: Balancing Compliance, Efficiency, and the HCP Experience in Modern Sample Distribution
-  4:00pm-5:00pm-Workshop: Transparency Best Practices 2026: Streamlining Your Approach
-  5:00pm-Vendor Night



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

Friday, October 9

	7:00am–7:30am–Open Forum: What to Expect from Federal and State Inspections
	7:30am–8:30am–Breakfast in the Exhibit Hall
	8:30am–9:30am–Open Forum Workshop Discussion: CRM Migration Selection & Readiness: The Practical Checklist, Selection, Pitfalls & Questions
	9:30am–10:30am–General Session: FDA
	10:30am–11:00am–Break in the Exhibit Hall
	11:00am–12:00pm–Workshop: Understanding the 2028 Patent Cliff and its Impact on Sampling
	11:00am–12:00pm–Workshop: Collaborating Through Challenges: Peer Perspectives in Sample Operations & Compliance
	12:00pm–1:30pm–Extended Lunch and Exhibit Hall Raffle Winners will be announced and must be present to win.
	1:30pm–Conference Ends; Exhibit Hall Closes

Subject to Change