



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

WORKSHOP ANNOUNCEMENT

Flexible, Aligned, and On the Go: New Pathways for HCP Sampling Engagement

Presented By



Matthew Paul
Senior Manager of Samples
Management
Bristol Myers Squibb



Jessica Youngs
Director Client Success
QPharma, Inc

HCP engagement is evolving rapidly, and traditional sampling models can no longer keep up. To build true connections, brands must rethink their approach and embrace new, flexible strategies that meet HCPs where they are.

This workshop examines how forward-thinking, adaptable strategies are redefining brand connections, from energetic congress kiosks to mobile, on-the-go approaches. You'll discover practical ways to reach HCPs directly in their workflow, streamline the sampling process, and sustain authentic, brand-forward engagement at every touchpoint.

Gain actionable insights on orchestrating cross-vendor collaboration, navigating complex budgets, and maintaining compliance, all while delivering real impact. You'll also discover proven strategies for launching innovative, scalable sampling programs that captivate HCPs, expand your brand's reach, and drive measurable results.

Join us for this critical workshop by securing your spot at the Sharing Conference!

[Register for the Sharing Conference](#)

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](#)

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](#)

Or call 1-800-228-9290 and mention the 2026 Sharing Conference.

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 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.



The Sharing Alliance
sharingalliance.org

[Contact Us](#)

[View Online](#)