

NEXTGREATBIGIDEAS

Canada's Life Sciences Summit



NGB ideas

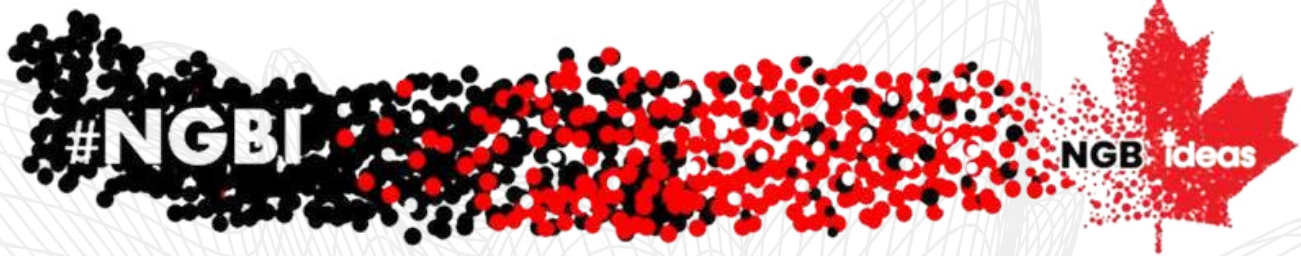
**Tuesday October 21, 2025
Hamilton Convention
Centre
Hamilton, Ontario**

National Networking Event

Leaders, Innovators & Disruptors

Sponsorship & Branding Opportunities

nextgreatbigideas.com



NextGreatBigideas

The NextGreatBigideas Summit (NGBi) is an annual, independently organized, not-for-profit fundraising event in support of McMaster Children's Hospital. In two short years NGBi has become one of the key events on the Canadian Life Sciences calendar by bringing together leaders, innovators and disruptors for networking, sharing and community building.

NGBi - "Canada's Life Sciences Summit" and the growth of the event is due in no small part to our unique marketing strategy. To help promote the NGBi Summit and amplify the impact for our sponsors, we launched NGBideas in January of 2023, which is a podcast about the personal journey of leaders in Canadian Life Sciences. The success of this show prompted us to launch NGBiLab in March of 2024 which is a podcast about disruptors and innovators who are creating the next generation of companies in Canadian Life Sciences. This year we are launching a third podcast - NGBiPlus - which is a show about organizations across Canada that support the Canadian Life Sciences community. Guests on the podcasts are from across Canada and the podcasts play an integral role in promoting the NGBi Summit.





BACKGROUND

Created in 2023 as an independently-organized, not-for-profit fundraising initiative in support of McMaster Children's Hospital in Hamilton Ontario, Next Great Big Ideas (NGBi) is an annual Summit that brings together leaders, innovators and disruptors in Canada's Life Sciences community for a one-day networking event featuring speakers from coast to coast.

ATTENDEES

NGBi brings together today's not-for-profit, for-profit and next-profit C-suite leaders in Canadian Life Sciences to discuss the Next Great Big Ideas on their horizon. The Summit is also for investors, industry suppliers, academic researchers, entrepreneurs, students and supporters of the Canadian Life Sciences sector.

FORMAT

Each year the organizing committee chooses topics of interest and invites not-for-profit leader in each chosen sector to introduce that part of the day. The not-for-profit leader then invites a for-profit leader on stage who gives a 15-minute update on what is happening at their company and the sector at large before ending their presentation by outlining the Next Great Big Ideas on their horizon. They then introduce a startup that is working on one of those ideas who is perhaps one of the next-for-profit leaders (and ideally coming out of stealth-mode on stage) and the startup founder outlines their research focus, where they are on their journey and how their work is contributing to the Canadian Life Sciences community.

NETWORKING

Speakers and topics change from year to year and presentations are complimented by morning and afternoon panel discussions along with keynote addresses by guest speakers. The day is organized to provide attendees with 4.5 hours of networking opportunities throughout the day including a post-summit reception.

NGBi PODCASTS

To help promote the Summit, in 2023 we started NGBideas which is a podcast about the personal journey of leaders in Canada's Life Sciences sector. The show's success prompted us in 2024 to create NGBiLab which is a podcast about innovators and disruptors who are creating the next generation of companies in Canadian Life Sciences. We are starting a third show in 2025 called NGBiPlus which is about the organizations across Canada that support and help grow the Canadian Life Sciences community.

SPONSORSHIP

The goal of NGBi is to raise money for McMaster Children's Hospital and we have created various sponsorship opportunities to accommodate all budgets. We welcome all inquiries but reserve the right to reject any offers of financial support that do not align with the goals of the Summit or our fundraising cause.



NGBi25 Agenda*

Time	Session	Duration (mins)	Details
7:30	Coffee	30	Networking
8:00	Welcome	15	
8:15	Keynote	45	
9:00	Topic #1	30	
9:30	Topic #2	30	
10:00	Coffee	45	Networking
10:30	Topic #3	30	
11:00	Topic #4	30	
11:30	Panel Discussion	45	
12:00	Lunch	60	
13:00	Keynote	45	
13:45	Topic #5	30	
14:15	Topic #6	30	
14:45	Coffee	45	Networking
15:00	Topic #7	30	
15:30	Topic #8	30	
16:00	Panel Discussion	45	
16:45	Closing Remarks	15	
17:00	Reception	90	Networking



Podcast Guests



Penny Walsh-Mc-Guire
CEO
CASTL
Charlottetown



John Lewis
Founder, CEO
Entos Pharmaceuticals
Edmonton



Brigitte Nolet
President & CEO
Roche Canada
Mississauga



Scott Phillips
President
StarFish Medical
Victoria



Nicole Dekort
President & CEO
MedTech Canada
Toronto



Gordon McCauley
President & CEO
adMare BioInnovations
Vancouver



Cate Murrar
President & CEO
Stem Cell Network
Ottawa



Michael May
CEO
CCRM
Toronto



Maura Campbell
President & CEO
OBIO
Toronto



Josh Pottel
CEO
Molecular Forecaster
Montreal



Ivy Parks
President
BD Canada
Mississauga



Amol Karnick
President & CEO
KA Imaging Inc.
Waterloo



Lauren Foster
Co-Founder & CEO
Afynia Laboratories
Hamilton



Parimal Nathwani
President & CEO
TIAP
Toronto



Rachel Bartholomew
Founder & CEO
Hyivy Health
Waterloo

Podcast Guests



Marc Jeshcke
Vice President Research
Hamilton Health Sciences
Hamilton



Karolina Valente
CEO, CSO, Founder
VoxCell BioInnovation
Victoria



Mitchel Sivilotti
CEO
OmniaBio
Toronto



Christine Allen
Co-Founder & CEO
Intrepid Labs
Toronto



Jason Field
President & CEO
Life Science Ontario
Toronto



Lisa Porter
Vice President Research &
Scientific Director
St. Joseph's Health Care London
Windsor



Raphael Ronen
Director, Business
Development
Sunnybrook
Toronto



Tamara Seales-Knights
President
Seaford
Pharmaceuticals
Mississauga



Matthew Miller
Executive Director
Global Nexus
McMaster University
Hamilton



Darby McGrath
VP Research & Development
Vineland Research &
Innovation Centre
Toronto



Tom Mikkelsen
President & CSO
Ontario Brain Institute
Toronto



Karen Mossman
Ex-VP Research
McMaster University
Hamilton



Jonathan Bramson
Vice Dean Research
McMaster University
Toronto



Sarah Howe
COO
The Research Institute
of St. Joe's Hamilton
Hamilton

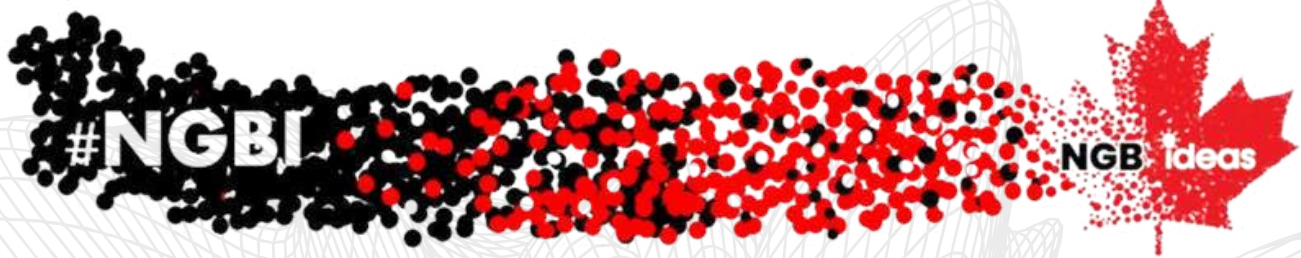


Lucas Siow
CoFounder & CEO
ProteinQure
Toronto

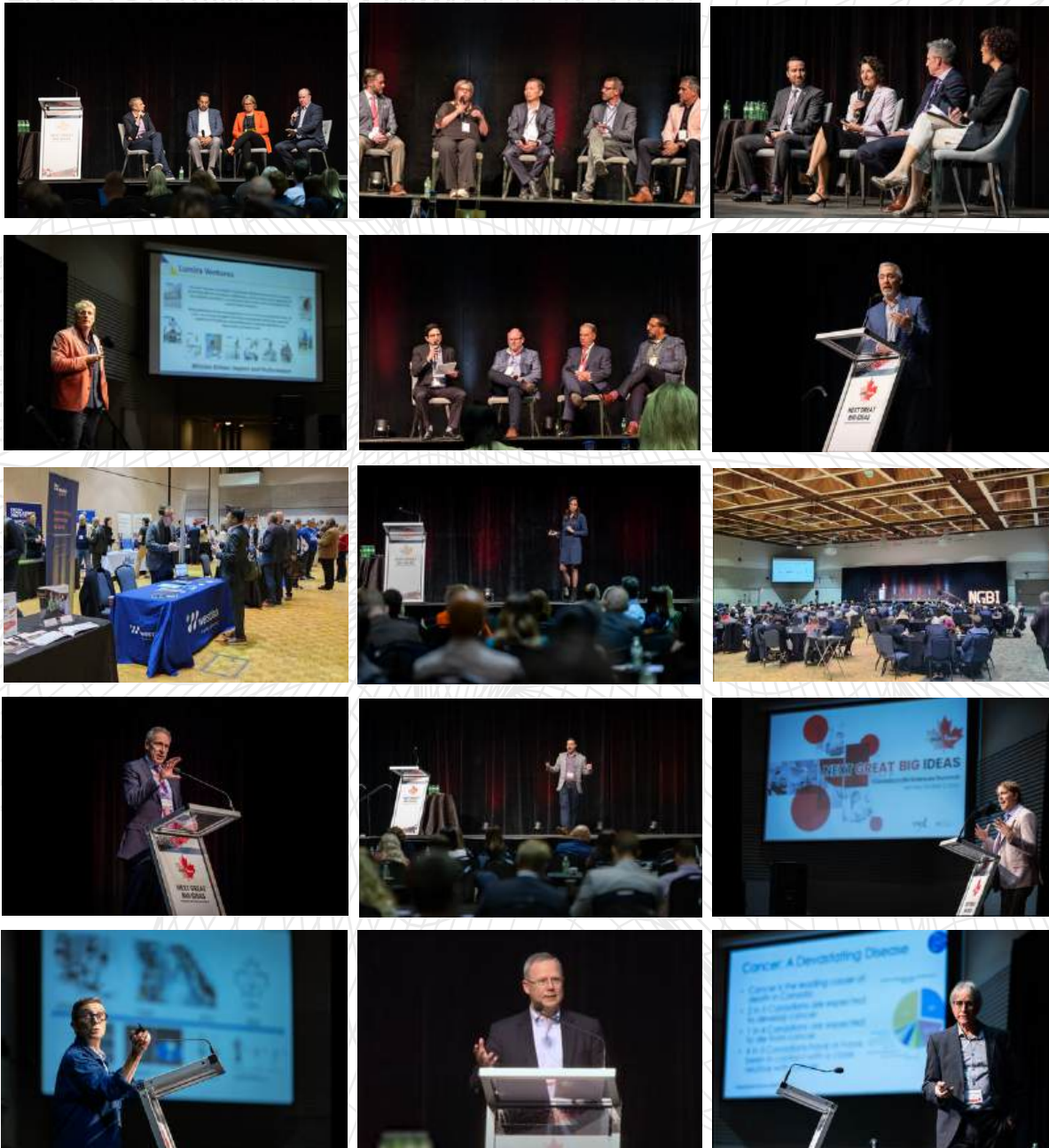


NGBi Speaker Companies





NGBi23/24





NGBi25 Sponsorship

TITLE

\$40,000

40 Tickets

Summit Naming Rights

Acknowledgement on all Media

Platinum

\$20,000

20 Tickets

Acknowledgement at NGBi

Acknowledgement on 3 Pod Series

Gold

\$15,000

15 Tickets

Acknowledgement at NGBi

Acknowledgement on 2 Pod Series

Silver

\$10,000

10 Tickets

Acknowledgement at NGBi

Acknowledgement on 1 Pod Series

NGBi Podcast

1-5 Tickets

Acknowledgement on Show
& Podcast Website

\$1,000/Show \$10,000/Season

NGBi Partner

5 Tickets \$5,000

Sector acknowledgement at NGBi
Acknowledgement on Website

NGBi Friend

2 Tickets \$2,000

Acknowledgment at NGBi

***No Empty Seat Policy:** The NGBi Summit works with university commercialization offices to identify academic researchers who are interested in receiving donated tickets from our sponsors.

*** Sponsorship Contact:** If you are interested in discussing NGBi branding and sponsorship opportunities please contact Xenia Pinto at xpinto@lennard.com.



Sponsorship Tiers

TITLE

a. Investment: \$40,000 per year

b. Benefits:

1. Exclusive "Presented By" mention on all NGBi25 branding
2. Exclusive "Presented by" mention at the beginning of NGBi25 podcasts (min 24 shows)
3. 1-minute host-read advertisement on all NGBi25 podcasts
4. Logo placement on podcast cover art and episode thumbnails
5. Dedicated post on NextGreatBigIdeas.com highlighting the Title sponsorship
6. Recognition as the Title Sponsor of NGBi25
7. 40 complimentary tickets & sponsorship recognition for donated tickets

PLATINUM

a. Investment: \$20,000 per year

b. Benefits:

8. 30-second host-read advertisement on NGBi25 podcasts (20 shows)
9. Mention on NextGreatBigIdeas.com highlighting the sponsor's contribution
10. Logo placement on associated podcast cover art
11. Recognition as a Platinum Sponsor at NGBi25
12. 20 complimentary tickets & sponsorship recognition for donated tickets

GOLD

a. Investment: \$15,000 per year

b. Benefits:

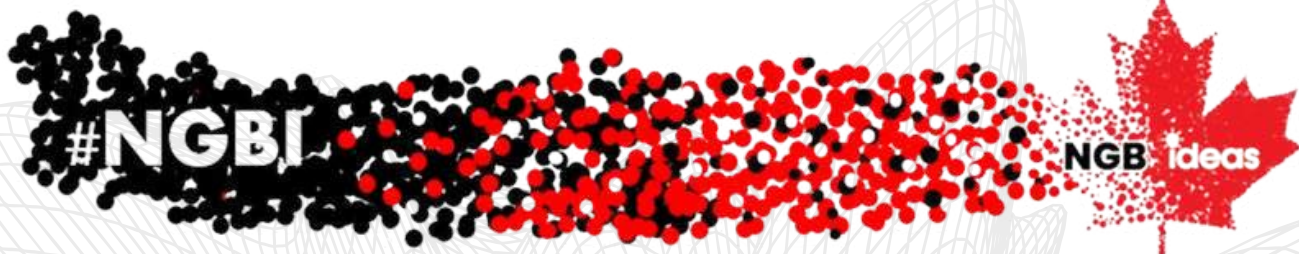
13. Sponsorship mention on NGBi25 podcasts (15 shows)
14. 20-second host-read advertisement on NGBiLab25 podcasts
15. Mention on NextGreatBigIdeas.com highlighting the sponsor's contribution
16. Recognition as a Gold Sponsor at NGBi25
17. 15 complimentary tickets & sponsorship recognition for donated tickets

SILVER

a. Investment: \$10,000 per year

b. Benefits:

18. Sponsorship mention on NGBi25 podcasts (10 shows)
19. 15-second host-read advertisement on NGBiLab25 podcasts
20. Mention on NextGreatBigIdeas.com highlighting the sponsor's contribution
21. Recognition as a Silver Sponsor at NGBi25
22. 10 complimentary tickets & sponsorship recognition for donated tickets



Podcast Sponsorship



NGBIdeas

Learn the personal journeys of
leaders in Canadian Life Sciences



NGBiLab

Discover startups
in Canadian Life Sciences



NGBiPlus

Hear about supporters of
Canadian Life Sciences

To Sponsor Any NGBi Podcast Platform

a. Investment: \$1,000 per episode

b. Benefits:

1. "Sponsored By" mention in each sponsored episode
2. 30-second host-read advertisement in every episode
3. Logo placement on podcast cover art and episode thumbnails
4. Dedicated post on NextGreatBigIdeas.com highlighting the sponsor's contribution
5. 1 complimentary ticket per sponsored episode to NGBi25

Additional Considerations:

a. Customized Packages:

Please note tailored sponsorship opportunities to accommodate specific budgets are available

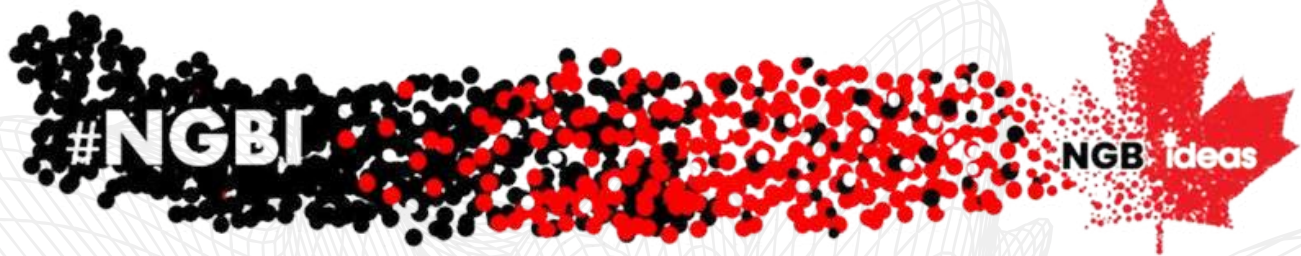
b. Cross-Promotion:

Highlighting sponsors during podcast episodes and the NGBi Summit maximizes impact

c. Community Engagement:

Host-read advertisements emphasize the sponsor's commitment to Canada's life sciences community

d. NGBIdeas, NGBiLab and NGBiPlus provide valuable national exposure for sponsors while supporting the growth and success of the podcasts and the NGBi Summit



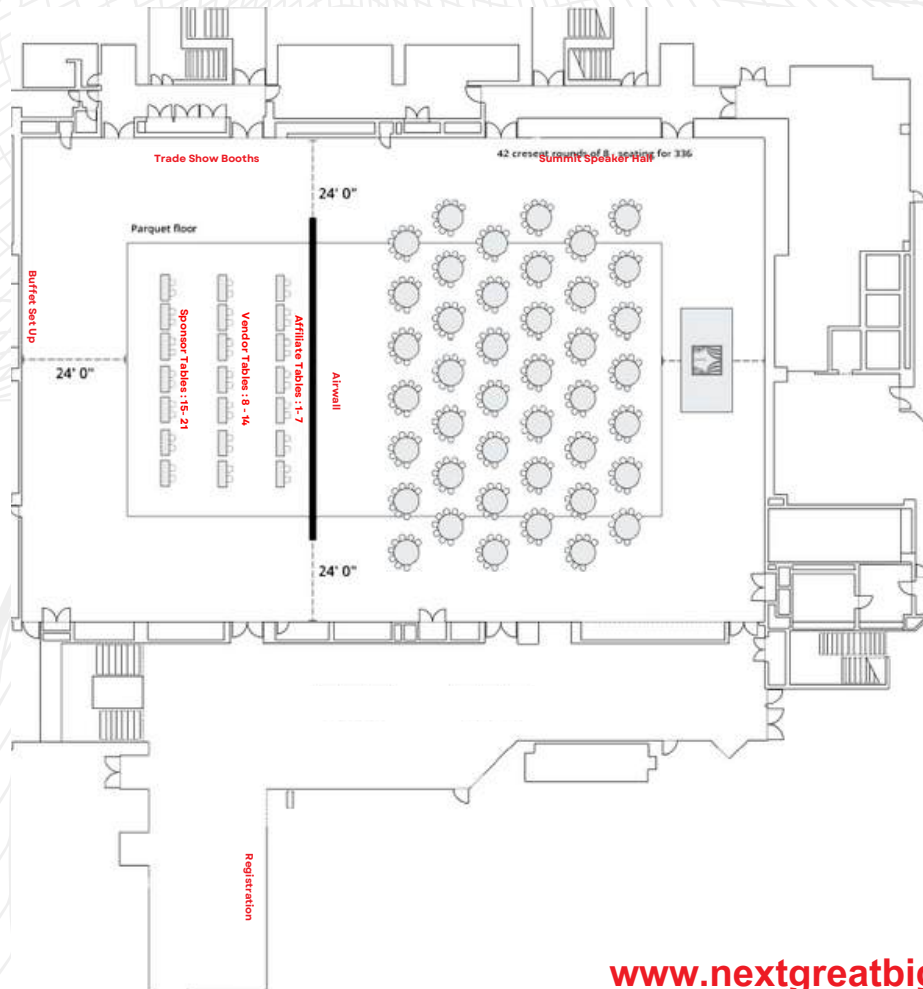
Trade Show

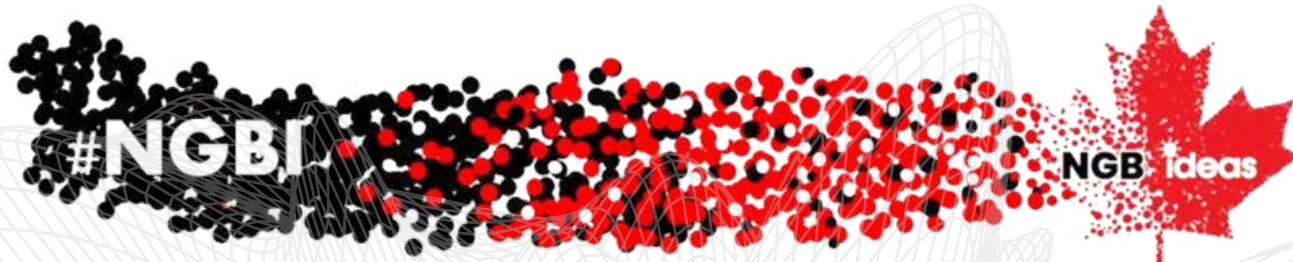
This year we are creating a limited trade show area for companies to exhibit during the Summit. Display table rates are as follows:

Company Type	Rate	Ticket(s)
Summit Sponsor	Free*	NA
Affiliated Company	\$1,000	1
Industry Supplier	\$2,000	2

If you are interested in reserving a table at the NGBi Summit to promote your company please contact Xenia Pinto at xpinto@lennard.com.

* Sponsorships of \$2000 or higher are eligible for complimentary tradeshow booth





Our Venue

The Hamilton Convention Centre is conveniently located in the downtown core of the city, providing easy access for attendees traveling by car via Highway 403 and QEW.

Our venue offers affordable underground and surface parking options. Additionally, there is parking available at Jack Square next door, just a short walk away.

You can also find a variety of restaurants and hotels within walking distance, making your visit convenient and enjoyable.



For those looking to stay overnight, here are some nearby hotels:

- Sheraton Hamilton: 116 King St W
- Homewood Suites by Hilton: 40 Bay St S
- Staybridge Suites Hamilton: 20 Caroline St S
- Arrival Inn: 175 Main St W
- Hampton Inn by Hilton: 7 Queen St N

Note: While we do not have preferred rates at these hotels, their rates are much more affordable than those in downtown Toronto or near Pearson Airport in Mississauga.



NGBi Inc.

Next Great Big Ideas Inc. is an independent, not-for-profit company with three board members that was founded in 2024. Doing business as NGBi Inc., the company was created to organize the annual NGBi Summit and produce the NGBideas, NGBiLab and NGBiPlus podcasts.



Karen vonZitzewitz
CEO & Co-Founder
eyeCyou
Kelowna, BC

CEO & co-founder of eyeCyou, Karen is an accomplished marketing, sales and business development leader with a broad range of North American and global experience. Her expertise spans across big pharma, small biotech, devices, vaccines, consumer, partnerships and in-licensing, start-ups and contract consultancy



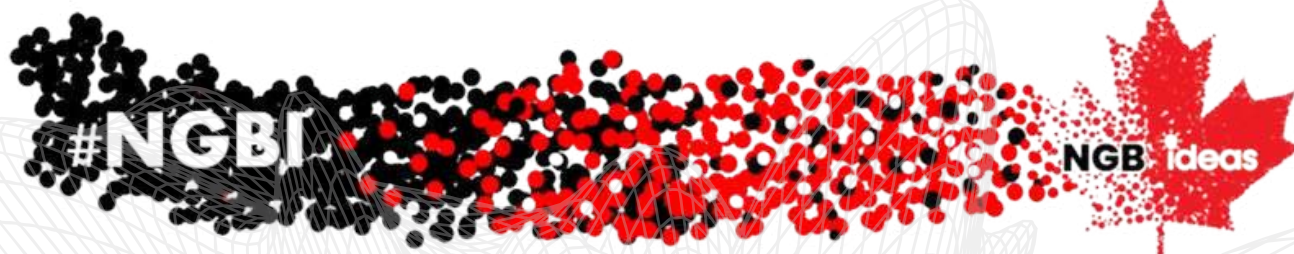
Ty Shattuck, Burlington
Founder and Principal
SB Technologies
Oakville, ON

Ty is a former CEO of a life sciences-focused research park who started his career in engineering and has become a global innovation leader with expertise in business governance, model design, product development, risk management, commercialization, ecosystems and all stages of dilutive and non-dilutive venture funding.



Jim Wilson, Mississauga
Life Sciences Lead
LAB OCCUPIER
Mississauga, ON

Jim leads a contract commercial real estate services team that delivers innovative solutions for life sciences tenants across Canada. He is also on the Board of Directors of the Hamilton Health Sciences Foundation, founder of NGBi and host of the NGBideas, NGBiLab & NGBiPlus podcasts.



Organizing Committee



Stacey Johnson

VP Communications & Marketing
Toronto, ON



Andrea Ladouceur

CEO
Winnipeg, MB

ADVA Diagnostics



Laura Saward

Executive VP Health & Medical
Winnipeg, MB



Julie Douchin

Scientist
Sherbrooke, QC



Arnaud Deladeriere

President & Principal Consultant
Hamilton, ON



Penny Walsh-McGuire

CEO
Charlottetown, PE



Laurie Ann Coring

Marketing & Communications Manager
Halifax, NS



Robb Stoddard

President & CEO
Edmonton, AB



Benoit Larose

CEO
Montreal, QC



Andy Donovan

VP Strategic Partnerships
Toronto, ON

Lennard:



Xenia Pinto

Business Liaison
Mississauga, ON



NGBi25

Canada's Life Sciences Summit

October 21, 2025

7:00am–7:00pm

Hamilton Convention Center

Hamilton, Ontario

www.nextgreatbigideas.com