

NEXTGREATBIGIDEAS

Canada's Life Sciences Summit

Corporate Pivots: Change Shaping Tomorrow



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. We are delighted that, in just 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.

The growth of the event is due in no small part to our unique marketing strategy. To help promote the NGBi Summit and amplify its impact for our sponsors, we launched NGBideas in January 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 2024, a podcast featuring 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 highlights organizations across Canada that support the Canadian Life Sciences community. Guests on our podcasts come from all 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 also welcomes investors, industry suppliers, academic researchers, entrepreneurs, students, and supporters of the Canadian Life Sciences sector.

FORMAT

Each year, the organizing committee selects topics of interest and invites not-for-profit leaders from each chosen sector to introduce that part of the day. Each not-for-profit leader then invites a for-profit leader on stage, who delivers a 15-minute update on what is happening at their company and in the sector at large. They conclude their presentation by outlining the next great big ideas on their horizon. The for-profit leader then introduces a startup that is working on one of those ideas—potentially one of the next for-profit leaders (ideally coming out of stealth mode on stage). 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 complemented by morning and afternoon panel discussions, along with keynote addresses by guest speakers. The day is structured to provide attendees with 4.5 hours of networking opportunities, including a post-summit reception.

NGBi PODCASTS

To help promote the summit, we launched NGBideas in 2023, which is a podcast about the personal journeys of leaders in Canada's Life Sciences sector. The show's success prompted us to create a second podcast in 2024, NGBiLab, which features innovators and disruptors who are building the next generation of companies in Canadian Life Sciences. In 2025, we are launching a third show, NGBiPlus, which highlights 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 a range of sponsorship opportunities to accommodate all budgets. We welcome all inquiries but reserve the right to decline any offers of financial support that do not align with the goals of the summit or our fundraising mission.



NGBi25 Agenda*

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

NGB Ideas

NGBi Speaker Companies

Intrepid

femtech
CANADA

Flagship
Pioneering

AmacaThera

synapse
Life Science Consortium

Clinical
Trials
Ontario

TIAP
TORONTO
INNOVATION
ACCELERATION
PARTNERS

TATUM
bioscience

INOVAIT

BIOQUÉBEC

BrucePower
Innovation at work

SCIENCE

ADVA Diagnostics

Johnson
& Johnson

LSO
LIFE SCIENCES ONTARIO

PROFOUND

cppb
bmc
centre de production
de produits biologiques
biologics
manufacturing centre

CASTL

BD

BIO SCIENCE
ASSOCIATION
MANITOBA
bam

Hamilton
Health
Sciences

api
LIFE SCIENCES
APPLIED

BIOTECCanada

Innovation
FACTORY

eurofins
CDMO

OmniaBio

Stantec

ORGANON

OCI
Where Next Happens

SKINOPATHY

AfyniA

cpdc
Centre for Probe Development
and Commercialization

Life Sciences
British Columbia

adMare
BIOINNOVATIONS

Medtech
Canada

CCRM
Commercializing
Living Therapies

FACIT
Cancer Breakthroughs. Realized.

McMaster
University

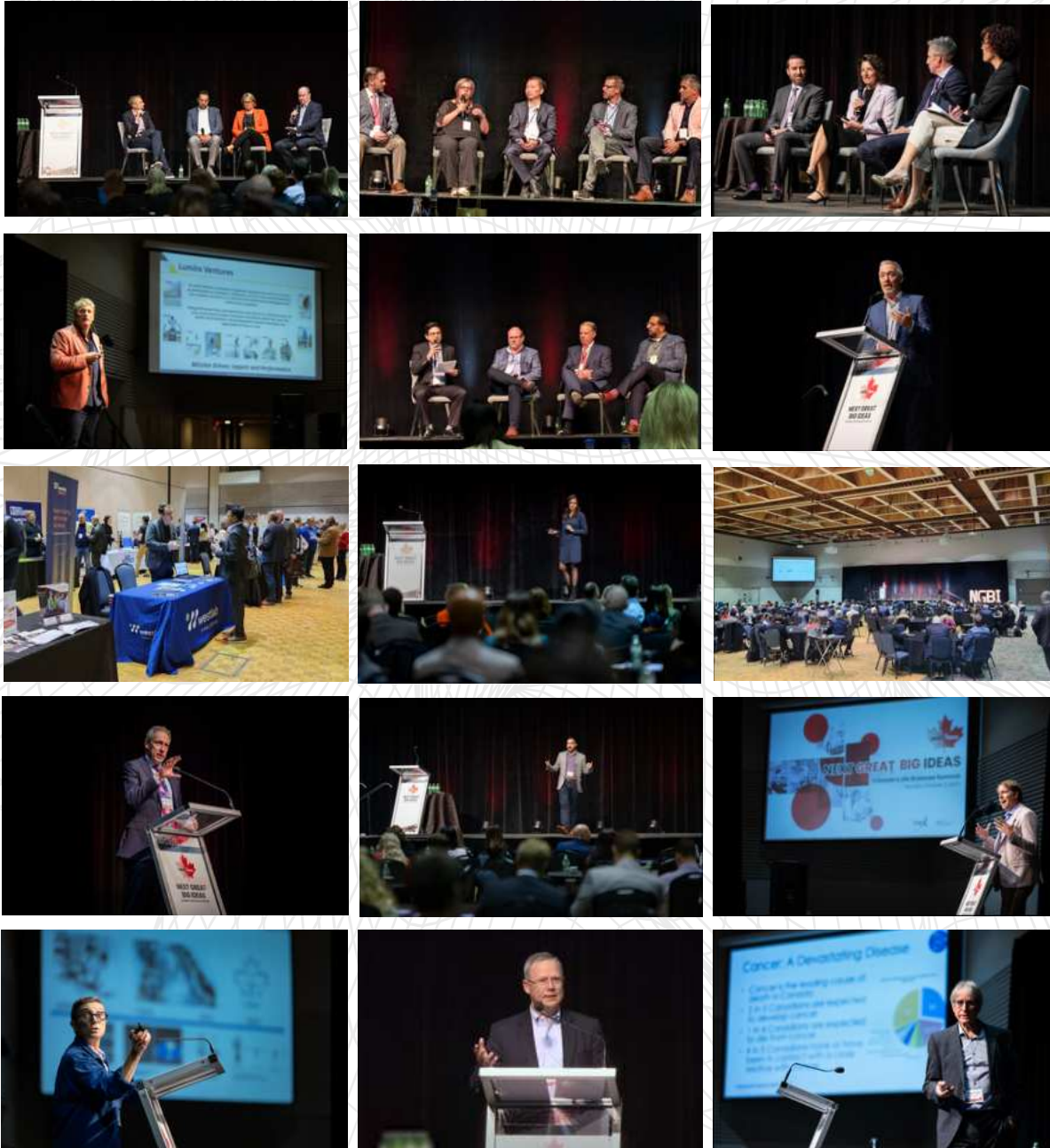
Roche
ProteinQure

THE
GLOBE
AND
MAIL

Ontario
Bioscience
Innovation Organization
BIO



NGBi23/24





NGBi25 Sponsorship

TITLE (1)

\$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
Acknowledgement at NGBi

***No Empty Seat Policy:** The NGBi Summit works with university commercialization offices to identify academic researchers 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:

- Exclusive “Presented by” mention on all NGBi25 branding
- Exclusive “Presented by” mention at the beginning of all NGBi25 podcasts (minimum 24 shows)
- 1-minute host-read advertisement on all NGBi25 podcasts
- Logo placement on podcast cover art and episode thumbnails
- Dedicated post on *NextGreatBigIdeas.com* highlighting the Title sponsorship
- Recognition as the Title Sponsor of NGBi25
- 40 complimentary tickets & sponsorship recognition for donated tickets

PLATINUM

a. Investment: \$20,000 per year

b. Benefits:

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

GOLD

a. Investment: \$15,000 per year

b. Benefits:

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

SILVER

a. Investment: \$10,000 per year

b. Benefits:

- Sponsorship mention on NGBi25 podcasts (10 shows)
- 15-second host-read advertisement on NGBiLab podcasts
- Mention on *NextGreatBigIdeas.com* highlighting the sponsor's contribution
- Recognition as a Silver Sponsor at NGBi25
- 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



NGBiOnTheRoad

Spotlighting Canada's Life Sciences sector at conferences



NGBiPlus

Hear about supporters of Canadian Life Sciences

To Sponsor Any NGBi Podcast Platform

a. Investment: \$1,000 per episode

b. Benefits:

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

Additional Considerations:

- **Customized Packages:** Please note tailored sponsorship opportunities are available to accommodate specific budgets.
- **Cross-Promotion:** Sponsors are highlighted during podcast episodes and the NGBi Summit to maximize impact.
- **Community Engagement:** Host-read advertisements emphasize the sponsor's commitment to Canada's Life Sciences community.
- **National Exposure:** NGBIdeas, NGBiLab, and NGBiPlus provide valuable national exposure for sponsors while supporting the growth and success of the podcasts and the NGBi Summit.



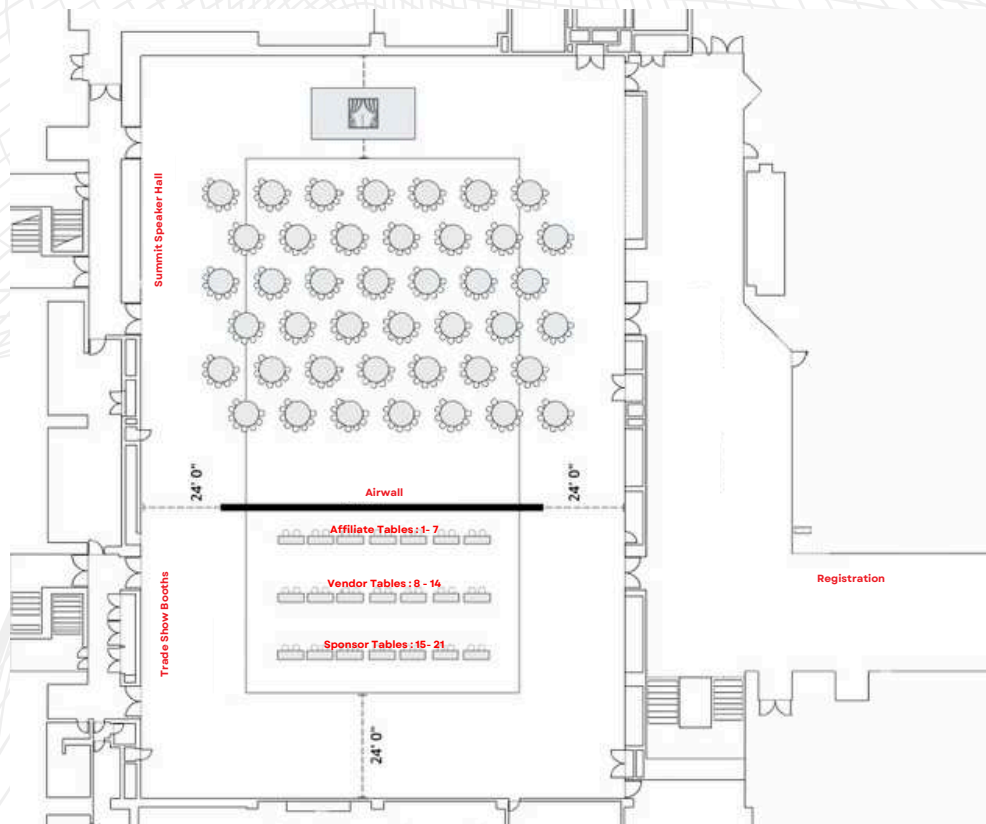
Trade Show

Last year, we introduced a limited trade show area for companies to exhibit during the Summit, which was a great success—so we're bringing it back for NGBi2025. Display table rates are as follows:

Company Type	Rate	Ticket(s)
Summit Sponsor	Free*	NA
Affiliated Company	\$1,500	1
Industry Supplier	\$2,500	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 \$2,000 or more are eligible for a complimentary trade show booth.



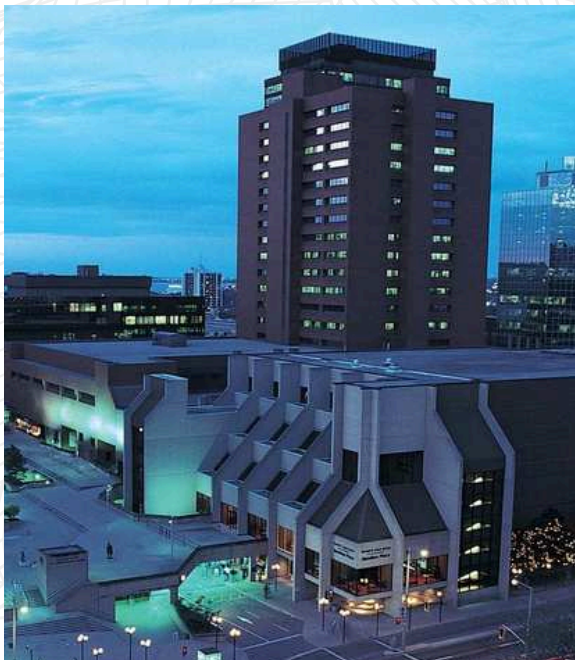


Our Venue

The Hamilton Convention Centre is conveniently located in the heart of downtown, 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'll also find a variety of restaurants and hotels within walking distance, ensuring a convenient and enjoyable visit..



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, founded in 2024. Doing business as NGBi Inc., the company was established 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 products, partnerships and in-licensing, start-ups and contract consultancy



Ty Shattuck
Founder and Partner
Spatial Alchemists
Oakville, ON

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



Jim Wilson
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 also serves on the Board of Directors of the Hamilton Health Sciences Foundation, is the founder of NGBi and hosts the NGBIdeas, NGBiLab & NGBiPlus podcasts.



Organizing Committee



Robb Stoddard
President & CEO
Edmonton, AB



Andrea Ladouceur
CEO
Winnipeg, MB



Stacey Johnson
VP Communications & Marketing
Toronto, ON



Andy Donovan
VP Strategic Partnerships
Toronto, ON

Lennard:



Xenia Pinto
Business Liaison
Mississauga, ON



Arnaud Deladeriere
President & Principal Consultant
Hamilton, ON



Benoit Larose
CEO
Montreal, QC



Julie Douchin
Scientist
Sherbrooke, QC



Laurie Ann Coring
Marketing & Communications Manager
Halifax, NS



Penny Walsh-McGuire
CEO
Charlottetown, PE



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www.nextgreatbigideas.com