



JOHNS HOPKINS
BLOOMBERG SCHOOL
of PUBLIC HEALTH

Department of Population,
Family & Reproductive Health
BESAFE

2026 BESAFE CONFERENCE

**Protecting Patients From Substandard and
Falsified Medical Products (SFMPs)**

Sponsorship Package



Hosted by the Johns Hopkins Bloomberg School of Public Health, this fourth annual convening will unite leaders from key organizations, agencies, and media including healthcare systems, public health institutions, U.S. FDA, WHO, Foundations, Universities, and the private sector to spotlight bold, evidence-based strategies that strengthen frontline capacity, pharmaceutical vigilance, and global accountability in ensuring medicine quality.



**SEPTEMBER 23-24
WASHINGTON, DC**

Why now?

Around the world, **SFMPs are quietly endangering millions of people**, threatening lives, eroding trust in healthcare systems, and exploiting the vulnerabilities of patients. Nearly one million deaths annually are attributed to these products, representing a global illicit market valued between \$200–431 billion.

With digital pharmacy sales on the rise, a fragmented global supply chain, and regulatory loopholes being exploited across borders, it is critical to act now. In the United States alone, more than 100,000 deaths annually are linked to counterfeit pills, and over 95% of online pharmacies operate outside regulatory compliance.

BESAFE

BESAFE (Behavioral and Educational Strategies for Avoiding Falsified Medicine Exposure) empowers professionals and communities with the skills needed to identify and avoid SFMPs.

Johns Hopkins University Bloomberg Center

www.fakemedicinenomore.org

ABOUT THE CONFERENCE



Building on the success of the 2025 conference, which attracted over 100 participants representing more than 20 organizations, we're expanding our reach and impact this year by hosting more critical discussions on a diverse range of topics, drawing from expert and local insights. The 2025 conference also highlighted critical gaps in healthcare provider awareness, regulatory coordination, and digital governance, reinforcing the need for sustained, multi-sector action.

The 2026 Conference will discuss:

- Equipping frontline healthcare providers with tools to detect and respond to SFMPs
- Reforming pre-service and in-service training curricula to integrate medicine quality
- Optimizing regulatory systems
- Safeguarding consumers from online pharmacy and social media-related threats
- Building public awareness through education and engagement
- Forging cross-sector partnerships with philanthropy, industry, regulators, and academia
- Strengthening pharmacovigilance systems through integrated reporting and early signal detection
- Addressing affordability and access challenges driving unsafe medicine purchasing behaviors
- Leveraging emerging technologies (AI and surveillance tools) to improve detection and response

Your Role as a Sponsor

Your sponsorship of the BESAFE Conference places your organization at the center of global efforts to stop the silent epidemic of poor-quality medical products, and contribute to a growing global health priority focused on medicine quality and patient safety. This is an opportunity to invest in systems that save lives, support cross-sector partnerships, and help shape new norms in pharmaceutical safety and patient-centered care. You're standing with a global community working to make medicines safer for everyone, and you'll be at the table with global leaders from FDA, WHO, Pharmaceuticals, Research Institutions, Multi-media platforms, Foundations, etc., engaging directly with stakeholders shaping regulatory, clinical, and digital responses globally.



Opportunity to align your brand with global social good initiatives that save lives and make medical care safer for everyone



Exposure to a large network of organizations, individuals and communities



Contribute to shaping new norms in pharmaceutical safety and patient-centred care

SPONSORSHIP LEVELS

PLATINUM

\$25,000

- The Sponsor Lounge on conference website features a branded page with multimedia content, featured video from sponsor, lead capture, social links and live chat option
- Lead logo placement on printed event signage
- Lead logo placement on badges and conference agenda
- Name and logo on post-event associated briefs and reports to be broadly disseminated
- Featured in post-event social media announcements
- Opportunity to deliver a presentation or provide brief remarks to introduce general sessions (subject to conference committee approval)
- Logo displayed before keynote speaker panel
- Recognition by conference chair during welcome address and general session

GOLD

\$15,000

- The Sponsor Lounge on conference website features a branded page with multimedia content, featured video from sponsor, lead capture, social links and live chat option
- Lead logo placement on printed event signage
- Lead logo placement on badges and conference agenda
- Name and logo on post-event associated briefs and reports to be broadly disseminated
- Featured in post-event social media announcements

SILVER

\$7,500

- The Sponsor Lounge on conference website features a branded page with multimedia content, featured video from sponsor, lead capture, social links and live chat option
- Lead logo placement on badges and conference agenda
- Featured in post-event social media announcements

GENERAL OFFERINGS

Lanyards/Badges - \$4000

- Logo placement on lanyards and badges distributed to all conference participants, ensuring visibility among global stakeholders

Medicine Safety Champion Merch - \$4000

- Logo placed on merchandise such as T-shirts, water bottles etc. and promotional materials for participants, especially students participating.

Refreshment and Food Sponsorship - \$4000

- Logo on break signage
- Logo on branded java sleeves (on coffee and refreshments)

Registration Desk and Event Agenda Logo Placement - \$1500

- Logo on registration materials
- Logo on event agenda


Logo Placement on Event Website - \$1000

JOIN A GLOBAL MOVEMENT FOR MEDICINE INTEGRITY



Support our mission to ensure that every patient, regardless of geography, has access to safe, effective, and quality-assured medicines.

BESAFE is more than a conference. It is a platform to protect lives, build resilient health systems, and advance global action in pharmaceutical safety and public trust.

Johns Hopkins University
Bloomberg Center,
Washington, D.C. 

September 23–24, 2026,
8:00 AM – 4:30 PM ET

Learn more about the
BESAFE Conference [here](#)

Contact Us:

Jean Christophe Rusatira | jrusati1@jhu.edu

Eishita Pal | epal1@jhu.edu

BESAFE Team | besafe@jhu.edu