

Pharmacy Show

10th & 11th October 2010 / The NEC Birmingham
www.thepharmacyshow.co.uk

The Skills & Development Forum

In Association
with



Put your company at the forefront of UK's biggest and most important PHARMACY training and CPD education event



The Pharmacy sector is a £12 billion industry. And the mood is upbeat. The sector's main event of the year - The Pharmacy Show (October 10th & 11th, 2010) - will see the return of The Skills & Development Forum, a highly successful education and workshop programme which helps pharmacy professionals receive practical training and advice on specific training and development-related issues to help them develop their range of skills on a range areas.

It is just one of a number of new initiatives successfully launched at the 2009 show as a result of significant new investment by the new owners and management of the Pharmacy Show – CloserStill Media. It is part of a host of new CPD education programmes aimed at equipping

the modern community pharmacy team with the skills and resources to meet the new challenges of a transforming pharmacy business landscape.

The Skills & Development Forum programme comprises a two-day workshop, which is FREE to attendees who pre-book their seminar slots. The forum is CPD accredited and attendees will be able to log record their CPD on-site at the show, thanks to a new partnership between the Pharmacy Show and the RSPGB.

The programme for the Skills and Development Forum will be announced in the Spring 2010.

In 2009, the Skills and Development Forum workshops included popular sessions on soft skills around MURs, CPD portfolio management.

Pharmacy Show Fact Box

Dates:	October 10th & 11th, 2010
Venue:	The NEC, Birmingham
2009 Attendance:	4,479 Pharmacy Professionals
Size of Show:	8000 sqm
No. of Exhibitors:	240

The Pharmacy Show



Moving into its fifth year, the Pharmacy Show brings together the UK's largest gathering of community pharmacy owners and pharmacy management for a two-day conference and trade exhibition event at the NEC from October 10th and 11th. Almost 4500 pharmacy professionals attended in 2009.

The show is backed and supported by the National Pharmacy Association, the Pharmacists' Defence Association, the Pharmaceutical Services Negotiating Committee and the Independent Pharmacy Federation.

For more information on the Skills & Development Forum Partnership Programme, please contact:

The Pharmacy Show
Tel: 01926 485151

Michael Westcott,
Show Director
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What They Said About the Pharmacy Show



Alliance
Healthcare
Bringing healthcare closer

“It’s [The Pharmacy Show] a very important event from which to address the challenges of the future. Community pharmacies that embrace change will have a bright future, those that don’t will be dead in the water.”

**Mike Smith,
Chairman, Alliance Healthcare.**



“I was amazed by just how many people attended. There is clearly an appetite for this kind of event where pharmacy contractors can combine valuable education and training with trading on the exhibition floor.”

**Sue Sharpe, Chief Executive,
The Pharmaceutical Services
Negotiating Committee.**

“This is a must-do event for us – it’s really important we’re here. It [The Pharmacy Show] has established itself as the main trade show within pharmacy.”

**Ian Facer, Chairman,
The National Pharmacy Association.**



“We provide a service and therefore the number of leads/ contacts generated at the show are valuable and important to us. The show offers the only chance for us to do this, and the footfall this year was better than previous years. As the attendance numbers have increased year upon year, we feel the need to be seen at The Pharmacy Show.”

David Reissner, Partner, Charles Russell

“I am stunned at the size of the event. It’s a very important forum for community pharmacists, arguably more important than BPC”.

**Joy Wingfield, Professor of Pharmacy Law & Ethics,
Nottingham University.**

“...the busiest we’ve ever seen the show. Well worth being here.”

Steve Voyse, Commercial Manager, Numark.

“Busiest ever at a trade show! Back for 2010 for sure!”

**Jason Pournara, Business Unit Director,
Complete Medical Care**

The Pharmacy Show 2009

Venue:

Hall 2, The NEC Birmingham

Attendance:

4,479

Supporting Associations/ Organisations:

The National Pharmacy Association (The NPA), the Pharmaceutical Services Negotiating Committee (PSNC), the Royal Pharmaceutical Society of Great Britain, the General Pharmaceutical Council (GPhC), the Pharmacists’ Defence Association (PDA), the Independent Pharmacy Federation (IPF), Chemist+Druggist magazine.

Profile:

Independent pharmacy owners, contractors; pharmacists and management from multiple chains; locums; wholesale and buying groups; distributors; pharmacy technicians, counter staff; hospital pharmacists; PCT and NHS managers; the pharmacy trade.

No. of Exhibitors:

210

Total Square Metres:

7000m

Conferences:

The C+D Keynote Conference, The Pharmacy Business Accelerator, The OTC Academy, The Skills & Development Forum, the Pharmacy Services Forum.

2010 Dates:

October 10th & 11th – NEC
Birmingham.

Pharmacy Show

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www.thepharmacyshow.co.uk



How you can get involved?

We are offering two tiers of education sponsorships, both of which include a number of benefits to help achieve your marketing goals whilst allowing you to promote your education proposition with pharmacy owners and management...



Gold Partnership

GOLD PARTNER INVESTMENT = £12,950 + VAT

This includes the following programme benefits:

Pre-Show

- Dedicated promotion of the Skills & Development Forum to all pre-registered attendees;
- Your brand will be designated as “Partner” and your brand identity will appear on all promotions and marketing programmes pre-event. The Skills & Development Forum will be promoted as a major education programme and feature as part of our delegate and attendee marketing campaign. We expect to achieve in excess of half a million OTS (opportunities to see) promotional impacts during the entire marketing & PR campaign to the pharmacy sector from May to October across print, electronic and direct marketing channels including www.ThePharmacyShow.co.uk and the official Show Guide and show supplements and previews in the Trade Press and promotions through our industry association partners;
- Dedicated online registration and booking area for places at your workshop in the Skills & Development Forum Theatre;
- Exclusive e-ticket for your brand for use by your marketing team for distribution to your partners and

target customers and pre-registered attendees for your workshop;

- Dedicated direct mail and e-mail promotions to all pre-registered attendees.
- Skills & Development Forum micro-site on www.ThePharmacyShow.co.uk, with company information with links to Partner site.
- Inclusion and coverage in pre-show Press release on the Skills & Development Forum, with profile of your workshop.

At the event

- Two daily 30-minute workshops (4x workshops in total) in the purpose built, state-of-the-art Skills & Development Forum Theatre;
- A 24sqm stand space on the exhibition floor; this space can be utilised for 1-2-1 advice, sourcing and qualifying new customer leads, product education;
- Consulting clinic with pre-show appointment setting facility
- Product showcase at entrance and registration area of the show;
- Product / literature insert in all delegate bags;

- 3x branded floor tiles in key traffic areas of show floor to drive footfall to your stand / advice centre;
- A comprehensive branding and identity recognition programme onsite during the event. We will agree with you a branding programme around all education venue on the show floor, distribution, within the theatres, front of house;
- Literature distribution in the Skills & Development Forum Theatre areas;
- Delegate feedback survey on your training workshop.
- Gold profile on the show website

Post-Event

- One-time access to attendee mailing list for follow-up by your marketing team;
- Inclusion in post-show Press release on Skills & Development Forum;
- Training workshops to be included on the official show website for download post-show;
- Inclusion and profile in dedicated Skills & Development Forum email marketing campaign sent to attendees.



Silver Partnership

SILVER PARTNER INVESTMENT = £7,250 + VAT

This includes the following programme benefits:

Pre-Show

- Dedicated promotion of the Skills & Development Forum to all pre-registered attendees;
- Your brand will be designated as “Partner” and your brand identity will appear on all promotions and marketing programmes pre-event. The Skills & Development Forum will be promoted as a major education programme and feature as part of our delegate and attendee marketing campaign. We expect to achieve in excess of half a million OTS (opportunities to see) promotional impacts during the entire marketing & PR campaign to the pharmacy sector from May to October across print, electronic and direct marketing channels including www.ThePharmacyShow.co.uk and the official Show Guide and show supplements and previews in the Trade Press and promotions through our industry association partners;
- Dedicated online registration and booking area for places at your workshop in the Skills & Development Forum Theatre;
- Exclusive e-ticket for your brand for use by your marketing team for distribution to your partners and

target customers and pre-registered attendees for your workshop;

- Dedicated direct mail and e-mail promotions to all pre-registered attendees.
- Skills & Development Forum micro-site on www.ThePharmacyShow.co.uk, with company information with links to Partner site.

At the event

- One daily 30-minute workshop (2x workshops in total) in the purpose built, state-of-the-art Skills & Development Forum Theatre;
- A 12sqm stand space on the exhibition floor; this space can be utilised for 1-2-1 advice, sourcing and qualifying new customer leads, product education;
- A comprehensive branding and identity recognition programme onsite during the event. We will agree with you a branding programme around all education venue on the show floor, distribution, within the theatres, front of house;
- Literature distribution in the Skills & Development Forum Theatre areas;
- Delegate feedback survey on your training workshop.

- Silver profile on the show website

Post-Event

- One-time access to attendee mailing list for follow-up by your marketing team;
- Inclusion in post-show Press release on Pharmacy Business Accelerator;
- Training workshops to be included on the official show website for download post-show;
- Inclusion and profile in dedicated Skills & Development Forum email marketing campaign sent to attendees.

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