

Pharmacy Show

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

2010 Publicity Guide

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Welcome to

The Pharmacy Show 2010

On behalf of the whole team, thank you for being part of The Pharmacy Show 2010 - we are truly excited about the opportunities that this event holds for you.

We've designed this guide to help you maximise your investment at The Pharmacy Show and to optimise exposure of your company, products and services. Our aim is to help you generate as much pre-show media coverage as possible while driving footfall to your stand at the show.

The Pharmacy Show team is committed to ensuring that your presence at the show delivers the results that you expect.

We will obviously be working hard to get people to attend the show, but it's up to you to entice them onto your stand - and that's where this Publicity Guide plays a vital role.

As the campaign builds up, there is an array of opportunities to make the most out of your participation, with PR support, direct mail offers, sponsorship packages, personalised e-tickets, web site presence, and the Show Guide. Everything you need to know to ensure you maximise your presence at The Pharmacy Show 2010 is contained in this guide - make sure you read it through so that you don't miss out!

If after reading this guide you have any further questions about publicity, do contact me. I look forward to working with you.

Best regards



Michael Westcott

michael.westcott@closerstillmedia.com

The Pharmacy Show 2010

The Pharmacy Show 2010

Contact List

Any questions?

Here are details of The Pharmacy Show 2010 team who will be working with you in the run up to and during the show itself. If you have any questions on the deadline or publicity forms just call or email one of the team members below and if they don't know the answer, they'll find the person who does!

Sales & Sponsorship

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The Show Guide

Chemist&Druggist

Andrew Walker
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Marketing & PR

Alexia Maycock

Tel: +44 (0)789 996 7231
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alexia.maycock@closerstillmedia.com

Operations & Floor Management

Paul Moreton - Operations Director

Pioneer Events Ltd
Unit 7, Holly Farm Business Park
Honiley, Kenilworth, Warwickshire, CV8 1NP
01926 485 423 - Office Number
07747 755598 - Mobile (24hrs)

The Pharmacy Show 2010

Action Checklist

To assist you with planning, the following is a summary of the most important dates to be aware of from this guide:

Activity	Deadline	Status ✓
Arrange Sponsorship Package & Plan Pre Show Advertising	Now!	
Return Visitor Tickets Form Publicity Form 1	31st July	
Return Show Activity Questionnaire Publicity Form 2	5th Sep	
Distributors Wanted Programme Form Publicity Form 3	Now!	
Return Personalised Electronic Tickets Form Publicity Form 4	ASAP	
Pharmacy Show 1000 Club Enrolment Form Publicity Form 5	ASAP	
Please visit the website exhibitor zone to complete your show guide and web listing entry form at: www.thepharmacyshow.co.uk/exhibiting	ASAP	
Deliver Press Packs to Press Office	9th Oct	

To take full advantage of the free opportunities to promote your company at this year's PHARMACY SHOW, make sure all the above actions are carried out by the deadline dates.

Any questions on these deadlines or publicity forms, please contact
Alexia Maycock +44 (0) 7899 967 231 or email alexia.maycock@closerstillmedia.com

Customer Promotion

Keep your prospects informed

Research proves time and again that the best way to get your prospects onto your stand is to send them The Pharmacy Show 2010 visitor tickets (this ticket includes information about the show, the CPD education programmes and a registration form).

Most visitors decide which stands to visit well in advance of arriving at the show so you must make sure that your stand is on their "must visit" list.

Free tickets to PHARMACY SHOW 2010 to send to your customers and prospects

You've already made the investment to exhibit at PHARMACY SHOW 2010; now make sure that your investment pays off by getting customers and prospects to visit you on your stand. The most effective way to ensure that your company is on the 'must see list' of visitors to the show is to send them personal invitations and free visitor tickets

Tickets are available to mail to your top prospects – simply complete and return Publicity Form 1 on page 10.

Remember to include on your cover letter your stand number and reasons why your clients 'must visit' your stand.

Please contact Alexia Maycock on +44 (0) 7899 967 231 for further details.

E-tickets for PHARMACY SHOW 2010 (featuring your company name) to email to your customers and prospects (Publicity Form 4 – page 13)

We will also send you free entry tickets for PHARMACY SHOW 2010 in an electronic format that can include your logo and a web link that you can email to your clients and contacts who you would like to see at the show.

If you need assistance or advice in sending an E-ticket to your prospects then just contact Alexia Maycock on +44 (0)7899 967 231 who can either talk you through how to produce an electronic campaign or send this out on your behalf.

What else can you do?

1. Encourage your sales force to mention your presence at the show, and to mail prospects The Pharmacy Show 2010 visitor tickets.
2. Arrange meetings with key clients at the show.
3. Incorporate the show logo, dates and your stand number in any publicity material and advertising leading up to the show, including your company's email signatures. Place The Pharmacy Show 2010 logo at the top of event listings on your website and put flashes on any advertisements you are currently conducting and in your direct mailings and email shots.

Please contact Alexia Maycock at alexia.maycock@closerstillmedia.com for our logos and banners or for further advice on how best to incorporate The Pharmacy Show 2010 into your promotional campaign.

Sponsorship Opportunities

Sponsor Benefits

The Pharmacy Show team has assembled a range of sponsorship and on-site branding packages to help you achieve your specific marketing objectives. We have listed a few examples but if you do not see a sponsorship programme that suits, please call Michael Westcott on +44 (0) 1926 485 151 or email michael.westcott@closerstillmedia.com who will work with you to produce a bespoke campaign to match your specific objectives. These opportunities listed serve as a guide for your consideration.

Sponsorship Opportunities

We have a host of sponsorship opportunities from badge sponsorship, lanyards, floor tiles, inserts into delegate badge mailings . Lots of highly effective branding and traffic building ideas to increase your return on investment and to ensure your stand gets the highest possible footfall.

Many exhibitors use these sponsorship opportunities to reinforce brand identity and as the perfect compliment to product launches and brand awareness campaigns.

Please see the Sponsorship Opportunities Prospectus on the website at www.thepharmacyshow.co.uk/sponsorship.html or call Michael Westcott on 01926 485 151 to discuss opportunities or request a sponsorship prospectus.

The Show Guide & Your Web Listing

The Show Guide for The Pharmacy Show 2010

The PHARMACY SHOW 2010 Show Guide will be the main information source for visitors during the show, and is used as an industry reference book throughout the rest of the year.

The show guide is distributed free to all visitors at the show. It contains general show information; news and editorial; a brief description of the companies and products on display; a product index; advertisements; and a floor plan.

Show Guide Advertising

With the directory listing of exhibitors, each copy will act as an essential guide for each recipient and means that the publication is essentially used as a reference manual over the year, giving it a shelf-life well beyond that of a normal magazine. Show Guide advertising therefore presents a fantastic opportunity for your company name to feature in a publication that will be used again and again.

The extended shelf-life means the show guide offers your company a highly cost-effective way of not only directing business to your stand, but also puts your name in front of the Pharmacy Show's visitors whenever they open the publication.

For more information on how to advertise, please contact Andrew Walker at andrew.walker@ubm.com

New! Show Guide Listing

Chemist+Druggist magazine is the publisher of the official Pharmacy Show Guide. The 32-page guide contains the exhibitor directory and all event details including the full CPD education programmes. It is distributed to all attendees at the show and distributed with the September 25th edition of *Chemist+Druggist*.

Your submission for the Show Guide listing will be made from the Exhibitor Zone – your online Pharmacy Show exhibition management resource at www.thePharmacyShow.co.uk. You should have received by email your Login and Password details soon after you booked into the show. **If you cannot locate your login details, then please call us on 01926 485151 and speak to Phil Mortimer or Esther Beal.**

You will also be able to update and enter your website listing and product categories into our exhibitor search engine also from the Exhibitor Zone.

Your Web Listing

The official show website – www.thePharmacyShow.co.uk is visited by more than 21,000 unique users. The comprehensive, searchable listings contained in the Exhibitor List are among the highest viewed pages across the whole site and many buyers use the Exhibitor List as a major sourcing directory all year-round.

Your listing is live and you can amend your listing, add logos and pictures and choose under which product and service categories you wish to be listed in our search engine. You can continue to amend it in real-time whenever you like.

To amend or edit your listing, please go to the Exhibitor Zone under the Exhibiting section of www.thePharmacyShow.co.uk. You will have been emailed your Login and Password details when you booked into the show. As with the show guide above, **if you cannot locate your login details, then please call us on 01926 485151 and speak to Phil Mortimer or Esther Beal.**

Preparing Press Information

Editors of publications covering PHARMACY SHOW will be receiving a lot of information from exhibitors in the time leading up to the show. You can increase your chance of getting news coverage from your press releases by using the following checklist:

Is there an obvious story in the information?

Make sure the release has an angle, an interesting slant that will spark an editor's interest. Editors are less likely to print "information bulletin" type releases.

Is the essence of the story highlighted in the first two sentences?

Most editors either reject or get interested in a release after reading it for less than 30 seconds.

Is it clear, succinct, and to the point?

Sentences should generally be less than 19 words long, using short words and to-the-point phrases.

Have you given details about your presence at PHARMACY SHOW?

Include your stand number, the show dates and venue, the contact name and number of your press officer or agency, and the sales contact for your company.

Special Events

Along with sending personal invitations you can give extra incentive for customers to come to your stand by offering special offers and competitions.

And remember; keep both the PHARMACY SHOW Press Office and the show organisers informed of any special events happening on your stand at the show. This will guarantee your inclusion in our comprehensive timetable of special events distributed to all the press in advance of the show.

Press Packs

These should include all relevant press releases, corporate information and photographs. Photos should be labeled with your name and contact number.

Ideally all the information should be contained in a clearly labeled folder.

And remember; bring 50 of your press packs to the Press Office at PHARMACY SHOW the day before the show.

Show Activity Questionnaire

It is essential that you complete and return the Show Activity Questionnaire (Publicity Form 2 on page 11) by 15th September 2010. This vital information will enable us to promote your presence at the Show and will also ensure that you get a mention in the official show Press Pack – handed to all journalists who attend the show.

Press Office Facilities

The press office provides an oasis for journalists visiting the show. It's here that they collect information about exhibitors and relax in between stand visits, press briefings and interviews.

Make sure that you produce 50 press packs and deliver them to The Pharmacy Show 2010 press office, NEC, Birmingham, by 5pm on 9th October 2010. Boxes should be clearly marked with the company name and for the attention of the press office. Press packs should include a relevant press release, background on your company and good, appropriate, captioned photography. It is important to bear in mind that journalists will be interested in news stories, so brochures and other sales materials alone are not suitable.

All press material that you produce for the show should include your stand number so that readers – and journalists – can find you on the show floor.

Publicity Forms



Visitor Tickets

Please return by 31st July

Please email to: **Alexia Maycock, The Pharmacy Show 2010**

Email: alexia.maycock@closerstillmedia.com

Sending visitor tickets to your customers and prospects is a tried and tested way of getting them to your stand. All you need to do is tell us on the form below how many you need, when you are sending them, and, if possible, who you are sending them to.

PLEASE PRINT IN BLOCK CAPITALS

Company Name:	
Stand no:	
Quantity:	
Delivery Address:	
Postcode:	
Contact Name:	
Email:	

I will be mailing tickets to:

My customers

My prospects

Other (please specify) _____

THIS FORM MUST BE RETURNED BY 31ST JULY 2010

Show Activity Questionnaire

Please return by 5th September 2010

Please email to: Alexia Maycock, The Pharmacy Show 2010
Email: alexia.maycock@closerstillmedia.com

PLEASE PRINT IN BLOCK CAPITALS

Company Name:	
Stand no:	
Contact Name:	

Please continue on a separate sheet if necessary.

We will exhibit the following:

We will announce the following new products/product revisions/new applications:

Please provide a description and company/ product logo to be used on the event website under the Launches page. This can be emailed to alexia.maycock@closerstillmedia.com (Note: please supply embargo dates where applicable)

We will organise the following special events, promotions or press receptions:

(Note: if details are not yet available, please supply them at a later date)

THIS FORM MUST BE RETURNED BY 5TH SEPTEMBER 2010

Distributors Wanted Programme

Please return by September 12th 2010

ARE YOU LOOKING FOR DISTRIBUTORS OR WHOLESALERS? Then enrol in this FREE service.

How it works:

If you are looking to appoint a distributor or wholesaler in the UK, then please complete the form below. As soon as we receive your form, we'll do the following:

- Your Official Show Directory and Buyers' Guide listing will be flagged with the "Distributors Wanted" logo;
- Your company or product will be listed on a dedicated page on the Pharmacy Show website targeted at distributors;
- A promotional flyer will be handed to all distributors upon Registering at the show venue, detailing your company and booth number;
- A sign designating your company as part of the "Distributors Wanted Programme", for display on your stand, will be given to you on-site;
- The Programme will be promoted in The Pharmacy Show's buyer and attendee acquisition marketing campaigns.

To guarantee your presence in The Pharmacy Show 2010 Distributors Wanted Programme please fill in the following details

**Once completed, please FAX to 01926 484 751 or email to:
alexia.maycock@closerstillmedia..com**

PLEASE PRINT IN BLOCK CAPITALS

Company Name:	
Stand no:	
Quantity:	
Delivery Address:	
Postcode:	
Contact Name:	
Email:	

Personalised E-Tickets (by email)

Bespoke these email invitations with your own company brand.

The Pharmacy Show team will create HTML invitations to attend the exhibition for you to email to your database (your logo will be included in this HTML).

Your best opportunity to put your company at the heart of The Pharmacy Show 2010 and to drive traffic to your stand.

To request your personalised e-ticket or for further information, please contact Alexia Maycock on +44 (0) 7899 967 231, alexia.maycock@closerstillmedia.com

To guarantee your presence in The Pharmacy Show 2010 Distributors Wanted Programme please fill in the following details

Once completed, please FAX to 01926 484 751 or email to: alexia.maycock@closerstillmedia.com

PLEASE PRINT IN BLOCK CAPITALS

Company Name:	
Stand no:	
Quantity:	
Delivery Address:	
Postcode:	
Contact Name:	
Email:	

Pharmacy Show 1000 Club Enrolment Form

Please return ASAP

Please email to: **Alexia Maycock, The Pharmacy Show 2010**
Email: alexia.maycock@closerstillmedia.com

PLEASE PRINT IN BLOCK CAPITALS

Company Name:	
Stand no:	
Contact Name:	
Telephone:	
Fax:	
Email:	
Website:	

This is a unique opportunity to enrol up to 25 of your best customers into the Pharmacy Show's 1000 Club – our new VIP programme.

How It Works?

You nominate up to 25 of your most important current or prospective customers. You pass their details to us and we will send them a personalised invitation on your behalf to be enrolled into the 1000 Club, followed by a phone call from our Pharmacy Show 1000 Club Membership Services Team.

The Benefits?

The Club members you nominate will be given a 'first-class' treatment at the show. We will assign one of 1000 Club membership staff to them who will be accessible from the time of enrolment right up to and including the show itself.

Your nominated 1000 Club Members will be issued with 1000 Club Membership passes ahead of the show with your compliments which gives them fast-track entry into the show, exclusive access and use of the 1000 Club Lounge on the show floor.

Upon arrival at the 1000 Club Lounge. Members will be greeted by our 1000 Club Guest Relations Officers and will be able to use the lounge for private meetings, accessing email from our wireless network and complimentary refreshments. Your members will also be given priority seating all five seminar and conference theatres.

Please enter your nominated 1000 Club members in the form below and email them to Alexia Maycock or fax them to: 01926 484751. If you have any queries please call the 1000 Club hotline on 01926 485 151.

