

# Pharmacy Show

9th – 10th October 2011 / The NEC Birmingham  
[www.thepharmacyshow.co.uk](http://www.thepharmacyshow.co.uk)

## Promotional and Marketing opportunities

at the Pharmacy Show 2011



**The Pharmacy Show is the UK's largest CPD training, education and sourcing event and brings together more than 5,500 of the most powerful buyers in pharmacy.**

This is a unique opportunity to position your company, products and brands at the forefront of the primary sourcing and buying event.

We have a host of highly-effective, cost-effective marketing and promotional programmes to ensure you get the maximum return on investment at The Pharmacy Show.

## Education Sponsorship

**Education is at the core of the Pharmacy Show – and pharmacists and their professional colleagues look to the event to help them fulfil a major part of their CPD requirement.**

We run the most comprehensive, live training event for primary and secondary care pharmacists addressing both mission-critical clinical and business topics as well as focusing on key regulatory and wider professional and industry issues affecting the work of the pharmacists and the business of the pharmacy owner or management.

**The Pharmacy Show runs six major, CPD-accredited training workshops and conferences including:**

### The C+D Keynote Programme

Programmed by the editors and Chemist + Druggist Magazine, tackling the largest issues confronting community pharmacy in both the independent and multiple sectors, and featuring some of the biggest names in pharmacy in a series of keynote and panel discussions.

### OTC academy

A training workshop for pharmacists, technicians and counter staff on key OTC therapeutic category areas.

Workshops are sponsored by leading OTC brands and help pharmacy staff deliver better patient advice on winter coughs and colds, allergies, skin disorders, pain management, smoking cessation, sexual health and pet medicines.

### The Skills & Development Forum

A wealth of training and development seminars aimed at equipping pharmacy staff with the tools today's pharmacy businesses need to stay competitive.

### The Pharmacy Business Accelerator

Workshops and advice clinics for pharmacy owners on practical business issues such as finance, business development, tax planning, retail management, technology and marketing.

### The Patient Services Forum

This is a series of clinical seminars focusing on key enhanced services areas, including MURs, smoking cessation, sexual health screenings, diabetes management and monitoring, vascular health, weight management. Sponsorship of this forum is ideal for pharmaceutical manufacturers and diagnostic equipment providers. This conference attracts pharmacists and pharmacy owners and gives them better understanding of clinical areas around enhanced services.

## The Clinical Forum

**NEW FOR 2011**

The Pharmacy Show introduces a sixth conference stream in 2011 – the Clinical Forum. This two-day CPD conference is targeted at both hospital pharmacists and community pharmacists who are looking to improve their clinical knowledge in major disease areas. As community pharmacists are spending more time frontline with patients undertaking screening services, health checks or medicines & treatment reviews, there is a demand for improved clinical knowledge.

Meanwhile, the Clinical Forum targets the hospital pharmacists who are looking to update their knowledge and CPD training in key disease areas.

We've partnered with the British Journal of Clinical Pharmacy to deliver a world-class clinical programme, which will complement the Patient Services Forum.

The key disease areas covered include: **oncology, cardiology, respiratory medicine, renal, mental health and sexual health.**

The Clinical Forum provides companies with a unique platform to help educate pharmacists from the community and in hospitals face to face in key therapy areas via our tailored sponsorship programmes that fall within the ABPI code.

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**We invite your business and brands to align with the largest live education and training event in the UK by becoming an education partner of the Pharmacy Show. This allows us to continue to deliver the best live education on offer to pharmacy professionals completely free of charge.**

### Key facts:

- 57.1% of attendees in 2010 stated 'training and education' as their primary reason for attendance;
- A further 48.2% attended the Pharmacy Show for a specific conference session or workshop;
- Nearly two thirds (67.5%) of attendees attended at least one conference session in 2010;
- Almost all attendees (94.6%) found the conference sessions they attended either 'extremely valuable' or 'valuable' – a resounding acknowledgement of the quality of the training on offer;
- And most (85.8%) are recommending their colleagues attend in 2011, which suggests a further significant increase in attendance this year.

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## Become an Education Partner

We are proud to be working with the following industry bodies to ensure we deliver the highest quality and most relevant education programmes.

Lead Educational Sponsors:



### Our education sponsorship packages benefits include:

- Speaking sessions – use our education platform to deliver your message directly to pharmacy professionals in our lecture theatres and online after the show.
- Integration of your company/product identity in all our print, online and direct mail campaigns – more than 1,000,000 impacts.
- Data capture on all conference attendees – nearly 70% of delegates attended at least one lecture.
- Dedicated email and web marketing opportunities pre- and post-show.
- Distribution of promotional material to all delegates.
- Comprehensive branding and identity campaign at the event.

## Promotional & Marketing opportunities at the Pharmacy Show 2011

**Our job as organizers is to deliver a quality audience of proven buyers and decision-makers in good numbers. We'll bring them to the door – what can you do to ensure they spend time on your stand?**

As the show continues to expand rapidly, there will be more than 270 UK and international suppliers vying for attention from more than 5,500 attendees expected at the 2011 event. We offer a number of proven, tried and tested opportunities to exhibitors that will ensure you drive maximum possible return on your investment in your stand and resources at the show by driving increased footfall to your stand.

### Pre-show Opportunities

#### 3rd party pre & post show visitor database mailing

**£999 + VAT**

(Pre & post show) Limited to 3 companies. Having committed to a stand you will be seriously considering how you are able to best support & promote your presence before the show & how to follow up on & maximise business after the event. A one-off 3rd party mailing to the visitor database both before & after the show will do well to serve this purpose. (Costs exclude postage & fulfilment).

#### 1 x 14gm insert with visitor badge mailing

**£1,499 + VAT**

(Limited to 2 inserts) You produce a flyer that we will send out with the delegate pack & personalised badges to all pre-registered visitors just before the show. Visitors have requested & expect to receive this pack so your literature is well placed to reach prospects at a crucial time in their cycle of interest around the event and to help drive traffic to your stand.

### Online Opportunities

#### Enhanced web profile

**£299 + VAT**

All exhibitors are provided with a profile on our website which is included in the cost of their stand. To help you stand out from the crowd, this enhanced package includes:

- Up to 100 Words to describe your company and key products.
- Logos.
- Product images.
- Links direct to your site.

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## Inclusion on the Pharmacy Show e-newsletter

£499 + VAT

We will be distributing monthly e-newsletters to our entire delegate database designed to keep them up to date with the latest news on the show and our exhibitors.

- Circulated to all delegates registered to the show in the last 2 years.
- Logo providing brand awareness.
- 150 word overview of company to capture imagination of prospects.
- Link through functionality to provide more in depth information on your products.
- Contact me button to arrange meetings at the show.

## “Piggy back” Show email to pre-registered visitors

£999 + VAT

(Limited to 3 companies) Our E-marketing is highly effective in driving traffic to the show. You are able to “piggy back” an email with a few lines of text & link ensuring you reach prospects at a crucial time & give them the option to link on to your web site. (Includes 30 words, logo and link to your website).

## Banner advert on the event web site [www.thepharmacyshow.com](http://www.thepharmacyshow.com)

£999 + VAT

**ONLY 3 REMAINING.** (Maximum of 5) Most delegates use the web site to keep themselves updated before the event. Advertising on the site gives you the perfect opportunity to raise your profile and drive traffic to your site. This can be used to generate leads pre show and drive footfall and promote your activity at the event. Available immediately upon supply of creative material and will run until the end of the year. (Banner advert measures 468 x 60 pixels).

## Message & link on auto registration email confirmation

£1,499 + VAT

**ONLY 1 REMAINING.** (Maximum of 2) Over 80% of our visitors register online via the show web site. Once registered, each delegate will receive an automated confirmation email message. As one of 2 sponsors you will have 30 words of text & a link incorporated into the email, guaranteeing your message will be seen as prospective customers register their intent to visit.

## At the Show

### 1 x floor tile

£299 + VAT

Floor tiles are an innovative & eye catching opportunity. Tiles measure 1m x 1m and are cut into the aisles in approved locations of your choice e.g. near theatres/catering points WCs etc.

### Branded pens at registration area and in the conference bags

£999 + VAT

As sponsor you source, produce & provide branded pens that will be stocked at the registration points and inserted into the delegate bags. These will be used & kept by visitors. (Pens are said to be the single most kept promotional item!)

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## 4 x floor tiles

£999 + VAT

Floor tiles are an innovative & eye catching opportunity. Tiles measure 1m x 1m and are cut into the aisles in approved locations of your choice e.g. near theatres/catering points WCs etc.

## Floor walking license

£999 + VAT per floor walker

**ONLY 4 REMAINING.** (Maximum of 5 licenses) Increase awareness of your presence and drive traffic to your stand or highlight a show special promotion. Only license holders will be able to distribute material outside the confines of their exhibition stand space.

## Insert in delegate bags

£999 + VAT

A cost effective way to distribute your literature directly into the hands of prospects, not all of whom may already plan to visit your stand. You supply your literature & we will insert it into bags available to delegates as they enter the Show.

## Postcard competition

£999 + VAT

**ONLY 2 REMAINING.** (6 participating companies) 4 Remaining (Complete medical Care, A. Vogel (VMS)) Postcards will be sent out with our pre-show newspaper to 13,500 pharmacy professionals and a further 3,000 printed to hand out upon entry to the show. This competition is designed to drive footfall to your stand. It is open to all delegates to win a luxury weekend in Devon (one each day) – to be in with a chance of winning delegates must visit 6 specific exhibitors at the show, get the answer to a pre-supplied question and get their card stamped. Each day we will draw one winner from all completed cards – this will drive delegates to your stand!

## Counter assistant bags

EXCLUSIVE

£999 + VAT

For 2011 our training programme for assistants is expanding. From our 2010 show many attending pharmacists indicated they will urge their staff to attend in 2011. Includes a product sample insert. A great opportunity to sample your products to counter assistants who play a big role in promoting non-medicine products to customers and patients. (sponsor to provide bags and insert)

## Branded pad supplier for the entire event

EXCLUSIVE

£1,999 + VAT

As sponsor you source, produce & provide branded pads that will be stocked within each conference area and placed on delegate chairs at the start of each day. There will 1,175 seats per session across all 6 conference streams. These pads will be kept & used by visitors.

## 2m x 2m hanging banners

£1,999 + VAT

**ONLY 4 REMAINING.** (Maximum of 5 sponsored banners) 4 remaining. You provide the artwork and we'll produce and hang your banner from the venue ceiling. These banners will be visible from the moment attendees enter the hall allowing exhibitors to make a big impact and stand out from the crowd whilst driving footfall to their stand.

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## 'You are here' boards

EXCLUSIVE

£1,999 + VAT

'You are here' boards are situated around the show enabling delegates to find their way around the exhibition. While searching for a facility or another exhibitor, remind them of your presence at the show by placing your company name and strap line on the board and highlighting your stand and company name on the plan and exhibitor list. Visitors will see your company name time and time again as they walk the show floor.

## Delegate badges

EXCLUSIVE

£2,499 + VAT

Your logo will feature on all visitor badges, alongside the show logo. A high profile, endorsing opportunity that will put you visually in contact with all visitors, including pre-registered visitors.

## Registration staff tops & caps

EXCLUSIVE

£2,999 + VAT

**SOLD AT**

By providing branded tops & caps for registration staff to wear, the sponsor will ensure valuable "front of house" exposure. All attendees are filtered through the entrance by our registration staff that will form one of our visitor's first impressions of the event.

## Lanyards

EXCLUSIVE

£2,999 + VAT

Sponsor to produce & provide branded bulldog clip style lanyards, handed to delegates at the entrance & worn around necks to carry the badge & badge holder.

## Delegate bags

EXCLUSIVE

£3,999 + VAT

Carrier bags are distributed to visitors at the entrance to the show. Exclusive to one exhibitor who will provide bags and an insert. A high profile, long lasting opportunity, which combined with the insert, ensures a cost effective way to mass distribute your literature directly into the hands of all visitors.

## Catering area sponsorship package

EXCLUSIVE

£7,999 + VAT

**SOLD AT**

A central hospitality area will provide a focal resting point for Pharmacy Show delegates where hot and cold drinks will be served. Sponsorship of the Area will be branded by your company with this much needed & used visitor facility. A well-received and a highly visible branding opportunity.

A central refreshment area will provide a focal resting and networking point for visitors. From here teas, coffees and snacks will be served. More than half of all visitors used the general catering area in 2009 – a well received facility and enjoys one of the highest, constant footfall at the event. Sponsors will receive a host of brand recognition and marketing benefits, including:

- Branded banners within the area;
- Opportunity for branded cups/napkins;
- Acknowledgement in conference show guide;
- Acknowledgement in registration literature and website.

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## Visitor entrance & exposure package

EXCLUSIVE

£14,999 + VAT

The benefits of sponsoring the entrance are enormous but the largest of all is the visual impact the sponsor will receive throughout the show as this package includes visitors delegate badges and registration staff tops and caps. We will also build walls within the entrance and brand and colour them in conjunction to the sponsors branding.

## Sponsorship of breakfast meeting

£2,499 + VAT

**ONLY 1 REMAINING.** (Open to 2 companies) Your company will have use of one of our conference areas to host a breakfast meeting for your hottest prospects, you will be able to invite your key clients and anyone registered to attend the show via our database ensuring that your company gets key one to one time with your mass demographic. Sponsor to provide breakfast.

## Sponsorship of lunch meeting

EXCLUSIVE

£2,999 + VAT

Your company will have use of one of our conference areas to host a lunch meeting for your hottest prospects, you will be able to invite your key clients and anyone registered to attend the show via our database ensuring that your company gets key one to one time with your mass demographic. Sponsor to provide lunch.

## Headline Show Sponsor

EXCLUSIVE

£27,499 + VAT

Show the entire UK Pharmacy community that you mean business.

Align your company or brand with the most comprehensive event marketing campaign in the sector. This unique opportunity includes your company logo on all associated print, electronic and web-based communications – estimated at over 1 million opportunities to view, together with the following unique opportunities:

- Full integration of brand with the Pharmacy Show 2011 entrance and exterior show signage
- Your logo alongside the show logo wherever it appears; pre-show, on-site, in the media and on-line with traceable hyperlink to your site
- One time access and use of all pre-registered delegates and the Pharmacy Show in-house database of pharmacy professionals
- Registration staff to wear branded clothing
- 1 x delegate bag insert
- Full page advert (A3) in the pre-show newspaper; print and electronic copies
- Telemarketing to your top 100 new business targets to invite them to the show on your behalf with personalised VIP invites sent in advance
- 20 additional car parking passes to give to staff, clients and/or business prospects
- 2 x half day use of a meeting room alongside the show for client entertaining, sales presentations or networking lunches

## Conference Theatre Sponsorship

**The sponsor of each conference area will have the opportunity for repeat messages through brand association across the design and feel of the theatre construction. Branding throughout the area including lectern AV and stage walling.**

- Access to data for 1 x post-show dedicated email to all attending delegates to your sponsored theatre
- 1 x 45 minute sponsored speaking slot on both days of the show (sponsor to cover the expenses of their sponsored speaker and content subject to organiser approval)
- Logo on holding slides in between sessions
- 2 x literature racks at Theatre entrance and exit for sales / promotional material
- Logo alongside all print, electronic and web marketing associated with the sponsored theatre. Includes printed show guide, delegate invitations, pre-show newspaper and pre-show newsletters.

You can select and sponsor the conference area that best suits your target demographic. Delegates will associate your brand with high quality pharmacy education and in supporting the most popular educational event in the pharmacy calendar.

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|--|--------------------------------------|
| • <b>Keynote Theatre</b>               | <b>£POA</b>                          |
| • <b>OTC academy</b>                   | <b>only one session remaining</b>    |
| • <b>Pharmacy business accelerator</b> | <b>only two sessions remaining</b>   |
| • <b>Clinical forums</b>               | <b>only three sessions remaining</b> |
| • <b>Skills and development forum</b>  | <b>£POA</b>                          |
| • <b>Patient services forum</b>        | <b>£POA</b>                          |

**We can tailor packages so why not challenge us to grow your business.**

**Call Matthew on 0207 348 5266  
or [m.butler@closerstillmedia.com](mailto:m.butler@closerstillmedia.com)**