

# Pharmacy Show

10th & 11th October 2010 / The NEC Birmingham  
[www.thepharmacyshow.co.uk](http://www.thepharmacyshow.co.uk)



## Revamped Pharmacy Show Attracts Record Attendance

42% of attendees have already placed orders as show poised for further growth in 2010

"Who's Who" of Pharmacy sector represented amongst 78% bigger attendance

*By Michael Westcott, Show Director*

Following significant research amongst the pharmacy community and trade, which showed strong demand for a high-level industry educational, networking and sourcing event, The Pharmacy Show benefited from a major new investment programme in 2008/9. This R and D and investment programme followed the acquisition of the show by CloserStill and the bolstering of the management team for the event.

The revamp included expanding the exhibition, which saw over 25% growth and more than 210 trade exhibition stands from UK and international suppliers of specialist pharmacy products, services and technology. The show was attended by a record 4,479 pharmacy professionals – a 78% increase over the 2008 show.



**Figure 1: More than 42% of attendees have already placed an order with show exhibitors**

After consultation with independent pharmacy contractors, the management of independent and multiple pharmacy groups and regulators and associations, the Pharmacy Show introduced a series of new, free, CPD-accredited education, training and conference programmes including:

### The C+D Keynote Programme



Featuring some of the biggest names in the industry (heads of Lloydspharmacy, the PSNC, the NPA, Department of Health, Alliance Healthcare), programmed and hosted by editors from the industry's leading trade journal *Chemist+Druggist* – The Pharmacy Show's media partner.



Figure 2:  
**Lloydspharmacy boss Richard Smith addresses Keynote conference.**  
*(Pic courtesy of C+D)*

### The Pharmacy Services Forum

Featuring case studies of commissioned and private pharmacy services.

### The Pharmacy Business Accelerator

Which featured business workshops for pharmacy contractors as well as 1-2-1 advice clinics on all aspects of running pharmacy businesses.

*The show has established itself as the industry's leading sourcing and CPD education event for UK pharmacy – 86%\* of all pharmacy owners now recognise the Pharmacy Show as the most important sourcing event for UK pharmacy.*

*\*Source: Pharmacy Show post-show attendee survey.*

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## The OTC Academy

A training forum for pharmacists and counter assistants, on different patient therapy areas, including winter coughs and colds. These training seminars were given by a number of leading OTC pharmacy brands, including Lemsip, Strepsils, Nurofen, Sudocrem...

## The Skills & Development Forum

In partnership with C+D, including hands-on training workshops on key areas such as CPD portfolio management and MURs.



**Figure 3: The Pharmacy Show offered up to 30 hours of free CPD education**

The 2009 show held on Sunday and Monday, October 11th and 12th at the NEC Birmingham also saw the introduction of exciting new visitor features, including the Pharmacy of the Future – a live, working pharmacy on the show floor featuring cutting edge technology, a fully automated dispensary, retail systems, a methadone dispensing area, consultation and screening room and the latest in counter and retail and display systems.

## 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.

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# The Pharmacy Show Reaching The Most Powerful Buying Audience

After the show, we undertook a major piece of research among Pharmacy Show attendees. It proved beyond doubt, that the Pharmacy Show delivers key decision-makers from the Pharmacy sector and proven buyers thus cementing its place as the most important sourcing event in the UK.



It shows clearly that Pharmacy Show attendees:

## Are hard to reach

20% of our attendees see no non-supplier sales reps and almost half (47%) spend two hours or less in a typical month seeing reps from potential new suppliers;

## But they come ready and able to buy at the Pharmacy Show

62% come to the show primarily to source new products and services and over a third (35%) specifically come to find new suppliers;

## They are proven buyers!

42% have already placed an order with exhibitors from the 2009 show; a further 9% are about to place an order and a further 27% are likely to place an order within the next 12 months;

## with the power to make decisions...

almost half (47%) are independent pharmacists

with almost a fifth of our audience (19%) owners of independent pharmacies and 8% own medium or large independent chains. A further 13% were pharmacists and management from the large multiples. Buyers from wholesalers, distributors and buying groups made up 11% of the audience.

## ...looking to invest in their business

More than two thirds of all visitors are looking to up-skill their staff with **67% looking to invest in staff training**; With commissioned and private services increasingly becoming a viable revenue stream for community pharmacy, it is no surprise that 45% of pharmacy attendees are looking to invest in **screening and monitoring equipment** for patient services in the next 12 months; they are looking carefully at their retail operations and more than 40% are planning investment in **shop-fitting and merchandising and retail systems**; **technology and retail systems** are

high on the priority list too, with 31% actively planning investments in **EPOS, software and IT** with a further 22% intending to invest in **automated dispensing equipment**.

## ...and consider the Pharmacy Show the most important sourcing event for their business

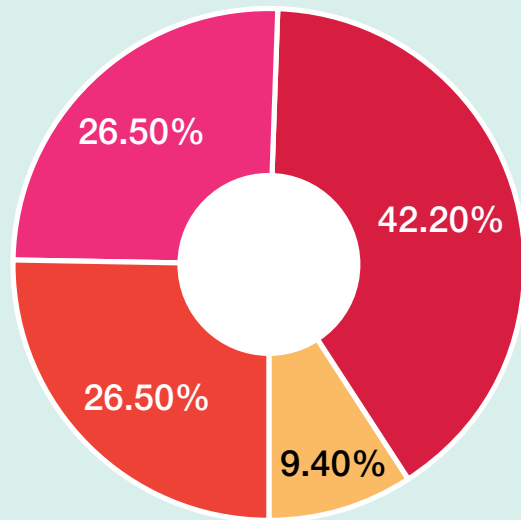
three quarters of all attendees and almost all (86%) pharmacy owners consider The Pharmacy Show the most important sourcing event in the UK and almost all (92%) consider attendance either quite or very important to their business';

## ...and plan to bring more of their colleagues next year

87% saying they will encourage their colleagues and staff to attend in 2010.

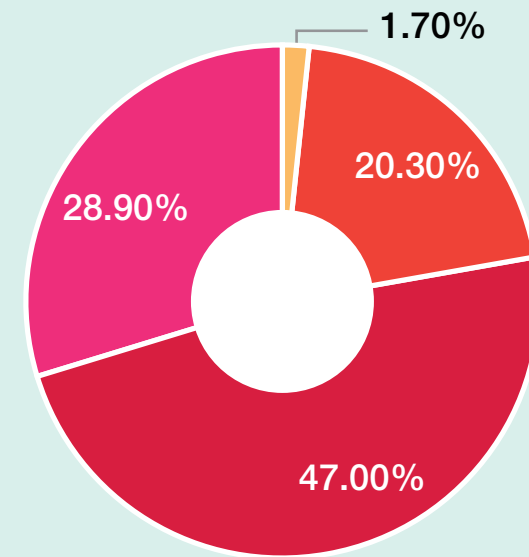
## Summary of key findings

**Q. Following your visit to the Pharmacy Show, have you placed any order with exhibitors?**



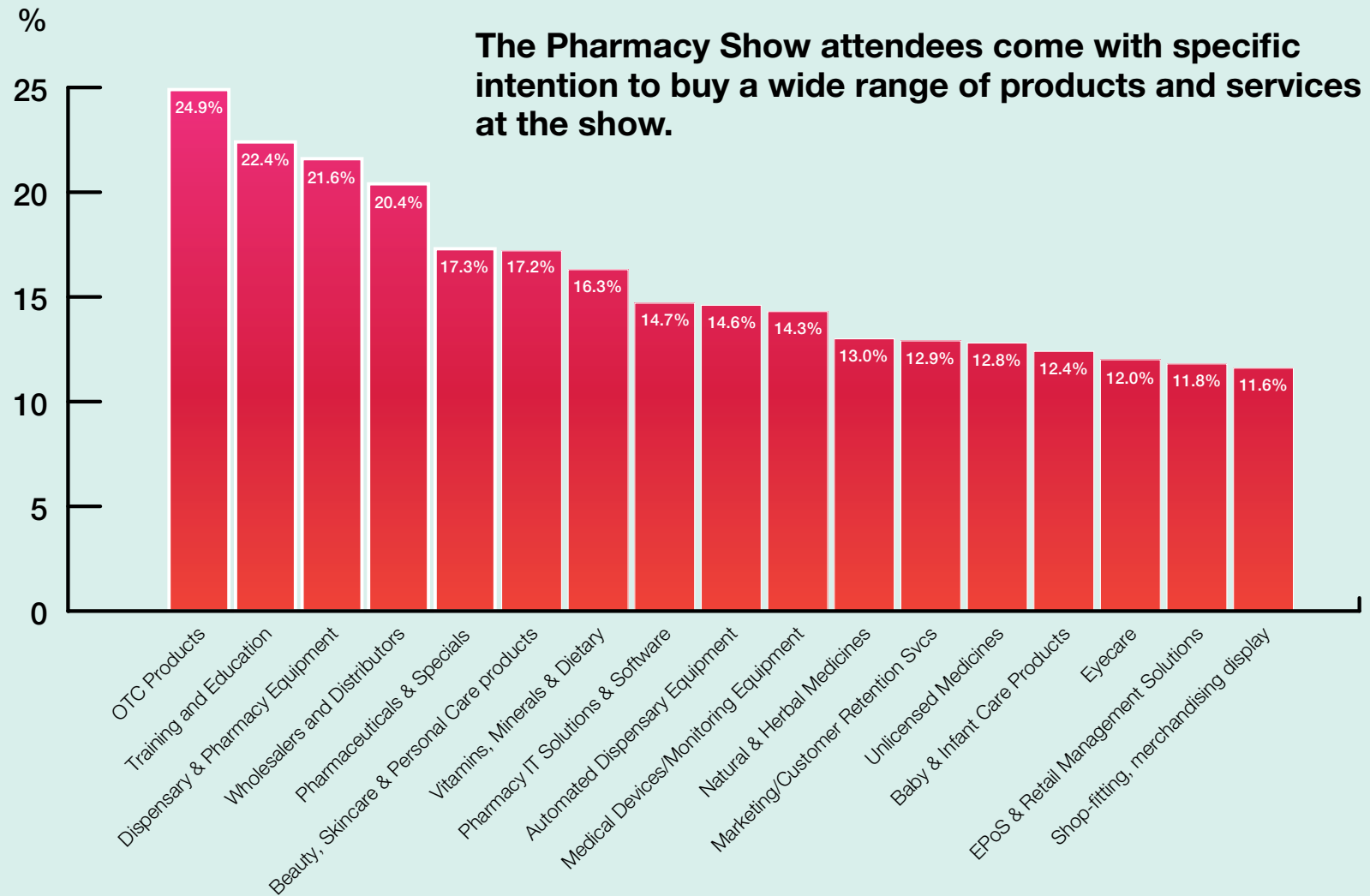
- Already placed an order
- About to place an order
- Likely to place an order within 12 months
- Not likely to place an order

**Q. How much time do you set aside each month to see suppliers' reps of products / services you currently don't stock?**



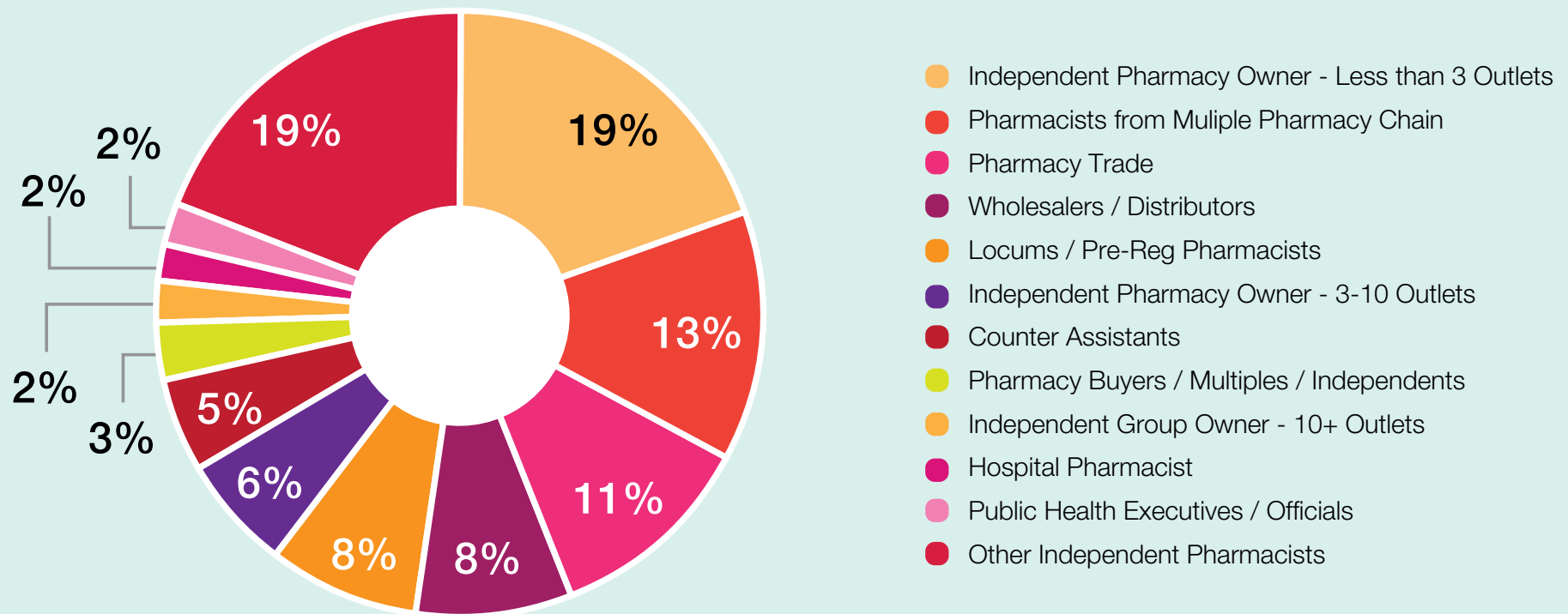
- None
- Less than 2 hours
- Less than 6 hours
- 6+ hours

## Summary of key findings continued



## Summary of key findings continued

**The Pharmacy Show Audience – A professional, powerful mix of decision-makers and influencers.**



# What They Said About the Pharmacy Show



**“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**

# Look Who's Already Signed Up for 2010

A & D Instruments  
A.Vogel UK Ltd  
A1 Pharmaceuticals  
Able2  
Affinity Resource Solutions Ltd  
Alpro Soya  
Ansons Solicitors LLP  
ARX  
ASDA  
Avicenna  
BAPTT Shop Fitters Ltd  
Benefoot UK  
Bio-LifeEurope Ltd  
BMC Health  
Buttercups Training  
CamRX Ltd  
Charles Russell LLP  
Clarke Associates  
Clement Clarke International  
Clinigen Healthcare Ltd  
Clinova  
CN-Sales  
Complete Medical Care  
Conti Soft  
CPPE  
Cross Healthcare  
CSY Retail Systems  
Denward Manufacturing  
Dometic Medical Services

Dr Reddys Laboratories Ltd  
DTP Online  
Durbin PLC  
DX Group  
Equipharma UK  
General Pharmaceutical Council  
Glorianna Skincare  
Groupe MLS Technologies  
Hansens Shopfitters  
Hasbargen  
HD Medi  
Health Diagnostics Ltd  
Hospital Metalcraft Ltd  
HR Healthcare  
Hutchings Consultants Ltd  
ID Lubricants (UK)  
Innovation Health Europe  
IPS  
Johnson Test Papers  
Kaz Consumer Products Ltd  
Koolpak Limited  
Labcold Ltd  
Lillipops  
Lloyds Pharmacy  
Lloyds TSB  
MACH4 Pharma Systems  
Manx Healthcare  
Masai GB Ltd  
MCS Wholesale Ltd

Mesmerize  
MHRA  
MIP Design  
Modi Plus  
Moorfields Pharmaceuticals  
MTS Medication Technologies Limited  
MyRepeats.com  
National Pharmacy Association  
Natures Dream Ltd  
Nature's Plus UK  
Natwest Mentor Services  
News Team International  
NHS Bus. Serv.  
NHS Connecting for Health  
Nicocigs Ltd  
NJL Yorkline  
Nova Laboratories Ltd  
Nspire Health  
Numark Ltd  
Orridge Business Sales  
Paradox Oil  
Pasante Ltd  
Peter Allen Eyewear  
Pfizer  
Pharmacist Support  
Pharmasys Limited  
Philips Respironics Ltd  
POHL-BOSKAMP GmbH & Co. KG  
Powrgard Mouthguards

Probiotics Int Ltd  
Protomed  
Quantum Specials Limited  
RA Accountants LLP  
RBS  
RoboPharma UK Ltd  
Rosemont Pharmaceuticals  
S.Kaye & Son Ltd  
Sainsbury's  
SAS Shopfitters Ltd  
Shoreline (UK) Limited  
Sintek Ltd  
Skinsure International  
SMA Nutrition  
Special Products Ltd  
Surgichem  
Teal Patents Ltd  
Tenscare  
The Specials Lab  
Time to Quit LLC  
UL Medicines  
Willach

For more information on the Pharmacy Show, please contact:

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