

Pharmacy Show

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

Promotional and Marketing opportunities

at the Pharmacy Show 2010



The Pharmacy Show is the UK's largest CPD training, education and sourcing event and brings together more than 5,000+ 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 Sponsorships

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

We run the most comprehensive, live training event for 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 five major, CPD-accredited training workshops and conferences, including:

The C+D Keynote Programme

Programmed by the editors of 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.

The Pharmacy 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 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. Includes a series of taster workshops for CPD-accredited training programmes from the sector's leading pharmacy training providers, including NHS Education for Health, NHS Connecting for Health, the NPA, Alliance Healthcare and C+D.

The Pharmacy Business Accelerator

Workshops and 1-2-1 advice clinics for pharmacy owners on practical business issues such as finance, business development, tax planning, retail management, technology and marketing.

Become an Education Partner

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:

- 62.1% of attendees in 2009 stated 'training and education' as their primary reason for attendance;
- A further 37% attended the Pharmacy Show for a specific conference session or workshop;
- Nearly two thirds (64.9%) of attendees attended at least one conference session in 2009;
- 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 (85.6%) are recommending their colleagues attend in 2010, which suggests a further significant increase in attendance this year, on the back of a 78% increase in 2009 vs. 2008.

Our educational partners

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:



CPD Recording Centre in Association with:



Royal
Pharmaceutical
Society
of Great Britain

Our education sponsorship packages 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 500,000 impacts.
- Data capture on all conference attendees – more than 60% of attendees 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.

Show and Exhibition Sponsorships

At The Show

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 225 UK and international suppliers vying for attention from more than 5,000 attendees expected at the 2010 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.

Sponsorship of 1000 Club VIP Lounge

EXCLUSIVE

£3,000

A central hospitality area will provide a focal resting point for Pharmacy Show 1000 members. Members are nominated by exhibitors and industry organisations and will include some of the most important and powerful buyers in the pharmacy. From here teas and coffees 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.

General Catering Area Sponsorship

EXCLUSIVE

£3,000

A central refreshment area will provide a focal resting and networking point for visitors. From here teas, coffees and food 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 – plus point-of-sale promotions;
- Opportunity for branded cups/napkins;
- Acknowledgement in conference show guide;
- Acknowledgement in registration literature and website.

Delegate bags

EXCLUSIVE

£3,000

Carrier bags are handed to visitors at the entrance to the show. Exclusive to one exhibitor who will provide bags and an insert which will be placed in the bags. A high profile, long lasting opportunity, which combined with the insert, ensures a really cost effective way to mass distribute your literature directly into the hands of the maximum number of visitors. Bag style to be approved by the organizers.

Delegate badges

EXCLUSIVE

£2,500

Your logo will feature on the 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. Logo required in .eps format.

Lanyards

EXCLUSIVE

£1,500

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

Counter Assistant Bags

£1,000

In 2009 just over 300 counter assistants attended the show. This will increase significantly in 2010 as our training programme for assistants has expanded and that many attending pharmacists indicated in our post-show research that they will urge their staff to attend in 2010. 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.

Registration staff tops & Caps

£1,750

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 visitors first impressions of the event.

Branded pens at Registration and in the conference bags

£500

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!

Branded note pads in the delegate bags

£1,000

As sponsor you source produce & provide branded note pads that will be stocked at the Registration points and will be used & kept and referred back to by visitors.

Insert in delegate bags

£1,500

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 flyer / insert & we will insert it into bags available to delegates as they enter the Show.

Floor Walking License - Limited to FIVE licenses

£1,000 per floor walker

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 confines of their exhibition stand space.

5 x floor tiles

£1,500

Floor tiles are an innovative & eye catching opportunity. Tiles measure 500mm² and are cut into the aisles in approved locations of your choice e.g. near theatres / catering points WCs etc.

Literature distribution points on show floor

£500

3 literature racks will be positioned in key locations on the show floor & available to a limited number of exhibitors for the display of their literature. Priority shelving area will be allocated on a first come basis. Sponsor is responsible for storing literature and keeping it stocked during the show.

Poster on one side of illuminated 6 sheet unit

£1,750

We will house our "You Are Here" Boards in eye-catching illuminated units & place them in areas of high visitor traffic. One side will feature the directional information and the other will carry your poster. We will produce the poster for you from artwork supplied as specified.

New Product Showcase

£295 per shelf

Situated right at the entrance buyers use the new product showcase to identify new products, technologies or services and add them to their itinerary for the day. If you have a new product launch or a product that has never been seen at the Pharmacy Show, then this opportunity is a highly effective way of driving traffic to your stand

Hanging Banners - 3m x 1m

£1,500

As the show has expanded significantly in Hall 2 at NEC, our new arrangement with the venue means exhibitors can rig banners from the ceiling. These banners will be visible from the moment attendees enter the hall and allows exhibitors to make a big impact, stand out from the crowd and helps drive footfall to their stand.

- Banner and artwork supplied by sponsor (with approval from the Organiser);
- Acknowledgement in the conference and show guide.

Pre-show Marketing Opportunities

Our marketing campaign is the largest of any event in healthcare in the UK which cuts across print advertising, direct marketing (direct mail, telemarketing and electronic campaigns), joint-promotions with member organizations, show partners and with our media partners and a public relations programme.

The Pharmacy Show 2010 marketing campaign will hit every pharmacy professional in the UK and commences in June 2010 creating more than 500,000 impacts above, below and through the line.

14gmm insert with visitor badge mailing - Limited to TWO companies

£1,500

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 incentive / promotion is well placed to reach prospects at a crucial time in their cycle of interest around the event and to help you drive traffic to your stand.

Logo & 30 Words as P.S. on badge mailing

£1,500

Delegates are sent their personalised badge just before the Show. As sponsor of the letter that accompanies the badge your company will have logo + 30 words as a Post Script message. A targeted & well-timed opportunity to ensure customers are incentivised to visit your stand. This is an exclusive opportunity.

"Piggy back" show email to pre registered visitors

£1,000

Our E marketing is highly effective in driving traffic to the show. You are able to literally "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 and a logo and link to a landing page of your choice.

Message & link on auto registration email confirmation

£2,500

Most visitors register online via the show web site. Having done so they 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 & when prospective customers register their intent to visit.

Advertising on the event web site

£1,000

Most delegates (18,000 unique users in 2009 since June launch) will use the web site to keep themselves updated on the event. Others who don't book will also visit the site. Advertising on the site gives you the perfect opportunity to raise your profile and drive traffic to a landing page of your choice. Can be used to generate leads, and drive footfall to your stand or promote something you are doing at the event. Price is for an ad measuring 142 x 222 pixels. Only two positions are available in rotation across home page and throughout the site – up to a maximum of ten companies in total. Available immediately upon supply of creative material and will run until the end of the year. The earlier you book the more coverage you get.

Enhanced listing package

£250

This is a simple but effective package that will increase awareness of your presence & profile to visitors before and during the Show. It has 2 elements designed to catch the eye at key points reference:

- Gold listing on website – expanded listing, images and product description – not available to regular exhibitor listings.
- Enhanced listing on “You Are Here” Boards at the event with logo.

3rd party post Show visitor database mailing

£1,000

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 & fulfillment.

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