

Pharmacy Show

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

The Pharmacy Business Accelerator (PBA)

Put Your Service in front of the UK's biggest gathering of pharmacy owners and decision-makers



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) - will see the return of The Pharmacy Business Accelerator, a highly successful education and workshop programme which helps pharmacy owners and management receive practical training and advice on specific business-related issues to help them run better, more efficient and profitable pharmacy businesses.

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 PBA Programme comprises a workshop theatre in which a two-day workshop programme and is complimented by a 1-2-1 Advisory Clinic Area where pharmacy owners and managers can pre-book personal appointments with a number of consultants and business advisors.

The PBA aims to run workshops and clinics on a number of areas again in 2010 which are timely and relevant to the pharmacy business owner or manager.

In 2009, the PBA workshops included popular sessions on buying and selling of pharmacy businesses, tax and investment planning, contract negotiation, capital investment funding, regulatory impact on business management and processes, creating efficiencies through investment in technology, employment law.

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 Pharmacy Business Accelerator Partnership Programme, please contact:

The Pharmacy Show
Tel: 01926 485151

Michael Westcott, Show Director
m.westcott@closerstillmedia.com

Phil Mortimer, Show Manager
p.mortimer@closerstillmedia.com

What is The Pharmacy Business Accelerator?



The Pharmacy Business Accelerator is a dedicated education centre incorporating a seminar and workshop programme, specialist 1-2-1 consulting clinic.

Specialist workshop training sessions will be given to specific business areas to educate pharmacists and counter staff in a number of key business areas, as follows:

- Retail Management, including category management, merchandising
- Financial Management
- Employment and legal issues
- Buying and selling pharmacy businesses
- Marketing, Promotions & customer service
- Technology and IT
- Staff Training

The workshops will be supported by training from specialists, consultants and service providers in all of the above areas.

Our media partners for the Pharmacy Business Accelerator are the Chemist + Druggist Magazine.

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.

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 |

What They Say 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**



Gold Partnership

GOLD PARTNER INVESTMENT = £12,950 + VAT

This includes the following programme benefits:

Pre-Show

Dedicated promotion of the Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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.

Pharmacy Business Accelerator 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 Pharmacy Business Accelerator, 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator;

Training workshops to be included on the official show website for download post-show;

Inclusion and profile in dedicated Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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.

Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator 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 Pharmacy Business Accelerator email marketing campaign sent to attendees.

For more information on the Pharmacy Business Accelerator Partnership Programme, please contact:

The Pharmacy Show
Tel: 01926 485151

Michael Westcott, Show Director
Email: m.westcott@closerstillmedia.com

Phil Mortimer, Show Manager
Email: p.mortimer@closerstillmedia.com