

Sponsorship Opportunities



Increase your exposure at Europe's leading clinical pharmacy event by securing one of our tried and tested sponsorship packages



- **Position yourself as an industry preferred provider**
- **Promote your brand to an unrivalled number of clinical pharmacy professionals**
- **Drive significantly more traffic to your exhibition stand**



THE
Clinical Pharmacy
CONGRESS

The Home of Clinical Pharmacy
24th - 25th September 2021 ExCeL London
pharmacycongress.co.uk

Tailor a sponsorship package to match your marketing objectives.

Contact Laura, Group Event Director on:

📞 02476 719 681 ✉ l.shapiro@closerstillmedia.com

Symposium slots - Sponsor Delivered Education

ON AVERAGE
153 (30-396)
ATTENDEES AT
ALL SPONSOR
DELIVERED
CONTENT

Reach over 3,000 of your target market in 2021 from the heart of our world-class programme - by delivering educational content from the congress theatres (which are strategically placed on the exhibition floor).

This unique format gives sponsors the perfect platform to either deliver an education session in the programme directly, or the opportunity to align your brand against a relevant topic or therapy area, whilst influencing a captive and totally engaged audience.

Session sponsors have the flexibility to deliver content via sessions from all ten theatres which seat a total of 1,800 potential customers. Our theatres received over 15,000 visits by delegates across the two days in 2019.



A CAPTIVE AUDIENCE

The Congress is highly respected and extremely valued (92% rated Congress as important to their job). What better way to raise awareness, and then, ultimately, drive footfall to your stand?

There are opportunities to sponsor theatres, deliver your own content and feed the audience whilst they listen to your session.

Theatre	Keynote Theatre	Clinical Theatre	Clinical Leadership Theatre	Leadership Theatre	Medicines Optimisation Workshops	Cancer & Long Terms Conditions Theatre	Technology & Clinical Pharmaceuticals Theatre	Strategy & Policy Forum	Primary Care Theatre
Min number of seats	370	280	190	185	180	150	65	90	90
Breakfast or brunch symposia	£12,995	£12,995	£9,495	£9,495	£9,995	£9,995	£3,595	£3,995	£3,995
Lunch symposia	SOLD OUT	SOLD OUT	£11,995 Saturday	£11,995 Both days	£14,995 Saturday	£13,995 Both days	£4,595 Saturday	£4,995 Saturday	£4,995

Join these companies who are delivering education in 2021:



Hybrid post event education bolt on

After the success of our two virtual events (delivering 2,500 viewers combined) we are delighted to offer you a new and exciting opportunity available for symposia organisers only the **Post event hybrid bolt on**.

We will be providing at least 50% of the 2021 content on our virtual event platform SwapCard 3 weeks after the doors close. The content will be made available to all UK Pharmacy Professionals until the end of 2021 for free whether they attend the event or not.

We will announce this opportunity at the event, not before, to ensure your customers attend event as they normally would. It will give you a wider reach for your carefully prepared content.

Should you wish for us to include your symposia session in this way then book the bolt on. This package includes one round* of edits directly with our AV company.

We have endeavoured to keep this package cost as low as possible in order that we can continue to provide the high quality CPC content for free to pharmacy professionals in the UK.

£3,500 + VAT

*Please note additional rounds of editing are charged at £500 + VAT per round.

HAVE YOUR OWN IDEAS?

Contact Laura on: ☎ 02476 719 681 ✉ l.shapiro@closerstillmedia.com

Poster Zone

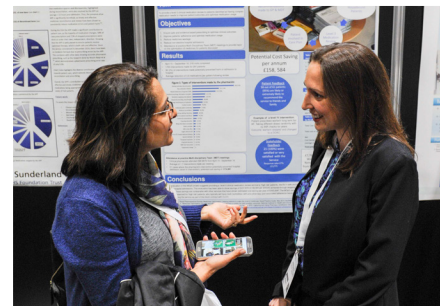
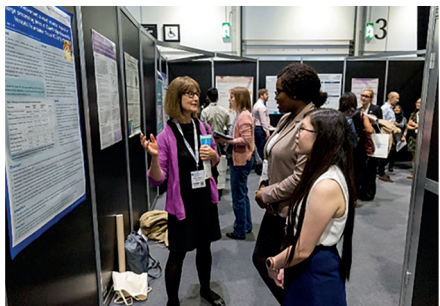
There have been over 400 posters presented in the last two years by pharmacy professionals. In 2019, this area had grown in size and its new location provided a fantastic opportunity to support the best of the innovation happening across the UK.

As the exclusive sponsor you will benefit from branding throughout the Congress including a hanging banner highlighting the area, cover in the pre and post Congress marketing activity

as well as exclusive sponsorship of the electronic abstract book and corresponding pages online to massively increase your branding exposure to all the delegates.

In 2019, over 700 visited the poster zone, why not show your support for this excellent platform where pharmacy professionals can share best practice.

£4,995 + VAT



Round Table/Networking

Are you wanting more in-depth conversations with Medicines Managers and Hospital Pharmacists. Do you want to have commercial and clinical conversations with these individuals in a closed meeting format rather than a large theatre? Are you struggling to identify areas where you can partner and support clinical pharmacy or do you need to build a cohort of specialists to consult and be led by in order to look at solutions to aid the NHS?

Why not hold a round table discussion at CPC 2021 to get solid, honest feedback using our extensive delegate network of NHS opinion leaders and clinical experts. Congress organisers are here to help cherry pick registered NHS delegates and invite them to take part in a one hour round table discussion. You, the sponsor, can give us a target list and we

will embed it with our delegate telemarketing effort. With the round table we will send lists of those who have registered and we will ask you to advise us who we should approach first. This is a collaborative process as we want to get the right NHS customers in the room.

We will:

- Source delegates from our registered lists
- We can imbed your key target customers into our delegate campaign
- We invite delegates and a chair person from a client brief
- Advise on the subject, where appropriate

£12,000 + VAT

Changing Careers Hub

The Changing Careers Hub successfully launched in 2017, with an aim of speakers sharing their experiences within various roles across the healthcare spectrum. Due to its popularity, in 2018 we expanded the theatre on the exhibition floor where you could ensure your brand is alongside the future of clinical pharmacy.

We have an exclusive sponsorship package which includes:

- Branding within the area including hanging banner, in all corresponding materials including Congress Guide, newspapers and online
- 20 minute speaker presentation on each day
- Access to all the attendees through a third party solus email post Congress (in 2018, 537 delegates were scanned).

£2,995 + VAT

Are you recruiting? Why not deliver one of the 20 minute sessions to highlight the benefits of your organisation for as little as

£995 + VAT.



Don't hesitate to be the exclusive sponsor of these popular congress areas.
Contact Laura on: ☎ 02476 719 681 ✉ l.shapiro@closerstillmedia.com

The Clinical Pharmacy Congress Awards programme was introduced to celebrate and acknowledge successful individuals and teams within the clinical pharmacy profession. Since the inaugural year the awards have been embraced by the profession who were proud to see all sectors of pharmacy recognised irrespective of seniority.

WHY SPONSOR THE BEST OF CLINICAL PHARMACY AWARDS ?

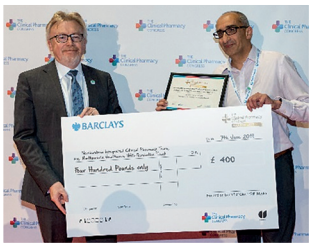
As an Award sponsor you will benefit from association of your brand with the prominent accomplishments of some of the most committed pharmacy professionals in the UK. You will gain extensive brand coverage helping to raise awareness of your profile amongst our award entrants and the wider pharmacy community.

- Your brand identity will appear within all related Awards collateral in the professional domain for the pre show period.
- You will be part of a comprehensive promotional programme at Congress for the Awards prize giving event.
- Your representative can present your Award alongside the Chair of the Judging Panel at the prize giving ceremony in the Keynote Theatre of Congress.

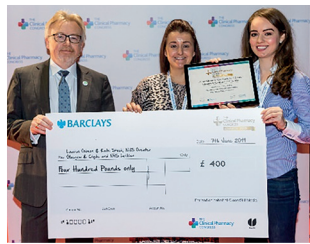
AWARDS CATEGORIES

The judging panel are looking for an outstanding person who has made a significant contribution to clinical pharmacy leadership in the UK. This could be a career long contribution or a single initiative that has had a major impact in recent times.

Excellence in Clinical Leadership



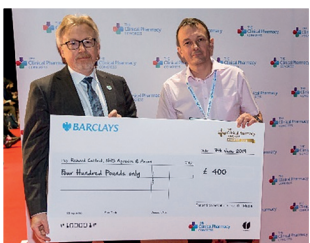
Excellence in Community Pharmacy Practice



Excellence in Hospital Pharmacy Practice



Excellence in Use of Technology in Pharmacy Practice



Excellence in General Practice Pharmacy



Pharmacy Professional of the Year



NEW: COVID-19 HERO AWARD

The judging panel is looking for an outstanding person, team or project that has made a significant contribution to clinical pharmacy sector during the COVID-19 pandemic. This could be:

- a career-long contribution or a single initiative that has had a major impact during COVID-19
- a development of a new service, innovation or a research project during COVID-19 improving
- a service, working practices or utilising new technologies providing person-centred outcomes during COVID-19
- a multidisciplinary approach to delivering outstanding clinical pharmacy services/care to patients during COVID-19

Be the sponsor of the sector's success!

Contact Laura on: 📞 02476 719 681 ✉️ l.shapiro@closerstillmedia.com

Pre-Congress Opportunities

BANNER ADVERT ON OFFICIAL CONGRESS WEBSITE

- Rotating banner on homepage of www.pharmacycongress.co.uk
- Be seen by over 50,000 pharmacy professionals
- Complete with a click-through to your website

£995 + VAT AVAILABLE IMMEDIATELY!

REGISTRATION CONFIRMATION EMAIL SPONSORSHIP

Whenever a delegate registers for CPC they are sent an email confirmation. With over 3,500 registrations to our 2019 event - that's a lot of emails!

- The email sponsor will have 100 words, logo and link to their website.
- Any registered delegate will see your branding and messaging before the show even opens.
- Generate awareness at a key time in the pre-show build up, increase stand visits and give your sales team the best chance to create new revenues.

£1,995 + VAT AVAILABLE IMMEDIATELY!

PIGGY-BACK CONGRESS EMAIL SPONSOR

- All registered delegates will receive important Congress communications in the run up to the event providing them with vital information. Make sure your essential message is received along with it!
- Includes 50 words, logo and link to your website

£1,495 + VAT AVAILABLE IMMEDIATELY!

OFFICIAL CONGRESS NEWSPAPER

- Editorial led newspaper
- Sent to +9,000 clinical pharmacy professionals
- Distributed three times during the cycle – Summer, Winter and pre-Congress

ADVERTISING RATES START FROM £495 + VAT AVAILABLE IMMEDIATELY!

BESPOKE EMAIL

- Sent on a CPC header to get to all the pre registered delegates

£2,995 + VAT (EXCLUSIVE ONLY 5 THIS YEAR)

INSERT WITH VISITOR BADGE MAILING

Ultimate pre-event marketing. Your literature in every attendees hands three weeks prior to the event to help drive traffic to your stand or session (Max size A5)

£4,995 + VAT (ONLY THREE AVAILABLE)

EXCLUSIVE & HIGHLY EFFECTIVE



Secure these popular sponsorship packages before your competitor!
 Contact Laura on: ☎ 02476 719 681 ✉ l.shapiro@closerstillmedia.com

During the Congress Opportunities

'MUST-SEE' EXHIBITORS CAMPAIGN

Pre: 'Must See' Exhibitors email – all registered delegates will receive your 50 word company profile so they can start planning their visit to your stand in advance.

During: Your brand will be the first and last thing our delegates see. Placed right at the front of house, our delegates will know you're here and where your stand is.

Post: Logo and profile appear in the post-Congress newspaper which is sent to all delegates ensuring your message continues beyond the two days of the event!

£995 + VAT

'YOU ARE HERE' BOARD

Placed right at the front of the exhibition – delegates can't miss it! We'll highlight your stand location, driving delegates directly to your sales reps.

£1,495 + VAT

REGISTRATION AREA

As a sponsor of the registration area at the event your branding will be incorporated in the main entrance design. Your company logo will be the first and last brand every single attendee sees when they arrive and exit the event!

This exclusive sponsorship opportunity includes:

- Branding across signage in the registration area
- Logo on Congress guide collection point
- Registration terminal's carrying your logo on the home screen
- Logo on the website registration page
- Clickable banner with your message on every visitor registration confirmation email
- Listing on event homepage as Registration Sponsor (including reciprocal link to your website)

£9,995 + VAT

SPEAKER LOUNGE

Placed on the exhibition floor, amongst the stands, the Speakers' Lounge is home to high profile Congress delegates including all speakers.

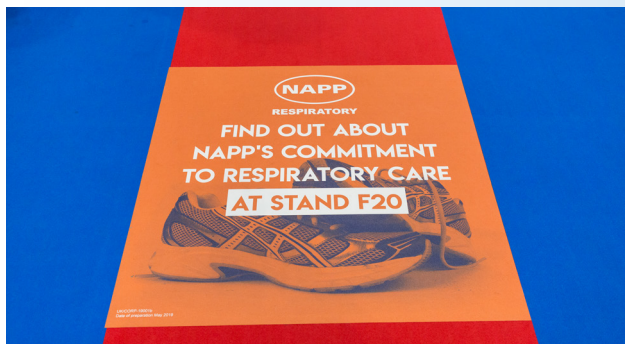
- Dedicated area for 1-2-1 meetings
- Branding to appear on all Congress communications
- Branding 'Sponsored by' on all on-site signage including your brand being incorporated into the design and build of the lounge
- Acknowledgment in Congress Guide and registration literature

£4,995 + VAT (EXCLUSIVE)

BRANDED FLOOR TILES

Catch the eye of your potential new customers and direct them straight to your stand!

5 x £995 + VAT 3 x £745 + VAT 1 x £295 + VAT



CONGRESS GUIDE ADVERTISING

Create maximum impact at CPC in the Official Congress Guide. The guide ensures exhibitors and delegates get the most from the valuable information enclosed as it is the only publication to carry full exhibitor listings, handy seminar timetables and a detailed floorplan, it is a must for anyone attending Congress. The guide is personally handed to all 2,900 delegates on arrival and emailed to all attendees one month after the show with the presentation recordings. It is a proven method of helping delegates find the suppliers they want to visit and remains the single best way to influence visitors to find your stand.

DISPLAY ADVERTISING RATES:

OBC/IFC £1,900 FULL PAGE £1,400 HALF PAGE £725 QUARTER PAGE £495 DPS £2,500
OVERALL SPONSOR £2,995 FLOOR PLAN SPONSOR £695

Secure these popular sponsorship packages before your competitor!
Contact Laura on:  02476 719 681  l.shapiro@closerstillmedia.com

During the Congress Opportunities

MAIN AISLE SPONSOR

This high impact opportunity will be seen by all delegates. The main aisle is the main thoroughfare through Congress and receives the highest amount of footfall throughout the two days.

- One metre wide carpet from entrance to Keynote, Clinical Leadership and Medicine Optimisation theatre entrances, branded in a colour of your choice to reflect your brand identity
- Four branded floor tiles
- High impact footfall driver
- Raise profile

£3,995 + VAT

CONGRESS CAFÉ SPONSOR

The café is centrally located on the exhibition floor and used by delegates for refreshments, meeting and networking throughout the Congress.

- Your branding in the Congress Guide and pre-Congress newspaper floor plans, 'You Are Here' location and floor plan banner
- Your brand and stand number integrated into the wall construction of the café
- Your promotional flyer placed on all tables at the start of each day
- Colour carpet run from your stand to the café

£4,995 + VAT

EXHIBITOR'S LOUNGE

The exhibitor lounge is a dedicated space for exhibitors to use for networking, holding small meetings, unwinding, taking phone calls and general activities that cannot easily be undertaken from an exhibition stand. In 2018, over 700 badged exhibitors had access to this area for the two day duration. This is the ideal opportunity you are looking to target the exhibitor base at CPC 2021.

£5,995 + VAT

MEETING ROOMS/HOSPITALITY SUITES

Why not hire a meeting room – located, away from the main exhibition floor, allowing for private meetings, speaker briefing, educational sessions and presentations away from the hustle and bustle of the exhibition floor. Hire includes large plasma screen as well as boardroom style set up for up to 10 people.

£2,995 + VAT (FOR HALF DAY)

HANGING BANNER

Stand out from anywhere in the Congress. The opportunity to provide your own hanging banner above your stand onsite – includes design, production and rigging, max size 2x2m.

- High impact across the entire Congress
- Proven footfall driver
- Larger banners or other items can be erected subject to location and size/shape (cost on request).

£2,495 + VAT

Have your own structure to hang you just need to pay the media fee of

£995 + VAT



Secure these popular sponsorship packages before your competitor!
Contact Laura on:  02476 719 681  l.shapiro@closerstillmedia.com

During the Congress Opportunities

+ DELEGATE BAGS

Delegate bags are handed to every delegate at the entrance of the Congress and are highly mobile advertisements for your brand. All delegates are given the bag upon entry and utilise them to store additional literature as they walk around the event.

Main sponsor:

There is an exclusive opportunity for one exhibitor to provide the bags. A high profile, long lasting opportunity, combined with the insert, ensures a really cost effective way to distribute your literature directly to all delegates. Bag style to be approved by the organisers.

£4,995 + VAT

Bag inserts:

Provide an insert for the delegate bags. Example items that can be inserted are:

- A promotional or educational leaflet
- Branded pens
- Post it notes or branded notebooks

£1,995 + VAT EACH

+ WATER BOTTLES

We want to help fight the reduction of single-use plastic bottles and so we are looking for a sponsor to provide reusable water bottles to all delegates in 2021. You can provide your own or we can source and produce at cost. We will quote you as the sponsor in Congress materials as well as each delegate bag having a bottle in. There will be water coolers throughout the show which will have your logo and stand number present. We can also provide a water cooler for your stand if you wish to help increase foot fall.

£1,995 + VAT (EXCLUDING PRODUCTION) (EXCLUSIVE)

+ POSTCARD COMPETITION

The ultimate, tried and tested footfall driving tool. Delegates are instructed to visit the sponsoring stands to speak to your representatives and encourage the start of meaningful conversations. Simply stamp your new contact's postcard so they can enter the competition to win a weekend break to Paris.



- Branding on all marketing pieces where the competition is mentioned, this will include pre- Congress emails and mailings.
- Ensure a mass of traffic to your stand throughout the two days
- Delegate data

£1,495 + VAT (MAX 10)

+ BADGES

Hang your brand around the neck of every delegate that attends. The badge will be seen by all and will highlight your logo and stand number.

£2,495 + VAT (EXCLUSIVE)

+ LANYARDS

Sponsor to produce and provide branded lanyards which are attached to Congress badges and worn by a total of 4,200+ attendees (delegates, speakers and exhibitors).

- Your logo on all delegates
- High impact across entire Congress
- Footfall driver
- Raise profile

£4,995 + VAT (EXCLUDING PRODUCTION)

+ SEAT DROP

We will place your marketing materials on every seat within your chosen session. This will enable you to get your literature in the hands of every attendee at any particular session.

£995 + VAT PER SESSION

+ THEATRE HOLDING SLIDES SPONSOR

You design a large bill board style advert which runs on one or all theatres screens when sessions aren't running

This is a perfect opportunity for all delegates walking past or waiting for the next session to see your advert and direct them to your stand

SINGLE THEATRE £1,495 + VAT

ALL TEN+ THEATRES £3,995 + VAT (EXCLUSIVE)



Secure these popular sponsorship packages before your competitor!

Contact Laura on: 📞 02476 719 681 ✉️ l.shapiro@closerstillmedia.com