

# SPONSORSHIP OPPORTUNITIES 2025

Enhance your presence at CPC giving you the competitive edge over your competitors and placing your brand in front of 3,100+ clinical pharmacy professionals at CPC.

Exhibition Stand Costs:

Space Only: £789 per sq.m, Shell Scheme £799 per sq.m

Organised by



9-10 May 2025 • ExCeL London  
[pharmacycongress.co.uk](http://pharmacycongress.co.uk)

# NEW for 2025! Combo Packages

Meeting your needs to compliment your stand booking

## BRONZE PACKAGE

- Web banner on CPC Website
- Enhanced Exhibitor Listing
- Must See Exhibitor
- 1x Floor Tile

**£2,995 + VAT - SAVE OVER 50%**

## GOLD PACKAGE

- Enhanced Exhibitor Listing
- 3x Social Media posts from CPC
- Badge Mailing Insert
- Must See Exhibitor
- App Advert
- 'You Are Here' Board Highlight
- Push Notification - 1 per day

**£6,995 + VAT - SAVE OVER 60%**

## SILVER PACKAGE

- Enhanced Exhibitor Listing
- 1x Social Media post from CPC
- Badge Mailing Insert
- Must See Exhibitor
- 'You Are Here' Board Highlight

**£4,995 + VAT - SAVE OVER 55%**

## PLATINUM PACKAGE

- Enhanced Exhibitor Listing
- 4x Social Media posts from CPC
- Monthly Newsletter Advert
- Must See Exhibitor
- Splash Screen App Advert
- 'You Are Here' Board Highlight
- Push Notification - 1 per day
- Hanging Banner
- 4x Floor tiles
- Holding Slides (1 per theatre)
- Custom Stand Carpet Colour
- **One of:** Registration Sponsor, Cafe Sponsor, Bag Sponsor\*\*, Lanyard Sponsor\*\*\*

**£9,995 + VAT - SAVE OVER 65%**

Please note: All artwork to be provide by the sponsor to meet the required specification.

\*\* Approx 4,000 reusable bags to be provided by the sponsor

\*\*\* Approx 5,000 lanyards to be provided by the sponsor

# Symposium Sponsorship

Become a commercial education partner of the Clinical Pharmacy Congress and reach your target customers this year from the heart of our world class programme – by delivering a branded educational symposium from inside our strategically placed Congress theatres.

**Benefits include:**

- RAISING BRAND AWARENESS
- EDUCATION OF YOUR PRODUCT OR SERVICE to an audience of decision makers.
- DRIVE FOOTFALL TO YOUR STAND
- A CAPTIVE AUDIENCE

This unique format will give you the perfect platform to deliver highly sought after education to a totally engaged decision making and influencing audience.

**EXCLUSIVE FOR NEW EXHIBITORS**



**CAPACITY 60-90**

**Technical Services**

Non catered session £2,499 + VAT

Have your session audio or video recorded from £1,495 + VAT



**CAPACITY 150-250**

**Keynote  
Clinical  
Medicines Optimisation**

Lunch Symposium	£19,999 + VAT
Brunch Symposium	£15,599 + VAT
Non catered session	£13,999 + VAT



**CAPACITY 150-250**

**Leadership & Professional Development  
Clinical Leadership**

Lunch Symposium	£14,999 + VAT
Brunch Symposium	£10,999 + VAT
Non catered session	£9,999 + VAT

Let delegates know about your session with theatre holding slides. £995 + VAT



**CAPACITY 60-90**

**Strategy & Policy  
Integrated Care  
Technology & Innovation**

Lunch Symposium	£7,999 + VAT
Brunch Symposium	£6,999 + VAT
Non catered session	£5,999 + VAT

## Enhanced Symposium Packages

Maximise ROI from your educational symposia!

All symposium packages contain:

- Relevant symposium session slot (45 min)
- Video recording (raw footage only)
- Seat Drops - A4 Size (provided by sponsor)
- Visitor Badge Mailing insert
- Theatre holding Slides
- Push notification

Saving you up to £10,000!

### TIER 1 PACKAGE

Catered Session in Keynote / Clinical /  
Medicines Optimisation

Lunch - £23,495 + VAT

Brunch - £18,495 + VAT

### TIER 2 PACKAGE

Catered Session in Leadership /

Clinical Leadership

Lunch - £17,495 + VAT

Brunch - £12,995 + VAT

### TIER 3 PACKAGE

Catered Session in any Show Floor theatre

Lunch - £9,995 + VAT

Brunch - £8,495 + VAT

# Poster Zone Sponsorship



## EXCLUSIVE SPONSOR

Your opportunity to be seen supporting and be associated with some of the best pharmacy innovation that has been created with in the UK! One of the busiest features of CPC.

Over 150 presentations across the two days.

Posters rotated across four 2 hours windows giving delegates reason for returning, adding increased branding and exposure.

Exclusive sponsorship opportunity includes.

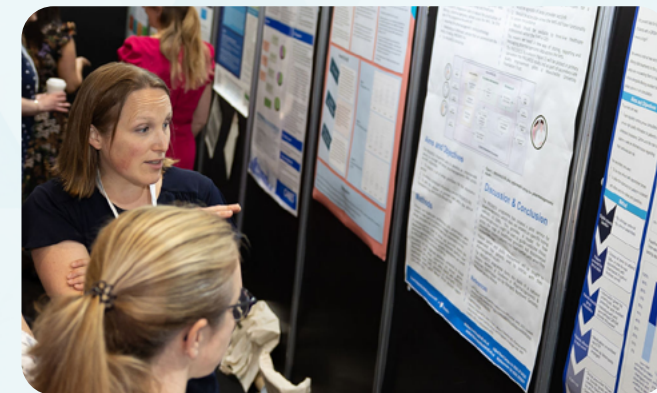
- Branding on ALL Congress materials pre-show: during and post-congress.
- Onsite hanging banner highlighting the area.
- Personalised carpet colour and/or carpet run to your stand.
- Access to the contact details of all participants opted in participants..

**£5,995 + VAT**

## SUBMIT A POSTER

Commercial posters must have the appropriate declarations on them to meet the terms of the submission but will be automatically accepted and presented in all four sessions giving you the best return on investment.

**£995 + VAT**



# Awards Sponsorship

The Clinical Pharmacy Congress Awards programme celebrates and acknowledges successful individuals and teams across the 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 ?

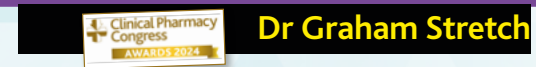
As an award sponsor you will benefit from association of your brand with the prominent accomplishments of some of the most committed pharmacy professionals in the UK. You will gain brand coverage helping to raise awareness of your profile amongst our award entrants and the wider pharmacy community.

- Your brand will appear within all related awards collateral in the professional domain pre, during and post Congress.
- You will be part of a comprehensive promotional programme at Congress for the Awards prize giving event.
- Be part of the judging of the entries submitted.
- Your representative can present your Award alongside the Chair of the Judging Panel at the prize giving ceremony in the Keynote Theatre on Friday 9 May.

ONLY  
**£2,995 + VAT**  
PER AWARD



### EXCELLENCE IN CLINICAL LEADERSHIP



### EXCELLENCE IN PRIMARY CARE PHARMACY



### EXCELLENCE IN HOSPITAL PHARMACY



### UNSUNG HERO AWARD



### EXCELLENCE IN USE OF TECHNOLOGY



# Clinical Pharmacy Congress App

## OFFICIAL APP SPONSOR

A fantastic opportunity to be in front of your potential customers pre-show, on-site and post show with growing numbers of users at each event!

As the official app sponsor, your brand will be in front of every single delegate two weeks prior the event opening giving you a head start on your competitors as your customers start planning their time at the show.

- In 2024, over 2,600 attendees (72%) used the app.
- All the session synopsis details on there give more reason to download and use.

As the exclusive app sponsor you will benefit from:

- App splash screen the first thing every user sees – linking to profile with products
- Push Notifications – you provide these we set them up – two per day (CPC will also use this to advertise certain features)
- Banner advert on home page with link
- Profile page appearing at the top of exhibitor listings (out of alphabetical sequence) to include background and links to products
- Unlimited access to use the 'arrange a meeting at the show' feature to arrange face to face meetings with potential customers.
- Entry in Must See Exhibitors and advert in printed pocket guide alongside app promotion.
- As well as being included on all promo of the app pre-event (e.g. website, emails and pre-show social media)

**£14,995 + VAT**

## BOOK A MEETING FEATURE

Why not unlock the 'book a meeting feature' for 2025...

Capability of unlimited access for reaching out to all registered delegates, enabling you to precisely target and send meeting requests to your intended participants.

**£3,995 + VAT**

## SPLASH SCREEN ADVERT

**NEW**

Be the first thing anyone sees when opening the app - a great way to push your initiatives at the show.

**£2,495 + VAT**

## HOME PAGE ADVERT

**NEW**

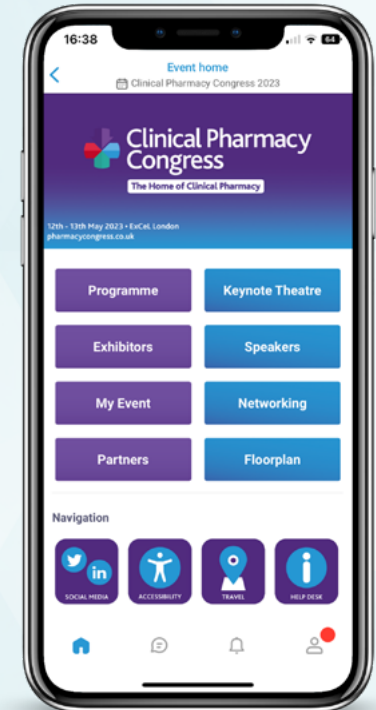
Have a clickable advert on the homescreen of the app - visible by all delegates

**£1,495 + VAT**

## PUSH NOTIFICATION FEATURE

You provide the content and we set-up your message to go out to all users of the app – two per day.

**£2,995 + VAT**



# Pre-Show & Digital Sponsorship

## BADGE MAILING INSERT

Great high profile pre-show visibility at a key time!

- Delegates are expecting their badge to arrive, giving a fantastic postal mailer open rate.
- Posted out 2-3 weeks prior to the show when delegates are planning their attendance.

**ONLY 10 AVAILABLE!**

**£4,995 + VAT**

## CPC HEADED EMAIL

Are you looking to hit a targeted audience of clinical pharmacy professionals – your new potential customers – ahead of the show promoting your product or service?

This exclusive email sent to our delegates with your copy sitting within our template so the messaging is co-branded. Improves click and open rates and is sent to ALL registered delegates.

**£3,995 + VAT**

## BESPOKE/SOLUS EMAIL

Your content delivered as an HTML file to all the opt'ed in email addresses we have.

Circa 1,000 opted in emails.

**£3,495 + VAT**

## COMPANY PROFILES

Every exhibitor is guaranteed a 50 word web profile with a logo. You can also enhance your presence through a series of simple and effective additional sponsorship opportunities.

Enhanced: 100 words and highlighted  
Premium: 150 words, highlighted and links included.

Free company listing	<b>FREE</b>
Enhanced listing	<b>£500 + VAT</b>
Premium enhanced listing	<b>£850 + VAT</b>

## BADGE MAIL SPONSOR

Includes the Visitor Badge Mailing Insert and has your logo positioned on the the letter for the badge mailing and included in the print at home badge e-mail.

Approx 3,200

**£6,995 + VAT**

## NEWSLETTER ADVERT

Your advert on the CPC newsletter, which goes out each month to all subscribed individuals from our database of thousands of pharmacists.

**From £500 + VAT**

## WEB BANNER ADVERT

Your advert on the main CPC website. Be seen by over 50,000 pharmacy professionals with a rotating banner on the CPC London homepage ([pharmacycongress.co.uk/london](http://pharmacycongress.co.uk/london)).

Complete with a clickthrough to your website.

**£1,995 + VAT**

## CONFIRMATION EMAIL

Whenever a delegate registers for CPC they are sent an email confirmation. As the email sponsor you will benefit from 100 words, logo and link to your website. Any registered delegate will see your branding and messaging before the show even opens.

**£2,995 + VAT**



## On-site Sponsorship

### FLOOR TILES

Be seen by all delegates at the show as they walk around the exhibition and drive more delegates to your stand.

You get:

- 1m x 1m tile on the show floor carpet.
- You design and choose location; we print and install.



From **£995 + VAT**

### SPEAKERS LOUNGE

**EXCLUSIVE!**

Place your organisation in front of high-profile key opinion leaders.

Fantastic for new products or companies looking to reach industry leaders.

- Located on the exhibition floor.
- Branded in your corporate colours.
- Carpet run to your stand.

**£6,995 + VAT**

### THEATRE HOLDING SLIDES

You design a large billboard style advert which runs on one or all theatre screens when sessions aren't running. Your advert runs during the breaks in lectures.

Sold per theatre so that you can target the most relevant audience to you.

**£995 + VAT**

### HANGING BANNER

Media fee – hang your own structure above your stand. Rigging costs are provided separately by ExCeL Rigging.

**£1,495 + VAT**

Stand out and be seen from anywhere. Signpost your stand for all to see, this opportunity includes your logo, production and rigging directly above your stand, max size 2m x 2m..

**£3,995 + VAT**

### MUST-SEE EXHIBITOR PROGRAMME

Stand out of the crowd with:

Pre:

'Must See' Exhibitor's email – all registered delegates will receive your 50 word company profile and web link 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 event communication which is sent to all delegates ensuring your message continues beyond the two days of the event.

**£2,750 + VAT**

### DELEGATE BAG INSERT + NOTEBOOKS & PENS

A time tested tool to raise your organisation's profile among your target audience.

- Every visitor is handed a bag with your insert enclosed,
- All delegates should see your messaging
- We limit the number of inserts to ensure this is effective.
- Only 10 available opportunities — less than 5% of our exhibitors.

**£2,995 + VAT**

Notebooks/pens can also be branded to help you show our delegates that you support their education. Placed into every delegate bag, ensuring delegates recognise your brand. Used both during the show and importantly post show in hospital pharmacies across the country for continued brand exposure. You provide the pens and/or notepads to be inserted.

**From £995+ VAT**

**VERY LIMITED!**

# Additional On-site Sponsorship



## POCKET GUIDE ADVERT

With your ad featured in this essential event companion, you'll gain continuous exposure as delegates reference the guide for schedules, maps, and information. This prime placement keeps your brand top-of-mind throughout the entire event.

**VERY LIMITED!**

£1,495 + VAT

## MEETING ROOMS

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 screen as well as boardroom style set-up for up to 10 people per half day.

£2,995 + VAT

## CHARGING ZONE

Reliance on our devices has increased exponentially and the battery needs to keep up. In 2025, we will have a sponsored charging zone where delegates can leave their phones to charge, and you could be part of this opportunity.

£3,995 + VAT

## ROUND TABLE MEETING

Why not hold a round table discussion at CPC 2025 to get solid, honest feedback using our extensive delegate network of NHS opinion leaders and clinical experts.

A collaborative process to target and seat the right NHS customers in the room.

£19,995 + VAT

## YOU ARE HERE BOARD

Help your organisation stand out on the signage at the show.

This sponsorship allows you to highlight your stand on the floorplan for delegates to you see you first.

Floor plan is replicated on the pocket guide and app

£995 + VAT



# Exclusive Opportunities

HIGH VISIBILITY!

## BADGE EMAIL SPONSOR

Email sent out to all registered delegates (circa 4,000) three days before the show. A key time for communicating with delegates as they are thinking about their time at the show.

Use this to generate interest in your stand, it will help you achieve your onsite objectives.

£3,995 + VAT

## DELEGATE BAG SPONSOR

Be seen by all delegates, speakers, exhibitors and your competitors. Excellent high profile awareness of your brand. Every visitor is handed a bag on entry. Seen and used during the show and post show for continued branding. Superb opportunity for corporate branding.

Client to provide the approx. 4,000 branded reusable (non-plastic) bags.

£5,995 + VAT

## REGISTRATION SPONSOR

Every pharmacy professional must go through to enter (and leave) the congress – every single delegate will see your branding and core messaging.

Fantastic opportunity to promote a new product or corporate branding.

Carpet run from registration to your stand in your corporate colour with two floor tiles to help deliver more traffic to your stand.

£5,995 + VAT

## BADGE SPONSOR

A high profile opportunity to be seen by every delegate at the show and your potential customers by having your branding on every delegate badge! Logo, company name and stand number printed on every badge. Includes badge mailing insert. Be seen by every delegate, exhibitor and your competitors.

£3,995 + VAT

## WI-FI SPONSOR

Receive the data for all attendees who log onto the WiFi and build your brand awareness from this exclusive, high-profile opportunity.



£19,995 + VAT

## LANYARD SPONSOR

An amazing exclusive opportunity to have your brand around the neck of every delegate, speaker, exhibitor and most importantly your RIVALRS.

Sponsor to produce and provide 4,000 branded lanyards and have your brand seen and bought home by everyone at the show!

£5,995 + VAT

## MAIN AISLE CARPET SPONSOR

Become our exclusive carpet sponsor and have your personalised carpet colour/run to your stand from the main aisle.

In 2025, CPC will be using GES Rewind carpet range which is a zero-to-landfill alternative, taking 55% fewer carbon emissions to make.

£4,995 + VAT

## CAFÉ SPONSOR

Exclusive branding of the only catering area in the show

Each of our 3,000+ visitors, your customers, will pass through here for tea, coffee and a bite to eat.

A superior option in terms of profile and branding

£6,995 + VAT

## Exclusive Opportunities Continued

### WASHROOM SPONSOR

Become our exclusive washroom sponsor and make a lasting impression on all of our delegates! Provide your own branded soaps and washroom essentials to be placed in each washroom block you sponsor. Also have your own posters placed in each available poster slot in the sponsored washroom blocks.

From **£5,995 + VAT**

### LOUNGE SPONSOR

Your branding will be prominently displayed in the bustling networking lounge, where attendees gather to connect, collaborate, and unwind. This sponsorship guarantees maximum exposure as your brand becomes synonymous with dynamic interactions and professional networking.

**£16,995 + VAT**



### QUIET ROOM SPONSOR

Your logo will be featured throughout the tranquil space, providing a peaceful retreat for attendees to recharge and focus. This unique sponsorship ensures your brand is associated with relaxation and well-being at the event. Includes carpet to run from your stand. This accommodated 100s of delegates in 2024.

**£2,495 + VAT**

### RECEPTION SPONSOR

Your logo will be prominently displayed throughout the reception area as attendees enjoy complimentary drinks and connect after the show. This is a prime opportunity to showcase your brand to a captivated audience in a relaxed and social setting.

**£5,995 + VAT**





## SECURE YOUR SPONSORSHIP NOW

### GET IN TOUCH TODAY



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## WE LOOK FORWARD TO WELCOMING YOU TO CPC 2025