



**Diabetes
Professional
Care**

15 - 16 October 2024
Olympia London

Incorporating:



**Cardiovascular
Professional
Care**

Sponsorship and Exhibition Opportunities

Grow your sales pipeline, generate maximum ROI and build your brand at the UK's largest and leading event for the diabetes healthcare community.

f @diabetespc **in** /diabetespc **X** @diabetespc #DPC24

diabetesprofessionalcare.com

Organised by:

 **CloserStill**

Welcome

Diabetes Professional Care, on 15-16 October 2024 at Olympia London, is the perfect opportunity to bring your product and service to life in front of the largest gathering of diabetes healthcare professionals in the UK. You'll showcase your offering to the people who will benefit from and advocate it, and to those who make the purchase decisions.

Who will you meet?

We welcome the multi-disciplinary team, including diabetes / endo consultants, nephrologists, cardiologists, renal nurses, diabetic specialist nurses, vascular access nurses, tissue viability nurses, diabetic podiatrists, pharmacists, pharmacy technicians, dietitians, clinical directors, ICB leads, etc.



55%

of delegates used the event app

73%

of delegates said it was extremely important to attend

46%

attended for the first-time

75%

of exhibitors expect to sell £50-100k as a result of exhibiting

WHY SHOULD YOU JOIN US?



1. Thought Leadership

Position your brand as a market leader and influence a captive audience. Share your expertise on a relevant topic in a speaking slot on the exhibition floor, with sessions made available to thousands of delegates.

2. Lead Generation

Showcase how your product, service or innovation will address the challenges of your target audience. You'll build new relationships and strengthen existing ones by providing them with tailored advice and solutions.

3. Brand Awareness

Your competitors will be attending. You'll gain maximum ROI in this perfect opportunity to increase your market share and be seen via various marketing and branding opportunities before, during and after the event.

Interested in sponsoring?

Sponsors are an integral part of Diabetes Professional Care. By positioning your company at the centre of it all, you will help maximise your ROI as you share your unparalleled knowledge and unrivalled expertise with thousands of prescribers, payers and influencers.

You can choose the right sponsorship items to suit your needs, rather than bundling items together that may not benefit you. Your sponsorship tier will be based on your total expenditure across your stand, symposia, and sponsorship bookings combined.



Diamond Sponsor

- 📍 A minimum of **100sqm** stand
- 📍 Including **all** add-ons



Platinum Sponsor

- 📍 A minimum of **80sqm** stand
- 📍 Including **three** add-ons



Gold Sponsor

- 📍 A minimum of **60sqm** stand
- 📍 Including **two** add-ons



Silver Sponsor

- 📍 A minimum of **40sqm** stand
- 📍 Including **one** add-on

Add-ons include:

- 📍 Holding slides in the open theatres, shown between sessions in the conference
- 📍 Literature distribution on display racks in registration and catering areas
- 📍 Seat drop in symposia
- 📍 5 commercial delegate passes
- 📍 Push notification sent to all delegates on the official event app
- 📍 Inclusion in e-newsletter sent to delegates (pre or post show)

Interested in exhibiting?

Book a stand and network face-to-face with 3,800+ total attendees with the responsibility for prescribing, recommending, commissioning and financing diabetes care. You'll generate new leads, build your pipeline and boost your brand presence. Get in touch to discuss the best way you can get involved to achieve your business objectives.



A photograph of a Shell exhibition stand at a trade show. The stand is a pre-built structure with a blue and white color scheme. A large vertical banner on the left reads "DIABETES UK KNOW DIABETES. FIGHT DIABETES. SUPPORTING HEALTHCARE PROFESSIONALS". Below this, a smaller banner lists benefits: "We can help you: Improve your diabetes knowledge, Develop your leadership skills, Stay informed, Find useful tools for consultation and support, Signpost patients to information and support." Several people are gathered around the stand, looking at materials. Two red circular callouts at the bottom provide pricing information.

Shell

Shell
£679 sqm
+VAT

Registration fee
£449
+VAT



A photograph of a Space exhibition stand at a trade show. The stand is a pre-built structure with a white brick wall and a green door. A large green banner at the top reads "excom" and "CONTINUOUS GLUCOSE MONITORING". Below this, a smaller banner features a smartphone and text: "Smartphone-powered online leading service for patients with diabetes". The stand is surrounded by a large crowd of people. Two red circular callouts at the bottom provide pricing information.

Space

Space
£659 sqm
+VAT

Registration fee
£449
+VAT

- Pre-built stand with walls and carpet
- One lead retrieval scanning app license
- Website listing with logo, profile and link to your website and social media
- Official event app listing with logo, profile and link to your website and social media
- Dedicated exhibitor news platform on website
- Bespoke marketing collaborations to help meet your commercial goals

- Space to build your bespoke stand
- One lead retrieval scanning app license
- Website listing with logo, profile and link to your website and social media
- Official event app listing with logo, profile and link to your website and social media
- Dedicated exhibitor news platform on website
- Bespoke marketing collaborations to help meet your commercial goals

Sponsorship Highlights

Lunch & Learn Educational Opportunities (60 mins)

Brunch/Breakfast Educational Opportunities (45 mins)

Number available: 10

From
£9,995
+VAT

- An increased opportunity for driving high attendance
- Branding on screen throughout session
- Sponsor accreditation on the holding slide
- Opportunity to drive those who have shown interest in your session to your stand and convert educational interest into new business
- Access attendee data from your session
- Opportunity to upgrade the lunch to a Buddha Bowl (£23 per delegate)



PROMOTIONAL OPPORTUNITIES AT THE EVENT

Show App

Only 1 available

£15,000
+VAT



Sponsor the only app to help diabetes professionals navigate the show, the content, and their time at Diabetes Professional Care. This opportunity is high profile and available to only one sponsor.

Registration Area Sponsor + Delegate Registration Email

Only 1 available

£10,000
+VAT



With 3,000+ delegates registrations, that's a lot of highly anticipated emails with your branding on! You'll benefit from 100 words, logo and link to your website that all registered delegates will see before the event even starts. You'll build awareness at a key time in the run up, increase footfall to your stand and give your team the best chance to create new revenues.

Banner On Website Homepage

Only 1 available

£2,500
+VAT



Your banner will be displayed on the event website homepage with a click-through to your website - it is one of the first things website visitors see and will build your brand awareness.

Promotional Opportunities

Speaker Lounge / Cafe

Only 1 available

£15,000
+VAT



A superior option for raising your profile. You'll have exclusive branding of the largest and busiest area on the exhibition floor where all delegates pass through for refreshments and lunch.

WiFi Sponsorship

Only 1 available

£14,000
+VAT



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

Seating Area

Only 1 available

£7,500
+VAT



A great opportunity to raise your profile and increase your brand awareness. Sponsor the seated area on the upstairs floor, place your brand on it and gain maximum exposure.

Opportunity to Hang Banner

Number available: Unlimited

£1,800
+VAT



Place your brand for everyone to see with a banner above the exhibition floor.

*Rigging costs are provided by Olympia London Rigging. Sponsor to produce.

Main Aisle Sponsorship

Only 1 available

£5,000
+VAT



This high impact opportunity will be seen by all delegates. Sponsor the main thoroughfare through the heart of the exhibition, which receives the highest footfall across both days. You'll benefit from 4 branded floor tiles and a carpet run from the entrance to all theatres, branded in a colour of your choice that best reflects your brand identity.
*Includes production.

Passport

Number available: 10

£2,500
+VAT



Benefit from the significant footfall generated by being a passport sponsor. Delegates enter this competition by visiting each sponsor's stand, answering the question and placing the completed card in the post box when they leave. Two lucky winners will win a £100 High Street voucher, so it's a prize worth winning and the diabetes community love it. This is by far our best stand-alone tool to make your exhibition stand a busy one.

PROMOTIONAL OPPORTUNITIES

Delegate Bag Sponsor

Only 1 available

£5,500
+VAT



Your logo will be prominently displayed on all show bags, handed out to each delegate

*Sponsor to produce.

Delegate Lanyard Sponsor

Only 1 available

£4,500
+VAT



Have your brand displayed on every delegate, speaker, exhibitor and rival! Sponsor to produce and provide branded lanyards and be one of the most seen brands at the event.

*Sponsor to product

Delegate Bag Insert

Number available: 10

£2,750
+VAT



A time-tested tool to raise your organisation's profile among your target audience. Every delegate is handed a bag with your insert enclosed, meaning every delegate will see your promotion.

4 x Branded Floor Tiles

Number available: 10

£3,000
+VAT



You receive four 1m x 1m vinyl cut tile into the show floor carpet. You design and choose location; we print and install. Benefits include your brand and messaging being seen by all delegates at the show, helping to drive footfall to your stand.

*Includes production

New for 2024

Logo on All Event Signage

Only 5 available

£10,000
+VAT



Logo on 'You are here' Board

Only 5 available

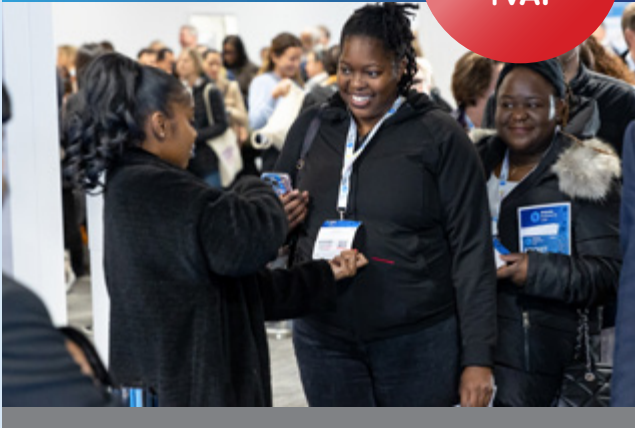
£5,000
+VAT



Cloakroom Sponsorship

Only 1 available

£5,000
+VAT



Washroom Sponsorship

Only 1 available

£2,500
+VAT



Badge Mailing

Only 3 available

£2,745
+VAT



Solus Email

Only 8 available

£5,000
+VAT



NEW FOR 2024

Article in e-Newsletter

Only 14 available

£2,500
+VAT



App Push Notification

Only 14 available

£1,250
+VAT



Enhanced Listing in the Pocket Guide

Only 5 available

£2,500
+VAT



Seat Drop in Theatres

Unlimited number available

£2,500
+VAT



Holding Slides in Theatres

Unlimited number available

£995
+VAT



"This is the biggest show of its time, to get all types of healthcare professionals all under one roof at the same time."

Chris Chapman, COO, GlucoRx

"The level of engagement and energy is always absolutely fabulous."

**Paul Cheverton,
National Sales Manager, Dexcom**



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Take advantage of the wide range of options available at Diabetes Professional Care. You'll become an integral part of the UK's leading diabetes event and solidify your position as a market leader.

We'll support you every step of the way, providing you with assistance and advice to help you connect with your future customers and gain maximum ROI, in the most effective way possible.

GET IN TOUCH

To be part of our unmissable diabetes event, call or email us today to ask about stand and sponsorship availability and the best options for you to get involved.

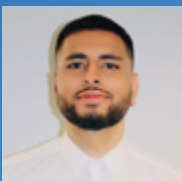


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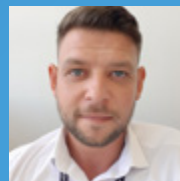


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