

# +Pharmacy Show

16-17 October 2022 • NEC Birmingham

For all that pharmacy demands

lead  
sponsor



**2022 PHARMACY SHOW  
SPONSORSHIP OPPORTUNITIES**

BEFORE  
THE SHOW

## GOLD WEB PROFILE

90% of delegates plan who they want to see using the on-line exhibitor list. So make sure you stand out from over 300 exhibitors.

Highlight your company with the following:

- Company name
- Stand number
- Contact details
- Logo
- Site Web
- 100 word profile
- Social media links
- 5 x press release on news page
- 5 x product pictures on news page

**£800**  
+ VAT

## DELEGATE REGISTRATION CONFIRMATION EMAIL SPONSOR

Every pharmacy professional registered online in 2021 and received an automated confirmation email to print and bring to the show.

- Be seen by every pharmacy professional that registers for the Pharmacy Show!
- Includes 50 words, logo and link in every confirmation email
- Maximum 2 companies

**£1,995**

## PIGGY-BACK SHOW EMAIL SPONSOR

All registered delegates will receive important Pharmacy Show communications in the run up to the event providing them with information. Make sure your vital message is received along with it!

- Support an official Pharmacy Show delegate email
- Includes 50 words, logo and link to your website

**£1,500**  
+ VAT

## OFFICIAL PHARMACY SHOW MAGAZINE

Get your branding in front of every pharmacy professional in the land with our official Pharmacy Show newspaper.

- Sent to 50,000 pharmacy professionals in print and electronically
- Distribution four times a year
- **Advertising from as little as £799 +VAT**
- Want to contribute with editorial/education then get in touch

ADVERTISING RATES FROM  
**£799**  
+ VAT



## BANNER ADVERT ON OFFICIAL SHOW WEBSITE (ONLY 5 AVAILABLE)

- Rotating banner on homepage of [www.thepharmacyshow.co.uk](http://www.thepharmacyshow.co.uk) (five companies in total)
- Be seen by 83,000 pharmacy professionals (unique users during 2021 campaign)
- Complete with a click-through to your website
- Available immediately!

**£3,000**

## PHARMACY SHOW NEWSLETTER

- Gain exposure by showcasing your company and products to our database containing over 50,000 pharmacy professionals
- Promote your products in an interview or article style in our monthly newsletter
- Choose what fits you: a fancy banner, an enlightening article or an engaging interview. We offer all sort of layouts to fit your needs

STARTING FROM  
**£1,500**

**Call or email now and speak to:**

Abraham Tsegaye: 020 7348 5274 - [a.tsegaye@closerstillmedia.com](mailto:a.tsegaye@closerstillmedia.com)

Tom Church: 020 7013 4663 - [t.church@closerstillmedia.com](mailto:t.church@closerstillmedia.com)

Jeff Downton: 020 7348 5273 - [j.downton@closerstillmedia.com](mailto:j.downton@closerstillmedia.com)



AT THE SHOW

## 'MUST SEE' EXHIBITOR CAMPAIGN

**HIGHLY RECOMMENDED**



**£1,999**



- All registered delegates are emailed one week before the show with a list of "must see" companies.
- Your brand and stand number will be positioned on our must see exhibitor board at the entrance of the show.
- Your brand will be the first and last thing seen in the show.
- After the show we will send out the list of "must see companies" to ensure you capture the markets attention again. This will support your follow up calls.

## HANGING BANNER (2M X 2M)

Stand out from the other 400+ exhibiting companies. A constant reminder of where you are. Only available to five companies, you won't be missed!



**£3,995**  
ADVERTISING RATES FROM

- Only available to five companies
- High impact across the entire show
- Proven footfall driver
- Raise profile

## DELEGATE LANYARDS

- Your logo on all delegate lanyards\*
- High impact across entire show
- Footfall driver
- Raise profile

\*Excludes VIP lanyards

**£4,000**  
EXCLUSIVE

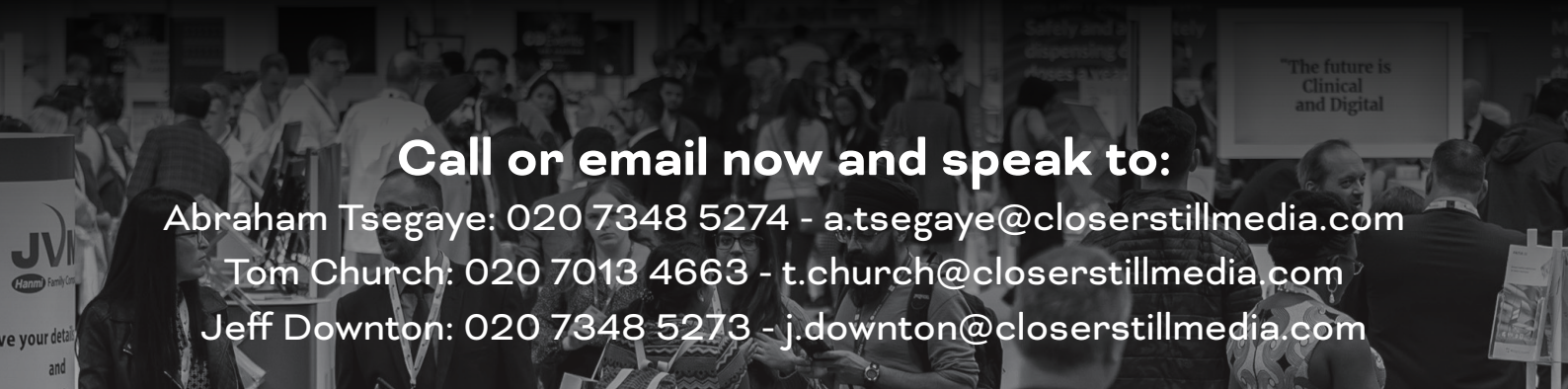


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## DELEGATE BAG SPONSOR SPONSOR TO PRODUCE BAGS

Handed to ALL delegates on arrival you won't be missed!

- High impact and visibility across the entire show
- Taken home and used post-show
- Includes 1 x literature/product insert
- Raise your profile and align your brand as a key sponsor of the show

£11,000 + VAT

## DELEGATE BAG INSERT

- Make sure your products/literature are distributed to every delegate
- Your material is much more likely to be passed on to other prospects

£2,500



## PERSONALISED CARPET TO YOUR STAND

- Direct delegates from main entrance to your stand
- One metre wide carpet together with 4 branded floor tiles incorporated
- Carpet colour of your choice
- High impact footfall driver

£2,995 EXCLUSIVE

## 'YOU ARE HERE' BOARDS



£2,500 + VAT

- One of two extra-large boards placed around the show
- Used by all delegates as they navigate the show
- Highlight your stand location and company name and logo and drive delegates to your stand
- Will also be aligned as floor plan sponsor in the showguide floorplan

## BECOME A MAIN FEATURE IN THE PHARMACY SHOW

- Make sure you are positioned and marketed across the year as a main stakeholder and supporter of the pharmacy profession in the national event for pharmacy
- Ensure you are placed centre stage in the show and all traffic leads to you
- Maximise your ROI and achieve all your KPI's

POA

## MAIN AISLE CARPETSPONSOR

Be the only brand seen by delegates as they make their way from the entrance to the main Keynote theatre!

- 1 metre wide carpet from entrance to Keynote theatre
- 4 branded floor tiles incorporated – your tiles exclusive to main aisle
- High impact footfall driver
- Raise profile

£5,000 EXCLUSIVE

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### ENTRANCE AND REGISTRATION AREA SPONSOR

- Make the first and last impression as delegates arrive and leave the show
- Logo and brand message incorporated into design and build of registration kiosks and t-shirt
- Registration staff to wear branded t-shirts
- High exposure
- Acknowledgement in show guide

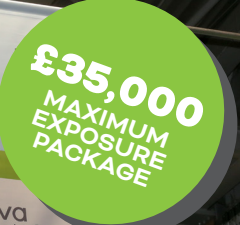


### VIP LOUNGE SPONSOR

- The VIP Lounge is home to high profile Pharmacy Show delegates including:
  - Superintendent Pharmacists, Pharmacy Owners, CCG Pharmacists, and Public Health Directors
  - Over 1,000 VIP's visited the VIP lounge in 2018
- These individuals are incorporated into the design and build of networking lounge where they receive free refreshments throughout the day as well as internet access
- Branding 'in association with' on overhead banner
- Acknowledgement in show guide, registration literature and website
- High impact
- Raise profile
- Data of all attendees to VIP area



### SHOW CAFÉ SPONSOR



More than 80% of all visitors use this catering area - a real destination point which receives constant traffic throughout both days.

- Be seen by every visitor of the show, maximum brand
- Branding on overhead banner
- Brand incorporated in the design and build
- Acknowledgement in show guide, registration literature and website
- High impact
- Raise profile

### SHOWGUIDE ADVERT

- Ensure your advert is in the hands of every delegate walking around the show
- Direct your customers to your stand at the show and tell them why they should visit your stand
- Make sure your message follows every delegate back to their respective businesses



### FLOORWALKERS LICENSE

- Only available to seven companies
- Only licence holders permitted to distribute material away from the confines of their stand
- Footfall driver



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The importance of education is paramount to the success of our Show and its exhibitors. Education sessions hosted on the exhibition floor in purpose built theatres are key to the event proposition and a major feature heavily attended by our delegates. Are you interested in education? Associate and accredit your company with a key topic and communicate directly with hundreds of delegates from the heart of the education programme.

**EDUCATION PACKAGE INCLUDES:**

**PRE SHOW**

- ✓ Client branding connected with all conference theatre promotion – website, email marketing, print media communications
- ✓ Promotion of session to every pre-registered attendee to the event
- ✓ Inclusion in official show guide preview



**AT THE EVENT**

- ✓ 30 minute presentation slot within allocated theatre
- ✓ You are free to use this session to promote your organisation, however we advise focussing around case studies, focussing on the visitors needs and how you can provide solutions through collaborative working
- ✓ Session can be delivered by yourselves/client or both
- ✓ Branding on screen throughout session
- ✓ Branding on lectern throughout session
- ✓ Sponsor accreditation on the holding slide
- ✓ Sponsor accreditation in the chairperson's introduction and thanks



**POST SHOW**

- ✓ Attendee data of everyone in session will be supplied to you to be utilised for any future marketing activities



**HAVE YOUR OWN IDEAS? WANT TO CREATE SOMETHING BESPOKE? GET IN CONTACT TODAY!**

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