

+Pharmacy Show

15-16 October 2023 • NEC Birmingham

For all that pharmacy demands



The Pharmacy Show

**SPONSORSHIP
OPPORTUNITIES**

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INTRODUCTION

The Pharmacy Show is the largest event in the UK for pharmacy, bringing over 7,000 pharmacy professionals to the NEC Birmingham. It is the only place in the country you can spend two days face to face with key decision makers from community, retail and primary care pharmacy.

The key to a good show is more than simply turning up. The Pharmacy Show has been running for over 15 years, and our extensive research and feedback from customers indicate that those who take the time to invest in pre and post show activity without doubt get better outcomes and more importantly generate a better ROI! What this looks like depends on your objectives at the show. Our wide range of sponsorship opportunities ensure that whether it's generating more footfall to your stand, gaining more brand awareness before the doors open or educating the pharmacy market, we have a solution to help achieve your goals.



HEADLINE SPONSORSHIP

SOLD OUT

This package positions you as the main show sponsor, placing your brand above all other event participants before, during and after **The Pharmacy Show**.

HEADLINE SPONSORSHIP INCLUDES:

- Your brand (logo) will be incorporated with the Pharmacy Show logo and wherever the Pharmacy Show 2023 logo appears (pre, during and post-show)
- Exclusive sponsorship of the Pharmacy Show delegate entrance (incorporating your logo, branding and message)
- Exclusive sponsorship of the delegate registration process (can include a proprietary question) and also includes exclusive sponsorship of all delegate and exhibitor badges
- Your logo will appear on every hanging banner at the show, as well as on all delegate marketing going out in digital and in print



GOLD SPONSORSHIP

LIMITED AVAILABILITY (ONLY 10 COMPANIES)

New to The Pharmacy Show 2023, becoming a **Gold Sponsor** is a fantastic way to elevate your brand above others at the show. If you are looking to stand out and be seen as a thought leader, then look no further.

GOLD SPONSORSHIP INCLUDES:

- 1 x 30-minute speaking session in one of The Pharmacy Show Theatres
- Attendee data of every delegate that enters your theatre session, which will be supplied for marketing and generating business post-show
- Pre-show marketing will feature your branding on online, email and print communication connected to your theatre session
- Branding on website as theatre speaker
- Branding in official show guide as speaker on your topic, which every delegate will have in their hands
- Branding on screen throughout session
- Branding on lectern throughout session

ALSO INCLUDES:

- An article in our Pharmacy Show Official Newsletter, sent out to our entire database of over 50,000 pharmacy professionals
- 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 400 exhibitors
- Enhanced show guide profile. Every delegate uses the show guide to navigate the show, so why not drive footfall to your stand and ensure your brand stands out



PLATINUM SPONSORSHIP

LIMITED AVAILABILITY (ONLY 3 COMPANIES)

Platinum sponsors receive all of the benefits of being a **Gold Sponsor**, along with the following benefits:

PLATINUM SPONSORSHIP INCLUDES:

- An additional 30-minute speaking session, meaning even greater opportunity to deliver your message and educate a national captive audience
- All of the attendee data from both of your speaking sessions which you can use to follow up your session and generate business post-show
- 1 full page show guide advert – meaning your branding will be unmissable in the one document every delegate will have in their hands for the two days of the show
- Inclusion in the must-see exhibitor campaign. Be part of the 20 companies we instruct delegates to ensure they see at The Pharmacy Show before they walk through the doors. Have your logo and stand number on our must-see exhibitor wall at the front of the show at the front of the show, driving customers to your stand



THEATRE SPONSORSHIP

Becoming a **Theatre Sponsor** ensures you are being seen by every delegate as the thought leader and education partner of choice within pharmacy.

THEATRE SPONSORSHIP INCLUDES:

- Speaking session on each day
- Attendee data from every single non-sponsored session within your theatre across the two days, meaning hundreds of high quality leads in addition to the ones you collect
- Hanging banner above theatre
- Branding on holding slides between sessions
- Logo on the back walls of stage set
- Logo on all floorplans at the show
- Data of every attendee to the theatre
- Aligned as a main sponsor of the show
- Opportunity to place literature/handouts in theatre
- Branding across all touch points in lead up to show wherever your theatre is mentioned or promoted (media, website, mailers, emails)

THEATRES AVAILABLE TO SPONSOR:

- **Business Theatre**
- **Public Health & Wellbeing Theatre**
- **Clinical Theatre**
- **Primary Care Pharmacy Theatre**
- **Technology Theatre**



VIP LOUNGE SPONSORSHIP

SOLD OUT

By becoming the sponsor of the VIP Lounge, you align your brand with the seniormost decision makers within pharmacy.

VIP LOUNGE SPONSORSHIP INCLUDES:

- Hanging banner above lounge containing sponsor's branding
- Space on the lounge to be able take questions and directly speak with VIP's and potential customers
- Design of lounge to be discussed – we will build the space in unison with you, however you also have creative freedom should you want a more definitive stamp on the space
- Tea, coffee and snacks to be arranged at a potential extra cost
- Yearlong campaign making you a headline sponsor on our digital, print and telemarketing communication
- Full branding around VIP Lounge and all associated marketing to lounge
- 3 x scanner pens
- Data of all VIP attendees and everyone who enters the lounge



MAIN CAFÉ SPONSOR

SOLD OUT

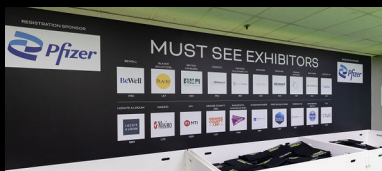
Become the headline sponsor of the biggest feature on the entire show floor – the main show café. This will allow you unrivalled branding and be aligned with the central meeting point of the national event for pharmacy.

MAIN CAFÉ SPONSORSHIP INCLUDES:

- Café area size - 33m x 12m (open 4 sides) in the centre of the show – the navigational tool and centrepiece feature of the show
- 2m x 2m hanging banner above containing sponsor's branding
- You choose area carpet colour/colours from our supplier's palette
- Bottom side of the café for a meeting area – this will include a branded back wall and podium as well as access to scanner pens and still listed as an exhibitor at the show. Design of the branded back wall to be discussed with you
- The catering point to have your logo
- All table and chairs to have your literature/promotional items of choice – your responsibility to place and restock levels
- Full promotion of your sponsorship of the Pharmacy Show Café in all delegate promotion where education conference is being promoted. This includes main ticket, email comms and all marketing where the show and café is mentioned
- Exclusive branding in all printed and electronic literature relating to the Pharmacy Show Café
- Full branding around café and all associated marketing to café
- 3 x scanner pens



HIGH IMPACT COST EFFECTIVE SOLUTIONS



MUST-SEE EXHIBITOR

- Inclusion in email before the show to all delegates of "must-see companies"
- Logo and stand number on Must See Exhibitor wall at the front of the show
- Inclusion in post-show newsletter
- Only available to 20 exhibitors

£2,500 +VAT



FLOORWALKER'S LICENSE

- Only 5 available
- Distribute material away from your stand, across the whole show

£2,000 +VAT



HANGING BANNER

- Proven footfall driver
- Limited availability

£4,000 +VAT



LANYARD SPONSOR

- Logo on all lanyards
- Raise profile across entire show

SOLD OUT



DELEGATE BAG SPONSOR

- Logo on every delegate bag
- Have your branding in the hand of every delegate

SOLD OUT



DELEGATE BAG INSERT

- Product placement within delegate bags
- Handed out to every visitor as they walk through the doors

£2,500 +VAT

PIGGY BACK EMAIL

- Sponsor an email going out to our visitor database
- Includes hyperlink to landing page of your choice

£1,500 +VAT

PRE-SHOW MAGAZINE ADVERT

- Sent to every pharmacy in the UK in print
- Get your brand in front of every delegate before they walk through the door

£POA

GOLD WEB PROFILE

- 5 press releases on website
- Stand out online amongst other exhibitors

£1,000 +VAT

DIGITAL SPONSORSHIP

DON'T MISS THE OPPORTUNITY TO BE SEEN BY PHARMACY PROFESSIONALS AROUND THE COUNTRY!

Bulletin are a great way to gain exposure for your company, products, and presence ahead of your participation at The Pharmacy Show. Sent to a database of 50,300+, our monthly newsletters have a strong open and click through rates, above industry benchmarks.

BULLETIN FEATURE OPTIONS

Featured interview written by our editors on topics subject to editorial approval. Interviewee must be a senior representative.

£1500

Feature article relating to the sector (800 words max). This could be a thought leadership piece or a case study.

£800 - £1500

Whitepaper, webinar or podcast linked to an existing or custom landing page.

£2000

BULLETIN BANNER OPTIONS

Variety of **leader board positions** linked to an existing or custom landing page.

£800 - £1000

Variety of **MPU banners** linked back to bulletin article or custom landing page.

£600 - £1000

**Static banner images (JPEG or PNG)*

CONTACT US TODAY TO FIND OUT MORE ON GETTING INVOLVED IN OUR BULLETIN:

**A.TSEGAYE@CLOSERSTILLMEDIA.COM
OR CALL 0207 348 5274**

BULLETIN

Pharmacy Show

15-16 October 2023 • NEC Birmingham

FEATURED

250x250

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SPONSORED BANNER 728X90

SPONSORED

200x200

[Link](#)

NEWS

200x200

[Link](#)

SPONSORED

200x200

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SPONSORED

250x250

NEWS

200x200

[Link](#)

SPONSORED

200x200

[Link](#)

NEWS

200x200

[Link](#)

SPONSORED BANNER 728X90

INTERVIEW

300x225

NEWS

300x225

Pharmacy Show

OFFICIAL SHOW GUIDE

ADVERTISING OPTIONS

DISPLAY ADVERTISING

Belly Band	£5,000 +VAT
Outside back cover	£3,000 +VAT
Inside front cover	£3,000 +VAT
Inside back cover	£2,500 +VAT

Full Page	£2,000 +VAT
DPS	£3,000 +VAT
Half Page	£1,500 +VAT
Conference Page Strip Ad	£1,195 +VAT
Quarter Page	£1,000 +VAT

FREE LISTINGS

Every exhibitor is guaranteed a 50 word profile and the chance to list themselves under up to three of our product locator categories.

You can also enhance your presence through a series of simple and effective additional sponsorship opportunities.

FULL PAGE

Outside back page, Inside front page, Inside back page, Full page

Trim size: 210mmW x 297mmH
Bleed size: 216mmW x 303mmH
Type area: 194mmW x 281mmH

HALF PAGE

Advert size: 190mmW x 135mmH
(Floating ad, no bleed required)

CONFERENCE PAGE STRIP

Advert size: 190mmW x 50mmH
(Floating ad, no bleed required)

ADVERTISING SPECS

Adverts should be supplied as Hi Res PDF or Hi Res Jpeg (300dpi) saved at maximum quality. CMYK only (no RGB/pantone/spot colours), images should be CMYK 300dpi with 3mm bleed when indicated below.

DPS

Trim size: 420mmW x 297mmH
Bleed size: 426mmW x 303mmH
Type area: 404mmW x 281mmH

QUARTER PAGE

Advert size: 92mmW x 135mmH
(Floating ad, no bleed required)

PRICE

FREE

ENHANCED LISTINGS

Stand out from the crowd. Package includes:

- 100 words
- Highlighted listing
- Company Logo

PRICE

£299 + VAT

CloserStill Media

A1

Unit 14, Exhibition House, Addison Bridge Place, London W14 8XP

Something new in business media. CloserStill Media – often described as the fastest growing business media company in the UK – specialises in high-value, contentdriven events and the nurturing of B2B or professional communities.

FREE LISTING EXAMPLE

CloserStill Media

A1

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ENHANCED LISTING EXAMPLE

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PREMIUM ENHANCED LISTING EXAMPLE

