

THE PHARMACY SHOW

**SPONSORSHIP  
OPPORTUNITIES 2025**

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# INTRODUCTION

**The Pharmacy Show is the largest event in the UK for pharmacy, bringing over 8,700 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 17 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

### LIMITED AVAILABILITY (ONLY 1 COMPANY)

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 2025 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)

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 35,000 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 300 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

PRICE

**£10,000**

**+VAT**



## 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



PRICE  
**£15,000**  
+VAT

## THEATRE SPONSORSHIP

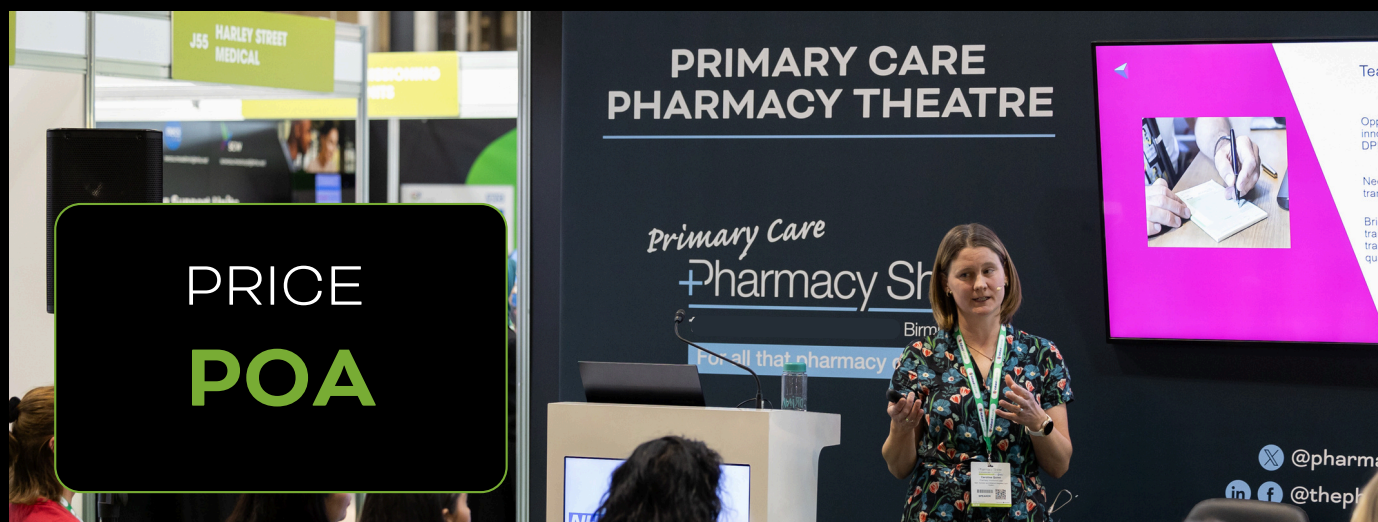
Becoming a **Theatre Sponsor** ensures you are being seen by every delegate as the thought leader and education partner of choice within pharmacy.

### 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)

### THEATRE 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

Unlimited licences for lead generation scanner

Data of all VIP attendees and everyone who enters the lounge



## MAIN CAFÉ SPONSORSHIP

### LIMITED AVAILABILITY (ONLY 1 COMPANY)

Become the 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 communications, including the website, emails and social media, wherever the show and café are 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

Unlimited licences for lead generation scanner



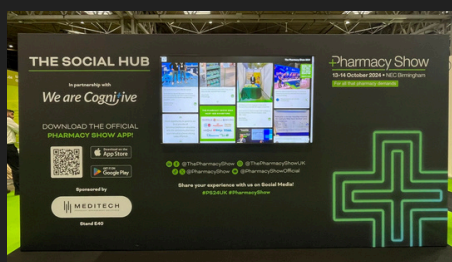


## ADDITIONAL OPPORTUNITIES

### MUST-SEE EXHIBITOR (ONLY 20 COMPANIES)

As a must-see exhibitor at The Pharmacy Show, you'll enjoy premium visibility at all times.

- **On our digital channels** – Mentions on 2 emails (1 pre-show and 1 post-show), our social media channels and the digital social wall. Highlights on the digital pre-show magazine and the official Pharmacy Show App
- **Brand exposure onsite** – Your logo, company name and stand number will be displayed on the registration backdrop and also be highlighted on the printed show guide and the 'You Are Here' board
- **Footfall driver** – Inclusion in the must-see exhibitor passport to draw attendees to your stand



**£5,000 +VAT**



#### LANYARD SPONSOR

Logo on all lanyards  
Raise profile across entire show

**SOLD**



#### 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**



#### DELEGATE BAG SPONSOR

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

**SOLD**



#### DELEGATE BAG INSERT

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

**£2,500 +VAT**

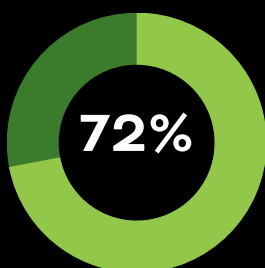
**CONTACT US TODAY  
TO FIND OUT MORE  
ON ADVERTISING  
OPPORTUNITIES**

**Garry Tyson**  
g.tyson@closerstillmedia.com  
+44 (0)20 7348 4903

## OFFICIAL APP SPONSORSHIP

Become the sponsors of the only digital tool that will be used by delegates to plan their event, receive updates about the show and decide which suppliers they want to meet when they get to The Pharmacy Show.

### KEY STATS FROM THE PHARMACY SHOW 2024



#### OF OUR VISITORS USED THE APP IN 2024

Display your profile at the top of the list - be the first exhibitor our attendees see.

#### PRODUCTS AND CATEGORIES

Certain products uploaded by our suppliers were viewed over

**2,000 TIMES**

#### EMAILS

App related communications were sent out to our entire visitor list every week.

#### BOOKMARKS

Our most enriched profile managed to be bookmarked by **400+** of our attendees.

#### STAND ACTIVITIES

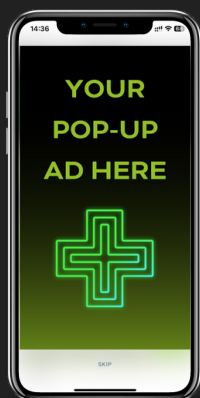
Get attendees to visit your stand by displaying your stand activities.



## OFFICIAL APP SPONSORSHIP

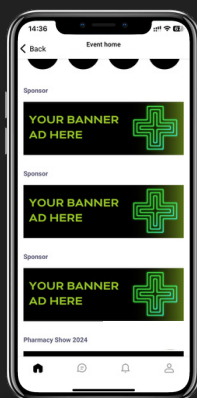
## FEATURES

## ADVERTISING OPPORTUNITIES



## FULL SCREEN ADVERT

Displayed every time the user opens the app, or when clicking on your exhibitor profile.



## BANNER ADVERT

Display your banner on our Home Page and redirect the user to your profile or website.

## LOGO PLACEMENTS

Have your logo appear on:

- our website
- on-site app branding
- email banner for all app related communications

## SPONSOR LOGO GRID

Have your logo appear on our Home Page and redirect the user to your profile or website.



## PUSH NOTIFICATIONS

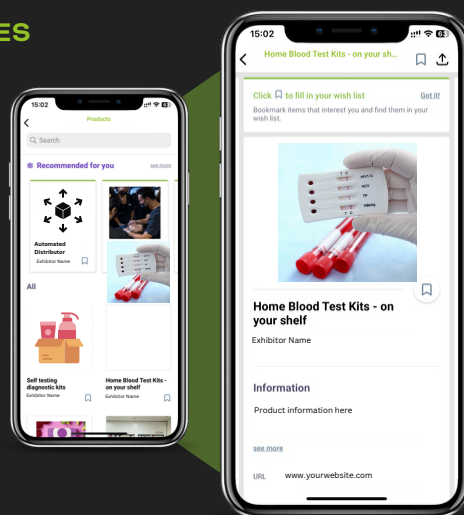
Push notifications directing attendees to your stand, profile or session.



## PRODUCTS &amp; SERVICES

Link your latest products & services from your website to the app marketplaces.

All exhibitors can upload up to 3 products. Become a sponsor today to upload more!



## CUSTOMISABLE PROFILE

Full customisable profile including video header, background image and banner or pop-up advert.

## CLICK DATA

Full data of interacted users with your ads or sessions sent to you post-show.

## ENHANCED LISTING

Display your profile at the top of the list – be the first exhibitor our attendees see.

## OFFICIAL APP SPONSORSHIP

## PACKAGES

THE OFFICIAL EVENT APP	GOLD APP SPONSOR Only 10 available £3,000 +VAT	PLATINUM APP SPONSOR Only 3 available £8,000 +VAT
HOME PAGE		
Sponsor grid logo	✓	✓
Banner advert	✓	✗
Full screen advert	✗	✓
PROFILE		
Products and services	Up to 6 entries	Up to 10 entries
Fully customisable profile	✓	✓
Enhanced listing	✓	✓
COMMUNICATIONS		
Push notifications	✗	4 (Pre-show x1, During Show x2, Post-show x1)
Logo on all event app communications	✓	✓
Email banners for all app-related communications	✗	✓
EXTRA		
Data	✓	✓
Logo placements on website and onsite app branding	✓	✓
Mentions on social media	✓	✓
Featured post on social media	✗	✓

2 SLOTS  
REMAINING

BULLETIN & EMAIL

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 35,000+, 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.

£2,500 +VAT

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

£1,500 +VAT

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

£2,500 +VAT

BULLETIN BANNER OPTIONS

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

£1,000 +VAT

PIGGY BACK BANNER

**Piggy back banner on our email** going out to our visitor database linked to a landing page of your choice

£1,500 +VAT

\*Static banner images (JPEG or PNG)

**BULLETIN**

Pharmacy Show  
12-13 October 2025 • NEC Birmingham  
For all that pharmacy demands

Dear Colleague,

Welcome to The Pharmacy Show, the largest sourcing and networking event for pharmacy professionals in the UK.

**READ MORE**

**FEATURED IMAGE**

**SPONSORED BANNER 728X90**

**SPONSORED**

[Link](#)  
Short Summary

**NEWS**

[Link](#)  
Short Summary

**WHITEPAPER**

[Link](#)  
Short Summary

**SPONSORED BANNER 728X90**

**NEWS**

[Link](#)  
Short Summary

**SPONSORED**

[Link](#)  
Short Summary

**WEBINAR**

[Link](#)  
Short Summary

**EMAIL**

Pharmacy Show  
12-13 October 2025 • NEC Birmingham  
For all that pharmacy demands

Dear Colleague,

The Pharmacy Show 2024 attracted more than 8,700 pharmacy professionals.

**SPONSORED BANNER 728X90**

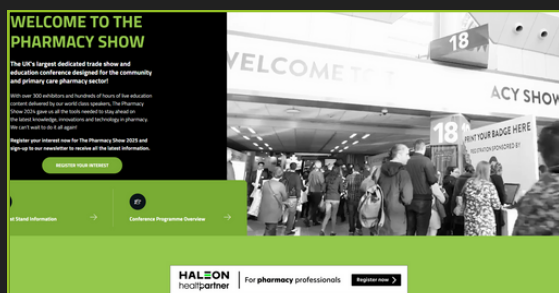


## WEBSITE

As our exhibitor, you will receive a complimentary article and three product listings. Enhance your brand's visibility by purchasing additional articles and product listings or enhancing your company profile. Elevate your exposure further by advertising on our website with your promotional banner.

## BE SEEN BY PEOPLE VISITING OUR SITE

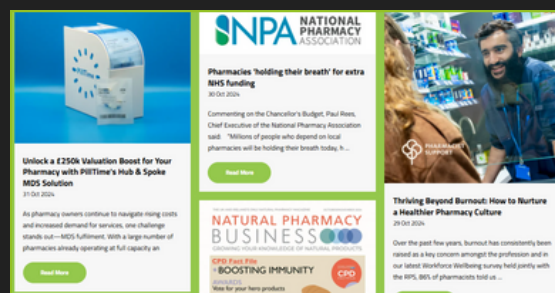
## BANNER ADVERT



Prime advertising space on our website  
Your banner ad will appear on one of our key pages  
linked to a landing page of your choice

£3,000 +VAT

## ADDITIONAL ARTICLE



An additional article on our website

£1,500 +VAT

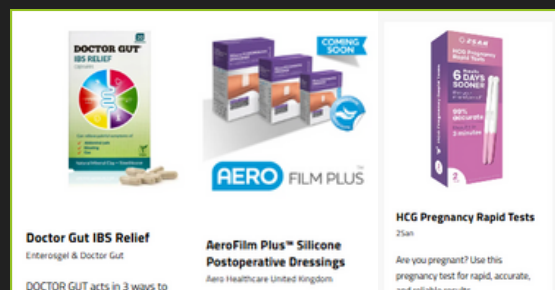
## ENHANCED COMPANY PROFILE



Stand out from 300+ exhibitors with additional  
wording (100 words) on your company profile

£500 +VAT

## ADDITIONAL PRODUCTS



Additional product adverts (3 listings) on our website

£1,500 +VAT

## SOCIAL MEDIA

Our well-established and dynamic social media network, with 21,400+ followers across platforms, delivers valuable sector insights and updates, ensuring your message reaches a wide pharmacy professional audience. We consistently showcase exhibitor innovations, products and services; new exhibitors and key sponsors announcements; essential sessions and star speakers as well as show updates.



## OUR SOCIAL MEDIA FOLLOWERS



5,600+



3,300+



2,600+



1,700+



7,800+



400+

\*As of November 2024

## EXHIBITOR POSTS ON SOCIAL MEDIA

Increase brand visibility by promoting your company, products and services and your presence at The Pharmacy Show to our social media followers. Simply provide your assets and we will design the post for you. Limited to two exhibitor posts per month

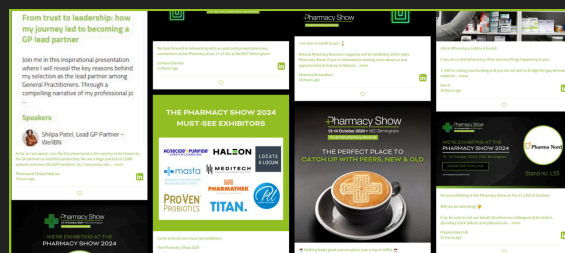
£500 +VAT



## SPONSORED POSTS ON SOCIAL WALL

Sponsored posts on the digital social wall at The Pharmacy Show are displayed regularly to all attendees for at least four weeks before, during and after the event. Take this opportunity to stand out from your competitors

£500 +VAT



## PRE-SHOW MAGAZINE (DIGITAL)

Our digital pre-show magazine is promoted across our website, social media and email channels, including those of our partners, four to six weeks before the show. We also send out postcards directing people to the digital magazine. This powerful marketing tool reaches a targeted audience of pharmacy sector decision-makers. By featuring in this publication, you'll gain valuable exposure and set the stage for a successful exhibition experience at The Pharmacy Show.

### YOUR GATEWAY TO SECTOR INSIGHTS AND OPPORTUNITIES!

Your article and advert will be promoted to every pharmacy in the UK  
Get your brand in front of every delegate before they walk through the door

IT'S THAT TIME AGAIN...  
AND YOU'RE INVITED!



FULL  
SHOW  
PREVIEW

PRICE  
POA

13-14 October 2024  
NEC Birmingham  
thepharmacyshow.co.uk

[@ThePharmacyShow](#)
[@ThePharmacyShowUK](#)

[@PharmacyShow](#)
[@PharmacyShowOfficial](#)

EDITORIAL

### CPPE – who are we?

The Centre for Pharmacy Postgraduate Education (CPPE) provides education for the NHS pharmacy workforce across England, developing careers and improving patient care.

Who are CPPE? We're part of the Division of Pharmacy and Optometry within the Faculty of Biology, Medicine and Health at The University of Manchester, and we are funded through NHS England to offer high-quality face-to-face and online learning programmes that align the education requirements of pharmacy professionals with the NHS Long Term Plan.

Our learning programmes and assessments cover best practice for pharmacy in communities, hospitals, primary care, general practices and care homes. Our face-to-face events are held across England, facilitated by a local pharmacy tutor.

Scan the QR code to find events near you.

SCAN ME

CPPE hosts a number of short digital learning programmes to help pharmacy professionals stay up-to-date on a wide range of clinical topics, no matter how busy their schedule.

Scan the QR code to explore our e-learning programmes.

SCAN ME

CPPE also provides longer courses, such as the Primary care pharmacy education pathway. On these pathways, an education supervisor supports your progress toward personal and professional goals.

Scan the QR code to find events near you.

SCAN ME

With over 30 years of experience in aiding the pharmacy workforce, we are confident that CPPE can help you improve the care you offer to patients, customers and communities.

For more information about us, visit [cppe.ac.uk](http://cppe.ac.uk), or contact [info@cppe.ac.uk](mailto:info@cppe.ac.uk).

### Pharmacist Support celebrates an impactful 12 months

Pharmacist Support, our profession's independent charity has released its 2023 Impact Report, showcasing a year of significant growth and development.

"This past year has shown the impact our investment in digital has had, enabling easier access to support, information, and advice, helping more individuals, whilst enabling our team to manage demand," said the Chair of Pharmacist Support, Esther Sadler-Williams.

The charity also expanded its wellbeing support with the development of a new online course titled 'Embracing a Workplace Wellbeing Culture', aimed at pharmacy managers, leaders, and supervisors, and a focus on workplace culture in their annual AOTN wellbeing campaign targeted at students, trainees and pharmacists. Other notable service use statistics included an uptick in support calls to their specialist addictions counsellor, reflecting an increasing demand for such services.

"We are extremely proud of the help we have been able to offer over the past twelve months" said Sadler-Williams. "With 100% of service users saying they would come back to us again if they needed further advice or support in the future, and recognition from our colleagues in the charitable sector in the form of the 'AOD Small Charity of the Year' Award, it really brought home to us just what we have been able to achieve."

The 2023 Impact Report underlines the charity's dedication to expanding its support in response to need and improving the wellbeing of their pharmacy family. As they look ahead, Pharmacist Support remains committed to addressing the growing needs of its beneficiaries and continuing to build on the success of the past year.

Visit the Pharmacist Support website to read the full 2023 Impact Report.

Pharmacy Show | 13-14 October 2024 | NEC Birmingham

thepharmacyshow.co.uk 25

\*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.

## OFFICIAL SHOW GUIDE (PRINTED)

## ADVERTISING OPTIONS

## DISPLAY ADVERTISING

Belly Band	£5,000 +VAT	Full Page	£2,000 +VAT
Outside Back Cover	£3,000 +VAT	DPS	£3,000 +VAT
Inside Front Cover	£3,000 +VAT	Half Page	£1,500 +VAT
Inside Back Cover	£2,500 +VAT	Conference Page	£1,500 +VAT
		Strip Ad	£1,195 +VAT
		Quarter Page	£1,000 +VAT

## 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 STIP

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

## 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)

## 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.

## 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.

PRICE

FREE

## CloserStill Media

A4

A4

www.pharmacyshow.com

Pharmacyshow@closerstillmedia.com

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

## ENHANCED LISTINGS

Stand out from the crowd. Package includes:

- 100 words
- Highlighted listing
- Company logo

PRICE

£299 +VAT

## CloserStill Media

A4



CloserStill

A4

www.pharmacyshow.com

Pharmacyshow@closerstillmedia.com

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.

ENHANCED LISTING EXAMPLE





# Get in touch today to elevate your business

**Garry Tyson**

**T: +44 (0)20 7348 4903 or E: [g.tyson@closerstillmedia.com](mailto:g.tyson@closerstillmedia.com)**

Scan below for a stand enquiry form



@ThePharmacyShow



@ThePharmacyShowUK



@PharmacyShow



@PharmacyShowOfficial

