

+Pharmacy Show

11-12 October 2026 • NEC Birmingham

For all that pharmacy demands



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2026 SHOW BROCHURE

 CloserStill

About The Pharmacy Show

+Pharmacy Show

11-12 October 2026 • NEC Birmingham

For all that pharmacy demands

The Pharmacy Show is the UK's largest dedicated trade show and education conference designed for the community and primary care pharmacy sector.

Attracting 9,600+ professionals across two action-packed days, this is your **ONLY** opportunity to connect with thousands of pharmacists, wholesalers, buyers, distributors and decision makers in one dynamic, dedicated trade environment!

If you're looking to make an impact in the pharmacy market, The Pharmacy Show is where it happens - delivering unmatched scale, guaranteed ROI and saving you valuable time, money and resources!

Highlights in 2025



9,613 attendees
(+10% compared to 2024)



167 education sessions



222 expert speakers



10 theatres,
including two new theatres



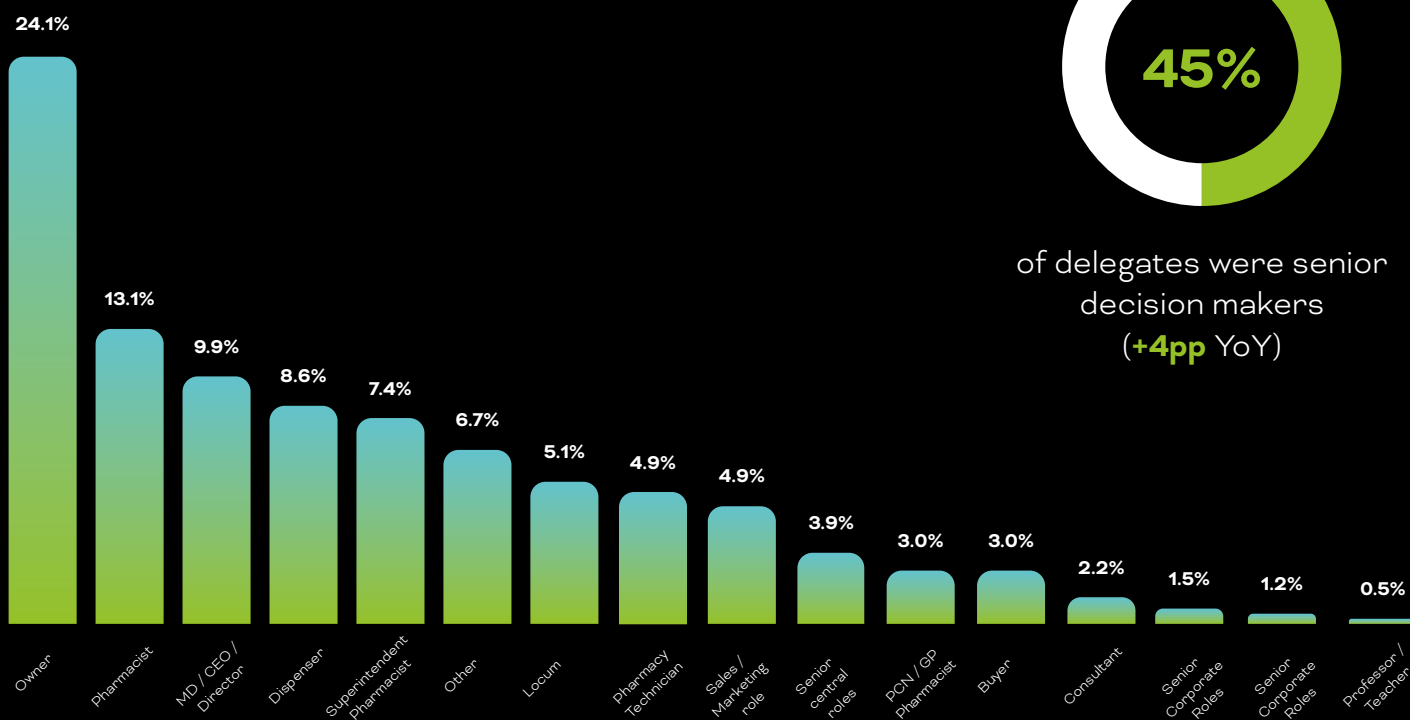
2 hands on training theatres



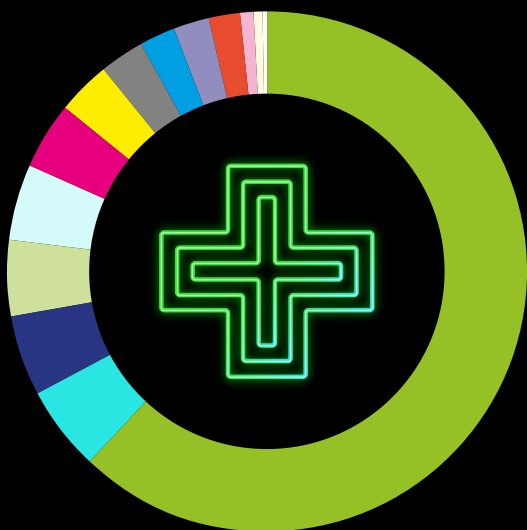
340 exhibitors

Who visited?

JOB ROLE

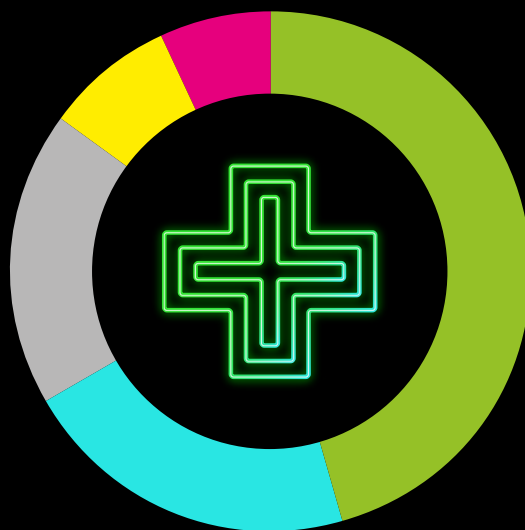


ORGANISATION TYPE



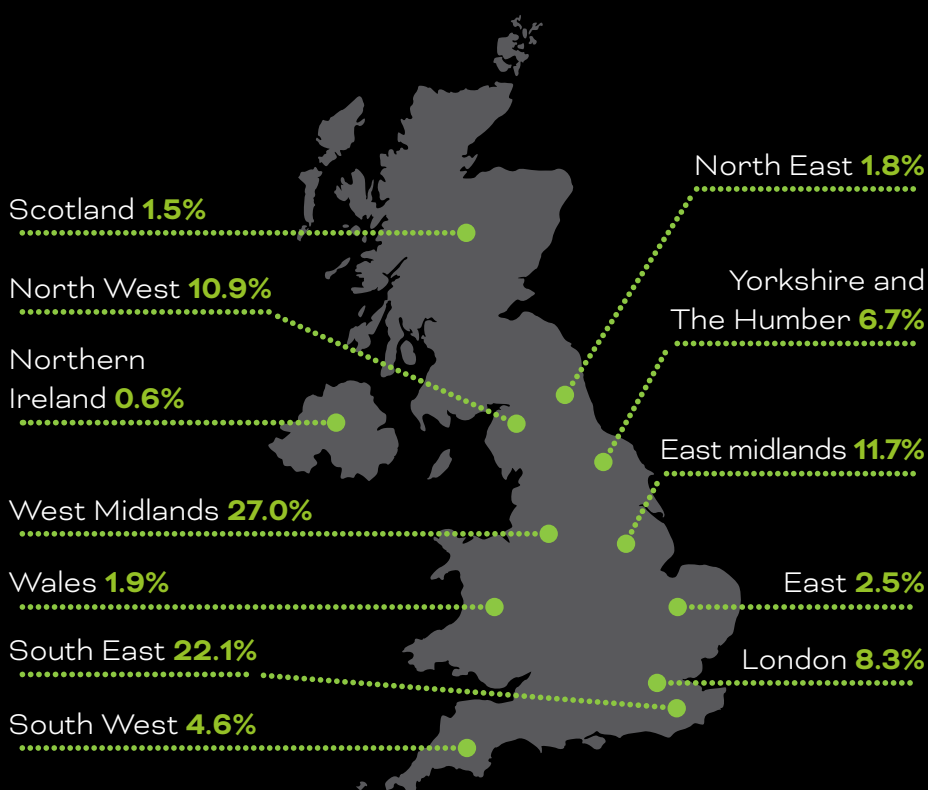
- Community Pharmacy* **62.1%**
- General Practice / Primary Care **5.2%**
- Online Pharmacy **5.0%**
- Hospital Pharmacy **4.8%**
- Wholesaler / Distributor **4.5%**
- Pharmacy Group **4.4%**
- Other healthcare **3.3%**
- Services / Consulting / Training **2.6%**
- Other **2.3%**
- Manufacturer / Supplier **2.2%**
- NHS or DH **1.9%**
- University **0.8%**
- Association / Charity **0.6%**
- Media / Publisher **0.2%**

COMMUNITY PHARMACY ORGANISATION SIZE



- Independent pharmacy with 1 outlet **45.7%**
- Independent pharmacy with 2-3 outlets **21.1%**
- Multiple pharmacy/ grocery chain **18.4%**
- Independent pharmacy group with 4-6 outlets **8.1%**
- Independent pharmacy group with 7-10 outlets **6.7%**

Where did our visitors come from?



Purchasing power

Key product area of interest at the Pharmacy Show



60% of delegates were responsible in making purchasing decisions.

97% of delegates said The Pharmacy Show is important for them to explore new products and solutions on the exhibition floor.

98% of delegates were satisfied with the new products and solutions on the exhibition floor.

98% of delegates re-connected with suppliers and partners.



Hear what our exhibitors have to say...

"Sunday is a great day to connect with a lot of pharmacy owners and they give us a real firsthand experience of how they're doing, how our product is selling through in their store. Monday is also a great day to meet more commercial teams and the wholesalers come through and have a conversation about how we can expand their range."

Oscar Palmer
Category Director, Aero Healthcare



"This was a great place to launch new products. We have signed three deals for that machine, and all down to the footfall that we get at the Pharmacy Show."

Cyrus Hodivala
Managing Director UK&I, Meditech



"The pharmacy show is the key event of the year for us to be able to showcase our new brand and meet all of our customers. It's amazing to see all the innovation in a challenging market."

Paula Sutherland
Sales Director, Cencora-Alliance Healthcare



"It's a good chance for us to see what's going on in the market, innovative new ingredients, new products, how pharmacists are feeling, what the challenges they're facing, and how we can adapt our services to support them better."

Charlie McKinnell
Business Development Manager, Premier Health Products



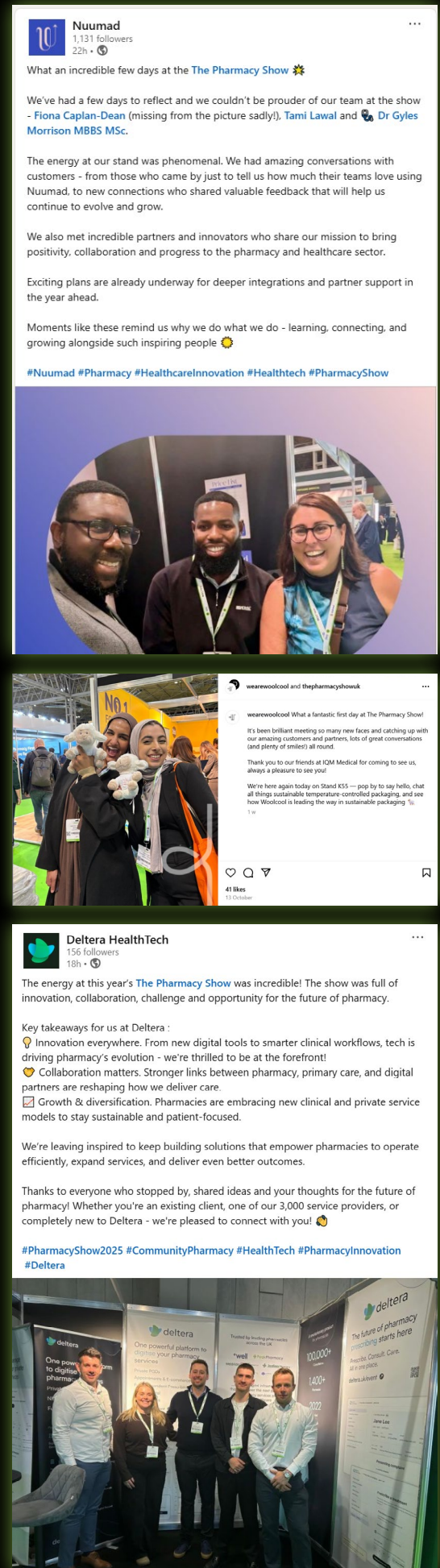
"We sponsor the VIP lounge as the Pharmacy Show is really the central show for pharmacies across the UK widely. It was chock-full of people who are looking to become educated on the pharmacy sector and to take their pharmacies into the future."

Ylan Kunstler
General Manager, BeWell



"This is a very important show because you'll speak to thousands of people, get lots of views and opinions and understandings, but also questions we wouldn't normally get asked. It's ideal for us to learn more about what they need and show them the exciting new technologies that we're doing."

Andrew Hall
Senior Account Manager, P&G Health



Hear what our visitors have to say...

"A huge range of contributors to the pharmacy world brought together in one place."

Graham Jones

Pharmacist/Owner, Graham Jones Pharmacy Ltd



"A great pharmacy event with new products, services, innovative ideas and lectures relevant to practice today."

Shabana Rehman

Community Pharmacist, Wells Pharmacy



"Great opportunity to be inspired, especially as an independent pharmacy owner."

Jannany Thayaparan

GP, Elmstead Medical Clinic



"There's a great atmosphere. I know all the exhibitors are really pleased with the sort of level of contact they're having with people. It's a really comprehensive programme and just a brilliant opportunity for people to come along and enjoy the experience."

David Webb

Chief Pharmaceutical Officer, NHS England



"The Pharmacy Show is the one place where we can have open conversations and meet people face-to-face. It's great development for us that we're taking back what we're learning and helping our pharmacies locally."

Amit Patel

CEO, Community Pharmacy South West London



"The Pharmacy Show was crucial for strengthening relationships across the sector, allowing us to connect with our valued committee members, local contractors and suppliers. It is a must-attend event for anyone looking to stay ahead of the curve, drive strategic direction and foster the collaboration needed for the successful delivery of clinical services in primary care."

Helen Musson

Chief Officer, Community Pharmacy Hertfordshire



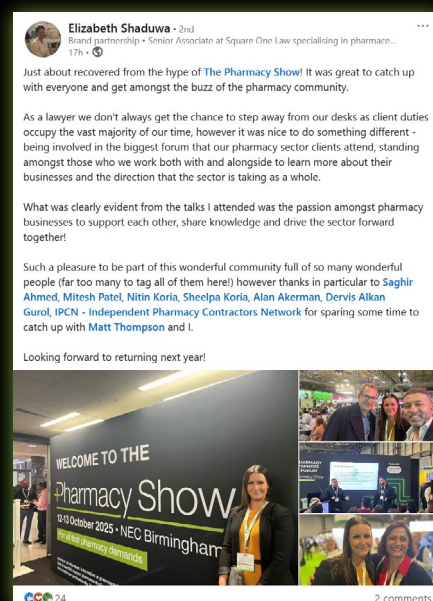
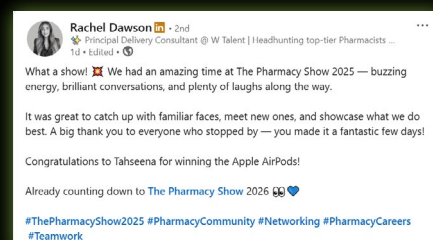
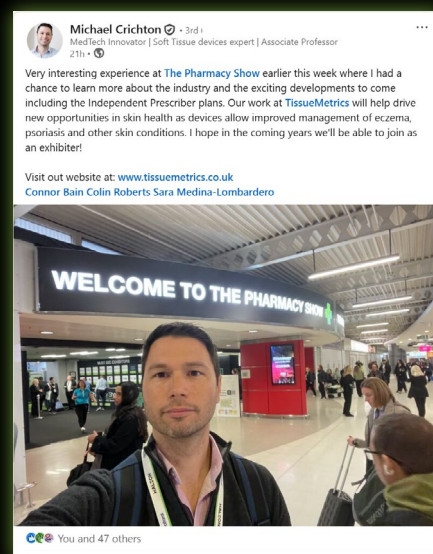
"I really enjoyed the variety of suppliers and service providers."

Rahu Patel

Lead Clinical Trials Pharmacist, University Hospitals Sussex NHS Foundation Trust



- ✓ Net Promoter Score: 44
- ✓ 99% of delegates were satisfied with their experience
- ✓ 97% of delegates were satisfied with the conference sessions
- ✓ 96% of delegates will likely attend the Pharmacy Show 2026



2025 Supporting partners and sponsors

The Pharmacy Show is sponsored by the pharmaceutical and med tech industries via Grants, Sponsorship, and Exhibition packages. Pharmaceutical companies have solely provided sponsorship through the purchase of exhibition space and/or sponsored speaker sessions with no further input into the arrangements or agenda of the meeting. Sessions delivered with input from our sponsors will always be marked on the programme. A full list of confirmed sponsors for PS25 is available on the official website.

Supported by



Sponsored by



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Gold App Sponsor



Official Media Partner



Education Partners



Official Digital Partner

Official Publications

Media Partners

Gold Sponsor



Charity Partners

Official Covid & Flu Training Provider

Careers Partner



Unlock new business opportunities

Here's why exhibiting at the Pharmacy Show 2026 will maximise your business exposure. We offer a unique opportunity to connect your brand with thousands of pharmacy professionals who are actively seeking new solutions and partnerships.

By participating, you can generate qualified leads while strengthening relationships with existing customers. The event provides a platform to showcase your innovations directly to key decision-makers who are shaping the future of pharmacy, helping you maximise visibility, create valuable sales opportunities and drive long-term business growth with measurable ROI.

What benefits you'll get as an exhibitor:

Before the show and year-round

- ✓ **Website** exposure, including your company profile, product listings and promotional article.
- ✓ **Social media** exposure, including personalised social media banners and chances to be mentioned on Pharmacy Show channels.
- ✓ Exhibitor listing in the digital **Pre-show Magazine**
- ✓ Company profile, exhibitor and product listings on the official **Pharmacy Show App**
- ✓ **Unlimited personalised invitations** to invite your customers to visit your stand.
- ✓ **Additional sponsorship and advertising opportunities** to further promote your company through our event, for example, newsletter articles, piggyback banners, social media posts, advert in the digital Pre-show Magazine, exhibitor-focused campaigns and more.

During the show:

- ✓ Meet **face-to-face** with thousands of pharmacy professionals.
- ✓ **Unlimited networking and business opportunities.**
- ✓ **Unlimited lead generation app licences*** for you to build a fully qualified database.
- ✓ Your company profile and advert (paid option) on the printed **Show Guide**
- ✓ Exhibitor listing on the **floorplan** and the **'You Are Here' board**
- ✓ **Additional speaking and sponsorship opportunities.**

After the show:

- ✓ Download your **lead generation report** to elevate your business



Investment Options



Shell scheme

£799 +VAT per square metre

This is a pre-built stand, which includes the walls, carpet and fascia board with your company name.

All you need to do is furnish it and brand it.

- ✓ Company name signage on stand
- ✓ Cleaning of stand
- ✓ Free car parking passes x2



Space only

£789 +VAT per square metre

A Space Only stand is where we sell you the "space" and you build your own stand.

We can work with you by recommending suppliers and contractors that can bring your vision to life!

- ✓ Cleaning of stand
- ✓ Free car parking passes x2

Registration Fee (one-off)

£549 +VAT

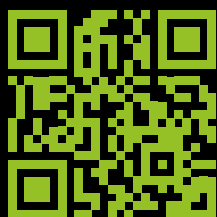
- ✓ *Unlimited lead generation app licences. You will have the opportunity to scan and collect the data of every single person you meet on your stand. Come away with a GDPR compliant database that you have personally qualified.
- ✓ Free car parking passes x2
- ✓ Entry on show-guide, entry on website, personalised invites and marketing toolkit.



Get in touch today to elevate your business

SCAN THE QR CODE TO GET IN TOUCH

and find out how to become an exhibitor at the Pharmacy Show 2026.



Or you can contact Garry Tyson

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

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