

# Exhibition and Promotional Opportunities

**16-17 May 2018**

NEC Birmingham, UK



## Celebrating its 28th year - be part of the success story

The UK's leading event for GPs, federations, CCGs, nurses, midwives, AHPs and managers working in primary, community, public and prison health.

# EXHIBITION



**[www.primarycarehealth.co.uk](http://www.primarycarehealth.co.uk)**

Organised by Sterling Events



@PrimaryCareShow



Primary Care and Public Health

# THE FACTS

**5826**

delegates attended over the two days

**24%**

of delegates said they were prescribers

**8%**

are GP Federations

**5%**

run a Primary Care Home Model

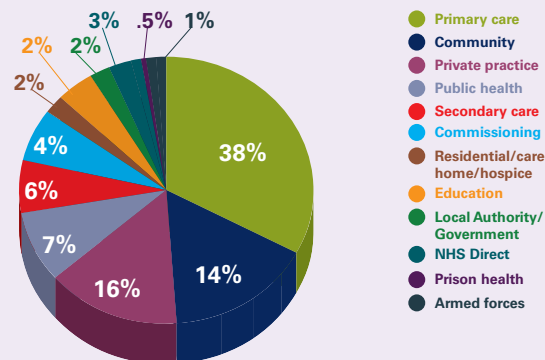
**14%**

are Multi-speciality Community Providers

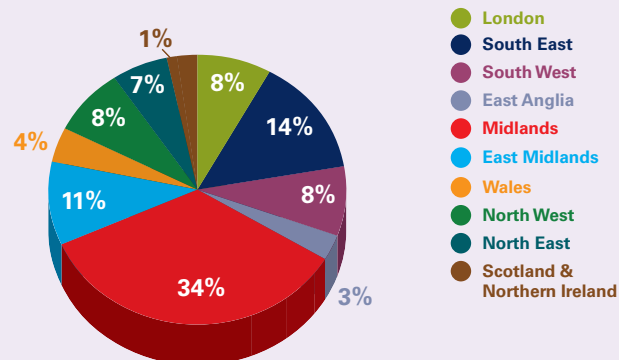
**18%**

are Integrated Primary Acute Care Providers

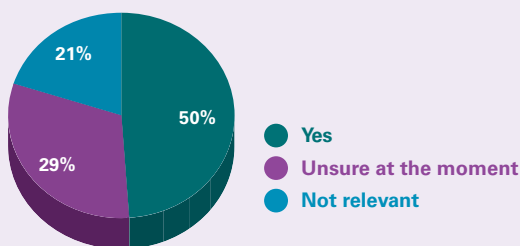
## Delegate Job Setting



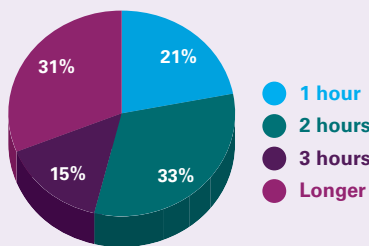
## Delegate Geographical Breakdown



## Delegates Planning to Purchase as a Result of Attending



## How Much Time Delegates Spent in the Exhibition



## Delegate ratings for the show as they exited

Kiosks provided by CRT ViewPoint  
[www.crtviewpoint.com](http://www.crtviewpoint.com)

**Number of responses: 1454**

**Number responding positively: 96%**

## Strong Visitor Buying Power

Visitors to the 2017 event said they were responsible for the following products and services:

- Addiction
- Allergies
- Baby care
- Baby feeding
- Complementary therapies
- Communication products/telemedicine
- Continence care
- Dermatology products
- Diabetes care
- Diagnostics
- Disability aids
- Disposables
- Eye care
- Furniture i.e. couches
- Health care equipment/devices
- Health education
- Health promotion
- Hygiene/infection control
- IT software/clinical systems
- Job searching
- Medical education
- Medicines management
- Mental health
- Minor surgery
- Moving and lifting products
- Nutrition products
- Office products
- OTC products
- Pain management
- Patient information and support
- Patient testing/monitoring
- Pharmaceuticals
- Physiotherapy products
- Podiatry, orthotics and prosthetics
- Prescribing
- Premises and facilities
- Professional services
- Rehabilitation
- Respiratory care
- Sexual health
- SLT products/aids
- Training and CPD
- Travel health
- Vaccines
- Weight management
- Women's health
- Wound dressings/products



# REACHING YOUR TARGET AUDIENCE

With an impressive 28 year track record, we have set the pace for delivering primary, community and public health events that succeed in bringing together decision-making clinicians and managers. Such is its popularity, we have trended on Twitter two years running! We work with professional bodies and associations to develop 22 dedicated CPD conference programmes that profile leading healthcare experts discussing the latest national policies, innovations and best practice. This means a highly engaged, energised and receptive audience. What makes this event unique is the networking opportunities, not only between exhibitors and delegates but also on a multidisciplinary level, enabling today's frontline clinicians and managers to deliver better integrated care. This is an excellent platform for cultivating new leads, spreading the word, promoting campaigns and launching new products and services. Be part of the continuing success story.

***The conference is free of charge for clinicians and managers with a focus on:***

## Primary Care

GPs and federations  
Commissioning groups  
Practice management  
Primary/community pharmacy  
Workforce management



## Care

Older people  
Dementia  
Care homes  
End of life  
Hospice care



## Skin

Dermatology  
Wound care  
Tissue viability  
Minor surgery  
Allergies



## Therapy

Physiotherapy  
Podiatry  
Orthotics  
Occupational therapy  
Speech & language therapy



## Nutrition and Dietetics

Nutrition  
Dietetics  
Healthy eating  
Weight management and obesity  
Allergy and free from



## Public and Global Health

Public health  
Global and travel health  
Prison health  
Humanitarian aid  
Mental health



## Maternal and Women's Health

Women's health  
Sexual and reproductive health  
Pregnancy  
Birth



## Baby/Child/Young People

Baby care  
Health visiting  
Child health  
Young people



***To exhibit, call Sterling Events on +44 (0)151 709 8979***

# EXHIBITION STAND COSTS

**A**

## Shell Scheme

£470 per square metre

Stand walls, carpet, company name board, lighting, parking pass, entry in event guide and exhibitor badges.

*"This is the key annual event for us as we are able to make contact and influence decision makers who come into contact with people affected by chronic pain. Well organised with top quality visitors make it an easy decision to return next year."*  
**Action on Pain**

**B**

## All Inclusive Shell Scheme

An all inclusive package so that you don't have to worry about additional orders for your stand. It is the same as the standard shell scheme package but also includes:

- 1x2 amp (500W) electrical socket
- full colour logo printed next to your editorial entry in the event guide
- 2 chairs
- 1 x trestle or round table

**C**

## Space Only

£465 per square metre (on sites 15sqm + only)

Carpet, entry in event guide, parking pass and exhibitor badges. Please note that your stand will need to be fully constructed and you will be required to submit a stand drawing one month prior to the event for approval.

**You may not wall off any open sides of your stand.**

## Exhibitor Information Pack

As an exhibitor, you will receive an information pack three months prior to the exhibition containing everything you need to know about the event and the venue as well as order forms for items such as badges, furniture, storage, additional electrics etc. This is available as a hard copy and on the Internet. Electrical sockets, furniture, storage, portage and catering are not included in the stand cost.

### New Product Launch Package

Launching a new product? We are here to help! In addition to exhibiting, we will:

- Promote your product via twitter and linkedin
- Feature you in our delegate newsletter
- Feature you in our 'What's New' section on our website

### Run an Exhibitor Workshop

Demonstrate your products and services free in one of our in-hall showcase theatres:

- SKIN - wound care and dermatology demonstrations
- BODY - physiotherapy, podiatry and fitness demonstrations
- WELLBEING - healthy eating, special diets, food sampling and raising awareness of medical conditions

### Exceptional Customer Care

There's a reason why we have such an incredible loyal following:

- Exceptional customer care
- Attention to detail
- A highly ethical approach to business
- Working with you before, during and after the event to ensure you get the most out of exhibiting

## STAND COSTINGS

SQM	A	B	C
2 m	£ 940.00	£ 1235.00	
3 m	£ 1410.00	£ 1705.00	
4 m	£ 1880.00	£ 2175.00	
6 m	£ 2820.00	£ 3115.00	
8 m	£ 3760.00	£ 4055.00	
9 m	£ 4230.00	£ 4525.00	
10 m	£ 4700.00	£ 4995.00	
12 m	£ 5640.00	£ 5935.00	
15 m	£ 7050.00	£ 7345.00	£ 6975.00
16 m	£ 7520.00	£ 7815.00	£ 7440.00
18 m	£ 8460.00	£ 8755.00	£ 8370.00
20 m	£ 9400.00	£ 9695.00	£ 9300.00
24 m	£ 11,280.00	£ 11,575.00	£ 11,160.00
30 m			£ 13,950.00
36 m			£ 16,740.00

Terms and Conditions available upon request and on our website

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# PROMOTIONAL OPPORTUNITIES

We believe in giving exhibitors every opportunity to promote themselves, so we have developed some attractive and cost-effective packages to suit all budgets and ensure maximum exposure.

Diamond Partner £17,950	Gold Partner £12,950	Silver Partner £9995	Branding Partner £6950
<ul style="list-style-type: none"> <li>• Conference session sponsorship</li> <li>• 24m exhibition stand</li> <li>• Outside back cover advert in the event guide</li> <li>• 10 gramme insert in the event guide</li> <li>• Your logo on all delegate lanyards</li> <li>• 4x2m banner above your stand</li> <li>• Your logo on all promotional material</li> <li>• Link to your website from the event website</li> <li>• Pre-event e-shot to all delegates</li> <li>• Two Data Capture Pens</li> </ul>	<ul style="list-style-type: none"> <li>• Conference session sponsorship</li> <li>• 18m exhibition stand</li> <li>• Full page colour advert in the event guide</li> <li>• Advert and feature in delegate newsletter</li> <li>• 4x2m banner above your stand</li> <li>• Your logo on all promotional material</li> <li>• Link to your website from the event website</li> <li>• One Data Capture Pen</li> </ul>	<ul style="list-style-type: none"> <li>• 16m exhibition stand</li> <li>• Demo Theatre session guaranteed</li> <li>• Full page colour advert in the event guide</li> <li>• 4x2m banner above your stand</li> <li>• Your logo on all promotional material</li> <li>• Link to your website from the event website</li> <li>• One Data Capture Pen</li> </ul>	<p><i>Ensure your brand/product is the one delegates remember</i></p> <ul style="list-style-type: none"> <li>• 9m stand (you can pay extra to upgrade) for sampling and promotion</li> <li>• Full page advert in the event guide</li> <li>• Banner on website with link to your website</li> <li>• Dedicated E-shot to delegates</li> <li>• Profile in delegate newsletter</li> <li>• Exhibitor Spotlight on website 2 weeks prior to event</li> </ul>

## Additional Promotional Opportunities

### DemoTheatre Partner

Skin	£2850
Wellbeing	£2850
Body	£2850

- Sponsorship and branding of theatre
- Guaranteed one 15 minute demonstration each day
- Branding on all event promotional material
- Branding on website
- Half page colour advert in event guide

### Conference Session Sponsorship £2850

You can run a conference session – content must be educational and non-promotional with speakers who are practising healthcare professionals. Sponsored sessions are limited. Depending on the stream chosen, numbers range from 100 to 1400 delegates. You must exhibit to be eligible for session sponsorship.

### Delegate Badges £2800

Your logo and strapline on all badges worn by delegates.

### Delegate Lanyards £3200

Your logo on all badge lanyards worn by delegates, probably the most prominent form of branding. The cost is for a two colour logo.



### Promotional Bottled Water £3200

A branded bottle of water with your logo on it given to every delegate as they enter.



### Event Newsletter £995

Emailed to all delegates immediately before the event. We can feature your product/service and include your logo and a photograph.

### Banner Above Your Stand £950

A 4x2m full colour banner above your stand, the best way of letting delegates know who and where you are.

### Pre and Post Event Mailing £995

A mailing sent via email to all registered delegates, either before or after the event.

### Event Guide Advertising

The event guide is given to all delegates when they arrive and contains a detailed conference programme, useful information, venue and stand plan, exhibitor list and profiles. All adverts are full colour and subject to approval. Final artwork must be supplied.

• Outside back cover	£1650
• Inside front cover	£1450
• Inside back cover	£1250
• Full page	£885
• Half page	£585
• Quarter page	£450
• Product Photo	£125

### Website Banners

• Leaderboard	£1250
• Skyscraper on specific programme	£850
• Banner	£850

### Inserts in the Event Guide

• 2 sides A4 or A5	£995
• 4 sides A4 or A5	£1295
• 6 sides A4 or A5	£1495
• Larger price on request	



# AND THE FINAL WORD...

*"Great to see dedicated front-line healthcare workers who really care, taking time to expand their knowledge and be open to learning more about psoriasis and psoriatic arthritis for the benefit of their patients, by signing up to our Psoriasis in Practice e-learning course."*

**Psoriasis and Psoriatic Arthritis Alliance**

*"Very good organisation, diversity of exhibitors, big audience with some very open-minded professionals."*

**The Encephalitis Society**

*"Helpful team of organisers. Useful event this year for the company to increase brand awareness."*

**DB Shoes**

*"Primary Care is the event for us as we meet key colleagues and develop leads. It puts Action on Pre-Eclampsia in front of the right people."*

**Action on Pre-Eclampsia**

*"The Primary Care and Public Health conference is a great event, with lots to learn from the exciting sessions and exhibitors."*

**Diabetes UK**

*"Booked for next year before a single person came through the door!"*

**Espère Healthcare**

*"Very good show, lots of variety and many new faces."*

**C&P Medical**

## Sterling Events, 28 Years of Excellence

If you have attended one of our events before, then you will understand why we have such a loyal following of exhibitors, delegates and speakers. Market leaders in organising a range of conferences and exhibitions, we combine strong organisational and marketing skills with a wealth of experience, attention to detail and a strong ethical approach to business. We are committed to extremely high levels of quality and customer care, and always listen to what exhibitors and delegates want. In addition to *Primary Care*, we run several events on behalf of leading healthcare organisations as well as *Health and Wellbeing at Work*.



**Hayley Webster**  
@HayleyCave86



Brilliant day at [#primarycareshow](#) especially the intensive interaction session. Re-inspired!  
[@RCSLT](#)



**Lucie Lloyd**  
@LucieLloyd



Feeling inspired after a great day at the [#primarycareshow](#)



**Lorna Hall RD**  
@Zesty13



Excellent afternoon of evidence & practice of specialist role of Dietitians in malnutrition, falls prevention & dementia  
[#primarycareshow](#)



**PAPAA**  
@PsoriasisInfo



Thank you @PrimaryCareShow we had 2 great days at the NEC very busy see you next year! B26 [#psoriasis](#) [#psoriaticarthritis](#) [#primarycare](#)



**MICHELLE MARTIN**  
@MIMI4LILI



[@PrimaryCareShow](#) [#primarycareshow](#)  
Fantastic 2 day Conference! Thoroughly enjoyed it. Can't wait for next year!!



## The Venue

Only the NEC attracts a truly national audience, with its excellent access via road, rail and air, quality onsite hotels and restaurants and extensive parking.



**Sterling Events**

Organised by Sterling Events Ltd, 62 Hope Street, Liverpool L1 9BZ UK  
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Visit [www.sterlingevents.co.uk](http://www.sterlingevents.co.uk) to find out about other events we run and services we can provide to exhibitors.

**Exhibition Helpline + 44 (0) 151 709 8979**