



# SPONSORSHIP OPPORTUNITIES

Increase your exposure and maximise ROI  
at the UK's leading event for General Practice

- ✔ Position yourself as a preferred supplier
- ✔ Gain competitive advantage
- ✔ Promote yourself and your exhibition presence to an unrivalled number of key decision makers and influencers
- ✔ Drive significantly more traffic to your exhibition stand
- ✔ Generate maximum sales leads



Tailor a sponsorship package to meet your objectives. Contact Esther Beal, Event Manager on:

T: 02476 719684 E: [e.beal@closerstillmedia.com](mailto:e.beal@closerstillmedia.com)

# SPONSOR DELIVERED EDUCATION



Utilise our world class training and educational conference programme to deliver your messaging to those at the heart of general practice.

Align yourself with the official programme via one of our plenary or show floor theatres. This unique format gives sponsors the perfect platform to deliver an education session to a captive, relevant and fully engaged audience.

With a total attendance of **over 2,800** to sponsor led sessions, what better way to raise awareness, and then, ultimately, drive footfall to your stand?

Options vary to include catered sessions or even sponsor the entire theatre.

## WHAT YOU RECEIVE AS SPONSOR

### Before:

- ✔ Logo on all printed programme collateral, including:
  - Pre-show Newspaper; • Printed Ticket; • Show Guide
- ✔ Logo on digital programme collateral, including:
  - Conference pages on website; • Digital Newspaper; • Delegate Emails

### At the event:

- ✔ 30 minute speaker slot
- ✔ Logo on the speaker podium during your session(s)
- ✔ Logo in show guide alongside your session(s)

### After the Event:

- ✔ You will receive the details of every delegate who attends your sessions for use in any future/post-event marketing campaigns

**Catered Sessions:** In addition to the above, costs include breakfast/lunch included for delegates and duration is extended to 45 minutes.

**Theatre Sponsor:** You will receive a session on each day. In addition to the data of all delegates that attend your session, you will receive details of all delegates that attend EVERY session in your sponsored theatre across the two days.

THEATRE	KEYNOTE	PRACTICE BUSINESS THEATRE	GP CLINICAL 1	GP CLINICAL 2	GP WORKSHOP	NURSE CLINICAL 1	NURSE CLINICAL 2	NURSE WORKSHOP
Min Number of Seats	200	130	220	180	90	200	200	90
Breakfast Symposia	£15,000	£10,000	£14,000	£14,000	N/A	£10,000	£10,000	N/A
Lunch Symposia	£17,000	£12,000	£16,000	£16,000	N/A	£12,000	£12,000	N/A
Non-Catered Session	£13,000	£8,000	£12,000	£12,000	£6,000	£8,000	£8,000	£6,000
Overall Theatre Sponsor	£35,000	£21,520	£32,280	£32,280	£16,140	£21,250	£21,250	£16,140

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# PRACTICAL SKILLS HUB

NEW  
TO 2018!



Situated on the show floor, this exciting new area will see hands-on, practical training delivered directly by YOU to a captive audience of enthusiastic GP's and senior nurses. Developed in response to delegate demand, this will be a widely welcomed addition to the programme.

## WHAT YOU RECEIVE AS SPONSOR

- ✔ **Pre Show:** Marketing via printed and electronic communications. To include:
  - Pre-show newspaper; • Printed Ticket; • Conference Pages on Website; • Digital Newspaper; • Dedicated Skills Hub Emails
- ✔ **At show:** listed in official show guide within the programme pages. Branding on the stand, including hanging banner.
- ✔ 4 x 45 minute slots - 2 on each day of the show.

Cost: £5,800 + VAT \*subject to 4 confirmed sponsors

## PRE-EVENT OPPORTUNITIES

### Banner advert on home page of official website

Cost: £1,499 + VAT

- ✔ Rotating banner on homepage of [www.bestpracticeshow.co.uk](http://www.bestpracticeshow.co.uk)
- ✔ Be seen by **33,563** general practice professionals (unique users during 2017 campaign)
- ✔ Complete with a click-through to your website

### Piggy back, event email sponsor

Cost: £999 + VAT

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

- ✔ Includes 50 words, logo and link to your website



### Official event newspaper – printed

- ✔ Posted to every practice in the UK
- ✔ Editorial Led communication
- ✔ A3 Tabloid style
- ✔ Mailed approx. six weeks before show

Advertising starts from £295 + VAT

*'Williams Medical have exhibited at Best Practice for the past four years and I firmly believe it's the number one, showcase conference in Primary Care – it's the first external event that goes into our budget planning and if we were to do only one exhibition per year, it would be this one.'*

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# DURING EVENT OPPORTUNITIES



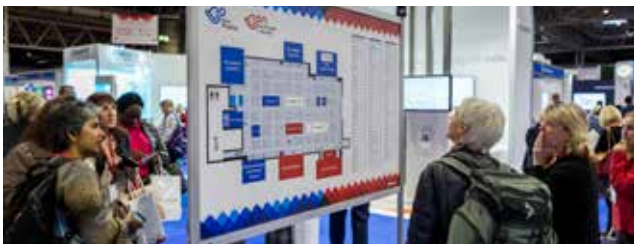
## Registration Area

Cost: £12,000 + VAT

Sponsor the registration area at the event and your branding will be incorporated in the main entrance design. Your company logo will be the first and last brand every single delegate sees!

**This exclusive sponsorship opportunity includes:**

- ✔ Branding across signage in the registration area
- ✔ Logo on event guide collection point
- ✔ Registration terminal's carrying your logo on the home screen
- ✔ Logo on the website registration page (pre-show)
- ✔ Clickable banner with your message on every visitor registration confirmation email
- ✔ Listing on event homepage as Registration Sponsor (including reciprocal link to your website)



## You are Here Board

Cost: £1,495 + VAT

Placed right at the front of the exhibition - delegates can't miss it! We'll highlight your stand location, driving delegates directly to your sales reps.



## Badge Sponsor

Cost: £3,495 + VAT (exclusive)

Hang your brand around the neck of every delegate that attends. Being the badge sponsor is fantastic for profile, branding and awareness.



## Lanyards

Cost: £4,995 + VAT (exclusive)

Attached to delegate badges and worn by all attendees quite often taken back home to hang ID cards on, the lanyards are a solid, long term branding opportunity.

**Have your own ideas? Do you want to create something bespoke or want more advice on how**

**you can reach specific objectives? Contact Esther Beal on:**

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*'Best Practice attracts a good mix of GPs and people from CCGs who are our target audience. We have been really busy on our stand, meeting people from all over the country. Our sponsored talk attracted 140 people, who asked so many questions we ran out of time!'*

**Marketing Manager, DoctorLink**

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# DURING EVENT OPPORTUNITIES



## Delegate Bags

Delegate bags are handed to every delegate at the entrance of the event and are highly mobile advertisements for your brand. All delegates are given the bag upon entry and utilise them to store additional literature as they walk around the event.

**Main sponsor – Cost £5,995 + VAT**

There is an exclusive opportunity for one exhibitor to provide the bags and include an insert. A high profile, long lasting opportunity, which combined with the insert, ensures a really cost effective way to mass distribute your literature directly to all delegates.

**Bag inserts – Cost £1,495 + VAT**

Provide an insert for the delegate bags. Example items that can be inserted are:

- Promotional Flyer
- Educational Leaflet
- Market Research
- Data Capture



## Must-See exhibitor Campaign

**Cost: £1,100 + VAT**

'Must See' Exhibitors email – all registered delegates will receive your 50 word company profile so they can start planning their visit to your stand in advance.

**During:** Your brand will be the first and last thing our delegates see. Placed right at the front of house, our delegates will know you're here and where to find you.



## Main Aisle Sponsor

**Cost: £4,495 + VAT**

This high impact opportunity will be seen by all delegates. The main aisle is the main thoroughfare through the event from the entrance to the Keynote theatre.

- One metre wide carpet from entrance to the Keynote Theatre branded in a colour of your choice (subject to discussion) to reflect your brand identity
- Four branded floor tiles within the carpet run
- High impact footfall driver
- Raise profile



## Branded Floor tiles

**Cost: 5 x £995 + VAT 3 x £745 + VAT 1 x £295 + VAT**

Positioned in high footfall areas, catch the eye of your potential new customers and direct them straight your stand!

*I've exhibited at the Birmingham NEC and in Olympia quite a few times over the last few years and in comparison Best Practice is probably one of the busiest shows so I'm really delighted. I gave a talk and got a really good crowd so I'm really pleased with that, this is a really good show.'*

**Founder, Prime 50**

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## Catering Area Sponsor

Cost: POA

There are two catering areas located on the show floor and used by delegates for refreshments, meeting and networking throughout the event.

This is an opportunity to get creative for high level potential sampling, networking, lead generation and more



## Hanging Banner

Cost: £2,495 + VAT

Stand out from anywhere in the event. The opportunity to provide your own hanging banner above your stand onsite – includes design, production and rigging, Size 2x2m.

- ✓ High impact!
- ✓ Visible to delegates across the entire event
- ✓ Proven footfall driver
- ✓ Larger banners or other items can be erected subject to location and size/shape (cost on request)



*'Best Practice always stands out as being a really good event. The agenda of talks about practical day to day healthcare issues attracts a lot of GPs and nurses who are the people we want to meet.'*

**Natalia Wicklow, UK Training Congress Manager, Bio Oil**



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