



# 2018

# GLASGOW

Annual Primary Care Conference & Exhibition

**4-6 OCTOBER** [RCGPAC.ORG.UK](http://RCGPAC.ORG.UK)

**EXHIBITION & SPONSORSHIP  
OPPORTUNITIES**



**EARLY BOOKING DISCOUNT  
AVAILABLE UNTIL 31 JANUARY 2018**

## THE EXHIBITION

As an integral part of the event the exhibition area gives delegates the opportunity to meet with you face-to-face to find out more about your products and services, meet new suppliers and help with market research. Stands are allocated alongside the poster area and the refreshments and the conference programme has been designed to give delegates plenty of time to learn more about your organisation.

## WHY SHOULD I EXHIBIT?

- ▶ Network with over 1,600 GPs and primary care professionals
- ▶ Gain exposure to the RCGP's 52,000 GP members
- ▶ Generate new contacts, increase sales and business opportunities
- ▶ Raise the profile and awareness of your organisation
- ▶ Conduct market research and keep up-to-date with the needs of your customers
- ▶ Find out about new developments and changes in primary care.
- ▶ Take advantage of our pre-event marketing campaign to help engage with the audience

## WHO EXHIBITS?

The RCGP Annual Conference continually attracts a wide range of exhibitors including:

- ▶ Charities and not-for-profit organisations
- ▶ Dermatological products
- ▶ Educational institutions
- ▶ Financial services
- ▶ Legal advice medical specialists
- ▶ Medical equipment manufacturers and suppliers
- ▶ Medical software and technology providers
- ▶ NHS Trusts and CCGs
- ▶ Nutritional products
- ▶ OTC products
- ▶ Pharmaceutical companies
- ▶ Professional bodies
- ▶ Recruitment and staffing services
- ▶ Healthcare apps



## STANDS

Charity 2x2m

2x2m

3x2m

3x3m

4x3m

5x3m

6x3m

6x4m



### STANDS INCLUDE

- ▶ Company entry in the conference handbook, on the website & app
- ▶ Lunch for up to three personnel
- ▶ Fascia name board
- ▶ Shell panels
- ▶ Carpet
- ▶ Two spotlights
- ▶ One power socket

### ALSO AVAILABLE

- ▶ Advert in conference handbook
- ▶ Delegate bag inserts
- ▶ Email bulletin sponsorship



For more information on exhibition stands, an up-to-date floorplan and bespoke opportunities please contact **Nick Impey**,  
 Haymarket Media Group on: **0208 267 4407**  
 or email: [nick.impey@haymarket.com](mailto:nick.impey@haymarket.com)

## SPONSORSHIP OPPORTUNITIES

The RCGP Conference and Exhibition gives you the opportunity to stand out from the crowd and gain visibility for your brand and to convey key messages to a focused and influential audience. By taking advantage of our sponsorship packages you will not only gain exposure to delegates but also to RCGPs membership of over 52,000 GPs via the conference marketing and advertising throughout the year.

KEY PACKAGES	PRINCIPAL SPONSORSHIP	SILVER SPONSORSHIP	BRONZE SPONSORSHIP
Satellite symposium	45 minutes	45 minutes	
Mini theatre presentation			2 x 15 minutes
Stand space	6x3m	3x3m	3x3m
Conference dinner	5 tickets		
Delegate passes	5 passes	2 passes	2 passes
Conference room	Logo on stage set		
Conference handbook	<ul style="list-style-type: none"> <li>▶ A4 advert on OBC</li> <li>▶ Logo on front cover</li> <li>▶ Logo and profile on sponsor page</li> <li>▶ Logo in exhibitor listing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Logo on front cover</li> <li>▶ Logo and profile on sponsor page</li> <li>▶ Logo in exhibitor listing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Logo on front cover</li> <li>▶ Logo and profile on sponsor page</li> <li>▶ Logo in exhibitor listing</li> </ul>
Conference website	Logo, weblink and 100 words in sponsor section	Logo, weblink and 100 words in sponsor section	Logo, weblink and 100 words in sponsor section
Advert in conference handbook	✓	✓	✓
Principal sponsorship logo on name badges, delegate bags and conference signage	✓		
Logo on conference advertisements	✓	✓	✓
Logo on conference marketing collateral	✓	✓	✓

### ALSO AVAILABLE

- ▶ Conference app sponsorship
- ▶ Catering sponsorship

For more information on sponsorship packages and bespoke opportunities please contact **Joy Clarke**, Haymarket Media Group on **07771 808167** or [joy.clarke@haymarket.com](mailto:joy.clarke@haymarket.com)