

World Congress of Pharmacy and Pharmaceutical Sciences 2018

Scottish Event Campus
(SEC), Glasgow, Scotland, UK
2 - 6 September 2018



Pharmacy: Transforming outcomes



Meet 4,000 pharmacy and pharmaceutical science professionals

Sponsorship and exhibition opportunities



GLASGOW 2018
FIP WORLD CONGRESS
2 - 6 September



Hosted by



**ROYAL
PHARMACEUTICAL
SOCIETY**



ABOUT THE FIP WORLD CONGRESS

The 2018 International Pharmaceutical Federation (FIP) World Congress invites pharmacy practitioners and pharmaceutical scientists from around the world to meet, learn, share and exchange views. Lectures, plenary sessions, poster exhibitions and section programmes, together with Council meetings and the Leadership Conference make this the **premier** international event in pharmacy each year.

In 2018 the FIP World Congress will be hosted by The Royal Pharmaceutical Society and held in Glasgow, Scotland.

The FIP World Congress offers your organisation a unique opportunity to meet and promote your brand to around 4,000 key decision makers from over 100 countries working in pharmacy and related professions from every sector.

Congress main theme Pharmacy: Transforming outcomes!

Pharmacy practitioners and pharmaceutical scientists from around the world will come together to consider ways of extending the role of pharmacists so they play a full part in ensuring patients, and health systems, achieve full benefit from the medicines people take.

The 'one-size fits-all' approach is clearly failing many patients around the globe for the pharmacological treatment of disease. Pharmacists

and pharmaceutical scientists are uniquely trained and qualified health professionals capable of personalising therapy for improving patient outcomes.

The four main subtopics of the Congress reflect the broad overarching theme of excellence and innovation in clinical practice, research and education to transform patient outcomes within global populations and health systems.

TOPIC ONE

From bench to bedside:

Advancing pharmaceutical care

This topic focuses on new technologies and approaches to achieve individualised therapy including emerging ethical dimensions associated with their implementation. Advancements in drug discovery, formulation, compounding, delivery systems and mathematical modelling can be used to translate such innovations into better outcomes in populations and individual patients.

TOPIC TWO

Partners in health

This topic recognises that pharmacists and pharmaceutical scientists cannot operate in a vacuum if the goal is to transform patient outcomes. New collaborative practices, research and educational models are needed among traditional health care professionals, but must also be expanded to include members from the pharmaceutical industry and other scientific disciplines, patients and the public at large.

TOPIC THREE

Empowered for health

The main emphasis of this topic is training and leadership development of the current and next generation of pharmacy and pharmaceutical science practitioners. Efforts under this topic include innovations in disseminating new knowledge through the identification of key competences or skill sets, along with outstanding approaches to effective and ethical communication to enable life-long learning. The transformation of patient outcomes can only be achieved with a strong pharmaceutical care workforce empowered to develop and/or implement the latest advancements in pharmacy and pharmaceutical sciences.

TOPIC FOUR

Targeting special interests

This topic will target special interests in the different fields of pharmacy and pharmaceutical sciences.



WHY SPONSOR

With more than 4,000 delegates expected to attend from more than 100 countries across the globe, FIP World Congress is a unique opportunity to reach a concentrated gathering of industry professionals. FIP World Congress is the largest gathering of pharmacy professionals in the world, with a five day congress that includes several celebratory and professional events. Attendees include industry professionals from Academia, Regulatory, Hospital, Industry, Consultancy, Biotech, Clinical, Government, and more. There are varied channels for sponsorship opportunities, making it easy to find the right one for your brand.

Key reasons:



More than 4,000 delegates expected to attend from more than 100 countries across the globe.



Opportunities for you to raise awareness of your brand and engage with audiences.



Our delegates are based in pharmaceutical practice and pharmaceutical science.



Reach key influencers and decision makers.



FIP congress is the only truly global event for pharmacists and pharmaceutical scientists.

AUDIENCE PROFILE

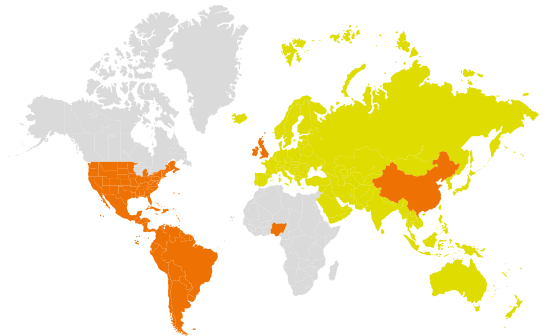
The FIP congress is the only truly global event for pharmacists and pharmaceutical scientists. Our delegates are based in pharmaceutical practice and pharmaceutical science.

Industries they represent include:



Our expected delegates work in a variety of roles, including key leadership and decision making roles such as President, Chief Executive, Chief Advisor, Chief Pharmacist, Superintendent and Director.

Our delegates will be from over 100 countries, giving you the opportunity to increase brand awareness and engagement to an international audience.





YOUR OPPORTUNITY TO MAXIMISE YOUR ENGAGEMENT WITH

Our packages provide the best way to maximise your engagement with your audience. These packages give you maximum exposure, premium positioning and optimal engagement with delegates.

Our superior sponsorship opportunities offer two-way conversation with delegates, and create an engaging discussion with delegates.

Our Gold, Silver and Bronze sponsorship packages all offer the prime platform for brand recognition and awareness throughout the 5 day congress, across channels including online and offline, exhibition space, and complimentary registrations.



GOLD SPONSORSHIP

- Exposure as 'Gold Sponsor'
- First priority on exhibition space
- 12sqM exhibition space
- Link to your company on congress website
- VIP status for special events
- 2 complimentary full registrations

Find out more and book.

Contact us and we can help you make the most of your opportunity:

0207 572 2737 | sponsorship@rpharms.com



TH YOUR AUDIENCE



SILVER SPONSORSHIP

- Exposure as 'Silver Sponsor'
- 9sqM exhibition space
- Link to your company on congress website



BRONZE SPONSORSHIP

- Exposure as 'Bronze Sponsor'
- 6sqM exhibition space
- Link to your company on congress website

Our sponsorship packages maximise your brand engagement.

YOUR OPPORTUNITY TO ENGAGE WITH YOUR AUDIENCES

The World Congress includes a range of celebratory and special events. Our Opening Ceremony, Welcome Reception and Closing Dinner are all attended by our international delegates. Sponsorship positions your brand alongside the special occasions and key achievements celebrated.

The FIP Council and Bureau Dinner will be attended by a select audience of 200 leaders and key decision makers from international organisations. **You could have your company logo on the invite and menu, as well as a speaking slot at the dinner.**

There are opportunities to host Private Breakfast Meetings, with full AV and support staff, title and programme on the website and **your name in the final programme.** This gives you recognition and engagement with your key audiences on your important topics.



Our sponsorship opportunities effectively increase your brand engagement.

YOUR OPPORTUNITY TO RAISE AWARENESS WITH YOUR AUDIENCES

Gain attention and generate interest in your brand.
There are many promotion and display opportunities
to put your brand in the right place.

Digital signage across the exhibition is a good opportunity to increase brand awareness, and is available on an exclusive basis. You can **sponsor the lanyards** that each delegate will receive upon arrival, as well as **notepads** and **pens** that will be handed out.

A unique offering is the chance to **sponsor the FIP mobile app**. This app will be heavily promoted, and will provide insights and advice to delegates, making it indispensable to them. **You can advertise on this with links to your site**, and sponsorship of this is available on an exclusive basis.

Your **logo can be displayed on signs** throughout the Tea & Coffee Breaks during the Congress, on a per diem basis, along with a mention in the final programme. This opportunity is open to exclusivity.

There will be a designated Poster Area, as well as a Speaker Service Area, where you have the opportunity to increase visibility and **display your logo on surrounding signs**.

Some more unique ways to ensure your logo gets recognised is by placing it on the **t-shirts** of the Student & Staff Volunteers who will be aiding delegates throughout the Congress, or by **sponsoring the 5K Fun Run** taking place, with your logo on **t-shirts** and **bottled water** for participants.

You can also make sure that your brand is front and centre by placing it on the **final programme**. Further, you can also sponsor the **leaflet inserts** that go into each delegate bag. Both ensure that your brand is seen by every attending delegate.

Our sponsorship packages maximise your brand engagement.



THE VENUE AND EXHIBITION

The Congress will be held at the **Scottish Event Campus (SEC)**, situated in Scotland's largest city, Glasgow.

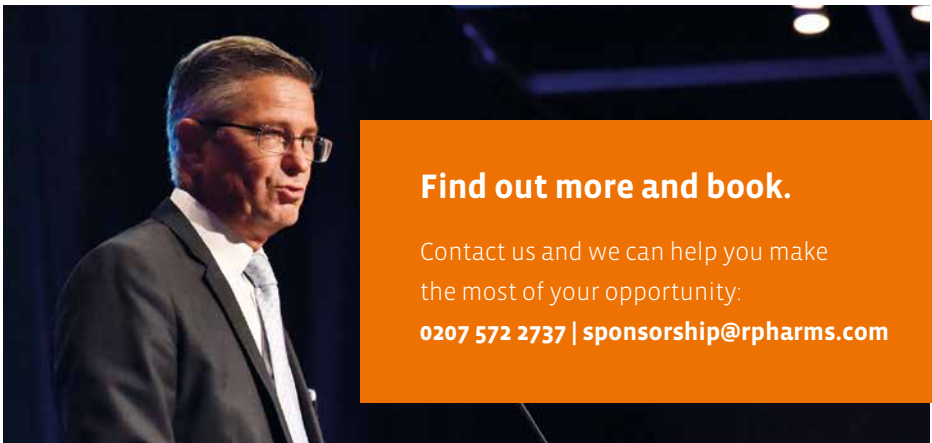
The exhibition is the hub of activity for the anticipated 4,000 delegates, hosting the welcome reception and all refreshment breaks for all delegates it will be central point of activity.

Delegates register for the Congress at the exhibition area and our 600+ poster exhibitors are located in the exhibition space.

For further details on space available to exhibit and the latest floor plans please contact us.

DON'T MISS OUT ON THIS OPPORTUNITY AND BOOK YOUR PLACE AT THE LARGEST INTERNATIONAL GATHERING OF PHARMACY PROFESSIONALS IN THE WORLD

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- FIP congress is the only truly global event for pharmacists and pharmaceutical scientists
- Our delegates are based in pharmaceutical practice and pharmaceutical science
- Reach key influencers and decision makers
- Opportunities for you to raise awareness of your brand and engage with audiences



Find out more and book.

Contact us and we can help you make the most of your opportunity:

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THE ROYAL PHARMACEUTICAL SOCIETY ARE PROUD TO HOST THE INTERNATIONAL PHARMACEUTICAL FEDERATION (FIP) WORLD CONGRESS 2018

The Royal Pharmaceutical Society is the professional membership body for pharmacists in England, Scotland and Wales, and plays a leading role in the advancement of the profession of pharmacy for public and patient benefit, to improve the health of the public, and to secure the future of our members.

We support our members and customers to improve health outcomes for society. We deliver this through professional development and support, the provision of quality medicines information and advice.

We are committed to improving patient care and safety through developing professional practice.

We are an internationally renowned publisher of medicines information, and our international catalogue now contains more than 150 print and digital works.

www.rpharms.com/fip2018
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