

Promotional opportunities



 CPhI worldwide
where intelligence gathers

BioPh
bio-solutions for pharma

How can I reach a global audience of over 70,000 pharma professionals...?

Simple... Why not build your brand with our sponsorship opportunities?



 **iCSE**
bringing outsourcing to CPhI

5 - 7
OCTOBER

VILLEPINTE
PARIS NORD - FRANCE

2010

www.wherepharmameets.com www.icsexpo.com


United Business Media

Sponsorship at ICSE, P-MEC and BioPh 2010

The benefits of building your brand with ICSE, P-MEC, BioPh 2010 can begin long before the event opens, as well as, when exhibiting and of course months after. Whatever your budget, we have a range of digital, onsite and post-show sponsorship and marketing opportunities that will help grab visitors' attention, raise your profile and give you an edge over your competitors. Make sure you maximise your company's impact by talking to us about your objectives, budgets, the packages we've developed and any other ideas you want to explore.

Becoming a sponsoring partner of ICSE, P-MEC, BioPh 2010 will;

- Expose your brand to over 70,000 pharma professionals
- Align your brand with an industry-leading global event
- Communicate effectively and directly to your target audience
- Increase footfall to your stand and generate real product interest
- Exceed your sales targets and deliver increased profits from the event



Pre-Show Opportunities

- **Pre-registration postal invitation.** Be the first brand to be noticed by approximately 6,000 targeted prospective visitors by placing your logo on our initial marketing communication.
- **Registration driver e-mail.** Sent out to a worldwide database of 70,000 pharma professionals, be at the front of their minds with your headline banner within this e-mail.
- **Registration confirmation.** Be seen by approximately 3,000 pre-registered visitors when they receive their e-mail ticket confirmation - linked headline banner on e-mail.
- **E-Newsletters.** To enhance your digital strategy use banner advertising and links to showcase and profile your company to all pre-registered visitors.

Signage Opportunities

- **Floor graphics.** Advertise in the aisles of the exhibition halls.
- **'You are here' boards.** Located around the event, your logo and stand number can be highlighted for impact on these useful and popular floor plan boards.
- **Eye catcher/box banner.** Banner above your stand or in the aisles helping visitors find your stand.
- **Freestanding A-frames.** Advertise on this flexible media which can be used throughout the venue.
- **Aisle banners.** A very important navigational sign, these banners denote aisle letters and are viewed by everyone. Your logo will not be missed in this prominent location.

Digital Opportunities

- **Website advertising.** Our event websites are the international industry's portal for essential information about the ICSE, P-MEC, BioPh 2010 events, conferences, webinars, product casts and key industry news. Online registration for our event's means that reader ship is always high - giving you access to a worldwide audience across the entire pharmaceutical industry.

Options include: 486 x 60 headline banner
120 x 600 skyscraper banner
125 x 125 square button

- **WNIIP E-Newsletter.** Sent to over 70,000 senior pharmaceutical professionals each week this E-Newsletter offers a summary of the latest pharmaceutical developments.

Options include: 486 x 60 headline banner
120 x 240 vertical banner
50-words and picture sponsored link

- **Webinars.** Our Webinars are an online alternative to a conference room seminar where participants can view and listen to your presentation via their computer in the comfort and convenience of their office. Engage with the ICSE, P-MEC, BioPh audience and be seen as a thought leader in the industry.

Options include: Audio Webinar
Video Webinar

- **Web Casts.** A Web Cast is a 15 minute audio-synchronized PowerPoint presentation that allows you to share your latest products & services with our global community. It is a powerful tool for attracting business to your stand and generating leads before, during and after the event.

Onsite Opportunities

Get your company logo seen by event attendees - sponsor one of the following opportunities: Visitor bags, Badge lanyards, Attendee badge, Event pens

Feature areas

- **Take 5 areas.** Showcase your company by sponsoring these popular seating areas; display posters, literature and distribute giveaways.
- **Internet Point.** Your branding can be visible on the computer kiosks, screensavers and signage.
- **Registration Area.** A key opportunity to grab visitors' attention in this very busy area.
- **VIP Lounge.** Branding and opportunity to distribute giveaways in this area used by over 1,000 VIPs.

For further details contact;

T: +31 346 559 407 F: +31 346 573 811

Contact: Ilona van den Berg E: ilona.vandenberg@ubm.com
ICSE International Contract Services Expo
BioPh Bio-solutions for Pharma
P-MEC Pharmaceutical Machinery & Equipment Convention