

December 2023

FPM Sponsorship Opportunities 2024

Faculty of
Pharmaceutical Medicine



FPM Events

FPM is a trusted provider of in-person, online and hybrid events.

Anchored by our 30+ year history and our mission to advance the science and practice of pharmaceutical medicine for the benefit of the public, we are able to attract highly influential speakers to our meetings. Household names such as Whitty, Van Tam, Türeci and Goldacre have all accepted invitations to speak at our events on our reputation alone.

Our events portfolio is managed by a mature and award-winning* events team headed by a dedicated Events Manager and supported by colleagues in marketing, policy and communications, and education - not forgetting our Chief Executive Marcia Philbin - as well as a rolling list of volunteers from our membership.

We are now excited to offer opportunities for organisations who share our vision to support our 2024 events.



Feedback from delegates who attended FPM Annual Symposium 2022

"One of the best symposiums I have attended."

"It was a thoroughly enjoyable event and clearly a great deal of thought and preparation went into the meeting."

"Much appreciate the organisation - a massive task."

[* <https://www.fpm.org.uk/news/symposium-receives-best-longstanding-event-award/>, <https://www.fpm.org.uk/news/fpm-wins-highly-commended-memcom-award-for-fpm-annual-symposium/>]

Our award-winning team

Contact: partnerships@fpm.org.uk

2021 Memcom Award

Highly Commended in the **Best Event of the Year** category for FPM Annual Symposium 2020



2022 Association Excellence Award

Silver in the **Best Long-standing Event by Association** category for FPM Annual Symposium



Why support us?

Contact: partnerships@fpm.org.uk

Association with FPM demonstrates that you are committed to our values and ethos of promoting the highest standards in pharmaceutical medicine for the benefit of patients and the public. It shows that you support our members and their commitment to maintaining the highest standards of competency and ethical practice in their work.

We have developed innovative, interactive opportunities for you to choose from to raise awareness and engage with our audience.

Diverse opportunities

Depending on your budget and strategic priorities we have a wide range of opportunities at various price points for sponsors to support our events.

Embedded content delivery

We can help position you as experts by giving you a chance to tell our audience how your products and services can solve their everyday challenges.

All packages include an opportunity to produce a short video for us to share on our digital channels. We also have two highly-coveted Spotlight5 spots where sponsors can take to the main stage at our FPM Annual Symposium.

Our mission is to advance the science and practice of pharmaceutical medicine by working to develop and maintain competence, ethics and integrity and the highest professional standards in the specialty for the benefit of the public.

Audience Profile

Contact: partnerships@fpm.org.uk

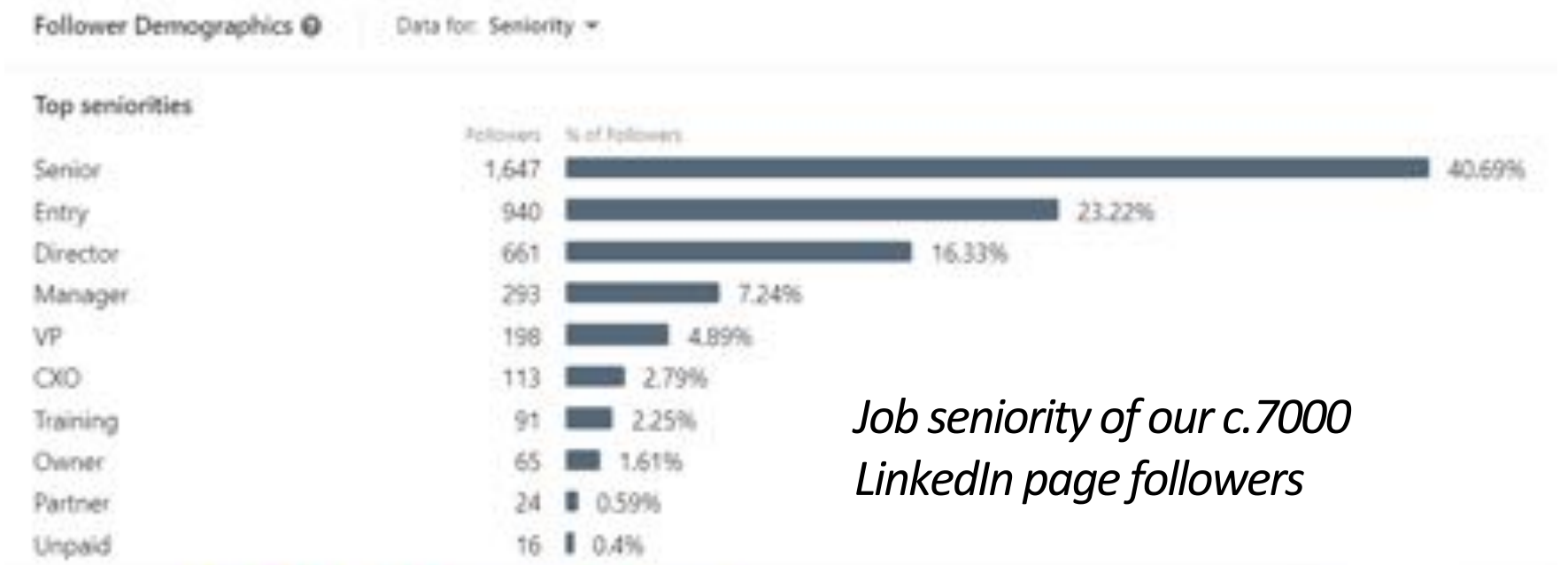
By sponsoring one of our events we can guarantee that you will be noticed by a unique audience of doctors who work in the pharmaceutical industry.

Our primary audience is our 1,600+ members. They are predominantly UK based physicians working in the specialty of Pharmaceutical Medicine. They include:

- Pharma and Biotech VPs and Board members
- Chief Medical Officers and Medical Directors
- Senior Medical Affairs Advisers
- Clinical Pharmacologists and research physicians
- Safety Leads
- Senior Regulatory Assessors
- Independent Consultants
- Rising stars, aspiring leaders

Email is our main method of communication with this audience and we see extremely impressive metrics of a 57% open rate and 5% click rate in our marketing emails.

We also enjoy a loyal and growing following on LinkedIn with almost 7000 followers delivering typical metrics of 1000 impressions and >2% click rate on our posts.



Job seniority of our c.7000 LinkedIn page followers

The Opportunities

FPM Annual Symposium 2024

FPM Annual Awards 2024

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'Thank you' to all partners 2024

Contact: partnerships@fpm.org.uk

We very much appreciate our partners committing time and budget to supporting our events, and we are focused on ensuring you enjoy a fruitful return on investment. We will include all of the below features on a complimentary basis to all of our partners in 2024. We hope this supports your marketing objectives of profile and awareness raising and engaging with this key audience.

All partners of 2024 will enjoy the following benefits:

- An E-shot to all registrants pre-event introducing our partners - including a hyperlink to a site of your choice
- A PDF featuring your organisation and key messaging, product or service and contact details, which we will upload to our 'Partner Page', hosted on our website and available as a downloadable resource to our audience in perpetuity
- Partner logo, organisation name, 50 word overview and hyperlink on the 'Partner Page' area of our website
- Listing of all partners, 50 word overview and logo within printed materials
- Generic post event stats, facts and figures (shared within four weeks of our event's activity), to measure your return on investment



FPM Annual Symposium 2024

Contact: partnerships@fpm.org.uk

FPM's flagship event, the Annual Symposium, is a highly anticipated gathering that takes place every autumn. This year's event will take place on Thursday 21 November 2024 at The Royal Society, London.

To ensure inclusivity and widespread participation, the meeting will be available both in-person and through live streaming. This hybrid format guarantees equitable access to the program, whether attendees choose to join in person or virtually.

The 2023 event, which was attended by more than 150 pharmaceutical medicine professionals, received exceptional feedback from delegates, who widely regarded it as one of the best Symposia that FPM has delivered to date. A net promoter score of 37 for in-person delegates was a resounding success, rating as 'excellent' for a B2C event*.

Benefits of partnering: Presence at the leading high-level, cutting-edge, educational conference for pharmaceutical physicians in the UK. Networking opportunities and direct access to leaders and influencers, and aspiring leaders and influencers.



[* <https://medium.com/@erikfabian/getting-started-using-net-promoter-scores-for-events-bcfe37311847>]

FPM Annual Symposium 2024

Contact: partnerships@fpm.org.uk

Gold Partner @ £8250

- Table top exhibition - clothed table, two chairs and power socket.
- Your choice of:
 - **Option 1:** Participate in a breakout. This is your chance to really show off your expertise by taking a seat on a relevant panel.
 - **Option 2:** Spotlight5 plenary - five minutes to present a case study from the main stage.
- Produce an e-Spotlight social video for FPM to share natively on its digital channels - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- Four passes to the Symposium, labelled your choice of 'exhibitor' or 'delegate'. These can be either in-person or online passes.
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides
- PLUS all benefits listed on page 7



Silver Partner @ £4250

- Table top exhibition - clothed table, two chairs and power socket
- Produce an e-Spotlight social video for FPM to share via our website - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- Two exhibitor passes for the event
- Opted in contacts with email addresses post event (physical and digital attendees)
- Tiered partner logos on the holding slides
- PLUS all benefits listed on page 7

Bronze Partner @ £950

- Your hyperlinked logo on the 'Hub' page of the event microsite
- Produce an e-Spotlight social video for FPM to share natively on its digital channels - max. 90 seconds in length, content subject to approval. *Recommendation: a 30 second clip telling our audience who you are and what regular business challenges you can solve.*
- Delegate pack insert (up to A5)
- PLUS all benefits listed on page 7

Please note: Bronze partners will not receive delegate passes as part of their package. Tickets will have to be purchased separately if you wish to attend FPM Annual Symposium 2023.

FPM Annual Awards 2024

Contact: partnerships@fpm.org.uk

FPM Annual Awards is an evening event where we celebrate the fantastic achievements of our members. Like a graduation ceremony, this formal event marks waypoints in the careers of our members.

Our awards include the FPM President's Medal (the highest honour bestowed for excellence in the field), Honorary Fellowship, and Academic Achievement Awards for the highest marks gained during our Diploma and Certificate in Pharmaceutical Medicine exams. It also gives us a chance to celebrate trainees who have completed PMST and gained entry to the GMC Specialist Register.

We are offering the opportunity to sponsor the event and exhibit at the drinks reception which will take place after the awards.

Previous awardees include: Jonathan Van Tam, Penny Ward, Chris Whitty, William Vant Hoff, Pauline Williams, Alan Boyd, Malcolm Bryce, Ian Hudson, Freda Lewis-Hall, Peter Sterk, Kate Bingham, Goonaseelan Pillai and many more.



Benefits of partnering: Align your brand to excellence in pharmaceutical medicine. Show your support for aspiring and established leaders in the fields of pharmaceutical medicine and public health. Network with 100+ leaders and influencers.

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FPM Annual Awards 2024

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Diamond Partner @ £2500 (one available)

- Sponsor of the FPM Volunteer Award - subject to availability
- Logo on holding slides shown throughout the evening (tiered Diamond & Ruby)
- Your logo and 50-word overview in the printed programme
- Your logo projected onto the wall of the main theatre for the duration of the ceremony
- Opportunity to display one pull up banner (max width 120cm) in the entrance hall which you can move to the drinks reception
- Silent slide show as awardees enter
- Congratulations message to awardees on social media pre-event
- Tall table exhibition
- Two seats at the ceremony, two tickets to the drinks reception
- PLUS all benefits listed on page 7

Ruby Partner @ £1500 (two available)

- Logo on holding slide shown throughout the evening (tiered Diamond & Ruby)
- Tall table exhibition - tall table, one pull-up banner (max width 120cm)
- Two tickets for the ceremony and drinks reception
- One congratulations message to awardees on social media shared via FPM accounts pre-event
- PLUS all benefits listed on page 7



Ready to secure your sponsorship?

Please get in touch to discuss your requirements and check availability of any packages.

We look forward to hearing from you.

Contact details:

partnerships@fpm.org.uk

+44 (0) 20 3727 6055

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