Sponsorship & Exhibition

The UK’s most comprehensive medical Careers Fair, guiding over 2,000 healthcare professionals every year!

→ live.bmj.com

Brought to you by: BMJ Masterclasses BMJ Careers Fair

Contact us → Tel. +44 (0)20 3655 5100 → Email. careers@bmj.com
Introducing BMJ Live, a new two-day event brought to you by BMJ Careers Fair and BMJ Masterclasses, providing attendees with a one-stop CPD event for all their annual healthcare training needs. The event will showcase the very best of updates on latest evidence and guidelines, tools for taking control of your practice and advice on career development.

Who Attends: Quick Facts

GPs, Foundation Doctors, Specialist trainees, Consultants, Nurses and Students.

Key reasons to exhibit at BMJ Live:

- Meet doctors from all grades and specialties for immediate vacancies
- Develop relationships with senior grade doctors
- Increase the visibility of your organisation
- Network with other recruiters and service providers
- Receive valuable feedback from your intended market
- Exposure through our marketing campaigns to key healthcare professionals

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Exhibition Opportunities

Floor plan 2019

Stand size and type

<table>
<thead>
<tr>
<th>Stand Size and Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6m x 6m premium stand</td>
<td>£10,500 +VAT</td>
</tr>
<tr>
<td>3m x 6m double stand</td>
<td>£7,300 +VAT</td>
</tr>
<tr>
<td>3m x 3m stand</td>
<td>£3,700 +VAT</td>
</tr>
<tr>
<td>3m x 3m (NHS/non-commercial)</td>
<td>£2,060 +VAT</td>
</tr>
</tbody>
</table>

93% of overall delegates rated the event good or excellent.

Contact us → Tel. +44 (0)20 3655 5100 → Email. careers@bmj.com
Over 80 exhibitors will join us in 2019 including:

ABPI • Barts NHS Health Trust • British Medical Association • British Medical Journal • British Pharmacological Society • Bristol-Myers Squibb • Calderdale & Huddersfield NHS Foundation Trust • Faculty of Public Health • General Medical Council • Gibraltar Health Authority • HCA Healthcare UK • Head Medical • Institute of Eye Surgery • International Committee of the Red Cross • Luton & Dunstable NHS • NHS England – KERNOW CCG • NHS Scotland • Patchwork • Royal College of Emergency Medicine • Royal College of General Practitioners • Royal College of Physicians • Royal College of Psychiatrists • Royal College of Radiologists • Royal Society of Medicine • Stafford Medical • Tees, Esk & Wear NHS • The London Clinic

View the full list of the 2019 exhibitors at → live.bmj.com

Sponsorship Opportunities

Our priority is to provide sponsors with a successful return – our flexible packages can give you access to a qualified healthcare audience.

Premium sponsorship opportunities

**Headline sponsor**

→ **Price on application**

An opportunity to be the overall event sponsor, including co-branding of the entire event. The following sponsorship opportunities are included:

› Wherever our logo appears, yours will too
› Co-branding on all pre-event promotion including:
  - Print advertising – regular adverts into our weekly BMJ GP and CR printed publication, reaching a wide audience of healthcare professionals
  - Email promotion with a reach of over 80,000
  - Social media across BMJ Twitter and Facebook pages
  - Online advertising on BMJ Live Website and BMJ Careers
  - Inclusion in the printed event guide
› On-site co-branding including:
  - Event signage
  - Delegate badges
  - Delegate bags

**One to one careers advice stand and sponsorship**

→ **£16,200 +VAT**

› Branded sponsorship of our popular one-to-one careers advice stand
› Full page advert in the event guide
› 8 week banner advertising on careers.bmj.com
› 50 word profile and linked URL on BMJ Live website
› Insert into delegate bags

Proud to report we have just interviewed and successfully recruited someone into one of our trust psychiatry posts’. 

Pennine Care Jobs
Online advertising

careers.bmj.com banner

→ £2,000 +VAT per month

Advertisers banners or buttons are featured on careers.bmj.com reaching the entire online readership of BMJ Careers online. Make your target audience aware of your organisation and attendance at BMJ Live 2019.

Pre and post event email sponsorship

→ £1,500 +VAT

Regular emails are sent to registered delegates before and after the event to alert them to seminars, workshops and other information. Sponsors can include a button ad in these emails to encourage registrants to visit their website and alert them to the attendance at BMJ Live.

During BMJ Live

Conference sponsored sessions

→ £12,000 +VAT

An opportunity for organisations to run their own sponsored sessions as part of the masterclass programme with their own speakers.

Sponsored career seminars

→ £2,500 +VAT

An opportunity for organisations to run their own one hour workshops with their own speaker during BMJ Live. The seminars are offered free to all attendees and are actively promoted via all pre-event marketing channels.

Event guide advertising

Delegates refer to the Event Guide regularly throughout the event and refer back to it after the event as well, giving advertisers the ideal opportunity to encourage visitors to their stands and to reinforce their message.

Full page colour

→ £1,700 +VAT

Half page colour

→ £1,130 +VAT

Quarter page colour

→ £750 +VAT

Event collateral

Delegate bag logo

→ £2,650 +VAT

On arrival at BMJ Live all delegates will receive a bag containing the Event Guide and other useful information. Exhibitors can sponsor the delegate bags for constant exposure throughout the event.

Delegate bag inserts

→ £1,500 +VAT

On arrival at BMJ Live all delegates will receive a bag containing the Event Guide and other useful information. Insert your brochure or gift in the bags to encourage delegates to visit your stand.

Lanyard sponsorship

→ £2,670 +VAT

All delegates are required to wear their badges at all times during the event. Include your logo on the lanyard for constant exposure throughout the event.

Branded fascia

→ £185 +VAT

Increase the visibility of your organisation with bespoke branded fascia on your stand.

Small branded floor tiles

→ £300 +VAT

Place your company’s marketing message on the exhibition floor. 50cm x 50cm floor stickers are placed at Olympia on primary access routes. Advertiser is required to provide artwork and BMJ Live will provide the floor stickers.

Large branded exhibition maps

→ £540 +VAT

Branded 2m x 1m maps, promoted as large floor tiles throughout the venue.

Barcode scanner

→ £290 +VAT

Contact us → Tel. +44 (0)20 3655 5100 → Email. careers@bmj.com

We have been coming to the BMJ Careers Fair for at least 10 years. It’s a major part of our recruiting schedule. BMJ has been a major part of our marketing campaign for a long-time.

Health Match BC
## Exhibition and Sponsorship Packages

Why not make the most out of your budget and purchase one of our bespoke packages.

<table>
<thead>
<tr>
<th>Excel</th>
<th>Impact</th>
<th>Extend</th>
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</thead>
<tbody>
<tr>
<td>6m x 6m stand</td>
<td>✔️</td>
<td></td>
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<tr>
<td>Branded fascia</td>
<td>✔️</td>
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<tr>
<td>Full page colour advert in the Event Guide</td>
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<tr>
<td>Linked URL on live.bmj.com</td>
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<td>4 week button on careers.bmj.com</td>
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<td>Insert in delegate bags</td>
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<tr>
<td>1x sponsored seminar</td>
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**Total cost**

- £23,200 +VAT
- £15,500 +VAT
- £10,300 +VAT

97% of exhibitors felt that delegates were the right audience for their organisation.

**Contact us**

Tel. +44 (0)20 3655 5100  Email. careers@bmj.com
Demonstrate your thought leadership with our range of sponsored BMJ Masterclasses

Reach your target audience via clinical learning

The successful BMJ Masterclasses provide a series of clinical update courses and best practice topics enabling busy doctors in primary and secondary care to improve patient outcomes. Featuring five clinical courses and two professional development minicourses (non-clinical), you will meet clinicians within primary and secondary care.

Masterclasses include:

› GP Update
› Physicians General Update
› Dermatology
› Muskuloskeletal Medicine
› Care of the Older Person
› Professional Development Minicourses

Working with the BMJ Masterclass team was a refreshing experience, our lunchtime session was fully seated and the delegate feedback we received afterwards helped us to shape our future strategy. We have booked again!

Previous Sponsor

Contact: Andy Josephides  
Tel. +44 (0)20 3655 5602  
Email. ajosephides@bmj.com

Find out more at: live.bmj.com
Examples of the clinical attendees you will meet includes:

**Dermatology**
- 25%
- 12%
- 8%
- 5%
- 4%
- 2%
- 10%
- 8%
- 25%

**Care of the Older Person**
- 81%

Profile of attendees:
- Specialty doctors
- Consultants
- Foundation doctors
- GPs
- GPs with a special interest
- GP trainees
- Hospital doctors
- Other HCPs

Sponsorship packages include:

**Host your own clinical session**
→ Price on application

Opportunity to host a 30 minute session, to support doctors with their learning. You will benefit by:
- Positioning your organisation as a thought leader and content expert within UK healthcare
- Building relationships with a key clinical audience within an educational setting
- Engaging, networking and learning from attendees
- Reaching those difficult-to-access clinicians
- Associating your brand with a credible provider of comprehensive training and education expertise, within a range of therapeutic areas

**Clinical content covers a range of specialty topics for:**

**GPs:**
- Diabetes
- Care of the Older Person
- Cardiology
- Dermatology
- Mental Health
- Musculoskeletal

Women’s Health
- Respiratory Medicine
- Neurology
- Paediatrics
- Ophthalmology

**Hospital doctors:**
- Diabetes
- Cardiology
- Respiratory
- Neurology
- Infectious diseases
- Rheumatology
- Gastroenterology
- Oncology
- Psychiatry

**Practical stations/demos**
→ Price on application

Practical demonstration style workshops run throughout this two-day event to a continuous stream of delegates.

If you provide clinicians with a product that requires in-depth training, use this opportunity to interact and train clinicians.

Gain that valuable time to influence attendees and gain their feedback during their visit.

96% of delegates rate our content as good or excellent.

**Contact:** Andy Josephides → Tel. +44 (0)20 3655 5602 → Email. ajosephides@bmj.com
Find out more at: live.bmj.com