

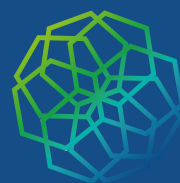
PHARMACOLOGY

2024 | TODAY'S SCIENCE TOMORROW'S MEDICINES

10-12 December 2024 | Harrogate, UK



Partnership Prospectus



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Key event information

Event title:	Pharmacology 2024
Date:	10-12 December 2024
Location:	Harrogate Convention Centre, King's Rd, Harrogate HG1 5LA
Event website:	www.bps.ac.uk/pharmacology2024
Event organisers:	British Pharmacological Society

Current programme topics

Pharmacology 2024 will explore cutting-edge themes shaping the forefront of pharmacological research and practice, including:

Drug Development and Therapeutic Design:

- AI in Drug Design
- Novel Therapeutic Technologies

Pharmacological Advances:

- Diabetes Treatment & Pharmacogenomics
- Immunopharmacology & Receptor Kinases
- Targeting Enzymes for Therapeutics

Clinical Practice and Education:

- Clinical Implementation Challenges
- Assessment Methods & Education Customization

Modelling and Methodology:

- Pharmacokinetic Modelling
- Preclinical Transparency & Alternatives

Ethics and Sociocultural Considerations:

- Ethical Pharmacology Practice
- Ethnicity in Pharmacology

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About Pharmacology 2024

The British Pharmacological Society's annual Pharmacology meeting is the highlight of the Society's year. It brings together hundreds of scientists from across the pharmacology and therapeutics community including students, researchers, people working in industry, academics, and clinicians from across the globe to meet, share science, and network.

Delegates will hear from world-class experts in plenary sessions, discover the detail in our topical themed symposia, and can share knowledge and ideas in our interactive workshops.

Pharmacology 2024 will be held at the Harrogate Convention Centre in the charming spa town of Harrogate in North Yorkshire. Known for its elegant architecture, beautiful gardens, and historical significance, Harrogate offers great dining, cultural and nature experiences.



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We are pleased to announce that **Pharmacology 2024**, hosted by the **British Pharmacological Society**, will be held in Harrogate, Yorkshire. From **December 10-12**, we invite you to join us for this esteemed gathering in one of England's most charming locations.

As President of the British Pharmacological Society, we extend a warm invitation to you to participate in edition of our annual conference, renowned for its comprehensive exploration of basic and clinical pharmacology. From undergraduate students to esteemed authorities, clinical practitioners to industry innovators, our conference will celebrate the rich diversity of our community and the work we are doing to advance human and animal medicines.

Pharmacology 2024 will be distinguished by its dedication to collaboration, innovation, and scientific excellence, reflected in its dynamic scientific programme that brings together pharmacologists from the UK and beyond.

We look forward to welcoming you to Yorkshire, a region celebrated for its hospitality, natural beauty, and historic significance. Harrogate, our host town, will provide a fitting backdrop for our discussions and discoveries, with its vibrant culture and scenic landscapes.

Join us in Harrogate this December to discover the best in cutting-edge science, network with the community and celebrate recent successes in pharmacology.



Mark Caulfield

Professor Sir Mark Caulfield MD
FRCP FESC FPharm FBHS FMedSci
President

Join the global community at Pharmacology 2024

Discover an unparalleled opportunity to connect with over 800 academics, students, industry experts, and leaders from government and health services at one of Europe's largest pharmacology events. Here's what awaits you:

- Explore your next investment opportunity and collaborations that drive the future of pharmacology.
- Elevate your brand's visibility on the global stage at our internationally recognised event.
- Engage with decision-makers and principal investigators shaping the pharmacological landscape.
- Network with esteemed speakers and thought leaders at the forefront of research.
- Support cutting-edge research addressing critical global issues.
- Access a diverse community of young and promising researchers as well as established leaders in the field.



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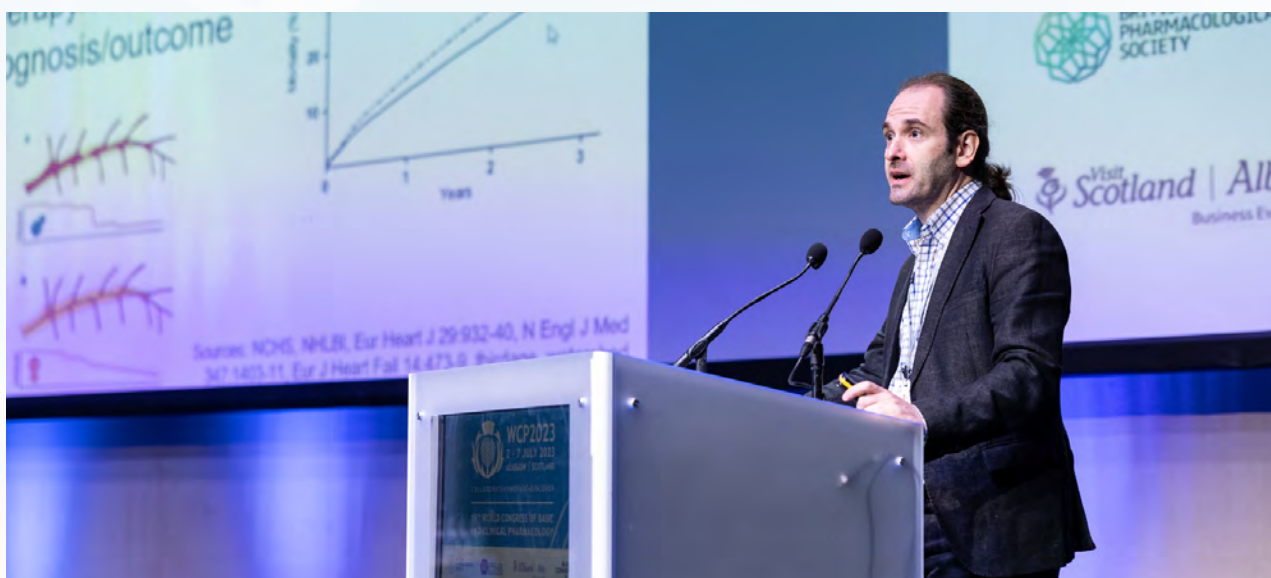


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One of Europe's largest pharmacology events

Join us for Europe's premier pharmacology event, continuing the decades-long tradition of excellence and innovation, highlighted by last year's World Congress of Basic and Clinical Pharmacology (WCP2023).

Our scientific programme is curated by leading pharmacologists spanning the spectrum of the discipline. Over three days, delegates will participate in interactive workshops, keynote sessions and abstract-led presentations.



What to expect?

For early career researchers, we offer bootcamps covering publication and peer review processes, as well as career guidance to navigate the evolving landscape of pharmacology research.

Stay tuned for debates, panel discussions, and abstract presentations in 2024, focusing on the latest research in AI, sustainable medicines, and addressing the climate emergency.

More than just a conference; Pharmacology 2024 is a platform for collaboration, innovation, and impactful research that shapes the future of pharmacology and therapeutics.

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Partner with us

Partnering with us will help shape the future of pharmacology and therapeutics. As one of Europe's premier pharmacology events, this conference offers a unique opportunity to showcase your organisation's commitment to innovation, collaboration, and scientific excellence.



Why partner with Pharmacology 2024?

Global Exposure: Connect with over 800 attendees worldwide, including academics, industry experts, government officials, and healthcare leaders.

Visibility: Elevate your brand's profile at an internationally recognized event, with ample opportunities to showcase your organisation's offerings.

Networking: Engage with decision-makers, principal investigators, and esteemed speakers in the pharmacology field.

Collaboration: Explore investment opportunities and partnerships that contribute to the advancement of pharmacology research and innovation.

Supporting Cutting-edge Research: Align your organization with high-quality, innovative research addressing critical global issues in pharmacology.

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Our sponsors and partners

We invite a wide range of sponsors to join our community-driven event. Whether you're from pharmaceuticals, biotechnology, medical technology, academic publishing, or related sectors, there's a place for you to contribute.

We extend our gratitude to our past sponsors and partners for their invaluable support:



Our commitment

Partnering with us provides exposure to a diverse audience of scientists, researchers, clinicians, and industry professionals, showcasing your dedication to advancing pharmacological research and innovation.

We aim to offer meaningful exposure, networking opportunities, and recognition for your support. Explore how you can connect with our global network, foster collaborations, and contribute to the future of pharmacology. Discover sponsorship opportunities today and be a vital part of our community-driven event.

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Exhibition & sponsorship opportunities

We provide a range of sponsorship options tailored to accommodate your organisation's preferences and budget for exhibition, encompassing Gold, Silver, Bronze, and Charity sponsorship levels, with packages ranging from £3,500 to £12,000. Our sponsorship packages comprise:

- **Gold Sponsorship:** Elevate your organisation's visibility and position as a leading partner of Pharmacology 2024.
- **Silver Sponsorship:** Enhance your presence and recognition within the pharmacology community.
- **Bronze Sponsorship:** Highlight your organisation's dedication to advancing pharmacological research and innovation
- **Charity Stand:** Stand alongside us as a supporter of pioneering research and collaboration in pharmacology.

How to partner with us?

To explore partnership opportunities or discuss customised sponsorship packages, please contact Mariam Chahid or Isabel Brinsden, for general partnerships enquires please email us at partnerships@bps.ac.uk.



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Exhibition opportunities

Benefits	Gold £12,000 + VAT	Silver £7,500 + VAT	Bronze £3,500 + VAT	Charity £1,500 + VAT
Exhibition space	25 sqm	6 sqm	6 sqm	Table top stand
Acknowledgement on event website	✓	✓	✓	✓
Dedicated LinkedIn/Tweet announcing support	✓	✓	✓	✓
LinkedIn post promoting partner (content provided by partner)	✓			
Tweet promoting partner (content provided by partner)	✓	✓		
Logo in printed programme	✓	✓		
Featured slide in main conference deck (provided by sponsor)	✓			
All sponsors slide in main conference deck	✓	✓	✓	✓
Sponsor listing and company profile in conference app	✓	✓	✓	✓
Logo or advert on multiple digital screens	✓	✓		
Logo in footer of event promotion email	✓	✓		
Push notifications (message from our sponsors)	✓			
Presentation in the Innovation Theatre	2 x 30 min			
Complimentary Exhibitor Passes	3	3	2	2
Complimentary Gala Dinner tickets	3			
Complimentary Welcome Reception	3	3	2	2
'A message from our partners' sent to delegates pre-event	✓	✓		

Programme sponsorship

Actively shape your conference experience from hosting engaging sessions in the innovation theatre to sponsoring symposiums, workshops, or debates. Your involvement contributes to the event's success and enhancement of your brand.



Innovation Theatre: £500 per 15-minute slot

Host a session in the Innovation Theatre to engage attendees strategically positioned within the Exhibition Hall. Captivate audiences for 15 to 60 minutes, showcasing your expertise and reinforcing your brand identity.

Sponsored Session: £2,000

Make a significant contribution to the conference programme by sponsoring a session, workshop, or debate. Your support ensures the delivery of high-quality, informative sessions that add value to the event.

Sponsored Symposium: £6,000

Create a symposium tailored to your objectives. With access to a main conference breakout room, curate a compelling agenda and select aligned speakers. Showcase thought leadership and make a lasting impact with a dedicated symposium.

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Networking and engagement sponsorship

Discover our networking and engagement opportunities designed to enhance your brand presence and promote meaningful connections at Pharmacology 2024.

Conference Dinner and Prize Giving: £5,000

Elevate your brand with our Conference Dinner & Prize Giving sponsorship. Gain exposure to key stakeholders in pharmacology and receive 8 VIP tickets for networking opportunities with industry leaders, researchers, and academics.



Welcome Reception Sponsorship: £5,000

Sponsoring our welcome reception showcases your commitment to collaboration. Your brand will be prominently displayed, encouraging networking and partnership opportunities. Engage with up to 10 VIPs to explore potential collaborations with attendees.

Networking Area Sponsorship: £5,000

Position your brand as a networking hub by sponsoring a dedicated area. Provide delegates with a welcoming space for meaningful interactions and knowledge sharing. Your brand will be prominently displayed, showcasing your commitment to facilitating connections and collaboration.

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Sustainability partner

Join us in our dedication to a greener future by partnering with us to offset carbon emissions for Pharmacology 2024. Consider supporting our event as a sustainability partner as we work together to make a significant environmental impact.



Sustainability Partner: £5,000:

You'll play a crucial role in offsetting carbon emissions associated with the conference. Your support will enable us to implement eco-conscious practices and contribute to a greener future. Additionally, you'll receive recognition as a key sustainability partner on our website, event app, and promotional materials. Moreover, you'll have the opportunity for a spotlight interview highlighting your sustainability initiatives and objectives.

Partner with us to make a tangible difference in reducing our environmental footprint and fostering sustainability in pharmacology. Your support will help us lead by example and inspire others to prioritize eco-conscious practices.

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Enhancing inclusivity

Recognizing the challenges faced by researchers from low and middle-income countries in attending conferences, we are dedicated to fostering inclusivity and accessibility at our events. Embrace the opportunity to support these researchers by becoming a sponsor, providing vital funding for travel.



Inclusion Sponsorship:

You have the flexibility to sponsor individual initiatives or stand as a beacon of inclusivity. Sponsors will receive recognition on social media, the conference website, and in the app. Sponsorship options include:

- Sponsorship for 3 delegates from Low- and middle income countries, covering travel, accommodation, and registration: **£9,000**
- Sponsorship for 3 Early Career Researchers to attend the conference, covering travel, accommodation, and registration: **£2,250**
- Sponsorship of live captioning for one or more session spaces: **£1,500** for one room, **£4,000** for all spaces, **£14,000** for all options listed above

Any surplus funds from your sponsorship will be used to support equality, diversity, and inclusion at our future events.

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Prize sponsorship opportunities

Invest in the future of pharmacology by sponsoring prizes that recognize the outstanding contributions of early career researchers. Your sponsorship acknowledges their dedication and encourages their professional growth.

By sponsoring oral communication and poster presentation prizes, you foster talent and innovation in pharmacology.



Poster and Oral Communication Prizes: £250 per prize

Sponsor a variety of poster and oral communication prizes and receive acknowledgments during event announcements and on social media. Get in touch to learn more about the range of prizes available.

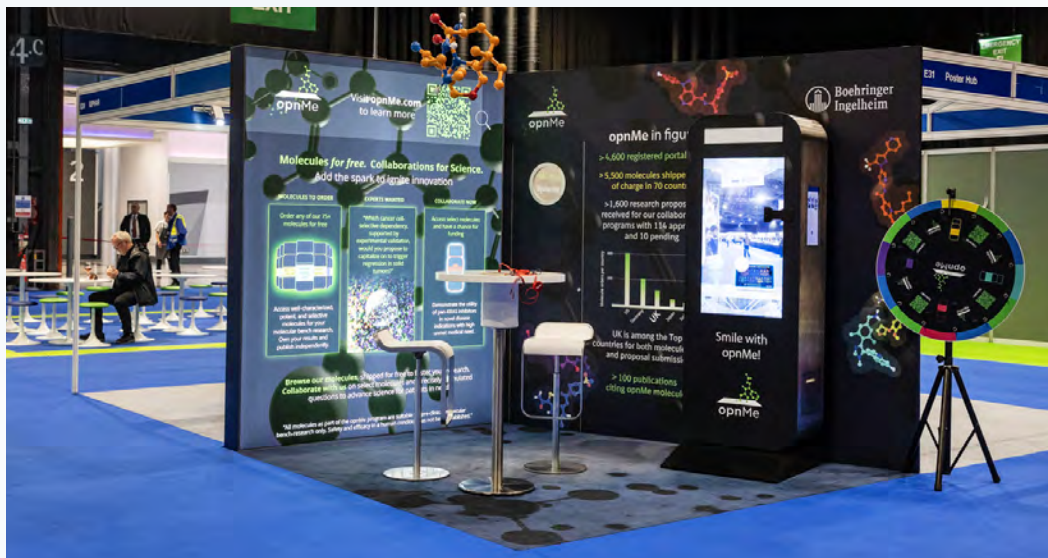
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Advertising opportunities

Elevate brand visibility and support our event by selecting from a range of diverse advertising opportunities.



Digital Advertising: £2,500

Premium digital advertising space on our event website, mobile app, and email communications to reach our attendees before, during, and after the event.

Linked Banner Advertisement: £1,000

Include your linked banner ad in the joining instructions distributed to all attendees one week prior to the meeting.

Mini programme Advertisement: £1,200

Highlight your advertisement within the printed programme overview, ensuring visibility among all attendees.

Branded Lanyards: £1,500

Your company logo can be prominently displayed on lanyards for attendees, ensuring continuous exposure throughout the event.

Digital Signage: £1,200

Feature your logo or advert in rotation on a large screen at a prominent location within the venue.

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Exclusive sponsorship opportunities for exhibitors

Explore our exclusive sponsorship options tailored for exhibitors to maximize your brand's visibility and engagement at the event:

Push Notification: £200

Send targeted push notifications to all attendees through the conference meeting app. Limited availability with two slots per day.

Venue Branding

Choose from a variety of venue branding options available at the event. Contact us for further details and customization.

Lead Capture: £250

Efficiently collect delegate information using the live app's lead capture feature.



Interested in a bespoke sponsorship package?

Our customised sponsorship package is designed to meet your specific needs and objectives, aligning with your brand's goals and target audience. From branding and marketing opportunities to engaging activities, our package ensures a meaningful investment. Contact us to discuss your tailored sponsorship solution.

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