



Royal College  
of Physicians

# Medicine 2017: RCP annual conference 16–17 March 2017

Manchester Central Convention  
Complex Ltd, Petersfield, M2 3GX

## Sponsorship and exhibition opportunities

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For more information, visit our website at:  
[www.rcplondon.ac.uk/Medicine2017](http://www.rcplondon.ac.uk/Medicine2017)



**#Medicine2017**



# The must-attend event of the year for hospital doctors

The Royal College of Physicians (RCP) is a professional membership organisation representing 33,000 members worldwide working in hospitals and the community across 30 different medical specialties.

The RCP works to ensure that physicians are educated and trained to provide high-quality care and we support our members at each career stage with a full programme of education and CPD events.

Now in its third year, the RCP annual conference, Medicine 2017, is our flagship annual event developed in response to member demand, with content designed by physicians. It is fast becoming the must-attend annual event for doctors from all medical specialties and a voice for the profession.

The conference provides high-quality education and CPD, presents the latest cutting-edge research, showcases leading national and international speakers, and offers a platform to influence government and decision-makers.

A networking reception for all delegates and exhibitors follows the first day of the conference programme, along with a conference dinner and the RCP Excellence in Patient Care Awards ceremony.

## How will the conference be marketed?

A comprehensive on- and offline marketing plan will promote the conference to the RCP membership of 33,000 doctors, as well as to non-member doctors and others from the healthcare field. Sponsors and exhibitors will benefit from exposure to the target audience through various channels, including direct e-marketing campaigns, the RCP website, search engine optimisation, Google AdWord campaigns, social media and print media.

An exhibition floorplan is available on request.

The RCP reserves the right to refuse a booking request.

All prices subject to VAT at the time of booking.

Terms and conditions available on request.

## Why support the event?

### By sponsoring or exhibiting at the conference:

- your brand will benefit from exclusive access to over 33,000 doctors and stakeholders in secondary care in the UK and worldwide
- we will provide you with the opportunity to build brand awareness and relationships within the profession
- you can network with up to 800 physicians and medical staff from multiple specialties all in one place
- you will become associated with the most respected and influential medical society in the world
- you can learn about the issues and developments affecting the profession and be part of a conference that influences the healthcare agenda.

## Who attends the conference meet?

Up to 800 delegates from across the medical specialties.

### RCP conferences are typically attended by:

- consultant physicians (including RCP fellows) – 61 %
- others (eg allied health professionals, students and physicians associates) – 10 %
- healthcare leaders and stakeholders – 3 %
- specialty trainees – 15 %
- SAS doctors – 8 %
- GPs – 2 %
- foundation doctors – 1 %