

THE
**FERTILITY
SHOW**

In association with



fertilitynetworkuk

LONDON OLYMPIA 4 - 5 NOVEMBER 2017
MANCHESTER CENTRAL 24 - 25 MARCH 2018



Partnership pack

The essential event for your fertility
journey

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Every year since its launch in 2009, The Fertility Show has brought together leading fertility specialists, in one place at one time, making it an invaluable resource for patients.

Now in its tenth year, The Fertility Show is backed by Britain's leading fertility support group, Fertility Network UK and is, by far, the biggest and best attended event for fertility patients in the world: visitor numbers for both our London and Manchester Shows reached a total of more than 4,300 paying visitors over the two days.

Following the success of our brand new launch Show in Manchester, we are pleased to announce that it will be taking place again next year on 24 – 25 March 2018.

“Excellent- very informative and a wonderful opportunity to speak to specialists directly” 2016 London visitor

“I would highly recommend this to anyone and everyone struggling with fertility” 2017 Manchester visitor



Our visitors

Visitors to The Fertility Show range from people just starting to try for a family to those already diagnosed with fertility problems.

All individuals, couples, single women and same sex couples are encouraged to attend with visitors travelling from all over the UK.

Our visitors benefit from an unparalleled speaker programme giving over 60 talks from the world's leading fertility specialists:

Just a few of the experts we worked with:

- Zita West on how to get pregnant
- Professor Geeta Nargund on mild IVF
- Marilyn Glenville on fertility-boosting nutrition
- Dr Sam Abdalla on reduced ovarian reserve
- Professor Adam Balen on PCOS
- Dr Raj Mathur on Improving the odds of IVF working for you
- Professor Allan Pacey on male fertility
- Professor Simon Fishel on new techniques

...and 60 other leading specialists

Reaching our visitors

The marketing campaign is a multi channel, focusing on ABTL & BTL To deliver over 3,000 target people to attend out London Event and 1500 to Manchester.

Advertising & Inserts

- Women's press
- Health titles
- Parenting titles
- Lesbian and gay titles
- Outdoor media
- National Press
- Patient care magazines



Direct Marketing, through the distribution of up to half a million flyers and posters via:

- Patient care associations & charities
- Fertility clinics & counsellors
- Mailings to doctors and consultants
- Direct mail to fertility patients
- Exhibitor mailing lists
- And all available routes to medical specialists working in fertility

Online, with an effectively optimised web site plus:

- Links from patient groups, exhibitors and relevant sites
- Purchase of banner ads on fertility, women's health and LGBT sites
- Purchase and optimisation of Google Adwords
- Extensive use of social media

PR – through the placement of case studies and interviews with speakers and exhibitors.

Pre & post-show marketing

The Fertility Show has great content which can be sponsored to ensure a strong association with an informative, inspiring show.

The shows are an ideal platform to engage with and increase brand exposure to an extremely targeted, niche audience who are looking for answers and treatments to help them on their fertility journey.

As a key show partner, you will benefit by being part of a focussed multi-platform campaign pre and post-show:

- Press releases
- Social media
- Direct marketing
- Exprom emails
- Show guide
- Editorial on show website
- Exit surveys

Benefits

- Engage with our visitors face to face
- Learn about this highly targeted audience
- Showcase your specialist range and alternative offerings
- Align your brand with the most credible experts in the field of fertility
- Support visitors from the very start of their fertility journey
- Generate sales



Partnership opportunities

Headline sponsor

Align yourself directly with the event become an integral part of the media campaign. You'll become intrinsically linked to the show by forming part of our show logo and gain exposure to everyone we reach pre and post show and at the show itself.

Seminars

The seminars are an important part of The Fertility Show. An extensive timetable of talks from many of the world's leading experts are available to book so our visitors can access the best minds in fertility.

Question Time stage

A brand new feature on the show floor hosted by INUK. This open plan stage is the place where our visitors can get their questions answered by fertility specialists and watch a panel of experts debate key topics.

Seating/ relaxation areas

A place for our visitors to relax and take a break and go through all they have learnt throughout the day, have your branding within this area to catch their eye.

Show guide & info point

The show guide is given free to all visitors. Often kept after the event as a useful reference guide, it provides a targeted, promotional opportunity. The info point is an essential part of the show for visitors and will be at the entrance.





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Contact us

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Proudly organised by

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