


The Fertility Show *Live*

18 - 19 May 2024
LONDON OLYMPIA

in association with:  fertilitynetworkuk



www.fertilityshow.co.uk



Our Aim

Our aim is to assemble the best and most extensive fertility expertise in one place, at one time to help people make the right decisions on their fertility journey.



The Fertility Show

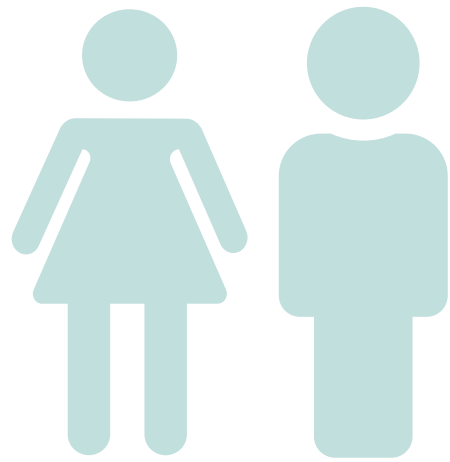
Every year since its launch in 2009, The Fertility Show has brought together leading fertility specialists, in one place at one time, making it an invaluable resource for patients.

Following its successful 13th year, The Fertility Show continues to be backed by Britain's leading fertility support group, Fertility Network UK helping to make it, by far, the biggest and best attended event for fertility patients in the UK.

Over 2,250 visitors attended the live show in 2023, and an additional 300 digital only tickets were sold for The Fertility Show Online Hub.

Find out more about our audience overleaf.

Our Audience



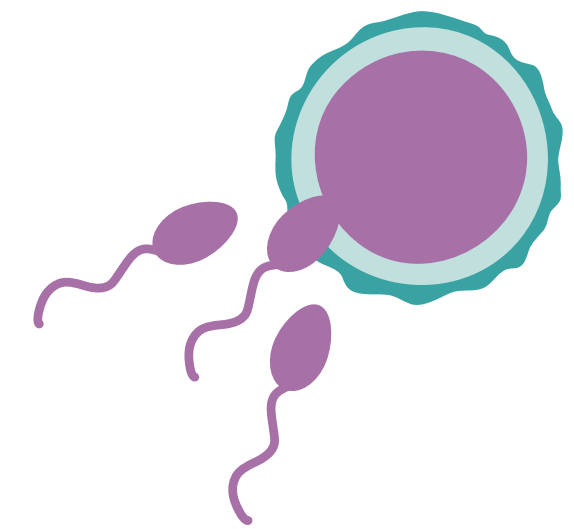
49% in a heterosexual relationship
17% single



59% are aged 25 - 40
22% are aged 41 - 45



67% have had no rounds of IVF



Top reason for attending was to find out more to support on their fertility journey



57% are from Greater London
18% are from the South East



94% of the audience were new to the Show



89% were happy with the ticket price



82% of attendees are self funding



Why our visitors visit

- To discover if there is a problem
- To find out more about lifestyle changes that can help conception
- To find out what treatments exist
- To choose a clinic
- To find a donor
- To investigate IVF abroad

The show is a safe and discreet environment – everyone is there for the same reason and whilst the internet is great for information, nothing can beat a face-to-face real conversation with the people behind the organisations that can help.

What they thought of the 2023 Show



89%

rated the Show
Good - Excellent



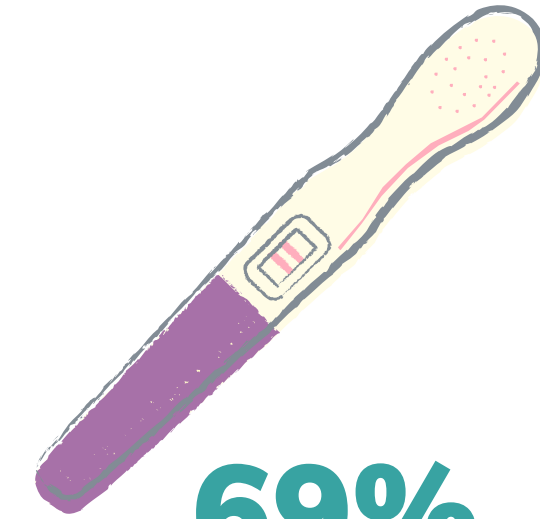
71%

had more
than 1 meeting with
exhibitors at the Show



80%

said they
gathered all the information
they needed at the Show



69%

are considering
treatment from
exhibitors they met at
the Show



95%

satisfaction rate for the
range and choice of
exhibitors



Achieving an impressive
Average Net Promoter
Score of 33*



57%

of the audience attended
a seminar



81%

rated the seminars
Good - Excellent

Expertise everywhere.
Open, friendly
conversations everywhere.
Free advice.

I felt very happy coming away from
the Show, I got so much information
that I wouldn't have found
otherwise.

It had a lovely welcoming atmosphere. Everyone was
very friendly and willing to help. The seminars were (mostly)
informative and the hosts were very good. The workshops
were delivered in a sensitive way and everyone could
contribute as much or as little as they wanted. Those
delivering the workshops were very open about their
journeys and this helped to create a nice space.

I've learnt more in the
last two days than I
have in the 18 months
before.

I just wanted to say what an amazing event! Thank
you so much. The clinic we had in mind was there,
which was amazing. It was invaluable to be able to
ask our questions in person, and we will now save
money on a consultation. So good. We travelled
from the Isle of Wight - very worth our time!

Everyone was so welcoming
and made what is a very
sensitive subject seem so easy
to talk about.

Great variety of
everything, the clinic
we had in mind anyway
were there.

Visitor Feedback



Marketing reach - how we deliver our audience

- Regular email campaign to targeted data including Fertility Network's active database
- Targeted TFL sites
- Highly targeted digital ad campaign including Facebook profiling
- Ambassador/Influencer Programme on social media
- Industry press, digital sites and blogger promotions
- Daily activity on own social media channels and shared across partners sites
- Dedicated social and editorial partnerships



Talk to us about 2024

- A fantastic place to meet face-to-face with highly engaged prospects
- Generate direct sales
- Launch new services or products
- Build your connections and client database
- Gain free media and marketing coverage via The Fertility Show marketing campaign
- Opportunity to put forward speakers as part of our extensive editorial Seminar Programme
- Variety of stand space available
- Opportunity for advertorial talks on our digital hub



Take a stand

The Fertility Show provides a platform for exhibitors to meet patients face-to-face, network, offer support and advice, and raise brand awareness.

Join over 70 exhibitors ranging from IVF clinics, adoption agencies, charities, surrogacy advisors, sperm and egg banks, diet and nutritional advisors and anyone offering products, services and advice.

Your company will be listed on our website for pre and post show engagement, plus you can also take advantage of our limited opportunities to take a bespoke advertorial on our digital hub.



Around the Show

The Seminar Programme

Our popular and extensive Seminar Programme includes some of the world's leading specialists, clinicians and doctors in the fertility world.

We run three seminar rooms covering a huge number of topics for our visitors throughout each day and slots become filled very quickly.

If you would like to participate in our editorial programme, we would love to chat more.



Around the Show

Let's all Talk Fertility Lounge

Our Let's all Talk Fertility Lounge is a section of The Fertility Show dedicated to some wonderful patients & advocates who have either been on, or are still on a fertility journey themselves and have used their experience to help other people.

This informal panel chat hosts six talks across the weekend and is hugely popular with visitors who are looking for real stories that they can relate to.

If you would like to participate or find out more, we would love to chat more.



Around the Show

Wellbeing Workshops

After a successful launch in 2023, we are pleased to bring back the Wellbeing Workshops which was a fantastic new addition to last year's Show.

From journaling to nutrition, yoga and breathwork - visitors can take part in hands-on sessions which will help explore the complex feelings of a fertility journey with like minded others. These intimate, practical sessions will leave visitors feeling empowered with techniques to support their emotional wellbeing.



Around the Show

Relax, Chill & Chat Area

NEW for 2024, we are delighted to introduce a relaxation and chat area of the Show.

We are looking for a partner/s to help us create an area to support both men and women who are looking for a time out from the Show & to perhaps meet & chat with others who are on the journey.

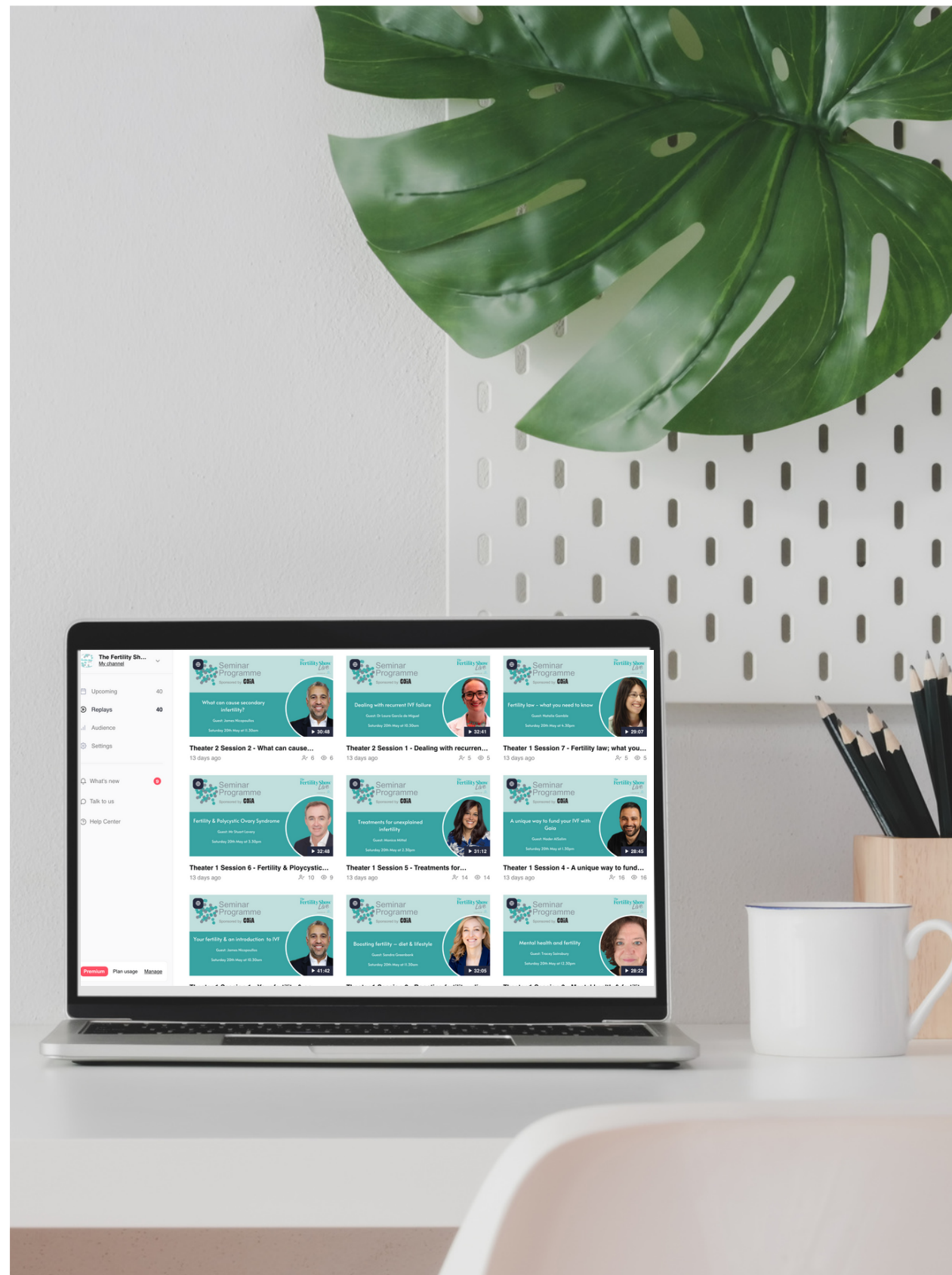
We especially want to create a supportive and comfortable space where men who are experiencing fertility issues can take time out.

The Fertility Show Online

All the Seminar content from The Fertility Show is hosted on the online platform so visitors can watch back on-demand after the live event is over.

All visitors who purchase a ticket to The Fertility Show have free access to the online platform. For those unable to attend the live event, digital only tickets can be purchased for access to the online hub a week after the live Show.

Talk to us about the opportunity for a bespoke talk dedicated to your company.





Stand Costs

18th & 19th May 2024, Upper West Hall, Olympia London

IVF Clinics & Egg Banks: Minimum size 12m²

Cost £460.00 per m² + VAT

Non IVF Organisations

Minimum size 4m²

£280.00 per m² for first 4m² thereafter £460.00 per m² + VAT

Registered Charities

Minimum size 4m²

£188.00 per m² for first 4m² thereafter £460.00 per m² + VAT

Sponsorship Opportunities

Headline Sponsor

Align yourself directly with the event and 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.

Let's all Talk Fertility Lounge

Our "Let's all Talk Fertility" Lounge features patient advocates who have either been on, or are still on a fertility journey. This informal panel chat runs across the weekend and is hugely popular with visitors who are looking for real stories that they can relate to.

Wellbeing Workshops

From journaling to nutrition, yoga and breathwork - visitors can take part in hands-on sessions which will help explore the complex feelings of a fertility journey. These intimate, practical sessions will leave visitors feeling empowered with techniques to support their emotional wellbeing.

Seminar Theatre

The seminars are an important part of The Fertility Show. An extensive timetable of talks from many of the world's leading experts, generates seminar bookings from approx. 80% of our Show attendees.

Relaxation Area

A space for our visitors to relax and take a break and go through all they have learnt throughout the day.



Let's all Talk Fertility

As well as the annual Fertility Show, organisers Intuitive Events, also broadcast regular online events with leading fertility experts, clinicians and patient advocates.

The "Let's all Talk" hub, houses all the online seminar and webinar content and has a library of over 90 talks covering every aspect of Fertility.

In September, regular "Let's all Talk" events will run again and we are always looking for experts to join us and brands to sponsor the series of individual events.

Get in touch to hear more about the "Let's all Talk" online hub.

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Contact us

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