

13-14TH MARCH, 2024 - SCC. JOHANNESBURG

2024 EVENT PROSPECTUS

 SAPHEX

 **TPS** | THE PHARMACY
SHOW

 gpexpo

 Nursing Practice

 THE HOSPITAL
SHOW

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MORE THAN JUST AN EVENT





CONTENTS

2023 REVIEW

VISITOR SURVEY DATA

EXHIBITOR FEEDBACK

2024 EXPANSION

EXPO HALL 1

EXPO HALL 2

NEW LAUNCH SHOW

SPONSORSHIP & EXHIBITING

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2023 EVENT REVIEW

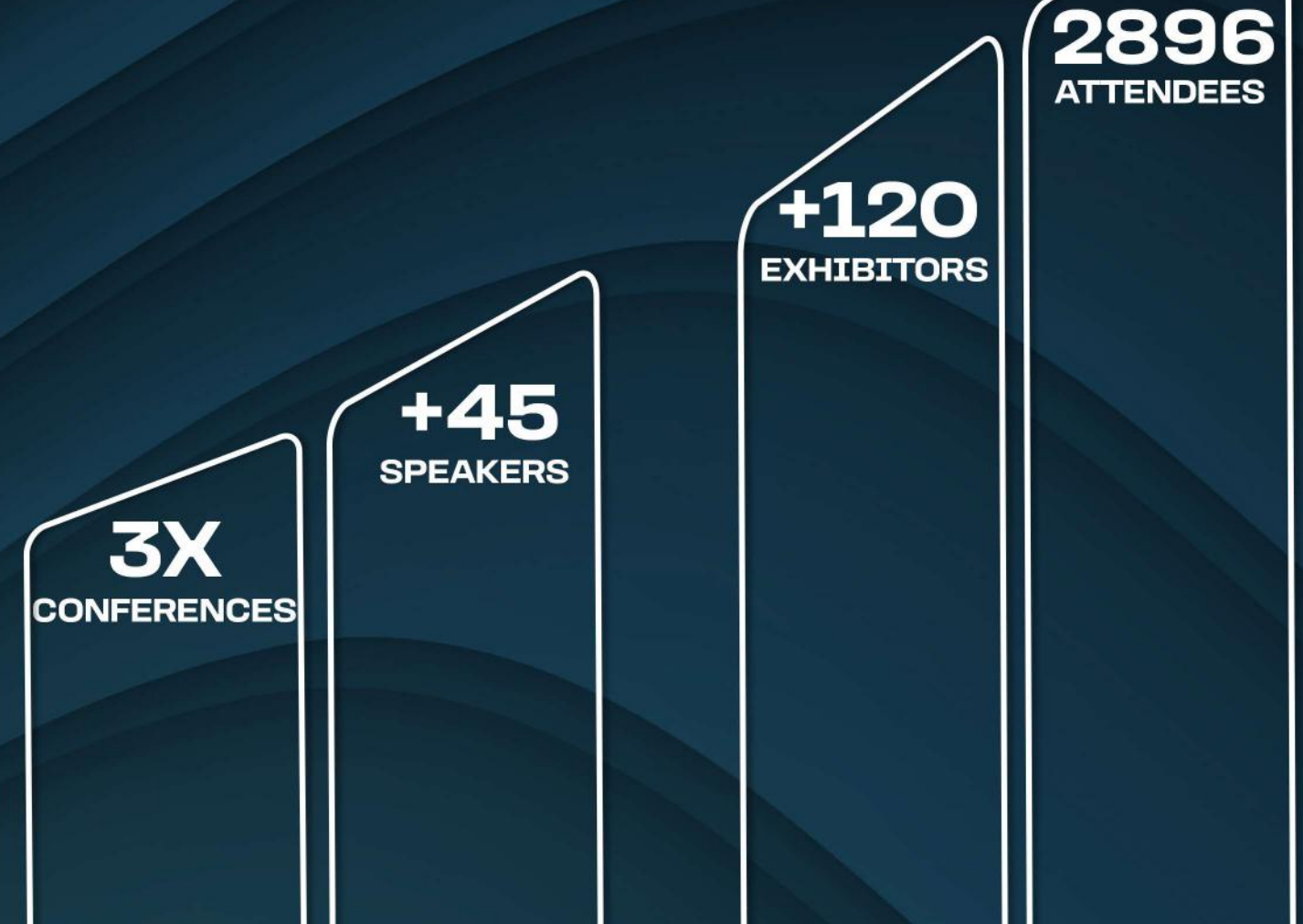
The cross pollination of business between pharmaceutical manufacturing, pharmacy and CP's means that exhibitors and visitors could continue to build diverse partnerships with not only new and existing customers but also co-exhibitors through our unique event platform.

The post show report for SAPHEX, The Pharmacy Show and GP Expo is based on a poll of exhibitors, a representative visitor survey, a conference survey, as well as the registration data of the exhibitors, visitors and conference attendees.

METHODOLOGY AND DATA SOURCES

Both the exhibitor and visitor surveys were conducted by the organisers during & post the event. The results were calculated using a survey of visitors to SAPHEX

THE NUMBERS



INDUSTRIES IN ATTENDANCE...



THE STATISTICS

VISITOR VERSUS JOB TITLES FROM SAPHEX, THE PHARMACY SHOW, CP EXPO & NURSING PRACTICE 2023



INDUSTRIES IN ATTENDANCE...

TOP 10 REASONS FOR VISITING THE SHOW

- 32% TO BUY PRODUCTS & SERVICES
- 21% TO EVALUATE PRODUCTS & SERVICES
- 11% TO SEEK JOINT VENTURES & COLLABORATIONS
- 8% TO MEET POTENTIAL SUPPLIERS
- 8% TO ATTEND CONFERENCE STREAMS
- 7% TO MEET CUSTOMERS OR BUSINESS PARTNERS
- 4% TO GAIN NEW KNOWLEDGE
- 4% TO NETWORK
- 4% INVITED BY COMPANY / CUSTOMER

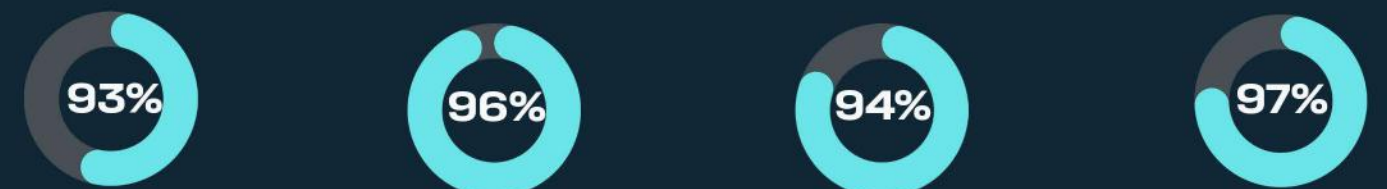
CONFERENCE STATISTICS

98% OF ATTENDEES WOULD "DEFINITELY" RECOMMEND THE CONFERENCE STREAMS AVAILABLE AT THE SHOW.

96% OF ATTENDEES WILL "DEFINITELY OR MAYBE" PARTICIPATE IN ONE OF THE CONFERENCE STREAMS AT THE SHOW IN 2024.

ACHIEVEMENT OF VISITOR OBJECTIVES

- | MAINTAINING EXISTING BUSINESS RELATIONS | INFORMATION ON PRODUCTS, SERVICES AND APPLICATIONS | GAINING INFORMATION ON INNOVATIONS AND BUSINESS TRENDS | ESTABLISHING NEW BUSINESS RELATIONS |
|---|--|--|-------------------------------------|
| 93% | 96% | 94% | 97% |



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“VISITOR FEEDBACK...”

A WELL ORGANISED AND INFORMATIVE EVENT, THE CONFERENCE SESSIONS WERE PROFESSIONAL .

THANK YOU FOR AN ENTERTAINING AND INNOVATIVE EVENT, IT WAS EASILY ACCESSIBLE, AND IT WAS WELL ORGANISED.

A WELL ORGANISED EVENT! THE CONFERENCE SESSIONS WERE INFORMATIVE, KNOWLEDGEABLE AND RELEVANT.

EXCELLENT SHOW AND I'LL BE BACK NEXT YEAR.

EXCELLENT TOPICS DISCUSSED AT THE ALL OF THE CONFERENCE SESSIONS.

AN EXCEPTIONAL SHOW THAT I WOULD HIGHLY RECOMMEND TO OTHERS.

AN EXCELLENT TWO DAYS AT SAPHEX AND THE PHARMACY SHOW. IT'S A GREAT EVENT YOU HAVE CREATED FOR THE INDUSTRY

I GOT TO MEET SO MANY NEW PEOPLE AND GROW MY NETWORK. I WILL DEFINITELY BE RETURNING NEXT YEAR.

I MANAGED TO SOURCE A HOST OF NEW SUPPLIERS AT SAPHEX 2023. IT'S THE FIRST TIME I HAVE BEEN TO THIS EVENT AND I'LL BE BACK NEXT YEAR!

I ATTENDED THE SHOW ON BOTH DAYS AND ATTENDED LOTS OF CONFERENCE TALKS. THEY WERE VERY INFORMATIVE AND ALSO CPD ACCREDITED!

IT WAS WELL WORTH THE FLIGHT FROM CAPE TOWN AND A MUST ATTEND INDUSTRY EVENT!

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EXHIBITION STATISTICS

97% OF THE EXHIBITORS RATED THE SHOW AS "EXCELLENT / VERY GOOD"

94% OF THE EXHIBITORS WOULD "DEFINITELY / MAYBE" RECOMMEND THE SHOW

ACHIEVEMENT OF THE LEADING OBJECTIVES THROUGH EXHIBITING

91% COMPANY PRESENTATION, IMAGE

93% MAINTAINING EXISTING BUSINESS

96% EXCHANGE OF EXPERIENCE

97% ONSITE AND EXPECTED POST-SHOW BUSINESS

EXHIBITORS' ASSESSMENT OF THE EXHIBITION IN DETAIL

94% ROLE AS THE INDUSTRY'S LEADING EXHIBITION

84% ATMOSPHERE AT THE EXHIBITION

97% COMPLETENESS OF THE EXHIBITION

99% QUALITY OF VISITORS

52% INTERNATIONALITY OF VISITORS



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EXPO 1 - SAPHEX / THE PHARMACY SHOW



SAPHEX 2024 EXPANSION

SAPHEX'S GROWTH OVER THE YEARS IS A TESTAMENT TO ITS IMPORTANCE AND RELEVANCE IN THE PHARMACEUTICAL INDUSTRY. THE EVENT HAS CONTINUED TO ATTRACT AN INCREASING NUMBER OF EXHIBITORS AND ATTENDEES, MAKING IT A MUST-ATTEND EVENT FOR ANYONE INVOLVED IN THE INDUSTRY. WHETHER YOU'RE A MANUFACTURER, DISTRIBUTOR, OR HEALTHCARE PROVIDER, SAPHEX IS THE IDEAL PLATFORM TO CONNECT WITH INDUSTRY LEADERS, STAY UP-TO-DATE WITH THE LATEST TRENDS AND REGULATIONS, AND EXPLORE NEW OPPORTUNITIES FOR GROWTH.

IN SUMMARY, SAPHEX'S GROWTH IN SOUTH AFRICA IS A CLEAR INDICATION OF THE EVENT'S SUCCESS IN PROVIDING A PLATFORM FOR THE PHARMACEUTICAL INDUSTRY TO COME TOGETHER, LEARN, COLLABORATE, AND GROW. SO IF YOU'RE LOOKING TO STAY AHEAD OF THE CURVE IN THE PHARMACEUTICAL INDUSTRY,

THE PHARMACY SHOW 2024 EXPANSION

THE GROWTH OF THE PHARMACY SHOW IN SOUTH AFRICA HAS BEEN NOTHING SHORT OF REMARKABLE, WITH ATTENDANCE INCREASING YEAR ON YEAR. THE SHOW HAS BECOME A MUST-ATTEND EVENT FOR PHARMACY PROFESSIONALS ACROSS THE COUNTRY, OFFERING AN INVALUABLE OPPORTUNITY TO GAIN INSIGHTS INTO THE LATEST INDUSTRY TRENDS, TECHNOLOGIES, AND BEST PRACTICES.

OUR FORECAST INDICATES MORE ATTENDEES AND AN INCREASE IN EXHIBITORS IN 2024. WE ARE ADDING TO OUR CONFERENCES THEATRES TO OFFER 3 SEPERATE STREAMS FOR VISITORS TO CHOOSE FROM.

STAY AHEAD OF THE COMPETITION IN THE PHARMACY INDUSTRY, BE SURE TO MARK YOUR CALENDAR FOR NEXT YEAR'S PHARMACY SHOW IN SOUTH AFRICA – AN EVENT YOU WON'T WANT TO MISS!

1X
CONFERENCES

40%
FLOORSPACE
INCREASE

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3X
CONFERENCES

30%
FLOORSPACE
INCREASE



EXPO 2 - GP EXPO / NURSING PRACTICE

THE GP EXPO 2024 RETURNS, AND WE ARE ADDING A FURTHER CONFERENCE TO THE EVENT AGENDA FOR 2024.

NEXT YEAR'S EVENT PROMISES TO BE A GAME-CHANGER FOR GP'S, HEALTHCARE PROFESSIONALS, AND INDUSTRY LEADERS LOOKING TO STAY AHEAD OF THE CURVE AND EXPLORE THE LATEST TRENDS, TECHNOLOGIES, AND PRACTICE MANAGEMENT SOLUTIONS IN THE HEALTHCARE SECTOR.

THE GP EXPO WILL OFFER ATTENDEES A BUSINESS CONFERENCE SPECIFICALLY DESIGNED FOR GP'S, WITH OUR REGULAR CONFERENCE COVERING ALL THE HOT TOPICS RELEVANT TO GP'S AND DOCTORS.

2X
CONFERENCES

50+
SPEAKERS

+80
EXHIBITORS

1000
ATTENDEES

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THE HOSPITAL SHOW



2024 EVENT LAUNCH

INTRODUCING THE MOST EXCITING EXHIBITION IN THE SOUTH AFRICAN HOSPITAL SECTOR – THE HOSPITAL SHOW, A SHOWCASE OF THE LATEST INNOVATIONS, TECHNOLOGIES AND SERVICES THAT ARE TRANSFORMING HEALTHCARE TODAY!

FROM CUTTING-EDGE MEDICAL DEVICES AND STATE-OF-THE-ART DIAGNOSTICS TO ADVANCED TREATMENTS AND THERAPIES, THIS EXHIBITION IS THE PERFECT OPPORTUNITY FOR HEALTHCARE PROFESSIONALS, HOSPITAL ADMINISTRATORS AND INDUSTRY LEADERS TO STAY AHEAD OF THE CURVE AND DISCOVER THE NEXT BIG THING IN HEALTHCARE.

WITH A WIDE RANGE OF EXHIBITORS FROM LEADING HOSPITALS, MEDICAL EQUIPMENT MANUFACTURERS AND SERVICE PROVIDERS, THIS EVENT PROMISES TO BE AN UNPARALLELED OPPORTUNITY TO CONNECT WITH THE LATEST INNOVATIONS AND ADVANCEMENTS IN THE HEALTHCARE SECTOR.

DON'T MISS OUT ON THIS UNIQUE OPPORTUNITY TO GAIN VALUABLE INSIGHTS, NETWORK WITH LIKE-MINDED PROFESSIONALS AND LEARN ABOUT THE LATEST TRENDS AND DEVELOPMENTS SHAPING THE FUTURE OF HEALTHCARE IN SOUTH AFRICA.

JOIN US AT THIS EXCITING EXHIBITION AND BE PART OF THE TRANSFORMATION THAT IS CHANGING THE FACE OF HEALTHCARE IN SOUTH AFRICA!



1X
CONFERENCES

25+
SPEAKERS

+100
EXHIBITORS

2000
ATTENDEES



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SPONSORING AND EXHIBITING

PLATINUM SPONSORSHIP

- 1x Platinum Booth Package, comprising of 6x9 stand (54m²)
- Logo on saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & hospitalshow.co.za
 - Pop-Up Advert in the online events app
 - Speaking opportunity within main Conference
 - Complimentary room for high level delegates and one-to-one meetings at the venue
 - Logo on all pre-event marketing materials
 - Pre-event editorial coverage via the newsletter and via saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & thehospitalshow.co.za
 - Access to your own VIP registered list
 - Logo on Lanyards
 - Brochure insert in delegate bags
 - Logo on pre-event HTML emails
 - Logo and company description on our online directory
 - 2 dedicated HTML email marketing to our registration data list

Platinum Package – \$28,595 / R425,000 - 1 available

GOLD SPONSORSHIP

- Cold Custom Built Sponsor Stand = 6x6 (36m²) Booth Package
- Logo and company description on our online directory
 - Logo on saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & hospitalshow.co.za
 - Large Box Advert in our online event app
 - Speaking opportunity within main conference
 - Logo on pre-event HTML emails

Cold Package – \$23,595 /R365,000- 3 available

SILVER SPONSORSHIP

- Sponsor Stand: 3x6 (18m²) Booth Package
- Logo and company description on our online directory
 - Logo on saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & hospitalshow.co.za
 - Landscape Banner Advert in our online event app
 - Logo on pre-event HTML emails

Silver Package – \$16,595 / R285,000

BRONZE SPONSORSHIP

- Sponsor Stand: 3x3 (9m²) Booth Package
- Logo and company description on our online directory
 - Logo on saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & hospitalshow.co.za
 - Landscape Banner Advert in our online event app
 - Logo on pre-event HTML emails

Bronze Sponsorship Package \$8,995 / R150,000

REGISTRATION SPONSORSHIP

- Sponsor Stand: 3x6 (18m²) Booth Package
- Full branding on Entrance and registration desks
 - Branded Delegate Bags for attendees
 - Logo and company description on our online directory
 - Logo on saphex.co.za, thepharmacyshow.co.za, gpexpo.co.za, nursingpractice.co.za & hospitalshow.co.za
 - Large Box Advert in our onsite event app

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6X
CONFERENCES

90+
SPEAKERS

+250
EXHIBITORS

5000
ATTENDEES

ADDITIONAL MARKETING

This gives your company the chance to gain exposure and create more brand awareness at our event. We recommend using if not one but a couple of the additional tools that range from top banners on our website, to branding or signage at the event or sponsorship of a specific area such as registration or catering.

PAID PROMOTIONS

HTML EMAILS – WE CAN DESIGN BESPOKE EMAILS ON YOUR BEHALF TO SEND OUT TO YOUR CUSTOMERS. \$375 (R5,000) PER HTML

BANNER ADVERT ON WEBSITE HOMEPAGE – YOUR BANNER ADVERT WILL BE THE TOP BANNER ON THE WEBSITE HOMEPAGE. = \$750 (R10,000) FOR 3 MONTHS

EVENT APP ADVERT – YOUR ADVERT WILL APPEAR IN THE VISITOR AVAILABLE TO ALL VISITORS THAT ATTEND THE SHOW & SENT TO OUR EXTERNAL DATABASES FOR DOWNLOAD
STANDARD FULL SCREEN ADVERT = \$600 (R8,000), POP-UP ADVERT = \$750 (R10,000)

WEBSITE HOMEPAGE SKYSCRAPER – A VERTICAL ADVERT ON THE WEBSITE HOMEPAGE = \$750 (R10,000)

EMAIL BANNER – A BANNER ADVERT ON THE TOP OF OUR EMAIL MARKETING WHICH GO OUT TO AN AUDIENCE OF 50,000+ = \$1,000 (R13,000)

REGISTRATION CONFIRMATION EMAIL BANNER – A BANNER ADVERT ON THE CONFIRMATION EMAIL TO REGISTRATIONS \$500 (R6,900)

DELEGATE BAG INSERT – AN INSERT WILL BE PLACED IN THE BAG TO ALL VISITORS THAT ATTEND THE SHOW. \$500 (R6,900)

SUSPENDED COMPANY LOGO & STAND NOTICE – SIGN THAT HANGS FROM THE CEILING ABOVE YOUR STAND POSITION. = \$1,000 (R13,000)

FLOOR LOGO – A COPY OF YOUR LOGO ON THE FLOOR BY THE REGISTRATION AREA. = \$1,000 (R13,000)

METER BOARDS – A STANDALONE BANNER THAT WILL CONTAIN YOUR COMPANY'S LOGO AND STAND NUMBER. \$500 (R6,900)

RESTROOM ADVERTISING – YOUR LOGO WILL BE PLACED WITHIN ONE OF THE HIGHEST TRAFFIC AREAS AT THE EVENT. = \$500 (R6,900)

REGISTRATION SPONSORSHIP – YOUR LOGO WILL BE PLACED THROUGHOUT THE REGISTRATION AREA AS THE FIRST THING VISITORS SEE. = \$6,000 (R83,000)

CATERING SPONSORSHIP – YOUR LOGO AND FLYERS WILL BE PLACED IN THE CATERING AND ON THE TABLES AND CHAIRS ETC, ONE OF THE BUSIEST PLACES AT THE EVENT. = \$5,000 (R70,000)

LANYARDS – YOUR LOGO WILL BE PLACED ON ALL LANYARDS THAT VISITORS WILL BE WEARING. = \$2,000 (R27,000)

BACK OF BADGES – ADD YOUR LOGO AND MESSAGE TO THE BACK OF THE ATTENDEE BADGES. = \$500 (R6,900)

AISLE SIGN – PLACE YOUR LOGO AND STAND NUMBER ON A STANDALONE SIGN IN ONE OF OUR AISLES = \$750 (R10,000)

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SAPHEX

TPS THE PHARMACY SHOW

goexpo

Nursing Practice

THE HOSPITAL SHOW

SAVE THE DATE

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CONTACT US TO EXHIBIT IN 2024

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