

OTC MARKETING AWARDS

THURSDAY, 23 NOVEMBER, 2023
ROYAL LANCASTER HOTEL, LONDON

S P O N S O R S H I P G U I D E

SPONSORSHIP ENQUIRIES:

Christopher Keeling, Sales and Sponsorship Manager
Tel: +44 (0) 7917 647 859 • Email: christopher.keeling@informa.com

www.pharmaintelligence.informa.com/OTCAwards2023

In partnership with



HBW Insight 
Pharma Intelligence

RAISE YOUR INDUSTRY PROFILE

The OTC Marketing Awards recognise and reward the best of the British OTC industry.

www.pharmaintelligence.informa.com/OTCAwards2023

These unique and highly esteemed awards, focus exclusively on the suppliers of OTC products – from non-prescription medicines and food supplements, to selected unlicensed healthcare products, across the pharmacy, retail and grocery sectors.

Winners are celebrated across 15 categories (11 individual entered awards and 4 principal awards), including Best Niche OTC Marketing Campaign, OTC Launch of the Year, to Most Innovative New OTC Product, OTC Brand Revitalisation of the Year, and new for this year, Sustainable OTC Product of the Year.

Now in its 28th year, the Awards are known by many as the 'Oscars of the industry' with hundreds of senior decision makers coming together each year, for a prestigious evening of networking and celebration.

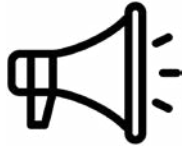
As a sponsor, you will benefit from being promoted throughout the marketing campaign before, during and after the Awards.



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WHY SPONSOR?



Experience Unparalleled Brand Exposure

Benefit from months of multi-channel exposure to the OTC industry, through an extensive marketing campaign, before, during and after the awards.



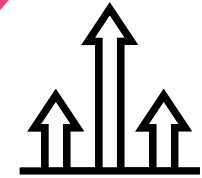
Networking Opportunities

On the Awards night, meet and network with a unique variety of senior leaders from the UK OTC industry (63%), and take advantage of the premium, informal networking opportunities on offer. As a sponsor, you are also entitled to invite your own guests to join your table at the ceremony – allowing you to strengthen relationships with existing contacts.



Demonstrate Your Support of the Industry

Associate your company with industry excellence, and establish your brand as a leader by presenting Awards to the winners of your sponsored category or categories.



Acquire a Competitive Advantage

Enhance your company's reputation and secure an advantage over competitors by sponsoring a category suited to your expertise.

*Post event analysis: The OTC Marketing Awards 2022

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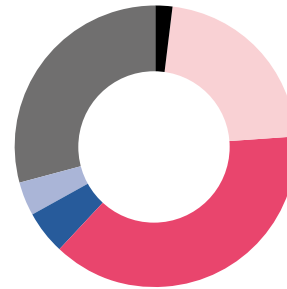
WHO ATTENDS?

OTC Marketing Awards bring together senior decision makers and industry leaders to recognise the dedication, hard work and commitment shown by the OTC industry.

Previous attending companies:

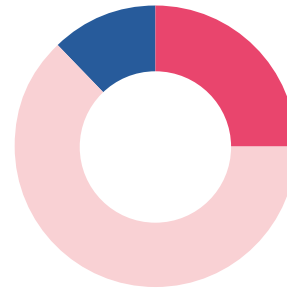


MAXWELLIA



Seniority

- VP / CEO – 2%
- Director – 22%
- Manager – 38%
- Marketing – 5%
- Executive – 4%
- Other – 29%



Types of companies:

- Agencies – 25%
- Manufacturers – 63%
- Other – 12%

Watch the 2023 Highlights Video



*Post event analysis: The OTC Marketing Awards 2022

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MARKETING & PROMOTIONAL PLAN

Each sponsorship package is designed to complement your existing marketing mix, and raise your profile above those of your competitors.

www.pharmaintelligence.informa.com/OTCAwards2023

Experience a targeted, multi-channel marketing campaign across the full Awards cycle:

- 50-word company profile and logo on www.pharmaintelligence.informa.com/OTCAwards2023
- Company logo included on marketing emails
- Social media announcements of your involvement
- Exclusive branded signage at the Awards ceremony
- Adverts in the digital Awards Programme



Key messages communicated throughout the OTC Marketing Awards:

- Save the date
- Entries are now open
- Category announcement
- Introduction of the Judging Panel
- Last chance to enter
- Finalist announcement
- Winner's announcement



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2023 SPONSORSHIP PACKAGES

Interested in something different? Why not talk to us about our bespoke sponsorship packages.

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Headliner Sponsorship



*Category Sponsorship



Drinks Reception Sponsorship



Social Media Sponsorship



*Category Sponsorship is on a first-come, first-served basis.

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HEADLINE SPONSORSHIP

As Headline Sponsor, your company will have the highest prominence at the event - this is a highly unique opportunity to showcase your company above all others.

YOUR COMPANY WILL BE ENTITLED TO PRIORITY RESERVATION OF 'HEADLINE SPONSOR' FOR 2024.

www.pharmaintelligence.informa.com/OTCAwards2023

Benefits

Pre and Post-Awards Promotion:

- ✓ Company logo and 50-word profile on www.pharmaintelligence.informa.com/OTCAwards2023 with a link to your website
- ✓ Social media announcement as 'Headline Sponsor'
- ✓ Company logo on all email campaigns pre, during and post Awards
- ✓ Use of the OTC Marketing Awards logo on your company marketing materials
- ✓ Your company's branding on finalist and winner's documents
- ✓ All relevant photography of the Awards evening provided for your own promotional purposes
- ✓ 5000 banner ad impressions across Citeline Insights pages



At The Awards:

- ✓ 1 x Premium VIP table at the Awards ceremony
- ✓ A meeting point within the pre-dinner drinks reception, a perfect meeting point for your guests
- ✓ Opportunity for an Executive of your company to present the Award category
- ✓ Company logo and 100-word profile will be featured in the official digital Awards programme
- ✓ Company logo on signage throughout the event
- ✓ Company logo exposure on video screens at regular intervals during the evening
- ✓ Announcement of your company as 'Headline Sponsor' at the Awards presentations
- ✓ Your company name will be engraved on the winner's trophy as 'Headline Sponsor'
- ✓ Discounts on additional guest tickets to the Awards
- ✓ Recognition in social media announcements at the Awards
- ✓ Your video or logo, looped during the dinner

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CATEGORY SPONSORSHIP

The following categories are available for sponsorship for 2023

- OTC Company of the Year
- OTC Brand of the Year
- OTC Launch of the Year
- OTC Brand Revitalisation of the Year
- Most Innovative New OTC Product
- Best Big Budget OTC Marketing Campaign
- Best Niche OTC Marketing Campaign
- Best OTC Social Media Campaign
- Best OTC Digital & Mobile Marketing Campaign
- Best OTC Audio-Visual Advertising
- Best OTC Public Relations Campaign for a Consumer Healthcare Product
- Best OTC Packaging Design
- Best OTC Pharmacy Training & Learning
- Best OTC Trade Advertising & Sales Support
- Sustainable OTC Product of the Year

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Benefits

At The Awards:

- ✓ 1 x Premium VIP table at the Awards ceremony
- ✓ A meeting point within the pre-dinner drinks reception, a perfect meeting point for your guests
- ✓ Opportunity for an Executive of your company to present the Award category
- ✓ Company logo and 100-word profile will be featured in the official digital Awards programme
- ✓ Company logo on signage throughout the event
- ✓ Company logo exposure on video screens at regular intervals during the evening
- ✓ Announcement of your company as 'Category Sponsor' at the Awards presentations
- ✓ Your company name will be engraved on the winner's trophy as 'Category Sponsor'
- ✓ Discounts on additional guest tickets to the Awards
- ✓ Recognition in social media announcements at the Awards

Pre and Post-Awards Promotion:

- ✓ Company logo and 50-word profile on www.pharmaintelligence.informa.com/OTCAwards2023 with a link to your website
- ✓ Social media announcement as 'Category Sponsor'
- ✓ Company logo on all email campaigns pre, during and post Awards
- ✓ Use of the OTC Marketing Awards logo on your company marketing materials
- ✓ Your company's branding on finalist and winner's documents
- ✓ All relevant photography of the Awards evening provided for your own promotional purposes

WITH OR WITHOUT NAMING RIGHTS SPONSORSHIP

Seize the opportunity to have your brand name at the beginning of the category; and further enhance your brands' association with the category of your choice. Naming rights are acquired by signing for a three-year period, and come at no additional cost in any given year. A three-year commitment ensures your company becomes synonymous with the category of your choice.

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DRINKS RECEPTION SPONSORSHIP

Gain prominent exposure for your company by sponsoring the Awards drinks reception.

**IF YOU ARE INTERESTED IN ANY OF OUR
SPONSORSHIP PACKAGES, OR WOULD
LIKE TO CREATE SOMETHING BESPOKE –
PLEASE DO GET IN TOUCH**

www.pharmaintelligence.informa.com/OTCAwards2023

Benefits

Drinks Reception Sponsorship Package includes:

- ✓ Listed as 'Drinks Reception Sponsor' on all email campaigns pre, during and post Awards
- ✓ Company logo included on www.pharmaintelligence.informa.com/OTCAwards2023, with a link to your website
- ✓ Prominent branding in the Drinks Reception (please note, some materials in the Drinks Reception will feature all sponsor branding)
- ✓ Company logo in the official digital Awards Programme
- ✓ Company logo on signage throughout the Awards
- ✓ 10 individual invitations for guests to attend the Awards ceremony
- ✓ Your company will be entitled to priority reservation of 'Drinks Reception Sponsor' for 2024



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SOCIAL MEDIA SPONSORSHIP

Position your company as an industry leader in OTC by becoming a Social Media Sponsor.

IF YOU ARE INTERESTED IN ANY OF OUR SPONSORSHIP PACKAGES, OR WOULD LIKE TO CREATE SOMETHING BESPOKE – PLEASE DO GET IN TOUCH

www.pharmaintelligence.informa.com/OTCAwards2023

Benefits

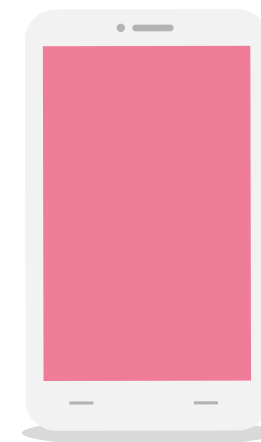
Pre Awards Promotion:

- ✓ Company logo and 50-word profile included on www.pharmaintelligence.informa.com/OTCAwards2023 with a link to your website
- ✓ Announcement of your sponsorship as 'Social Media Sponsor' across all relevant Informa Pharma Intelligence social media networks
- ✓ Your company will be entitled to priority reservation of 'Social Media Sponsor' for 2024
- ✓ Social Media Wall will be branded with your company logo and Twitter account name
- ✓ Your company # will be promoted in the Awards programme, and in all marketing leading up to the Awards ceremony
- ✓ A meeting area for your company, within the pre-dinner drinks reception – a perfect meeting point for your guests
- ✓ Company logo and 100-word profile in the official digital Awards Programme
- ✓ Company logo on signage throughout the Awards
- ✓ Company logo featured prominently on the screen, at regular intervals during the evening

- ✓ Announcement of your company as 'Social Media Sponsor' during the Awards ceremony
- ✓ 10 individual invitations for guests to attend the Awards ceremony
- ✓ Discounts on additional guest tickets to the Awards

Post-Awards Promotion:

- ✓ Relevant photography of the Awards evening will be provided, for you to use for your own promotional purposes
- ✓ Exclusive interview from the awards for you to use for your own promotional purposes



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**FOR FURTHER QUESTIONS, OR TO SECURE
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