



Principal Partnerships, digital sponsorships and virtual exhibition opportunities

About the Royal College of Physicians

The [Royal College of Physicians \(RCP\)](#) represents over 38,000 doctors around the world. Our mission is to promote the best health and healthcare for everyone. We are an independent, patient-centred and clinically led organisation that drives improvement in the diagnosis of disease, the care of individual patients and the health of the whole population – both in the UK and across the globe.

Medicine 2021: the meeting of medical minds

Medicine 2021 is the must-attend digital event for physicians. Attendees will benefit from a high-quality programme and speakers who are national key opinion leaders in clinical and policy issues. We will offer 16 CPD points over 2 full days of interactive learning, including keynote lectures, digital lab training opportunities, educational workshops and abstract showcases with a late-breaking COVID-19-specific stream.

Now, more than ever, it's vital for the medical community to connect with, learn from and support each other. Bringing together speakers at the forefront of improving patient care, Medicine 2021 will provide an essential national update for physicians from all career grades and specialties – virtually! Join us to explore ground-breaking medical developments focused on ways to deliver world-class healthcare.



Supporting Medicine 2021

As a supporter of the 6th annual Medicine conference, you will have enhanced visibility and reach that we have previously been unable to offer. With global access, Medicine 2021 will offer live and on-demand content streaming options allowing users to access resources through the dedicated digital learning portal, [RCP Player](#), for 30 days after the event.

The event will be promoted on our social media accounts and to our 38,000 members, plus 6,000 active non-member attendees; our email open rates average 40%. Additionally, the programme – including sponsor listings – will be available on the main RCP website.



Facebook

45,000 followers and
20,500 engagements
in the past 12 months



Medical journals

Our adverts are seen by our
30,000 healthcare
professionals each month



Twitter

59,500 followers and
39,500 engagements
in the past 12 months



Email marketing

Our monthly events
newsletters are received by our
38,000 members plus 6,000
active non-member attendees.
Our open rates average 40%



LinkedIn

20,800 followers and
8,000 engagements
in the past 12 months

There are several options for you to align your organisation with the RCP's work and support the training of our workforce

Virtual exhibition hall

Virtual exhibition stand

£3,000 + VAT

A dedicated space in the Medicine 2021 virtual exhibition hall that will allow you to curate and share the information you want to promote to participants.

- Branding opportunities within your page
- A 300-word company bio, contact details, and links to company website and socials within the online exhibition space
- A welcome banner (2,750 × 575px), or you may choose to include one GIF (300 × 250px)
- 2 × delegate passes to attend the online event

Enhanced virtual exhibition stand

£6,000 + VAT

Boost your listing with these interactive add-ons:

- All virtual exhibition stand benefits (outlined on page 2)
- 4 × delegate passes to attend the online event
- Pre-recorded MP4 video file – we suggest 3–5 minutes in length
- PDF flyers available for download – we recommend up to five interactive PDFs
- Post-event attendee list of delegate names, job titles and organisations will be provided (no contact details)

Digital sponsorship

Support an existing plenary session

£10,000 + VAT

The RCP's flagship annual conference is committed to delivering the highest quality education programme, designed by doctors for doctors. Our objective is to improve patient care and the health of the whole population through our medical education events.

We are delighted to be able to enhance our 2020/21 events schedule by offering digital sponsorship opportunities to like-minded organisations. Your sponsorship will help us to continue to drive improvements in health and healthcare and to support our members and the wider healthcare community through their medical careers.

In return, we are pleased to offer:

- Support from our in-house design team to integrate your logo into our marketing assets for the session of your choice
- Continued exposure of your brand for 30 days following the event as on-demand content via RCP Player
- A 300-word company bio, contact details, and links to company website and socials within the online exhibition space
- 2 × delegate passes to attend the online event
- Post-event attendee list for delegate names, job titles and organisations will be provided (no contact details)

Digital sponsorship

Provide a pre-recorded educational industry session for £7,500 + VAT

SOLD – please ask about future opportunities

Host your own educational session as part of the main programme to highlight your organisation's work and activities. You define the content, choose the speakers,** and we publicise it as part of the event:

- Opportunity to provide a pre-recorded educational session within the conference's programme. You may supply 15–20 minutes of pre-recorded content which will be made available to registered delegates (healthcare professionals) as an industry-sponsored session
- Continued exposure of your session for 30 days following the event as on-demand content via [RCP Player](#)
- Opportunity to circulate digital learning resources to your attendees to support the session in the form of interactive PDFs
- Opportunity to supply relevant and appropriate resource links to session participants in post-meeting communications
- A 300-word company bio, contact details, and links to company website and socials within the virtual exhibition space
- A welcome banner or you may choose to include one GIF
- 2 × delegate passes to attend the online event

**Subject to content approval from the organising committee*

***You are responsible for the sourcing, funding and management of speakers*

Principal Partnerships

As a Principal Partner of Medicine 2021 you will support the RCP in the whole event delivery of impactful and highly valued medical education for the physician community.

We work with organisations who support the long-term strategic goals of the RCP and the annual conference by creating opportunities for learning and collaboration.

We have limited opportunities available so we would urge you to contact us directly to find out more. These agreements start at £35,000 + VAT.

Contact the team to discuss your needs:

Lucy Murphy, Conferences Sponsorship Manager

Lucy.Murphy@rcplondon.ac.uk, 020 3075 1377