

KNOWLEDGE THAT DRIVES DISPENSING FORWARD

# DDA ANNUAL CONFERENCE 2027

29-30 September  
National Conference Centre  
Birmingham

## Sponsorship Opportunities



DISPENSING DOCTORS' ASSOCIATION



The Dispensing Doctors' Association Annual Conference is the only two-day event in the country dedicated solely to the needs of dispensing practices.

In 2027, the DDA Annual Conference will take place at the National Conference Centre, Birmingham from 29-30 September.

Across the two days of the conference, you can showcase your brand to over 250 delegates each day, including dispensers, dispensary managers, practice managers, pharmacy technicians, pharmacists and GPs, as well as 1,700 followers through the DDA's digital channels and communications.

Before, during and after the DDA Conference, sponsors can take advantage of a variety of brand support packages designed to reach your target audience in a way that works. There are packages to suit different budgets and objectives, providing flexible opportunities to increase your visibility, showcase your products and services, and connect with key decision-makers in dispensing.

The Dispensing Doctors' Association (DDA) represents over 6,600 doctors currently working in 1,000 dispensing practices across the UK. It is the only organisation that specifically represents the interests of dispensing doctors and their 10 million patients.

Join us in September 2027 and build valuable connections with the healthcare professionals shaping the future of dispensing.

For exhibition enquiries, please contact PCC Events at [abby.cheung@pcc.nhs.uk](mailto:abby.cheung@pcc.nhs.uk).

The Dispensing Doctors' Association Ltd  
Priestmans Lane  
Victory Mill  
Thornton-le-Dale  
Pickering  
YO18 7RT

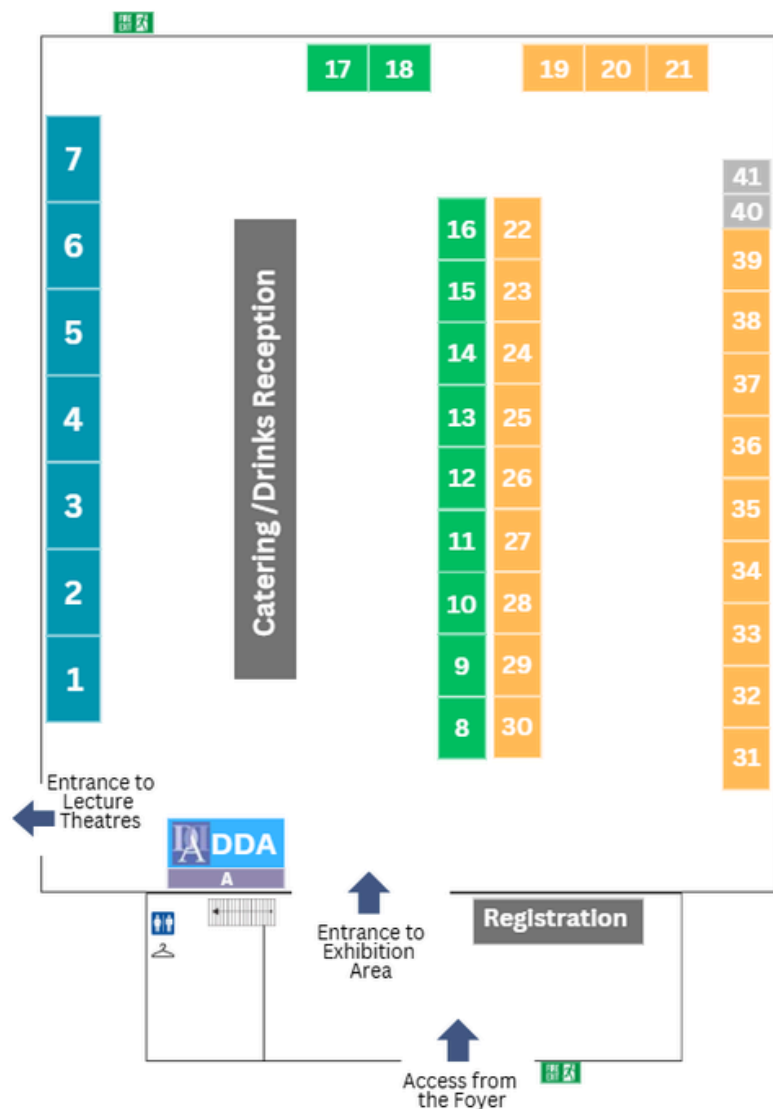
☎ 0330 333 6323

✉ [office@dispensingdoctor.org](mailto:office@dispensingdoctor.org)

🌐 [dispensingdoctor.org](http://dispensingdoctor.org)



# Exhibitor Packages



\*The floor plan is not to scale. The organisers reserve the right to adjust the exhibition layout if it is deemed in the best interests of the event.

| EXHIBITION PACKAGES                                                          | DIAMOND             | GOLD PREMIUM        | GOLD                | SILVER              |
|------------------------------------------------------------------------------|---------------------|---------------------|---------------------|---------------------|
| Exhibition space                                                             | 3m x 2m             | 2m x 2m             | 2m x 2m             | 1m x 2m             |
| Table top                                                                    | 2.4m                | 1.8m                | 1.8m                | n/a                 |
| Delegate pass per day, including lunch and refreshments                      | 4                   | 3                   | 2                   | 1                   |
| Logo on promotional materials (the DDA website and digital conference guide) | ✓                   | ✓                   | ✓                   | ✓                   |
| Your company name, profile and logo included in the digital conference guide | 150 words           | 100 words           | 100 words           | 80 words            |
| <b>DDA Corporate Supporter</b>                                               | <b>15%</b>          | <b>£5,260 + VAT</b> | <b>£3,950 + VAT</b> | <b>£3,080 + VAT</b> |
| Additional Discount on Early Bird Stand Rate                                 | <b>10%</b>          | <b>£5,570 + VAT</b> | <b>£4,180 + VAT</b> | <b>£3,260 + VAT</b> |
| Book by 30 November 2026                                                     |                     |                     |                     |                     |
| <b>Early Bird Rate - Book by 30 November 2026</b>                            | <b>£6,190 + VAT</b> | <b>£4,645 + VAT</b> | <b>£3,620 + VAT</b> | <b>£2,075 + VAT</b> |
| <b>Standard Rate</b>                                                         | <b>£6,490 + VAT</b> | <b>£4,895 + VAT</b> | <b>£4,030 + VAT</b> | <b>£2,575 + VAT</b> |

## Become a DDA Corporate Supporter

As part of the DDA Corporate Supporter packages, Gold Supporters receive 15% off stand rates and Silver Supporters receive 10% off. These discounts can be combined with the Early Bird offer, providing even greater value for Supporters who secure their stand before 30 November 2026.

| BRONZE                           | SILVER                                                                                                                                | GOLD                                                                                                                                |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| Supplier Directory entry         | 2 x solus eShots to DDA database - subject to approval by the DDA                                                                     | 4 x solus eShots to DDA database - subject to approval by the DDA                                                                   |
| Use of DDA Bronze Supporter logo | Supplier Directory entry - second tier listing                                                                                        | Supplier Directory entry - first tier listing                                                                                       |
| <b>£1,000</b>                    | 4 x website education articles (subject to DDA approval)                                                                              | 4 x website education articles (subject to DDA approval) with back links to company website                                         |
|                                  | 10% discount on DDA website or newsletter advertising                                                                                 | 20% discount on DDA website or newsletter advertising                                                                               |
|                                  | Silver Supporter renewal discounts available for MDS or WDL deals negotiated by DDA (subject to negotiation of amount/length of deal) | Gold Supporter renewal discounts available for MDS or WDL deals negotiated by DDA (subject to negotiation of amount/length of deal) |
|                                  | <b>10% discounts available for DDA conference stand</b>                                                                               | <b>15% discounts available for DDA conference stand</b>                                                                             |
|                                  | Use of DDA Silver Supporter logo                                                                                                      | Use of DDA Gold Supporter logo                                                                                                      |
|                                  | <b>£4,000</b>                                                                                                                         | <b>£6,000</b>                                                                                                                       |

# Exhibitor Sponsorship Add-Ons:

## SPONSORED PLENARY TALK

Delivery your 20-minute presentation during a dedicated plenary session, where all conference delegates will be in attendance, ensuring maximum exposure for your brand and message. There are six sponsored talk slots available.

**£1,900+VAT**

## SPONSORED BREAKOUT SESSION

Present your products, services or expertise during a dedicated 20-minute breakout session. Two sessions are available, one on each day. Engage with delegates who have chosen to attend your topic in a more focused and interactive setting, providing an excellent opportunity for targeted networking.

**£1,000+VAT**

**Applications for the above speaking opportunities must be received by 1 January 2027. If applications exceed the number of available slots, a random draw will take place at the January DDA Board Meeting to allocate the sponsored slots.**

## PRESENTATION RECORDING & POST EVENT PROMOTION

(Available exclusively to Sponsored Plenary Talk and Sponsored Breakout Session sponsors)

Extend the reach of your sponsored presentation beyond the conference. Your session will be professionally recorded and featured on the DDA's website and social media channels as part of the post-event marketing campaign, providing continued exposure to thousands of members and industry professionals. Sponsors will also receive a copy of recording to share across their own marketing channels, maximising the value of their sponsorship long after the event.

**£3,000 +VAT per presentation**

## THE DDA PODCAST

A limited number of 10-minute promotional podcasts available to exhibitors only, offering a unique platform to raise brand awareness and showcase your product portfolio directly to your target audience before, during, and after the conference. This will be hosted on the DDA's podcast platform, and promoted by the DDA, and the link will be shared with you for your own marketing.

**£750+VAT**

## MEET THE DDA BOARD

An exclusive opportunity to meet with the DDA Board at one of their meetings during the year. Four meetings are held annually in January, March, June and the day before the conference. One sponsor per meeting. Introduce your products and solutions, receive valuable insights from experienced dispensing professionals and discuss how your products align with the needs of dispensing practices.

**£1,600 +VAT**

## LIVE DISPLAY ON A 65" PLASMA SCREEN

Maximise your brand visibility with continuous on-screen promotion throughout both days of the conference. Your logo, marketing messages or promotional content will be displayed on rotation a plasma screen in the refreshment area, capturing delegates' attention during networking breaks and reinforcing brand awareness throughout the event.

**£300 + VAT per ad**

## EXCLUSIVE LANYARD SPONSOR

Prominently display your company logo on a lanyard that will be worn by all attendees. Lanyards will be sourced by the DDA.

**£2,500 + VAT**

## DELEGATE BAG

Your brand will receive premium visibility through exclusive logo placement alongside the DDA's logo on the official delegate bags distributed to all conference attendees. Limited to one sponsor and one logo.

**£5,000 + VAT**

## LEAFLETS IN DELEGATE BAGS / SEAT DROP

A4 or smaller leaflets, provided by the Sponsor.

Exhibitor - **£650+VAT**

Non-exhibitor - **£1,000+VAT**

## DRINKS RECEPTION

Wednesday evening - all delegates and exhibitors invited.

Sole Sponsor **£3,000 + VAT**

Shared Sponsorship (Up to 4 maximum)

**£1,500 + VAT each**

Sponsorship Full Page in Conference Guide

**Enhance your conference presence with a range of add-on opportunities designed to maximise your brand visibility before, during and after the conference. Add-ons are available exclusively with a stand package.**

For bespoke sponsorship opportunities, please contact PCC Events to discuss your requirements.