



**MIMS Learning Live** delivers high-quality, trusted clinical content to its primary care audience, giving them practical guidance they can take straight back to practice.

### Reach 1,300+ delegates at three events

#### North - May 2019

- ▶ 300+ delegates
- ▶ 2 clinical streams
- ▶ 12 speakers

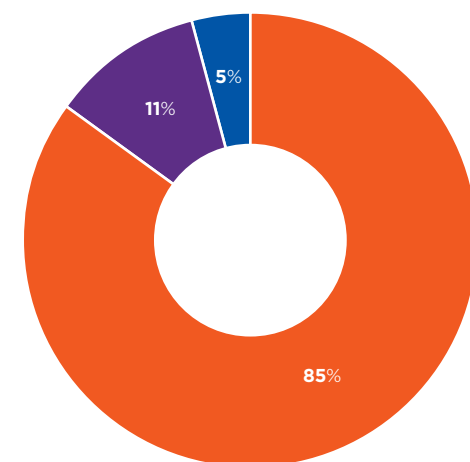
#### London - June 2019

- ▶ 800+ delegates
- ▶ 6 clinical streams
- ▶ 36 speakers

#### Red Flags - November 2019

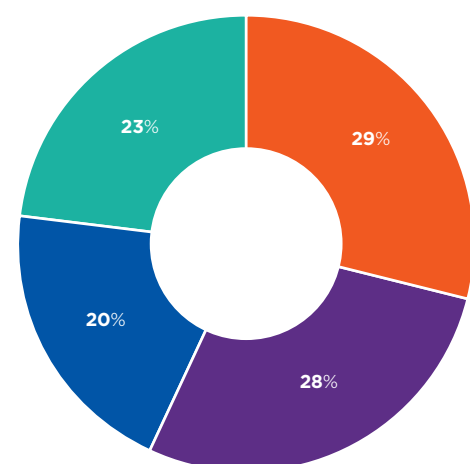
- ▶ 200+ delegates
- ▶ 1 clinical stream
- ▶ 6 speakers

### Delegate roles



- 85%** GPs
- 11%** Nurses
- 4%** Other healthcare professionals

### Reasons delegates attend MLL events



- 29%** CPD points on offer
- 28%** Programme/speakers
- 20%** Location
- 23%** MIMS Learning brand and other reasons

**98.8%**  
of delegates met their objectives at a MLL event

**98.8%**  
plan to attend in 2019

**98.7%**  
of delegates would consider or would definitely recommend MIMS events to others

**89%**  
On average, 89% of delegates rate MLL speakers as good or excellent



**MIMS LEARNING LIVE** now gives you an even bigger audience of highly engaged primary healthcare professionals in an established learning environment.

### Event series sponsorship

Support all three MIMS Learning Live events to reach GPs in three key locations across the UK. The enduring content package extends your ability to reach GPs via MIMS Learning online for a further 12 months.

#### Gold £75,000

London, North and Red Flags including enduring activity

##### AT EVENT

- ▶ Access to 1,300+ delegates
- ▶ 12sqm space only stand at each event
- ▶ 45 minute sponsored session at each event
- ▶ Logo on all marketing materials pre, during and post event
- ▶ 6 delegate passes for education and networking opportunities
- ▶ Company profile in delegate handbook

##### ENDURING CONTENT

- ▶ One session audio recorded and hosted on mimslearning.co.uk for 12 months
- ▶ 10 minute 'talking head' filmed with presenter and hosted on mimslearning.co.uk for 12 months
- ▶ Landing page created to host content on mimslearning.co.uk

#### Silver £50,000

London, North and Red Flags including enduring activity

##### AT EVENT

- ▶ Access to 1,300+ delegates
- ▶ 9sqm space only stand at each event
- ▶ 30 minute sponsored session at each event
- ▶ Logo on all marketing materials pre, during and post event
- ▶ 4 delegate passes for education and networking opportunities
- ▶ Company profile in delegate handbook

##### ENDURING CONTENT

- ▶ One session audio recorded and hosted on mimslearning.co.uk for 12 months

BIGGER

"A well-organised event which gives a great opportunity to reach customers"

EXHIBITOR



### Event sponsorship

Sponsorship of the flagship London event allows you to network with our largest single audience of primary healthcare professionals ever.

Sponsorship of the regional events gives you opportunity to reach GPs in key territories aligned to your sales and marketing strategies.

#### London £20,000

- ▶ 9sqm space only stand
- ▶ 30 minute sponsored session
- ▶ Logo on all marketing materials pre, during and post event
- ▶ Company profile in delegate handbook
- ▶ 4 delegate passes for education and networking opportunities
- ▶ Access to 800+ delegates

#### North or Red Flags £15,000

- ▶ 9sqm space only stand
- ▶ 30 minute sponsored session
- ▶ Logo on all marketing materials pre, during and post event
- ▶ Company profile in delegate handbook
- ▶ 4 delegate passes for education and networking opportunities
- ▶ Access to 200+ delegates

All sponsored sessions will feature in the programme of the relevant clinical stream.

### Join us as an Exhibitor

MIMS Learning Live 2019 will give you a bigger and more consistent footfall than ever before. We have a range of exhibition options to extend your reach to a wide audience of primary healthcare professionals.

Stand size (m)	Rate
3 x 2	£3,450
3 x 3	£4,680
3 x 4	£6,240
3 x 6	£9,360
4 x 6	£12,480

Alternative sizes available upon request. Regional Event stand prices available separately.

Discount available for multiple MLL event bookings.

Rates held at 2018 rates for limited period.



"I'd highly recommend attending the MIMS Learning events - they are a great way to engage with GPs from across the UK."

EXHIBITOR





Delegates love MIMS Learning Live!

“One of the best CPD events I have attended”

“An excellent day’s course, covering a broad range of topics highly relevant to ‘real’ general practice. I have taken away several learning points to put into action. Thank you.”

“A fantastic opportunity to up-skill and be challenged”

“Fantastic! The event was one of the best I’ve been to”

“Definitely a must go”

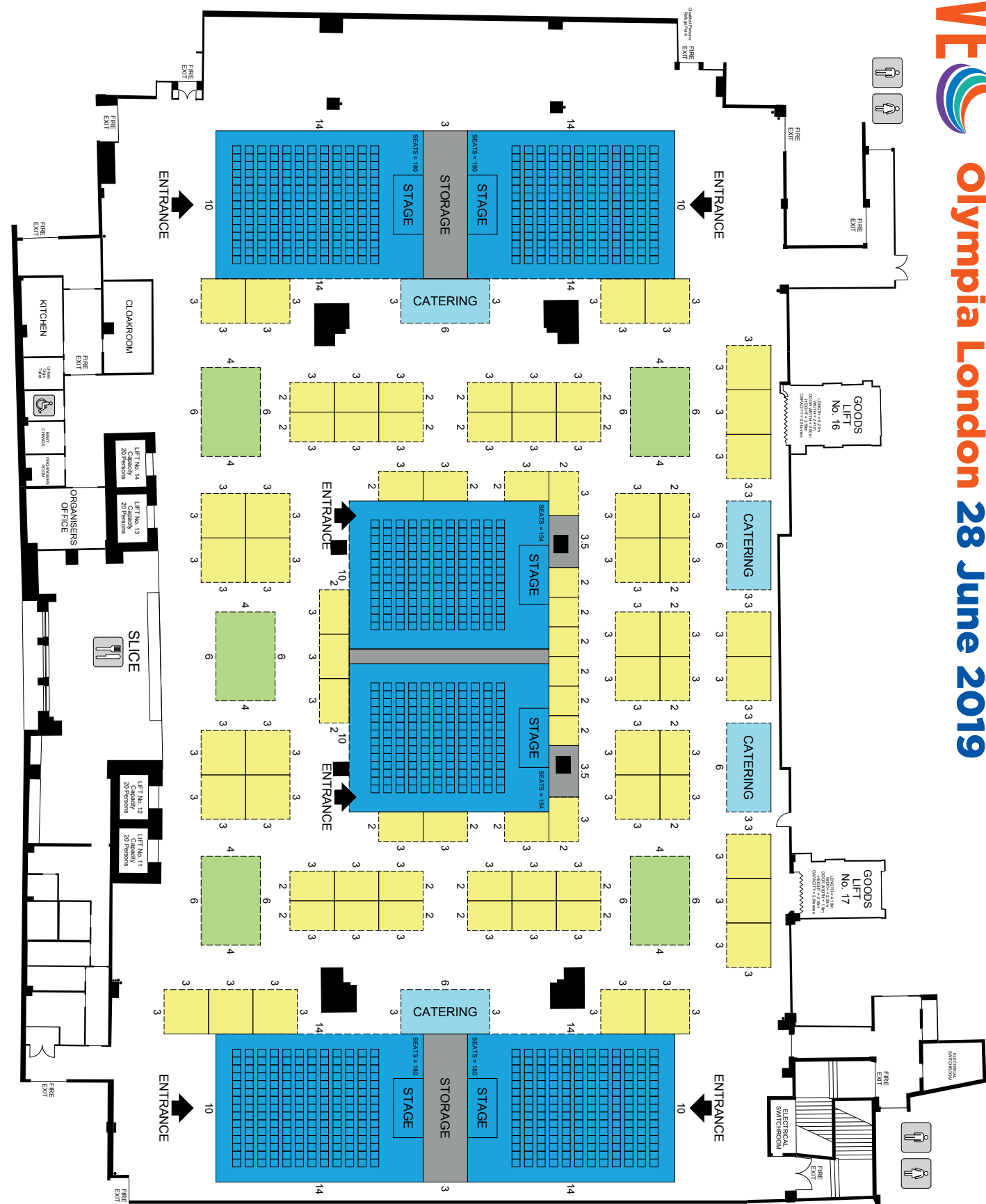
“I have done many presentations but this was just different: well structured; perfect timings; amazing chair; number of attendees.”  
SPEAKER

“Perfection”

“Excellent expert up to date guidance in delivering good and safe patient care”

“Time well spent, with excellent speakers, and well-chosen topics; I would recommend”

“Such a positive experience”



Olympia London 28 June 2019

# MIMS LEARNING LIVE

# 2019



BIGGER  
BETTER  
BOLDER



[mimslearninglive.com](http://mimslearninglive.com)