1,249 visitors over two days

79% of visitors would attend again

11 new companies signed up to exhibit in 2019

76% of exhibitors have rebooked for 2019

79% of visitors would attend again

Partners

85 CPD seminars

100 exhibitors

We had a great show and made some very high-value contacts as a direct result. You made it all very easy and I really appreciate it. I do hope that we are able to attend again next year.

Care Oncology Clinic

Main sponsor:

Philips

2018
### VISITORS BREAKDOWN

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>14%</td>
</tr>
<tr>
<td>Dosimetrists</td>
<td>5.6%</td>
</tr>
<tr>
<td>Radiation therapist/Therapy nurse</td>
<td>5.9%</td>
</tr>
<tr>
<td>Palliative Care Doctor or Nurse</td>
<td>6.8%</td>
</tr>
<tr>
<td>Researcher</td>
<td>8.4%</td>
</tr>
<tr>
<td>Oncology Nurse</td>
<td>5.8%</td>
</tr>
<tr>
<td>Radiation Oncologist</td>
<td>12.3%</td>
</tr>
<tr>
<td>Surgical Oncologist</td>
<td>9.2%</td>
</tr>
<tr>
<td>Medical Oncologist</td>
<td>12.4%</td>
</tr>
<tr>
<td>Consultant Oncologist</td>
<td>19.6%</td>
</tr>
</tbody>
</table>

82% described the visitor quality as excellent.

73% of visitors expect to do business as a result of attending the show.

VISITORS

2018
VISITOR SNAPSHOT 2018

- Barts Cancer Institute
- Bupa Cromwell Hospital
- BMI Priory Hospital
- Cambridge Cancer Trials Centre
- Cancer Centre London Parkside
- Care Oncology Clinic
- Charing Cross Hospital
- The Royal Marsden
- Great Ormond Street Hospital for Children
- Guy’s and St Thomas’ NHS Foundation Trust
- Harley Street Clinic
- King’s College Hospital
- Mount Vernon Cancer Centre
- National Hospital for Neurology &amp; Neurosurgery
- Parkside Oncology Clinic
- Princess Grace Hospital
- Queen Alexandra Hospital
- Radiotherapy Churchill Hospital
- Royal Free Hospital
- St George’s Hospital
- Sussex Cancer Centre
- The Christie NHS Foundation Trust
- The Clatterbridge Cancer Centre
- The London Oncology Clinic
- The Rutherford Cancer Centres
SOCIAL MEDIA CAMPAIGN IN THE 3 MONTHS LEADING UP TO THE SHOW

100K Twitter impressions 3 months prior to the show
Profile visits went up by 356.3%
Twitter followers 1,231
ANNOUNCING: Prysm Medical 2019

The success we’ve enjoyed from this year’s show means that we are now able to announce that we will be introducing Prysm Medical, the UK’s largest medical exhibition, next year. We’ve had huge interest in next year’s show, with people already securing their space for 2019.

Next year we’re going above and beyond...

Prysm Medical will contain the European Neuro Convention, European Oncology Convention and the Medical Imaging Convention.

The (2-day) European Oncology Convention 2018 was a well organised event, which was well attended by a lot of healthcare professionals from various fields of oncology both from within the UK and abroad. It was a great networking platform for both the healthcare professionals and the Exhibiting Companies. The seminars presented by some of the Royal Marsden clinical experts were truly interesting according to feedback from attendees.

Conference Team Manager at The Royal Marsden NHS Foundation Trust

Two additional focus areas are being added to the European Oncology Convention, including an area dedicated to breast and an area dedicated to GU. The European Oncology Convention will also host the European Oncology Awards. The awards will recognise the most innovative products and services helping to improve patient outcomes and cost-effectiveness in hospitals.
The UK's largest Medical Exhibition will take place on the:


Exhibit

For exhibiting & sponsorship opportunities contact dominic.vanduivenbode@prysmgroup.co.uk or call 0117 929 6097

Get Involved

For Marketing and partnership enquiries contact ashlea.gilfoy@prysmgroup.co.uk or call 0117 990 2093