



UKINBOUND
THE VOICE OF INBOUND TOURISM

ANNUAL CONVENTION 2022

28 & 29 September, Aberdeen

SPONSORSHIP OPPORTUNITIES

UKINBOUND ANNUAL CONVENTION

The UKinbound Annual Convention brings together over 200 inbound travel trade professionals for two days of plenary sessions, a major B2B workshop, seminars and multiple networking opportunities. This year sees the return of the Awards for Excellence, celebrating the best of inbound tourism.

By sponsoring at Convention, you can:

INCREASE your profile in the tourism industry

GENERATE new leads and business interest

PROMOTE new products, services and initiatives

ENHANCE your visibility over other members



WHO ATTENDS?

ANNUAL CONVENTION 2021, MANCHESTER

210 attendees

Sector

Tour Operators:	26%
Attractions:	21%
Service Providers:	18%
Destination Marketing:	15%
Accommodation:	13%
Other:	7%

Roles

Sales & Marketing:	45%
Business Development:	17%
CEO/MD:	26%
Product Development & Contracting:	12%

Seniority Level

Manager:	36%
Senior Management:	27%
CEO/MD/Business Owner:	26%
Executive:	11%



PREVIOUS CONVENTION FEEDBACK

“ The UKinbound Convention is a real gem in my calendar. The top attractions are always in attendance, so as an OTA that's really important to me. The event is friendly, well planned and ultimately, fruitful. ”

“ The quality of the people, networking activities and meetings at UKinbound Conventions make it a must-attend event in the inbound travel trade calendar. ”

“ The Convention is one of the best ways to meet with industry colleagues, lots of great content, and one of the friendliest events on my calendar! ”

CONVENTION PROGRAMME

(subject to change)

Wednesday 28 September

- 10:00 – 11:00 Registration
- 11:00 – 12:30 Plenary sessions & keynote address by Amar Latif
- 12:30 – 13:30 Lunch
- 13:30 – 15:00 Buyer & supplier breakout sessions
- 15:00 – 15:30 Refreshments
- 15:30 – 16:45 Plenary session & panel discussion
- 19:00 – 00:00 Informal networking evening



Thursday 29 September

- 08:30 – 09:30 CEO Roundtable
- 10:00 – 13:00 B2B workshop incl. refreshment break
- 13:00 – 14:00 Lunch
- 14:00 – 17:00 B2B workshop cont. incl. refreshment break
- 19:30 – 01:00 Awards for Excellence Gala Dinner



SPONSORSHIP PACKAGES

B2B workshop sponsor	SOLD	
Social media partner	SOLD	
Plenary session sponsor	SOLD	
Conference folder sponsor	SOLD	
Charging station sponsor	x1	£2,000
CEO roundtable sponsor	x1	£1,500
Stationary sponsor	SOLD	
Lunch & refreshment takeover	x2	£1,500
Suppliers workshop sponsor	SOLD	
Conference folder inserts	x1	£500
Lanyard Sponsor	SOLD	
Award for Excellence Gala Dinner sponsor	SOLD	
Awards for Excellence sponsor	x9	£500
Fancy Dress Competition sponsor	SOLD	



All sponsors will be acknowledged via UKinbound's social media, which has over 5,000 followers on Twitter and over 8,000 on LinkedIn.

MOBILE CHARGING STATION SPONSOR

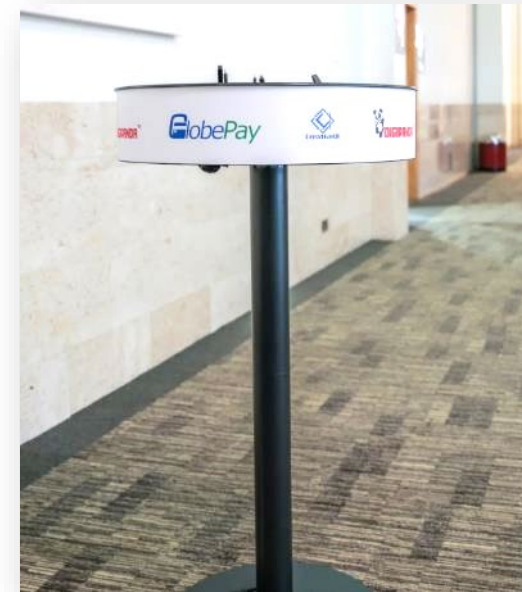
What can be more frustrating at a conference than running out of charge on your mobile device, leaving you unable to connect with the outside world or engage digitally with the conference content?

At UKinbound's 2022 Annual Convention we are offering the unique opportunity to sponsor fully branded charging tables, allowing attendees to keep their devices topped up throughout the day.

The tables provide phone charging facilities for up to 7 devices and include a wireless charge pad, are fully portable, and will be situated in the key delegate traffic points (refreshment and breakout areas) ensuring maximum exposure for the sponsor.

BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, on sponsor display boards and on the charging tables
- Opportunity to display pop-up banners
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



CEO ROUNDTABLE SPONSOR

UKinbound holds a by-invitation-only CEO roundtable during Annual Convention, which is also attended by a member of Department of Digital, Culture, Media & Sport and facilitated by a member of the trade media.

This is an ideal opportunity to reach a targeted group of key decision makers and industry stakeholders, network with CEOs of leading tourism businesses, and to align your business with the key themes of the roundtable discussions.

BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure and sponsor display boards.
- Opportunity to display pop-up banners in the seminar room
- Verbal acknowledgment by the roundtable facilitator
- Opportunity for CEO to take part in the roundtable, including a short introductory address
- Acknowledgement on social media



LUNCH & REFRESHMENT TAKEOVER

An unobtrusive but highly visual way to reach delegates and raise your profile. Your branding will be prominently displayed in the lunch & refreshment areas, strategically placed in view of every delegate.

Your branding will be front and centre as delegates pour out of each session and into the break areas for lunch or to recharge with a much needed tea or coffee.

BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure, and on sponsor display boards
- Logo displayed on menus and screens in the lunch and refreshment areas
- Opportunity to show video in the lunch & refreshment areas
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



CONFERENCE FOLDER INSERTS

With over 200 delegates anticipated at the 2022 Convention, the conference folders are a highly effective method of distributing branded product to your target audience.

Each attendee will receive a complimentary conference folder at registration.

At just £500 per insert, this is one of the most cost-effective ways to promote your business activity to the entire Convention audience.



AWARDS FOR EXCELLENCE CATEGORY SPONSOR

Sponsoring one of the award categories is a highly effective and cost-efficient way of highlighting your business and support for the inbound tourism industry to the Convention audience.

The Awards for Excellence categories are:

Tour Operator of the Year

OTA of the Year **SOLD**

Individual Attraction of the Year **SOLD**

Accommodation Provider of the Year

Destination Marketing Company of the Year

Sightseeing Provider of the Year

Transport Provider of the Year

Service Provider of the Year – Restaurant, Retail & Ticketing

Service Provider of the Year – Professional Services

Service Provider of the Year – Technology

Sustainable Tourism Provider of the Year **SOLD**

Young Excellence Award **SOLD**

Members Choice Award

BENEFITS INCLUDE:

- Logo on pre- and post- event materials including in the Convention brochure, Gala Dinner menus and displayed on screen during the award ceremony for the relevant category
- Opportunity to announce winner and present award on stage
- Verbal acknowledgment by awards compere and on social media





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GET IN TOUCH

To book or for more information on any of the sponsorship opportunities listed please contact:

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