



**UKINBOUND**  
THE VOICE OF INBOUND TOURISM

# ANNUAL CONVENTION 2024

25 & 26 September  
Liverpool

**SPONSORSHIP OPPORTUNITIES**



# UKINBOUND ANNUAL CONVENTION

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The UKinbound Annual Convention brings together over 350 inbound travel trade professionals for two days of plenary sessions, a major B2B workshop, seminars, multiple networking opportunities, and the prestigious UKinbound Awards for Excellence which celebrates the very best of the UK inbound industry.

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 2023, BELFAST

335 delegates

### Sector

Tour Operators:	29%	Sales & Marketing:	32%
Attractions:	23%	Business Development:	24%
Destinations:	15%	CEO/MD:	20%
Service Providers:	23%	Account Management:	13%
Accommodation:	10%	Product & Contracting:	9%
		Other:	2%

### Seniority Level

Manager:	44%
Senior Leadership:	29%
CEO/MD/Owner:	20%
Junior:	7%



## PREVIOUS CONVENTION FEEDBACK

“ *Superbly organised with relevant speakers, interactive discussion, B2B meetings and exceptionally organised networking events. The atmosphere is incredibly welcoming and should be a benchmark for similar events.* ”

“ *A fantastic yearly event, offering a wealth of opportunities and new connections within the industry.* ”

“ *The quality of attendees, insightful market presentations and plenty of spontaneous networking opportunities are the elements of the event's success.* ”

# CONVENTION PROGRAMME

(subject to change)

## Wednesday 25 September

- 10:00 – 11:00 Registration
- 11:00 – 12:30 Plenary sessions & keynote address by Scott O’Neil
- 12:30 – 13:30 Lunch
- 13:30 – 14:45 Plenary sessions cont.
- 14:45 – 15:15 Refreshments
- 15:15 – 16:45 Buyer & Supplier breakout sessions
- 19:00 – 00:00 Informal networking evening

## Thursday 26 September

- 08:30 – 09:30 Business Leaders Networking Breakfast
- 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	
Keynote sponsor	SOLD	
Conference folder sponsor	x1	£2,500
Stationery sponsor	x1	£2,500
Plenary session sponsor	x1	£1,500
Lunch & refreshment takeover	x2	£2,000
Conference folder insertions	x1	£650
Lanyard Sponsor	SOLD	
Fancy Dress Competition sponsor	SOLD	
Awards for Excellence Gala Dinner Headline Sponsor	OPTIONED	
Awards for Excellence sponsor	x4	£650



*All sponsors will be acknowledged via UKinbound's social media, which has over 5,000 followers on Twitter and over 10,000 on LinkedIn.*

*Additional sponsorship opportunities may become available in due course.*

# CONFERENCE FOLDER SPONSOR

This is a fantastic opportunity to raise your profile and get your brand in front of every delegate from the very start of the Convention.

As delegates arrive they will be handed a conference folder containing everything they need throughout the two days. Your branding will be one of the first that delegates will engage with, and one which they will return to over and over again throughout the conference.



## BENEFITS INCLUDE:

- Logo on pre- and post- event materials, in the Convention brochure and on sponsor banners
- Branding on the front of each conference folder with advert on the back
- Verbal acknowledgment by session hosts
- Acknowledgement on social media
- Opportunity to include a folder insert



# STATIONERY SPONSOR

A highly visual and cost-effective way to raise your profile and brand awareness with every delegate during the Convention and beyond.

Distribute your branded stationery in every conference folder and on tables (where applicable) for delegates to use during Convention and take away with them afterwards.



## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure and sponsor display boards
- Acknowledgement on social media
- Opportunity to place branded stationery in conference folders and on tables where applicable.



# PLENARY SESSION SPONSOR

The plenary sessions take place on the first day of Convention and are a great way to reach the entire Convention audience, raise your profile and align your business with the key themes of the sessions.

Plenary sessions will include industry updates from leading tourism figures and sector specific sessions and workshops. Please get in touch to find out which session may suit your business the best.

## **BENEFITS INCLUDE:**

- Logo on pre- and post- event materials, in the Convention brochure, on pop-up banners and on screen during the plenary sessions
- Verbal acknowledgment by session host on stage
- Opportunity to introduce the session/speaker on stage including a short video or address to the audience
- Acknowledgement on social media





# LUNCH & REFRESHMENT TAKEOVER

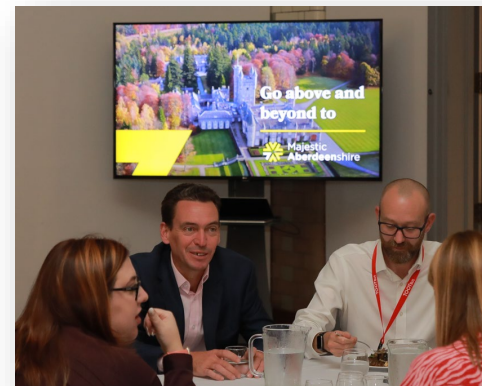
An unobtrusive but highly visual way to reach delegates and raise your profile.

Your brand and messaging 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.

Maximise the impact by distributing branded merchandise such as coffee cups and napkins, and/or play your latest showreel on screens in the lunch and refreshment areas.

## **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
- Opportunity to distribute branded merchandise
- Verbal acknowledgment by session hosts
- Acknowledgement on social media



# CONFERENCE FOLDER INSERTIONS

With over 350 delegates anticipated at the 2024 Annual Convention, the conference folders are a highly effective method of distributing branded merchandise and promotional products\* to your target audience.

Each attendee will receive a complimentary conference folder at registration.

At just £650 per item, this is one of the most cost-effective ways to promote your business and brand to the entire Convention audience.

*\*Products to be supplied by the sponsor.*



# 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 **SOLD**

OTA of the Year **SOLD**

Individual Attraction of the Year **OPTIONED**

Accommodation Provider of the Year **SOLD**

Destination of the Year **SOLD**

Sightseeing Provider of the Year **SOLD**

Transport Provider of the Year

Service Provider of the Year – Restaurant, Retail & Ticketing

Service Provider of the Year – Professional Services **SOLD**

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





# UKINBOUND

THE VOICE OF INBOUND TOURISM

## GET IN TOUCH

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

Rob Way

07789 642255

[rob.way@tourismmediagroup.com](mailto:rob.way@tourismmediagroup.com)