UKINBOUND
THE VOICE OF INBOUND TOURISM

UKINBOUND ANNUAL CONVENTION

24 & 25 February 2027
Newcastle Gateshead

Sponsorship Opportunities



UKINBOUND ANNUAL CONVENTION

The UKinbound Annual Convention brings together over 400 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 celebrate the very best of the UK inbound industry.

We are delighted to offer a range of additional branding and sponsorship opportunities to amplify your key messaging, enhance your brand visibility, and leave a lasting impression among the UK's top travel trade buyers and suppliers.

By sponsoring at Convention, you can:

ELEVATE your profile in the tourism industry

GENERATE new leads and business interest

PROMOTE new products, services and initiatives

ENHANCE your visibility over other members





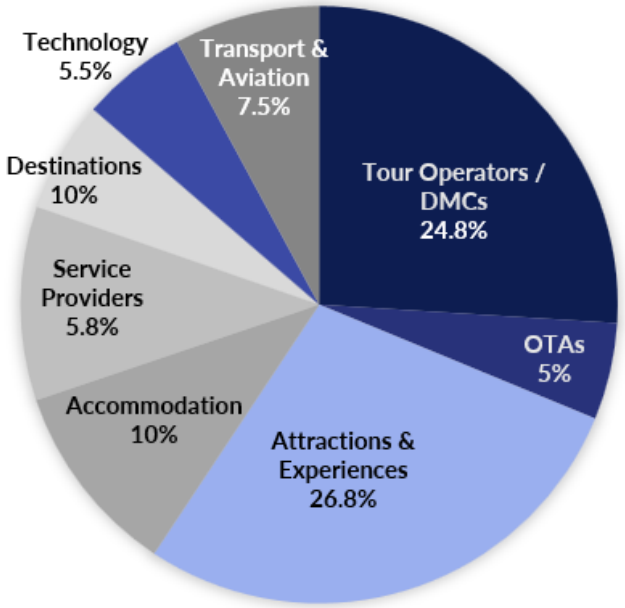




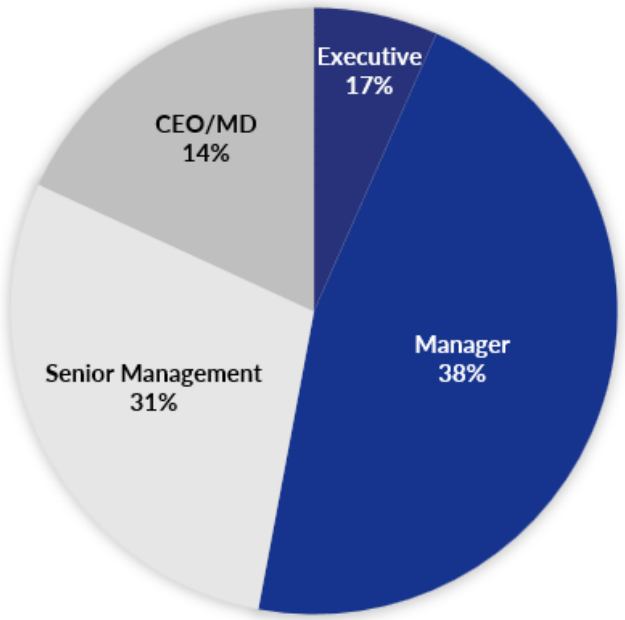
WHO ATTENDS ANNUAL CONVENTION?

UKiCon26 Attendee Statistics

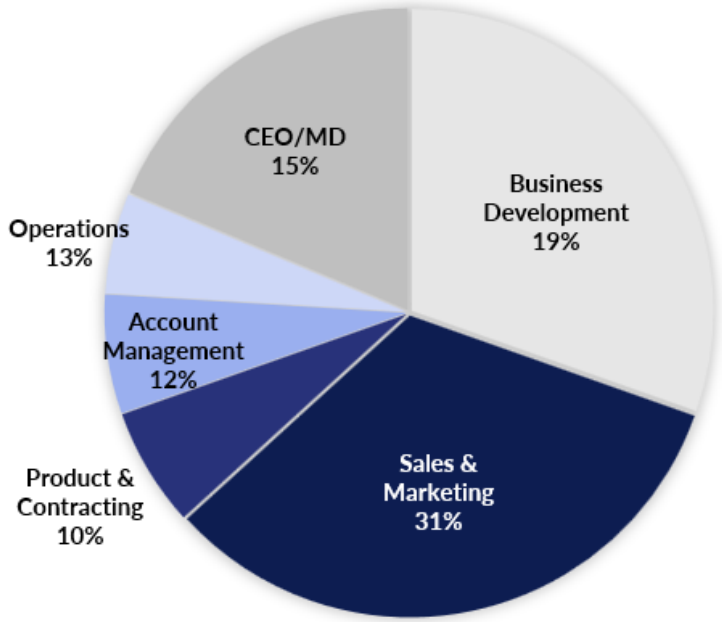
Business Type



Seniority Level



Role



CONVENTION PROGRAMME

(subject to change)

Wednesday 24 February

10:00 – 11:00 Registration

11:00 – 12:30 Plenary sessions & keynote address

12:30 – 13:30 Lunch

13:30 – 14:45 Afternoon plenary sessions

14:45 – 15:15 Refreshments

15:15 – 16:45 Buyer & Supplier breakout sessions

19:00 – 00:00 Informal networking evening

Thursday 25 February

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









HEADLINE SPONSOR

The Headline Sponsor can enjoy an impactful and comprehensive presence across every element of Convention, with opportunities on both days to address the audience.

Inclusion in pre-Convention communications and post-event marketing opportunities means your brand and key messaging will leave a lasting impression on delegates



SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event materials including website and email comms
- Branding across onsite displays including stage sets, conference brochure, sponsor banner, conference folder and digital signage
- Day One: Keynote Sponsorship – opportunity to address audience before keynote session
- Day Two: B2B Workshop Sponsorship – branding across all B2B materials including pre-event comms, supplementary documents and online portal, meeting table numbers and itineraries.
- Opportunity to address audience before B2B workshop begins and place collateral on B2B tables.
- Sponsorship of one Award category with opportunity to announce winner
- Opportunity to include collateral / merchandise within conference folder
- Verbal acknowledgement during the event and on social media
- 1 x bespoke mailing to be used within 12 months of sponsorship
- 2 x Convention places

POA

B2B WORKSHOP SPONSOR

The B2B Workshop sponsorship is a great opportunity to align your brand with the business of travel trade. With inclusion across all B2B materials pre-event and onsite, and an opportunity to address the audience and officially open the B2B workshop, your brand and key messaging will be top of mind for delegates as they plan, prepare for, and take part in the biggest B2B workshop of the year.





SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event materials including website and email comms, and onsite including stage set, sponsor banner, conference brochure and digital signage
- Branding across all B2B materials including pre-event comms, supplementary documents and online portal, B2B table numbers and meeting itineraries
- Opportunity to address audience at the start of the day
- Opportunity to place collateral on B2B tables
- 1 x bespoke mailing to be used within 12 months of sponsorship

£8,000 + VAT

PLENARY SESSION SPONSOR

A fantastic opportunity to directly address an engaged and relevant audience during Day One of Convention and let delegates get to know you and your business – a great way to spark conversations during the many networking opportunities throughout the conference.

Subject to availability, you can choose from the following sessions:

- Keynote address (full audience)
- Afternoon plenary session (full audience)

SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event materials including website and email comms, and onsite including conference brochure, sponsor banner and digital signage
- Opportunity to address audience (with option to show video) ahead of a plenary session
- Verbal acknowledgement during the event and on social media

SOLD





LUNCH & REFRESHMENT BREAK SPONSOR

A highly visual way to reach every delegate during the lunch and refreshment breaks. Your brand and messaging will be front and centre as attendees come out of each session and into the break areas for lunch, or to recharge with a 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.

Two opportunities are available for Day One and Day Two, or enquire about a takeover on both days for even more impact.





SPONSORSHIP PACKAGE INCLUDES:

- Logo on all pre- and post-event materials including website and email comms and onsite including conference brochure, sponsor banner and digital signage
- Branding displayed on menus and screens in the lunch and refreshment areas
- Opportunity to play video throughout the break in the lunch and refreshment areas
- Opportunity to play video in main conference room before lunch break
- Opportunity to distribute branded merchandise (supplied by sponsor)
- Verbal acknowledgement during the event and on social media

£2,750 + VAT

CONFERENCE FOLDER SPONSOR

A great opportunity to raise your profile and get your brand in front of every delegate, right from the very start of Convention.

Upon arrival, delegates 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.





SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event materials including website and email comms, and onsite including the Convention brochure and sponsor banner
- Branding on the front of each conference folder, with full page artwork / advert on the back
- Verbal acknowledgement during the Convention and on social media
- Opportunity to include a folder insert

SOLD

DIGITAL SPONSOR

The UKinbound Convention Event App is the one-stop-hub for delegates to access their B2B meeting itineraries, connect with other attendees, make ad-hoc appointments and share contact information, and make and keep downloadable meeting notes. The app will be available for every delegate to download prior to the event, and you will be able to include key messaging and downloadable collateral.



UKINBOUND

MARKETING LIVERPOOL

UKINBOUND ANNUAL CONVENTION 2024

UKICON24 EVENT APP

WITH THANKS TO OUR DIGITAL PARTNER

DISCOVER Global Network

SPONSORSHIP PACKAGE INCLUDES:

- Branding on pre- and post-event comms, onsite display, stage set and brochure
- 2 x branded charging tables
- Branding across Convention App including downloadable brochure
- Opportunity to address audience including video before a plenary session
- 1 x bespoke e-shot to be used within 12 months of sponsorship
- Acknowledgement by session host and on social media

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STATIONERY SPONSOR

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

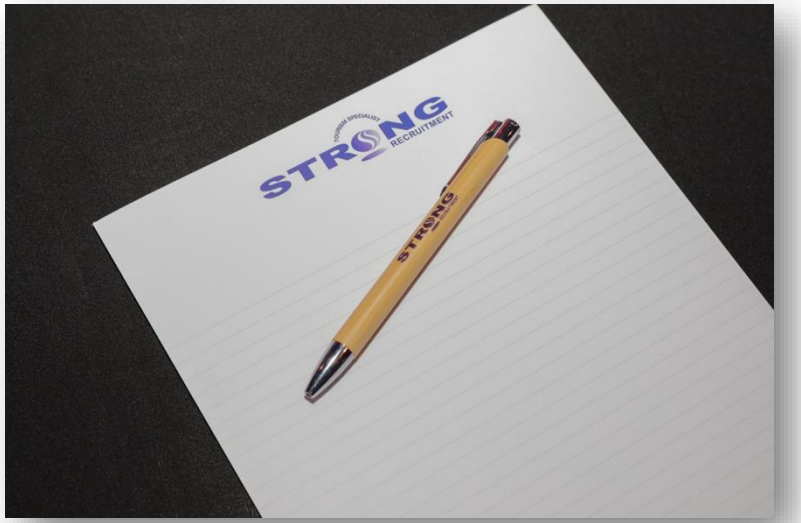
Your branded stationery will be distributed to each delegate upon arrival and placed on tables (where applicable) for delegates to use during Convention and take away with them afterwards.



SPONSORSHIP PACKAGE INCLUDES:

- Logo on all pre- and post-event materials including website and email comms, and onsite including the conference brochure and sponsor banner
- Opportunity to distribute branded stationery to every delegate in conference folders and on tables
- Acknowledgement on social media and during welcome speeches

£3,000 + VAT



WATER BOTTLE SPONSOR

Support sustainable practices whilst getting your brand in front of every delegate at Convention by providing branded water bottles they can use during and after the conference.

The water bottles are distributed to every delegate on arrival, which means your brand will be one of the first they interact with, as well as one of the longest-lasting.



SPONSORSHIP PACKAGE INCLUDES:

- Logo on all pre- and post-event materials including website and email comms, and onsite including the conference brochure and sponsor banner
- Opportunity to distribute branded water bottles to each delegate on arrival (to be supplied by sponsor)
- Acknowledgement on social media and during welcome speeches

£2,000 + VAT

LANYARD SPONSOR

A highly visible sponsorship opportunity that keeps your brand in front of every delegate throughout the Convention. Branded lanyards will be distributed to attendees at registration and worn across both days, providing consistent exposure during conference sessions, the B2B workshop and networking events.





SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event communications, on-site displays and the Convention brochure
- Branded delegate lanyards distributed to every attendee
- Acknowledgement on social media and during welcome speeches

SOLD

CONFERENCE FOLDER INSERTIONS

With over 400 delegates anticipated at the 2027 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 **£850 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.*

SOLD





AWARDS FOR EXCELLENCE GALA DINNER HEADLINE SPONSOR

AWARDS FOR EXCELLENCE GALA DINNER HEADLINE SPONSORSHIP

A highly visual and impactful way for your brand to close the Convention on a celebratory note and leave a lasting impression.

The team will work with you to ensure your branding features across all elements of the Gala Dinner, with the opportunity to include additional thematic notes where applicable.





SPONSORSHIP PACKAGE INCLUDES:

- Branding on all pre- and post-event materials including website and email comms
- Branding across onsite displays including stage sets, conference brochure, sponsor banner, conference folder and digital signage
- Branding on all Gala Dinner materials including table plans, table numbers, menus, place cards and wine collars
- Branding on stage screen throughout the dinner
- Opportunity to address audience at the start of the dinner
- Sponsorship of one Award category with opportunity to announce winner
- Opportunity to distribute merchandise on each table
- Verbal acknowledgement during the event and on social media
- 1 x bespoke mailing to be used within 12 months of sponsorship

£12,000 + VAT

ADDITIONAL SPONSOR OPPORTUNITIES

FLOOR VINYL STICKER

A high-impact, full-colour branded vinyl graphic applied directly to the floor in a high-footfall location, providing an eye-catching and engaging way to capture attention at the point of contact.. 20 pieces.

PRICE: £1,500



REGISTRATION DESK

Welcome delegates with a fully branded concave registration desk, creating an immediate sponsor presence at check-in. Positioned within the main arrival area, it offers repeated visibility while attendees register, collect materials and return for event information.

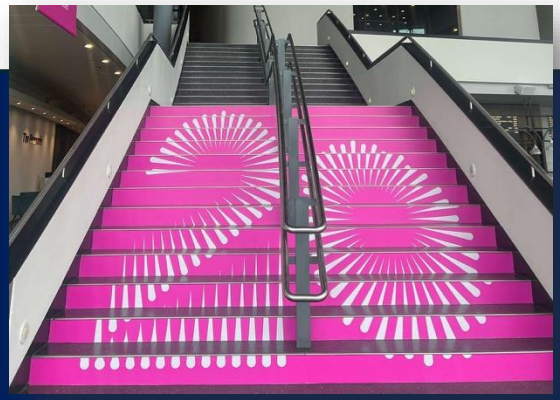
PRICE: £1,500



CONCOURSE DOUBLE STAIRS

Turn one of The Glasshouse's most photographed features into a bold brand statement. Double-staircase branding commands attention in the main concourse as delegates circulate and network. Branding across 26 stair risers.

PRICE: £1,500



CONCOURSE SINGLE STAIRS

Create visibility on the main concourse with branded stair kickers across the single staircase. A highly visual opportunity seen throughout the day as delegates move between sessions. Branding across 26 stair risers.

PRICE: £750

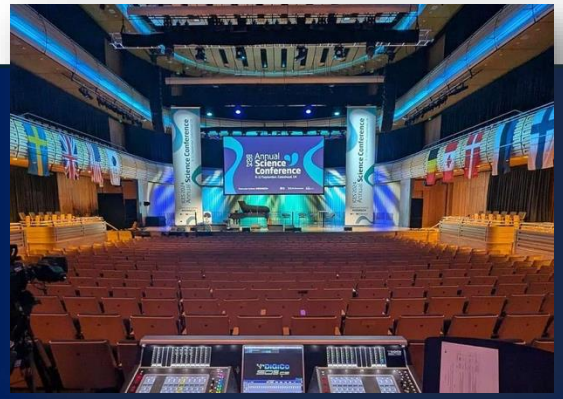


ADDITIONAL SPONSOR OPPORTUNITIES

SAGE ONE BANNERS

Place your brand beside the main Sage One screen, at the heart of Day One's plenary programme. Two large-format banners provide exceptional visibility to the full audience and a strong presence in event and speaker imagery. Includes two large-format banners positioned either side of the main screen.

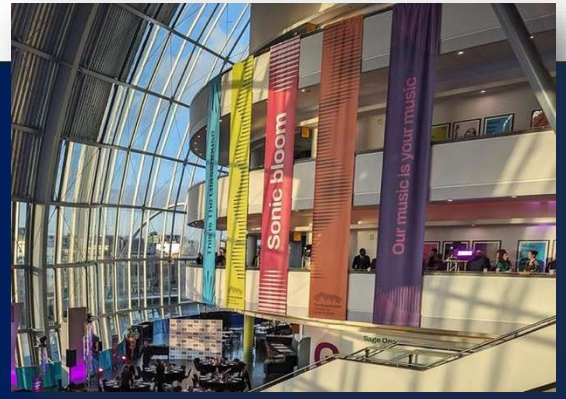
PRICE: £2,000



AUDITORIUM BANNERS

Make a major visual impact in the main concourse with large hanging banners around the Sage One foyer. Positioned above high-traffic networking and circulation areas, they give visibility throughout both days of Convention. Includes three + large-format hanging foyer banners.

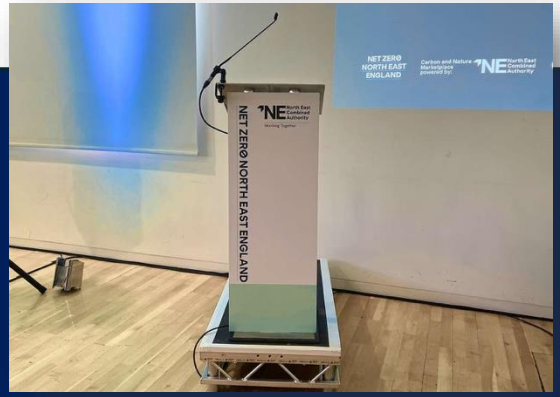
PRICE: £3,000+



LECTERN BRANDING

Keep your brand in frame whenever speakers take to the lectern. Branded lectern panels offer a cost-effective, highly visible presence across plenary and breakout sessions, with strong exposure to delegates and in event photography. Includes four branded lectern panels.

PRICE: SOLD



NORTHERN ROCK BRIDGE BANNER

Command attention with a 9-metre banner across the Northern Rock Foundation Hall. This large-format placement creates a powerful focal point in a prominent event space, ideal for headline messaging, campaign creative or a major sponsor presence.

PRICE: £2,000

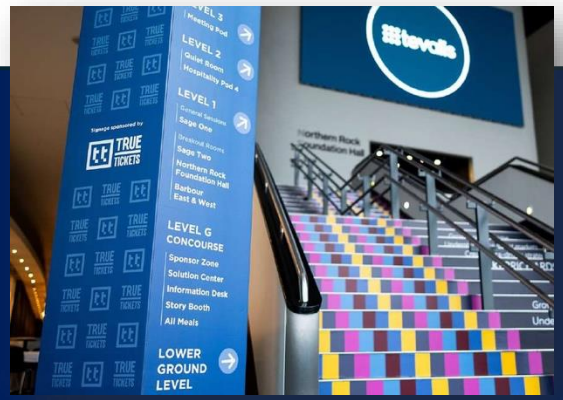


ADDITIONAL SPONSOR OPPORTUNITIES

TALLBOYS

Combine useful delegate information with strong sponsor visibility. Four-sided Tallboys can carry branding, programmes, session details and wayfinding, and can be positioned around key traffic areas to keep your message visible as delegates move through the venue.
Price by unit.

PRICE: £1,000



ENTRANCE DOOR VINYLS

Own the arrival moment with branded vinyls across the Tyne Bridge entrance doors and windows. Visible before delegates step inside, this high-impact treatment positions your brand at Convention's front door. Includes branding across 4 doors and 2 windows.

PRICE: £1,000



A3 DISPLAY CARDS

Put your brand alongside practical Convention messaging with A3 display cards positioned across breakout, lunch and circulation areas.
Ideal for sponsor logos or campaign creative, they provide visibility at delegate touchpoints.
Includes 24 branded A3 display cards.

PRICE: SOLD



BARBOUR ROOM WINDOW VINYL

Own the visual backdrop in the Barbour Room with two branded vinyls on its distinctive porthole windows. Ideal for a room or session sponsor, the treatment adds impact to the space and creates branded opportunities for photography.

PRICE: £1,000



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To enquire, contact Antony Amos:

antonyamos@ukinbound.org

For Individual Award Category sponsorships, contact Rob Way: rob.way@tourismmediagroup.com

