

Strategic Workforce Forum 2026

**Partnerships, sponsorship and
exhibition opportunities**

**13-14 October, East Midlands Conference Centre,
Nottingham**

Sponsorship opportunities

Event Partner 2026

This package offers highest level of visibility, branding and involvement throughout the NHS Employers Strategic Workforce Forum 2026 (SWF26). There will be a maximum of three event partners at the event.

The Event Partner package includes:

- Opportunity to deliver an hour-long session most likely on the morning of day two of conference attended by delegates who are interested in your work area (content to be agreed with NHS Employers)
- Branding pre-event
 - logo on delegate joining instructions
- Top level branding onsite
 - logo on signage and stage set
 - logo on any printed delegate materials
 - logo on holding slides
- Seat drop-in plenary session
- Exhibition stand in prime location
- Note of thanks from forum chair
- A highlighted 150-word entry plus logo in the guide
- Three delegate passes to the NHS Employers SWF26 (includes a night's accommodation)
- Three passes to the event dinner including one top table on the evening of 13 October.
- One full page advert in the conference guide
- Copy of delegate list (subject to data protection)

Cost £20,000 + VAT

Breakfast session

The opportunity to host a breakfast session on day two of the conference. The content of the session must be agreed with NHS Employers to ensure that it is complementary to the programme and our wider work. The package includes:

The Breakfast session package includes:

- Delivery of a 45-minute breakfast session
- Corporate branding within session room
- Opportunity to seat drop promotional material at the session
- Pastries, teas, coffees provided in the session
- Two delegate passes for the SWF26 (includes a night's accommodation and ticket to the dinner)
- A highlighted 150-word entry plus logo in the guide
- One pass to the event dinner on the evening of 13 October

Cost £10,000 + VAT

Networking opportunities

Strategic Workforce Forum Dinner

A highlight of the event, this takes place on the first evening of SWF26, enabling delegates, sponsors and exhibitors to network in a more relaxed environment. Exclusive package includes:

The dinner package includes:

- Logo on event website wherever the dinner is mentioned
- Logo to appear on menu cards
- Opportunity to display banners at the dinner
- Note of thanks from dinner chair
- Two delegate passes for the SWF26 (includes a night's accommodation and ticket to the dinner)
- Two additional passes for the conference dinner
- One half page advert in the guide
- 150-word and logo in the guide

Cost £9,000 + VAT

Networking Drinks Reception

Attended by all delegates and held in the exhibition area at the close of day one prior to the dinner, the SWF26 reception provides an opportunity for networking in a more relaxed environment. Sponsorship of the SWF26 reception provides a fantastic opportunity for you to raise the profile of your brand with our delegates.

The drinks reception package includes:

- Logo on event website wherever reception is mentioned
- Opportunity to display banners and promotional materials at the networking reception
- Note of thanks from reception chair (if applicable)
- Two delegate passes for the SWF26 (includes a night's accommodation and ticket to the dinner)
- Two passes for the conference dinner
- 150-word and logo in the guide

Cost £6,000 + VAT

The dinner and drinks reception can be sponsored as a package for £12,000 + VAT

Exhibition opportunities

Exhibition stand

The exhibition is central to the whole event, offering delegates a chance to supplement the knowledge gained and discussions started in the conference sessions by sourcing the support, products and services showcased in the exhibition. We ensure there will be protected time built into the conference programme for exhibition viewing.

The exhibition package includes:

- 6ft Trestle table and two chairs
- One delegate pass (includes a night's accommodation and ticket to the dinner)
- Two stand personnel passes (no accommodation included)
- Access to power and Wi-Fi
- 150-word entry and logo in event guide
- Lunches and refreshments

Cost £3,250 + VAT

Charity rate available upon request for registered charities.

Add an Additional delegate pass (includes a night's accommodation and ticket to the dinner) to the exhibition package above - **£450.00 + VAT**

10% discount for NHS Confederation Associate members

Branding opportunities

Delegate badges and lanyards

Networking is an important part of the summit and badges are worn by every delegate, speaker and exhibitor. This offers the opportunity for your logo to be seen many times throughout the day.

The badges and lanyards package includes:

- Logo to appear on all delegate badges and lanyards
- One delegate pass (includes a night's accommodation and ticket to the dinner)
- 150-word entry and logo in the guide

Cost £3,000 + VAT

Conference Guide

The conference guide provides you with brand visibility and delegates with all the information they'll need to navigate the programme. As delegates arrive, they are given the conference guide and they use it throughout the day.

The guide package includes:

- Logo to appear on front cover of conference guide
- One delegate pass (includes a night's accommodation and ticket to the dinner)
- 150-word entry and logo in the guide

Cost £1,500 + VAT

Advertising space in the conference guide

- Full page advert - **£500 + VAT**
- Half page advert - **£350 + VAT**

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