



ABPCO

Association of
British Professional
Conference Organisers

Event Sponsorship Opportunities 2024





ABPCO

Association of
British Professional
Conference Organisers

Who are we?

ABPCO exists to cultivate a thriving community of association and not for profit event professionals, fostering excellence, collaboration, and lasting success through knowledge sharing, innovation, and a strong sense of belonging.

For over 35 years, ABPCO has been dedicated to elevating the standards of association and not for profit event organisation in the UK. We connect and empower professionals through a commitment to excellence, collaboration, and building a vibrant community.



Bridging the Gap: Connecting Sponsors with ABPCOs Thriving Event Community

As a sponsor, reaching decision-makers in the dynamic world of association and not for profit events can be a challenge. But with ABPCO, you gain direct access to a [growing network of influential professionals](#) (200+ paid members and 2000+ following our LinkedIn company page and members of our LinkedIn group) through a unique value proposition:

- **Targeted introductions:** ABPCO facilitates personalised introductions to in-house and agency PCOs, academics, and industry leaders who are decision makers within your target audience.
- **Enhanced awareness:** Gain visibility through dedicated sponsorship opportunities at ABPCO conferences, webinars, and networking events, maximising your brand exposure to key decision-makers.
- **Credibility and trust:** Aligning with the UK's leading professional body for event organisation instantly elevates your brand's image and fosters trust among ABPCO's discerning members.

By partnering with ABPCO, you go beyond simple advertising, forging genuine connections and building lasting relationships with the very professionals who shape the future of association and not-for-profit events. Join us and tap into a thriving community fueled by innovation, collaboration, and a shared passion for creating impactful experiences.



ABPCO Events

Our events are held to raise standards of professionalism in association conference and event organisation and to help facilitate peer to peer networking and knowledge exchange within the sector.



Festival of Learning

The Flagship learning conference for PCOs and industry members/partners to come together to learn and network. Our sponsors can network and engage with ABPCO members and the wider industry. There are opportunities to showcase your expertise and industry knowledge as problem solvers for the delegates.

Round Tables

Peer to peer forums for conference organisers and industry members to come together to share best practice. Roughly 12-15 roundtable sessions take place a year, attracting anything between 15-20 members – sometimes more, depending on the topic.

Awards

An interactive awards ceremony, supporting the associations values in excellence, learning and belonging and to help recognise best practice and innovation within the industry. A chance for sponsors to enter and showcase their own achievements and network with the best in the industry.



ABPCO Economic Impact 2023



STAFF

5% AVERAGE GROWTH
in numbers employed in 2023

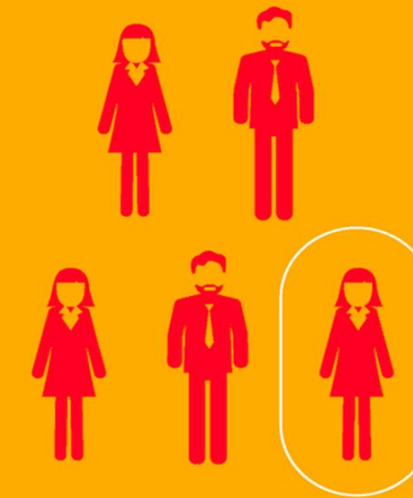


SKILL SETS

In 2023 the most sought after skill sets are:



1 in 5 members are looking for digital, finance and sponsorship expertise.



TOTAL EVENT TURNOVER



EVENTS

3280 EVENTS
organised in 2023

610,000 participants attended
82% OF EVENTS IN 2023 WERE IN-PERSON

EXHIBITION & SPONSORSHIP INCOME



In 2023 our members generated **£43.2m** of sponsorship

NATIONAL AND INTERNATIONAL MEETINGS

318 national meetings with **500+** delegates

Over 2500 meetings organised in 2023

346 inbound international meetings hosted in 2023

International Meeting Bids **158 (or 3 a week)**

INDUSTRY SECTORS

In 2023 ABPCO members have delivered events to a range of significant industries:

34%
health sciences and med tech

17%
professional services, finance, and tech

20%
science, engineering, manufacturing, and logistics

14%
government



Sponsorship Opportunities 2024



ABPCO Round Tables, Virtual

ABPCO round table events are peer to peer forums for conference organisers to come together to share best practice. They give an opportunity to share recent experiences, and importantly, to formulate a collective view of the common challenges that lie ahead.

ABPCO Round Table Headline Supporter: £10,000 ex VAT

As headline supporter, the following is included as part of the package:

- Recognised as the Headline Supporter at all ABPCO round table events
- Prominent logo recognition during round table sessions, with the majority of sessions being held virtually.
- Recognised on the ABPCO website as the supporter of all Round Table Events
- Logo to be displayed on all post event notes after the round table session
- Marketing opportunity quarterly across the ABPCO social media channels (video or image or relevant content approved by ABPCO)
- 2 places to the ABPCO Awards
- 2 places to the Festival of Learning Event
- Recognised as a supporter in all monthly newsletters referring to Round table sessions.
- Opportunity to host and create content for your own dedicated round table event for a PCO and an Industry session (content to be approved by Learning Task Force). Session can be held virtually or in person depending on time of year.



Excellence Awards

12-13th December 2024 | Winter Gardens, Blackpool

The ABPCO Excellence Awards recognise and celebrate industry best practice in association and not for profit Conferences/events. The awards are an opportunity to showcase to your peers, and the wider industry the incredible work that is being undertaken in this sector, and the positive impact it has. This event typically attracts around 150 guests, with the majority of members being in-house or agency PCOs.



Excellence Awards Sponsorship Packages

Headline Sponsorship Package | £5,000 + VAT

Command attention and build lasting connections as the Headline Sponsor of the awards. This premier package elevates your brand to centre stage, putting you directly in front of a high-powered network of association and not-for-profit event professionals. This is your key to establishing yourself as a driving force in the event professional community.

Benefits:

- **Exclusive VIP Access:** Register five key representatives for both the awards and the pre-event networking evening, maximising your opportunity to connect with influential decision-makers.
- **Own the Stage:** Take centre stage with a 5-minute welcome speech, capturing the audience's attention and showcasing your leadership in the industry.
- **Be the Face of Excellence:** Sponsor and headline the Excellence Awards, a dedicated space for recognising and celebrating best practice and innovation within the industry
- **Unmatched Brand Visibility:** Enjoy prominent logo recognition throughout the event, from signage and materials to social media channels, ensuring your brand leaves a lasting impression.
- **Amplified Recognition:** Receive formal recognition in the ABPCO welcome and closing speeches, pre-event communications, press releases, and all social media posts related to the event.
- **Direct Engagement:** Engage your target audience through dedicated logo placement on conference materials and social media posts, sparking interest and driving leads.



Excellence Awards Sponsorship Packages

Welcome Drinks Reception Sponsor: £1,500 ex VAT **Sold to Harrogate Convention Centre**

- 2 places to the Awards and the pre-event networking evening
- Sponsor to receive prominent logo recognition within the drinks reception area
- Recognised in all pre-event communications to members
- Logo to be recognised on all Conference material as the welcome drinks reception sponsor

Category Sponsor: £500 ex VAT (6 available, 9 sold to Sage ICC, Olympia, P&J Live, Soaring Worldwide, Memcom, Boardroom Magazine, Full Circle, Abstract Events and Excel London)

- Logo to be recognised on all Conference material as a category sponsor
- 1 place to the Awards and the pre-event networking evening
- Recognised in all pre-event communications to members
- Opportunity to present the award to the winner on stage

Pre-event Networking Sponsor £2,000 ex VAT

The pre-event networking event will take place the evening before (12th December 2024) and typically attracts around 100-120 guests. Depending on the location, local food and drink is served and is an informal gathering for members prior to the event.

- Sponsorship of the Pre-event Networking event
- Logo recognition onsite
- Logo on Conference material and social media posts
- Recognised in all pre-event communications to members
- Welcome speech at the pre-event.
- 1 x Conference registration and pre-event networking event



INTERESTED?

Contact Heather Lishman today for more information.

 heatherlishman@abpc.org

