

# Sponsorship Opportunities 2025







## 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 nearly 40 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 3000+ 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 Economic Impact 2024



## Economic Impact Report Summary for 2024

### Prospects for 2025



**4788 events confirmed for 2025 (13.11 per day of the year)**

Our members see growth for the benefit of all. Our findings reveal that over **1,400** provisional bookings are still to finalise a destination, and over **10,000** bookings are yet to confirm the venue. The frequency and variability of events hosted by ABPCO members signifies confidence in our members, engagement with various sectors and connection across the UK.

**49%** of our members expect the number of events they organise in 2025 to increase, with **36%** expecting more delegates and **50%** expecting to spend more.

**73%** rely solely on ABPCO for industry representation and engagement.....

### Exhibition & Sponsorship Income In 2024 members purchased £42m of exhibition space

This was compared to £23m in 2023. In 2024 sponsors grew to £48m from £43m in 2023. Collaborative innovation with venues and sponsors help to elevate events and strengthen connections across the sector.

### National & International Meetings 318 national meetings with more than 500 delegates

In 2024 ABPCO members remained steadfast in hosting national events, facilitating professional networks across the UK. At the same time, they continue to strengthen Britain's global presence, with a rise in international bids - averaging 5 per week compared to 3 in 2023 - demonstrating the excellence of the UK events sector on the world stage.

### Industry Sectors

**Professional & Business Services - 47%**  
**Life Sciences - 44%**  
**Financial Services - 23%**  
**Creative Industries - 15%**  
**Advanced Manufacturing - 15%**  
**Clean Energy - 11%**



### Staff - 2.5% growth in numbers employed

Despite challenging conditions our members thrive, working across regions, creating employment opportunities, fostering innovation and economic vibrancy - driving regional and national growth across the sector



### Skill Sets - Professionalism, Event Experience & Project Management

Members also give equal weighting for digital and technical skills alongside finance management



### Events - 6,336 Events, 75% in-person, 1,020,000 participants in 2024

Busier than ever in 2024, our members delivered 7500 event days - 75% in person compared to 82% in 2023 - averaging 160 attendees per event. This showcases the extensive reach of our membership and the dedicated support they provide to key suppliers across the UK - as we work hard to achieve further growth.



### Total Event Turnover - 62% of members have a portfolio with turnover in excess of £1m

In addition 10% have a portfolio in excess of £10m whilst 80% generate a turnover in excess of £500K. Our members support everyday spending, medium term investment and commit to long-term contracts/relations, culminating in substantial value.





# Excellence Awards

**11-12th December 2025 | Manchester Central, Manchester**

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 150-200 guests, with the majority of members being in-house or agency PCOs. We nurture a relaxed celebratory atmosphere, plenty of networking time and opportunities to socialise.

Take the opportunity to position your brand at the heart of ABPCO during one of the association's most high-profile events. Associate with ABPCO's values of excellence, innovation and leadership and reinforce your brand as a trusted partner the conference and events sector. We will be promoting and celebrating our Excellence Awards sponsors across all ABPCO channels in the run up to the event and at the event itself – including on the website, our app, social media, e-marketing and on screens at the event.



# 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 and re-inforce your organisation's position as a trusted partner to the association community.
- **Own the Stage:** Take centre stage with a 5-minute welcome speech at the awards lunch, 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. Align with ABPCO's commitment to professional excellence, innovation and leadership in the conference and events industry.



# Excellence Awards Sponsorship Packages

## Headline Sponsorship Package | £5,000 + VAT cont'd.

- **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 and targeted messaging on the conference app and social media posts, sparking interest and driving leads. We will also include a dedicated mailer to registered attendees, either in advance or following the Excellence Awards



# Excellence Awards Sponsorship Packages

## **Afternoon Activities Sponsor: £2,000 ex VAT**

- Recognised in all pre-event communications to members on the website
- 2 places to the activities, the Awards and the pre-event networking evening
- To be included as a sponsor on the app.
- A dedicated social media post to highlight the sponsorship

## **ABPCO Executive Meeting Sponsor £1,500 ex VAT**

- 1 place to the Awards and the pre-event networking evening
- Recognised in all pre-event communications to members on the website and on the app.
- A dedicated social media post to highlight the sponsorship
- Opportunity to gain exclusive access to senior leaders, decision-makers and influencers within the professional conference organizing community
- A dedicated 15-minute presentation slot to the executive at 2pm at Manchester Central on the 11<sup>th</sup>.





# Excellence Awards Sponsorship Packages

## **Education Activities Sponsor: £2,000 ex VAT**

- Recognised in all pre-event communications to members on the website
- 2 places to the Awards and the pre-event networking evening
- To be included as a sponsor on the app.
- A dedicated social media post to highlight the sponsorship
- Introduce the morning sessions and be highlighted as the sponsor with your logo on the screen.

## **Category Sponsor: £600 ex VAT**

- 1 place to the Awards and the pre-event networking evening
- Recognised in all pre-event communications to members on the website and on the app.
- A dedicated social media post to highlight the sponsorship
- Opportunity to present the award to the winner on stage



# INTERESTED?

Contact Heather Lishman today for more information.



[heatherlishman@abpcos.org](mailto:heatherlishman@abpcos.org)

To see an up-to-date list of which sponsorships have already been reserved – please see the awards website [www.abpcos.org/events](http://www.abpcos.org/events)

