

# CONFERENCE SPONSORSHIP PACKAGES

## **Exhibitor Package** (£2,500 + VAT)

- Exhibition stand (2x1m)
- Branding as 'Exhibitor':

*Logo and website link in*

- All promotional emails
- LinkedIn promotional post (one x pre-event)

*Logo, website link, and 50-word company profile on*

- Event registration webpage
  - Two free delegate places (worth £900+VAT)
  - Event guide advertisement (half page)
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## **Silver Package** (£5,000 + VAT)

- Panel discussion: Join a panel discussion on a relevant topic
- Exhibition stand (3x1m)
- Branding as 'Silver Sponsor':

*Logo and website link in*

- All promotional emails
- LinkedIn promotional posts (two x pre-event)

*Logo, website link, and 100-word company profile on*

- Event registration webpage
- Lunch table host: Host a VIP networking table
- Three free delegate places (worth £1350+VAT)
- Event guide advertisement (full page)

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## Gold Package (£7,500 + VAT)

- **Plenary:** Lead a 30-minute plenary session with the option for co-panellists
- **Exhibitor stand (3x2m):** Premium positioning in the exhibition area
- **Branding as 'Gold Sponsor':**

*Logo and website link in*

- All promotional emails
- LinkedIn promotional posts (three x pre-event, plus one during the event)

*Logo, website link, and 150-word company profile on*

- Event registration webpage
- **Lunch table host:** Host a VIP networking table
- **Five free delegate places** (worth £2250+VAT)
- **Event guide advertisement** (full page)
- **Lead generation:** Full access to attendee list (subject to opt-in)

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## Enhanced Sponsor Add-Ons:

### Networking Event Sponsor

Gain prime visibility by sponsoring a dedicated networking session during the conference.

### Branded Conference Materials

Showcase your brand with essential attendee items like customised lanyards, tote bags, pens, or notebooks.

### Interactive Session Sponsor (via Slido)

Elevate audience engagement by sponsoring the interactive Q&A and polling platform, Slido.

### Pre-Event Webinar Panellist

Establish thought leadership by joining a pre-event webinar as a panellist.

# Why align with a BFI conference?

## KEY METRICS

Business History:	Email Subscribers:	Senior HR Professionals:	Av. Email Open Rate:	Av. Email Click Rate:
<b>28 years</b>	<b>27,407</b>	<b>64.69%</b>	<b>23.1%</b>	<b>6.5%</b>

BFI, the **specialist HR training and conference experts**, are now offering limited sponsorship packages for select suppliers to feature in our highly regarded in-person, full-day conferences.

These events **attract HR and compliance professionals from a wide range of industries**. With over 30 years of experience and a 5-star reputation, BFI is a trusted name for delivering impartial, up-to-date expertise on the most pressing HR challenges. Each conference typically draws between 100-200 senior-level delegates, offering sponsors a unique opportunity to align with our respected brand and connect directly with a highly engaged audience.

The **benefits of partnering with BFI include:**

- Targeted exposure to decision-makers in HR and compliance
- High-quality engagement with a live audience
- Opportunities to showcase products and services relevant to the event theme

We also provide full professional support to ensure your sponsorship delivers maximum value. From expert event production and promotion to on-site support and branding, partnering with BFI positions your organisation at the forefront of HR innovation and thought leadership.

**"Highly professional speakers and well-organized events." –**

ARAG

**"Excellent, engaging, and very relevant content for my needs." –**

Nottingham City Council

**"Insightful and informative session which addressed our key issues." –**

Allied Bakeries

# Contact Us

If you would like to take advantage of this unique showcase opportunity and discuss your expertise, please contact us using the information provided below.



**Elizabeth Smith**

Research Director and  
Webinar Moderator

Elizabeth has researched and produced HR training across four continents for three decades. She researches and moderates our weekly webinars.

**“The webinars were an absolute lifeline during Covid, and continue to be. Thank you!”**

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**Guy Otty**

Founder and  
Managing Director

Guy has a background in HR and international recruitment and co-founded BFI in 1996. He is MD and also heads up sponsorship and marketing.

**“Guy went the extra mile to get as much value for our budget as possible, nothing was too much trouble.”**

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**Kate Hitchman**

Head of Strategic  
Partnerships

Kate brings a wealth of experience with a degree in Events Management and work across numerous industries as a marketing expert.

**“I highly recommend Kate for her dedication, clear focus and communications skills.”**

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