

Connecting the Dots

CIMSPA Conference 2025

Wednesday 24 September 2025

King Power Stadium, Leicester

Exhibition and Sponsorship Guide



Be part of CIMSPA Conference 2025

– exhibition and sponsorship opportunities

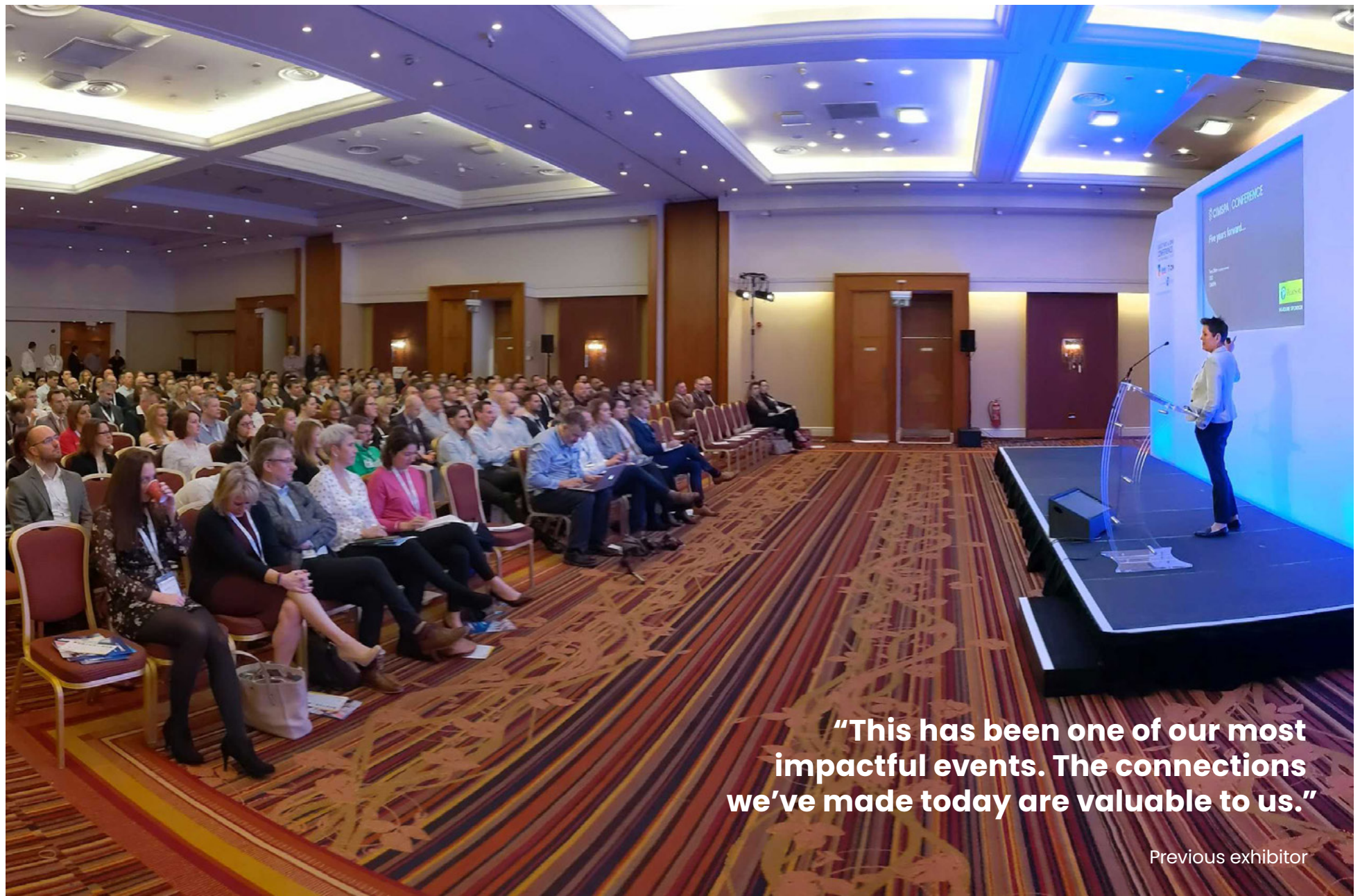
Showcase your brand, products and services to sport and physical activity professionals and organisations at the premier event exploring the future of the sector workforce and skills.

Wednesday 24 September 2025
King Power Stadium, Leicester

A must-attend event for everyone interested in connecting and engaging with sport, physical activity and active wellbeing professionals.

Act now – spaces and packages are limited





"This has been one of our most impactful events. The connections we've made today are valuable to us."

Previous exhibitor

Connecting the Dots

We'll be exploring how, through innovation and collaboration, the sport and physical activity workforce can be the key to improving the health and wellbeing of the nation, delivering social value and unlocking economic growth.

The event programme is being finalised, but speakers will include policymakers and leaders of innovative practice across the sector along with inspirational sport and physical activity professionals.

Connect with over 500 sport, physical activity, active wellbeing and education professionals and organisations from across the UK.

Collaboration. Innovation. Shaping the future of sport, physical activity and active wellbeing through a skilled and recognised workforce.

As an exhibitor or sponsor, you'll align your brand with leading organisations and professionals in the sector, gain unparalleled exposure and connect with decision-makers ready to engage.

Position your brand front and centre with an audience that matters – decision-makers, thought leaders and potential customers actively seeking solutions.

This is your opportunity to meet your customers and other stakeholders face-to-face, answer their questions and demonstrate the value of your products and services.

Exhibiting at CIMSPA Conference 2025 positions your brand alongside the best in the sector.

It's not just about visibility – it's about engagement. CIMSPA Conference offers huge opportunities for in-depth conversations that lead to real impact.

Previous exhibitors consistently report high-quality leads, brand visibility and meaningful partnerships developed during the event.

Don't miss the chance to stand out – book your space or package today.

"It was great to be able to meet attendees and understand their challenges. We've made some good contacts and have lots to follow up on."

Previous exhibitor

Sponsorship

Maximise your impact with sponsorship of this leading event.

Stand out before, during and after the event. As a sponsor, your brand will be embedded in the attendee experience.

Whether you're looking to build awareness, launch a new product or deepen relationships, our flexible sponsorship packages are designed to deliver maximum ROI.



Headline sponsor

£20,000 plus VAT

Generate huge impact and exposure for your brand by becoming our headline sponsor

What's included

- Recognition of sponsorship verbally from the CEO at the start and end of the event
- Two conference tickets including catering
- 4ft exhibition stand with two chairs, venue wi-fi and electricity point*
- 15-minute session on the main conference stage (subject to topic approval)
- Logo included on main stage set
- Logo included on media wall
- Full-page advertisement in the conference guide
- Full-page editorial in the conference guide
- Logo featured on applicable conference materials
- Company biography included in conference guide
- Opportunity to feature in a special conference edition of The Cast podcast
- Acknowledgement of sponsorship on social media
- Company listing on the conference app
- Blog to be included on the CIMSPA website, member and partner bulletins (subject to topic/content approval)
- Inclusion in applicable pre- and post-event collateral
- Up to four social media posts (choice of channel) pre-event (subject to agreed topic/content)
- Logo included on conference webpage

*Additional furniture, power points and hardwired internet connection are available to purchase from the venue.



Workshop room sponsor

The Banks (£5,000 plus VAT) / The Gallery (£5,000 plus VAT) / Champions Club (£3,500 plus VAT)

Sponsor one of three workshop rooms which will accommodate sessions throughout the event

What's included

- Two conference tickets including catering
- Deliver a 15-minute workshop in a designated workshop room (subject to topic approval)
- Logo included on workshop room branding
- Logo included on media wall
- Acknowledgement of workshop room sponsorship by the host at the beginning of each session
- Full-page advertisement in the conference guide
- Full-page editorial in the conference guide
- Acknowledgement of sponsorship on social media
- Company listing on the conference app
- Opportunity to supply up to four pull-up banners to be situated within the workshop room
- Opportunity to supply collateral to be distributed at the end of each workshop session
- Logo included on conference webpage



The Banks



The Gallery



Champions Club

Network zone sponsor

£3,000 plus VAT / Three zones available

Sponsor one of three delegate networking areas within the exhibition and catering lounge

What's included

- Opportunity to host a dedicated networking zone within the exhibition and catering lounge
- Two conference tickets including catering
- Full-page advertisement or editorial in the conference guide
- Logo included on media wall
- Acknowledgement of sponsorship on social media
- Company listing on the conference app
- Opportunity to supply up to four pull-up banners to be situated within the designated network zone
- Logo included on conference webpage



Delegate lanyard sponsor

£3,000 plus VAT

All delegates will be supplied with a branded lanyard

What's included

- Logo on lanyards supplied to all delegates
- One conference ticket including catering
- Logo included on media wall
- Logo included on applicable registration area branding
- Full-page advertisement in the conference guide
- Logo included on conference webpage

Delegate bag sponsor

£2,000 plus VAT

All delegates will be supplied with a re-usable branded bag

What's included

- Logo printed on conference bags
- One conference ticket including catering
- Logo included on media wall
- Full-page advertisement or editorial in the conference guide
- Logo included on conference webpage
- Opportunity to provide one piece of collateral to be added to the delegate bag

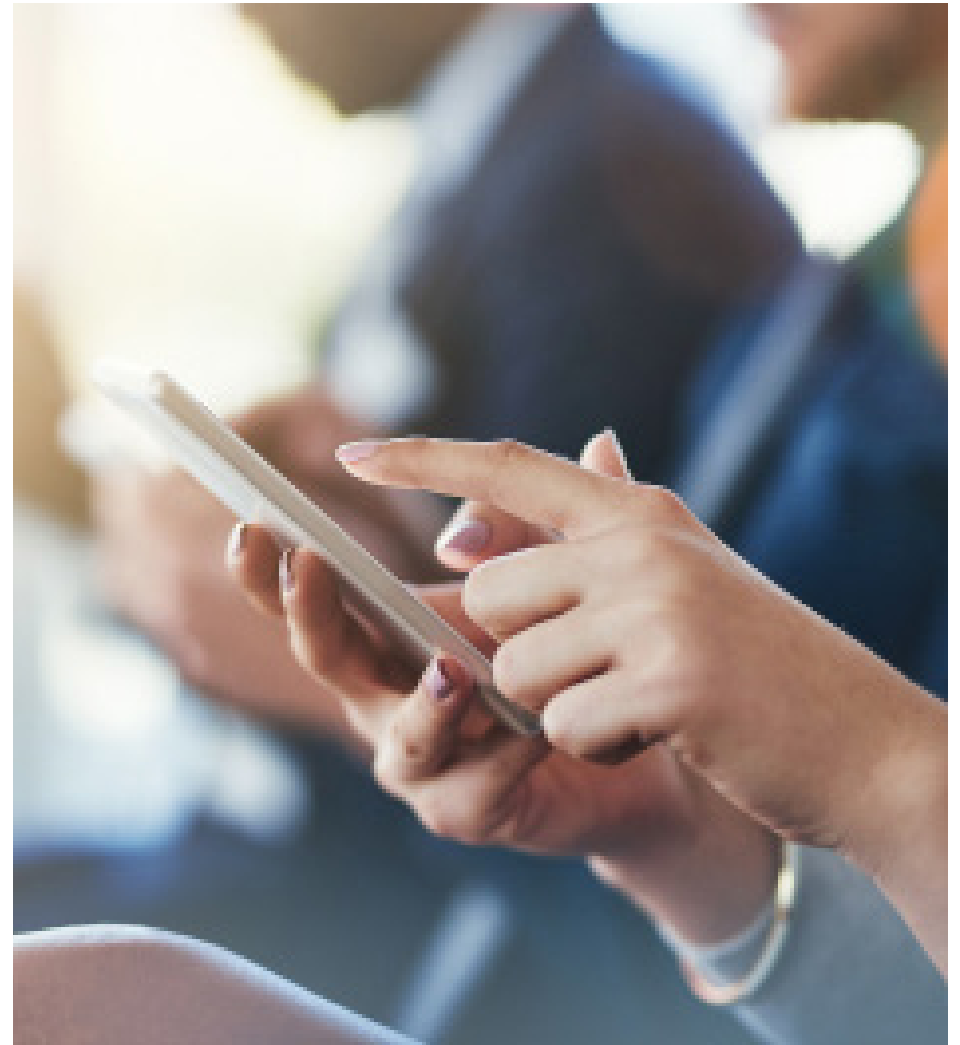
Conference app sponsor

£4,000 plus VAT

A mobile app accompanies the event which all delegates are encouraged to use to access content before, during and after the event.

What's included

- Logo within the conference app
- Logo on pre- and post-event communications relating to the conference app
- Two conference tickets including catering
- Logo included on media wall
- Full-page advertisement in the conference guide
- Full-page editorial in the conference guide
- Acknowledgement of sponsorship on social media
- Logo included on conference webpage



Exhibition lounge and interactive hub

Our exhibition and catering lounge is designed to maximise footfall, networking and delegate interaction.

Secure your ideal location today –
limited spaces remain.



Interactive hub exhibition stand

£2,500 plus VAT

A unique opportunity for organisations that wish to engage delegates with interactive activities on their stand within the Interactive Hub.

What's included

- Two conference tickets including catering
- 4ft exhibition stand with two chairs, venue wi-fi and electricity point*
- Opportunity to host an interactive activity (subject to health and safety and venue risk assessment compliance)
- Organisation name and logo in the conference guide
- Organisation profile in the conference guide
- Logo included on media wall
- Logo included on conference webpage
- Half-page advertisement in the conference guide

*Additional furniture, power points and hardwired internet connection are available to purchase from the venue.

Standard exhibition lounge stand

£2,000 plus VAT

What's included

- Two conference tickets including catering
- 4ft exhibition stand with two chairs, venue wi-fi and electricity point*
- Organisation name and logo in the conference guide
- Organisation profile in the conference guide
- Logo included on media wall
- Logo included on conference webpage



Exhibition and catering lounge

Additional opportunities to enhance your profile

Boost your engagement with opportunities to build on your sponsor or exhibitor package with additional visibility.

Please note that these options are only available as an add-on to the packages detailed above.

Media wall advertisement/content

£150 plus VAT

What's included

A 5-second slot on the media wall which will appear throughout the day in the Exhibition and Catering Lounge. This can feature an advertisement, your logo or other content (subject to approval).

Conference guide advertisement/editorial

Inside front cover (£600 plus VAT)

Inside back cover (£550 plus VAT)

Full page (£350 plus VAT)

Half page (£250 plus VAT)

Conference app advertisement

£500 plus VAT

Delegate bag insert

£250 plus VAT – in addition to the supply of an agreed item

What's included

Supply a piece of merchandise to be added to the delegate bag (subject to approval) eg pens, notebook, water bottle, other branded merchandise. Please note that we are unable to accept leaflets, brochures or other printed literature.

CIMSPA website blog

£750 plus VAT

What's included

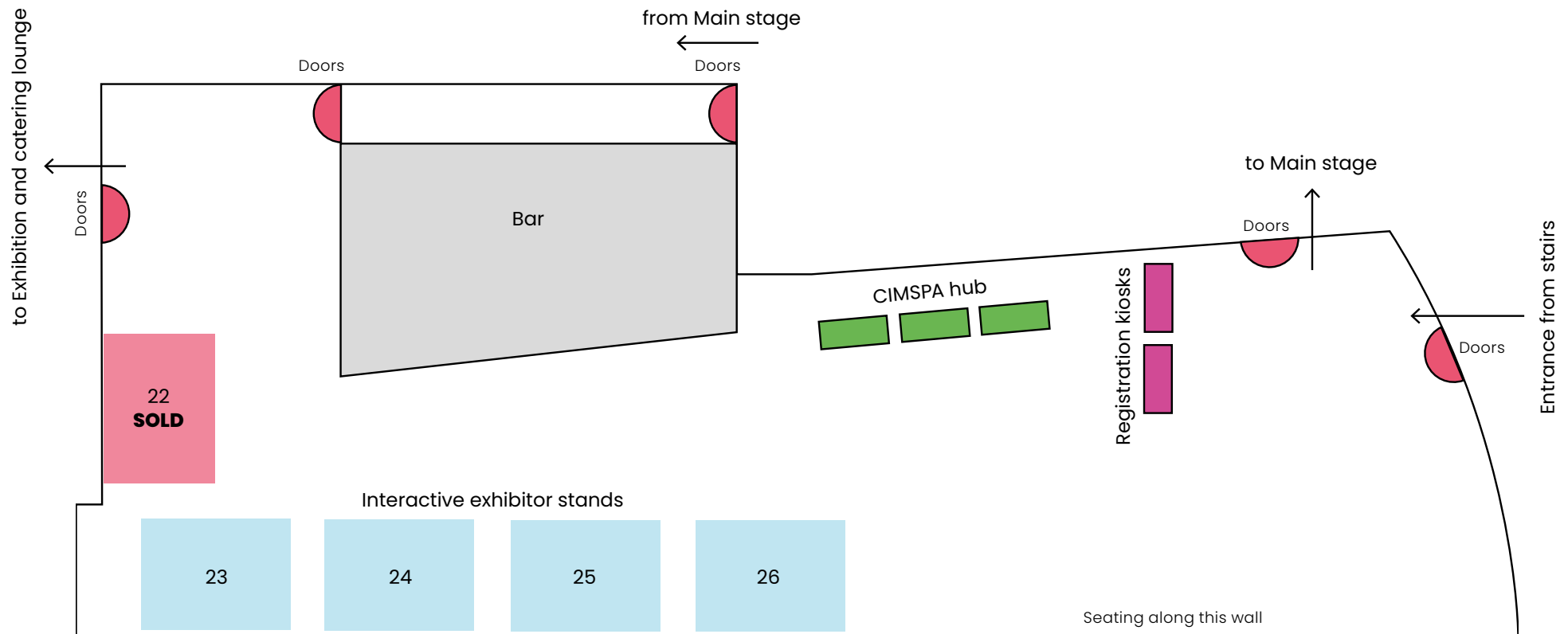
Supply a blog to appear on the CIMSPA website during the two weeks leading up to the event. CIMSPA will share the blog via appropriate channels. Subject to topic and content approval.

Be part of leading the conversation on the future of our sector

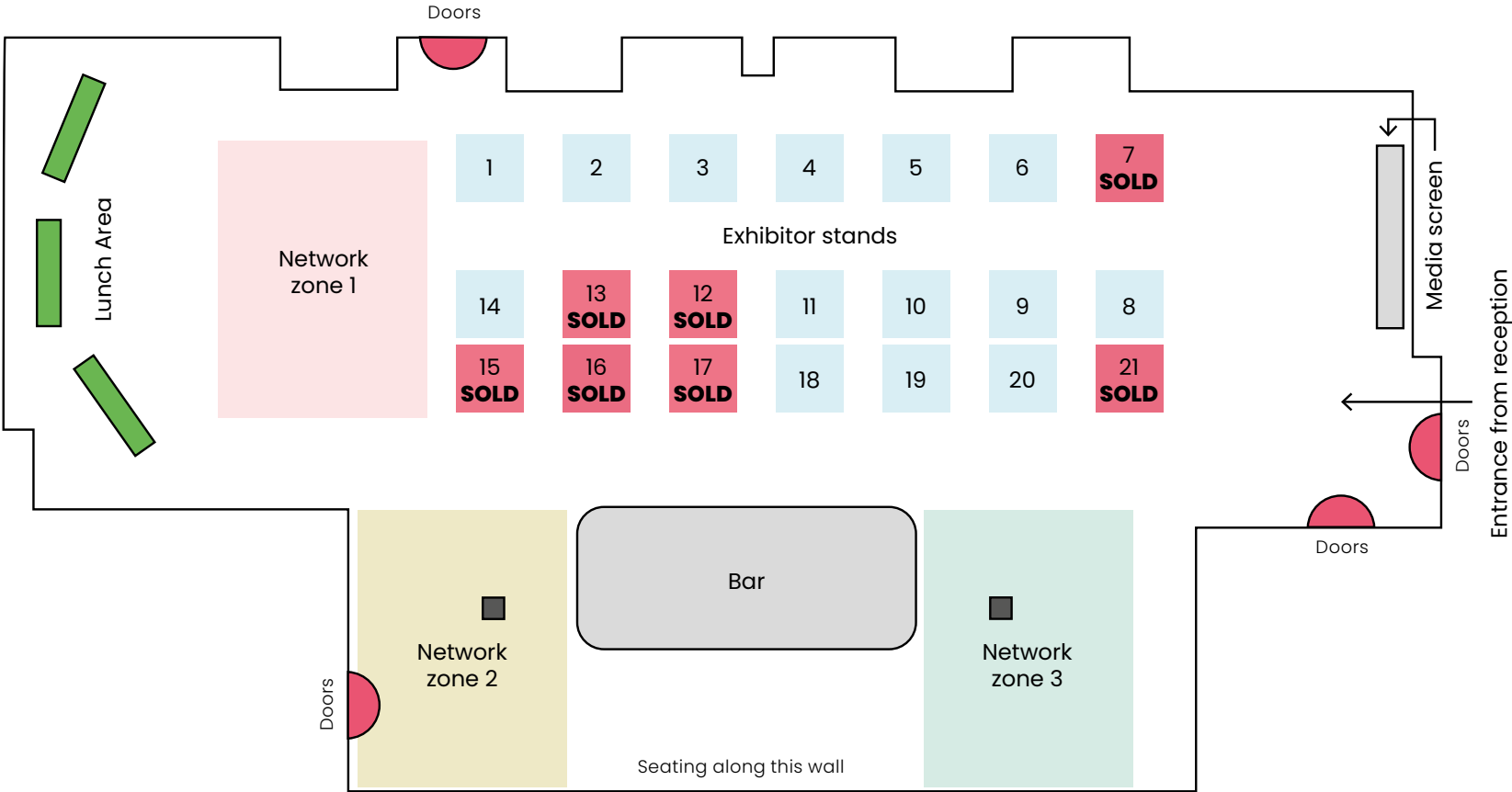
This is your opportunity to reach a highly engaged audience actively seeking solutions, innovations and partnerships.

Let's work together to help engage your key audience. Contact us today to secure your exhibition space or sponsorship package.

Registration and interactive hub



Exhibition and catering lounge



Apply to be part of the CIMSPA Conference 2025

Use the button below to complete our digital application form:

[Application Form for CIMSPA Conference 2025](#)

Terms and conditions for your application can be found on the following pages.

**Please note that we will contact you to confirm your booking.
Your booking is not confirmed until you receive confirmation from us.**

CIMSPA CONFERENCE 2025 EXHIBITOR TERMS AND CONDITIONS

1. General

a.) In these terms or conditions: (i) CIMSPA refers to The Chartered Institute for the Management of Sport and Physical Activity, a company registered in England and Wales with registered company address: 3 Oakwood Drive, SportPark, Loughborough University, Loughborough, LE11 3QF and company registration number: RC000849; and (ii) Exhibitor refers to the person, firm or company named as such on the Application Form and shall be deemed to include all employees, agents or representatives of such person, firm or company. Event shall mean the CIMSPA Conference 2025, as specified on the Application Form.

b.) By signing and returning the Application Form, the Exhibitor agrees to be bound by these Terms and Conditions. The Application Form must be signed and must contain all the information requested. The Exhibitor is solely responsible for completing the Application Form accurately and warrants that the information entered by the Exhibitor on the Application Form is true and correct.

2. Booking

a.) The charges payable by the Exhibitor are as specified in the Application Form. The Exhibitor's booking will not be confirmed until CIMSPA has received the completed Application Form and payment of either the deposit or full amount (see 2 c.) below).

b.) To confirm the booking, the Exhibitor must sign and return the Application Form. Once CIMSPA has received the signed Application Form, it will countersign and send the Exhibitor an invoice. CIMSPA reserves the right to accept or refuse any booking without giving any reason.

c.) If the booking is made more than four weeks in advance of the Event, a non-refundable deposit of 25% is required to confirm the booking. If the booking is made less than four weeks in advance of the Event, full payment is required upfront to confirm the booking. Failure to pay the amount required may result in the booking being cancelled.

3. Payment

a.) All prices are in GBP and include VAT.

b.) The balance of the payment must be received at least four weeks prior to the start of the Event. CIMSPA reserves the right to cancel bookings where the balance is outstanding less than four weeks before the start of the Event and the Exhibitor shall not be entitled to any refund or compensation, including (but not limited to) any refund of any deposit or other sums paid by the Exhibitor.

c.) Payment must be made by BACS transfer. Bank account details will be included on the invoice.

d.) Each Exhibitor shall be responsible for all costs of supplying and erecting any structures, fitments, lighting, etc. Such additions must conform in every respect with the requirements of CIMSPA.

4. Cancellations

a.) If an Exhibitor wishes to cancel a booking, it must notify CIMSPA via email.

b.) If an Exhibitor cancels up to four weeks prior to the Event, it will be entitled to a full refund, less the non-refundable deposit. If it cancels within four weeks of the Event and the Event is going ahead, it will not be entitled to receive any refund, compensation or credit for any cancellation, including (but not limited to) any refund of any deposit or other sums paid by the Exhibitor.

c.) CIMSPA reserves the right to cancel or change any booking, or to cancel or change any Event due to (i) safety considerations; (ii) factors beyond its control; or (iii) mechanical fault. If CIMSPA needs to cancel a booking or Event it shall use reasonable endeavours to notify the Exhibitor as soon as possible. If a booking or Event is cancelled by CIMSPA, it shall use best endeavours to move the booking to an alternative date or Event. If the booking cannot be moved to alternative date or Event, the Exhibitor shall be entitled to a refund of all charges paid to CIMSPA in relation to the Event, including any deposit.

d.) CIMSPA accepts no responsibility for any costs incurred by the Exhibitor for staffing, travel, printing, advertising or any other related preparation expenses if the Event does not take place for any reason. It is the Exhibitor's responsibility to obtain its own Event cancellation insurance to cover such situations.

5. Exhibition space

a.) The position and area of the exhibition space allocated to the Exhibitor shall be at the discretion of CIMSPA.

b.) The Exhibitor shall not transfer the whole or any part of the space allocated to it, nor divide or share the space, nor exchange space with another exhibitor without the written consent of CIMSPA.

c.) If an Exhibitor has not occupied the space allocated to them by the designated set up time which will be advised eight weeks prior to the event, all claims to such space will be forfeited and CIMSPA may allocate such space to another exhibitor. No refunds or compensation will be given if the Exhibitor's space is allocated to another exhibitor due to the Exhibitor's failure to arrive on time.

d.) The Exhibitor may only promote/exhibit (including the distribution of marketing material from its stand) the business(es) that are detailed on the Application Form and cannot promote details of another business without prior permission from CIMSPA.

e.) CIMSPA may, in its sole discretion, offer an Exhibitor the opportunity to provide an additional quantity of flyers/marketing material, to be distributed in free Event gift bags, given to all attending customers upon entry. Advertising or promotion of products and services in any other area or in such a manner as to cause annoyance or disturbance to fellow exhibitors or customers is not permitted.

6. Delivery and removal of exhibits

a.) Exhibits may be delivered at the designated set up time which will be advised eight weeks prior to the event. No goods may be brought into the Event after the site has been opened to customers and no goods may be taken out of the site during the Event without the prior consent in writing of CIMSPA. All structures, exhibits and goods must be cleared away by the designated take down time which will be advised eight weeks prior to the Event.

b.) Responsibility for the unpacking, staging and removal of exhibits and goods falls on the Exhibitor. Exhibitors must arrive within the designated set-up times and displays must be complete and ready prior to the Event start time. All displays must be of a professional standard and comply with health and safety laws and regulations.

c.) Every exhibit must be open to customers to view and be in the charge of a competent representative of the Exhibitor throughout the duration of the Event, unless otherwise agreed in writing with CIMSPA.

7. Conduct of exhibitors and their employees

a.) CIMSPA reserves the right to stop any activity on the part of an Exhibitor that may cause annoyance to other exhibitors or customers. Business must be conducted only from the Exhibitors' own stand and under no circumstances may this be carried out from elsewhere in the site.

b.) The Exhibitor shall:

(i.) not encroach upon exits, corridors or walkways. If an Exhibitor causes to be erected or continues to exhibit a stand or structural display unit which contravenes any requirements of CIMSPA (including encroaching on any exits, corridors or walkways) CIMSPA shall be at liberty, at its discretion, to alter, demolish and/or reconstruct such stand or structural display unit;

(ii.) ensure that it obtains and maintains all consents, licences and permissions (statutory, regulatory, contractual or otherwise) it may require to meet its obligations under these Terms and Conditions;

(iii.) comply with all applicable law, statutes, regulations and codes from time to time in force;

(iv.) not do or omit to do anything which may cause CIMSPA to lose any licence, authority, consent or permission on which it relies for the purposes of conducting its business;

(v.) not do or omit to do anything that could bring CIMSPA into disrepute or damage the reputation of CIMSPA.

c.) CIMSPA will not tolerate any conduct or behaviour that is seen to be inappropriate, discriminatory or offensive to other exhibitors, CIMSPA staff or customers. If the Exhibitor or Exhibitor's employee conducts themselves in a manner which in the opinion of CIMSPA is objectionable to customers, other exhibitors or to CIMSPA's staff, such conduct may be treated by CIMSPA as a failure to comply with these Terms and Conditions. CIMSPA reserves the right to:

(i.) eject any Exhibitor from the Event in the case of failure to comply with these Terms and Conditions without refund, credit, or compensation if such action is deemed necessary by CIMSPA; and

(ii.) refuse to admit, or to remove, any products or exhibit or advertising matter or article at its discretion which in its opinion does not comply with paragraph 7(b.) or (c.), without refund, credit, or compensation.

8. Event information

a.) CIMSPA may notify the Exhibitor by email in advance of the Event as to the details of the Event including matters such as arrival times and procedures, dropping off equipment, security and parking. It is the Exhibitor's responsibility to familiarise itself with the contents of such email and to ensure that such information is passed on to its employees.

b.) The Exhibitor is not permitted to dismantle their display prior to the designated take down time which will be advised eight weeks prior to the event, either partially or completely. If CIMSPA in its sole discretion elects to end the Event, it will notify the Exhibitor or its representatives at the Event and the Exhibitor should then proceed to dismantle its display.

c.) If an Exhibitor must leave an Event at any given time during the Event operating times for a non-emergency related reason, prior notification must be given to CIMSPA in writing. Such notification may mean that CIMSPA relocates the Exhibitor's exhibition space within the Event to lessen any disruption to the Event or customers. No refunds will be given if the new space allocated is smaller than the Exhibitor originally booked. Please note that apart from in an unavoidable emergency, (where CIMSPA would generally ask that the Exhibitor leave their display intact and CIMSPA will oversee dismantling and secure storage) any Exhibitor who dismantles their display prior to closing time may be refused attendance at any future events organised by CIMSPA.

d.) All display materials must be completely removed from the site at the end of the Event. All Exhibitors must leave their space free of rubbish and must remove and dispose of any rubbish they or their visitors may have generated.

e.) Exhibitors must observe all fire, health and safety rules and regulations and comply with any other reasonable instructions from CIMSPA. Aisles and fire exits must be always kept clear.

9. Insurance

- a.) The Exhibitor shall ensure that it has public liability insurance in the sum of £1 million to cover the Event and a copy of the policy must be provided to CIMSPA on request.
- b.) The Exhibitor shall indemnify CIMSPA against any claim or action for any injury or death being caused to any persons whatsoever by any negligence on the part of the Exhibitor or for any damage to any property by the Exhibitor. The Exhibitor accepts liability for all acts or omissions of itself and its agents or representatives. CIMSPA will not be responsible for the safety of any property owned by or brought to the Event by the Exhibitor or any other person on its behalf, or for any loss or damage that may occur to such property.

10. Electrical equipment

- a.) It is not the responsibility of CIMSPA to provide electrical facilities for the Exhibitor unless access to an electrical supply has been confirmed on the Application Form.
- b.) All electrical equipment used on/for the Exhibitor's display, including extension leads, must display current a PAT Certification Label. Failure of such equipment to comply with current legislation may result in the Exhibitor being unable to use the item(s) in question.
- c.) All cables/electrical leads connected to an electricity supply must be covered by an appropriate 'trip-guard' (either rubber or must be taped securely to the floor and approved by CIMSPA).

11. Music and sound

- a.) The use of microphones or any other announcement/loud-speaker device is not permitted unless agreed with CIMSPA in writing in advance.
- b.) If the Exhibitor wishes to use music on its stand, it must confirm this with CIMSPA in advance and ensure that it hold the correct consents and licences for such use.

12. Food hygiene

- a.) If the Exhibitor wishes to offer products and services within the food industry it must:
 - (i.) gain the express written permission of the Event venue to do so;
 - (ii.) be registered to do so with the local authority and hold a relative certificate which must be available for inspection by CIMSPA upon request.

13. Vehicles

- a.) All vehicles forming part of the display must be clean and presentable. Suitable fire extinguishers should also be available and easily accessible within the vehicle(s). Any spillages of fuel, grease or oil are the responsibility of the Exhibitor and must be cleaned to a satisfactory standard with approval and agreement from CIMSPA. Any costs arising from clean-up situations will be the responsibility of the Exhibitor. Vehicles must not be moved during Event without the prior consent of CIMSPA.

14. Exclusion and limitation liability

- a.) These Terms and Conditions apply to the exclusion of any other terms whether implied by statute, custom or a course of dealing. The restrictions on liability in this paragraph apply to every liability in relation to any booking, the Event or otherwise under these Terms and Conditions including but not limited to liability in contract, tort (including negligence), misrepresentation, restitution or otherwise.
- b.) Nothing in this paragraph shall limit any liability which cannot legally be limited, including but not limited to liability for:
 - (i.) death or personal injury caused by negligence;
 - (ii.) fraud or fraudulent misrepresentation; and
 - (iii.) breach of the terms implied by section 2 of the Supply of Goods and Services Act 1982 (title and quiet possession).
- c.) The liability of CIMSPA is excluded and/or limited in the following respects:
 - (i.) Under no circumstances whatsoever shall CIMSPA (whether in contract, tort, negligence, breach of statutory duty or otherwise) be liable for any loss of profit, loss of sales or business, loss of agreements or contracts, loss of revenue, loss of opportunity, damage to goodwill or for any indirect or consequential loss suffered or incurred by the Exhibitor in relation to any booking, the Event or otherwise under these Terms and Conditions.
 - (ii.) Subject to paragraph 14a.), any other liability of CIMSPA to the Exhibitor howsoever arising (whether in contract, tort, negligence, breach of statutory duty or otherwise) shall be limited to the total amount paid by the Exhibitor to CIMSPA in relation to the booking made subject to these Terms and Conditions.

15. Personal data – Third parties

- a.) The Exhibitor is responsible for its own data capture whilst attending the Events. The Exhibitor must comply with all applicable data protection laws and regulations as to how it captures, processes and stores personal data.
- b.) Should a member of the public contact CIMSPA to request the Exhibitor's details, CIMSPA shall be entitled to forward the Exhibitor's business name, address and all relevant contact information as provided on the Application Form. It is the Exhibitor's responsibility to ensure that its contact information is accurately entered on its Application Form.

16. Amendment of Terms and Conditions

a.) CIMSPA reserves the right to alter, add to or amend these Terms and Conditions and no waiver of these Terms and Conditions shall release the Exhibitor from the adherence to these Terms and Conditions. No amendment of these Terms and Conditions proposed by the Exhibitor shall be of any effect unless agreed in writing by CIMSPA.

17. Entire agreement

a.) The Application Form and these Terms and Conditions shall constitute the entire agreement between CIMSPA and the Exhibitor and no statement, promise or representation (other than one made fraudulently) made by or on behalf of CIMSPA (whether made orally or on CIMSPA's website) shall be binding on CIMSPA unless agreed to in writing by CIMSPA.

18. General

a.) Governing law. These Terms and Conditions are governed by English law. The courts of England and Wales will have exclusive jurisdiction.

b.) If a court finds part of these Terms and Conditions illegal, the rest will continue in force. Each of the paragraphs of these Terms and Conditions operates separately. If any court or relevant authority decides that any of them are unlawful, the remaining paragraphs will remain in full force and effect.

c.) Nobody else has any rights under this agreement. This agreement is between the Exhibitor and CIMSPA. No other person shall have any rights to enforce any of its terms.

Connecting the Dots

CIMSPA Conference 2025

“We get to catch up with hundreds of our customers in one day by being here. We’ve been able to talk to them about our latest updates and get meetings and calls booked in with them to share more.”

Previous exhibitor

