



EXHIBITOR AND SPONSORSHIP BROCHURE 2027

*Priority Bookings open Tuesday 15 September 10am for pre-registered UKUPC suppliers
General Bookings open Thursday 17 September 10am for UKUPC suppliers*



ABOUT US

The combined membership for LUPC and SUPC includes more than 100 institutions in higher education as well as further education colleges, museums, galleries, the arts, sciences, government departments and organisations in the wider public sector. Collectively, our members spend over £800m through consortia frameworks with our memberships representing a significant proportion of overall sector buying power.

THE LUPC & SUPC CONFERENCE

LUPC and SUPC are delighted to invite framework suppliers to participate in our **11th Joint Procurement Conference & Exhibition on Thursday 15 April 2027**.

Bringing together procurement professionals from across our combined membership, this flagship event has become firmly established as one of the most important dates in the higher education procurement calendar. It offers suppliers a unique opportunity to connect directly with Heads of Procurement, Category Managers, Buyers and key stakeholders from member organisations across London, the South and beyond.

More than just an exhibition, the conference provides a valuable platform to showcase your solutions, strengthen existing relationships, generate new business opportunities and gain insight into the challenges and priorities shaping the sector.

The event will take place at the prestigious **Convene 133 Houndsditch** in the heart of the City of London, providing an outstanding environment for networking, learning and collaboration.



BENEFITS OF ATTENDING

- A key opportunity to meet with up to 150 [LUPC](#) and [SUPC](#) member organisations.
- Our conference is well-established, having run now for over ten years. You will have access to over 200 buyers from across London and the South's higher and further education, arts, science, cultural and public sectors.
- Your support for this event ensures we can keep it free for members, so delegate numbers are always strong.
- It provides you, our exhibitors, with a great space to showcase your framework products and services and create new business opportunities.
- It supports you to build greater brand recognition in the sector and generate new leads.
- With more than 700 approved suppliers awarded to our agreements, attending as an exhibitor demonstrates your commitment to collaborative agreements and the needs of our members.
- Our conference programme is designed to maximise your time with delegates through regular scheduled breaks.
- All attendees receive a delicious breakfast, buffet lunch, and refreshments throughout the day.
- A complimentary invitation for exhibitors to the **Conference drinks and canape reception** is included providing further networking opportunities; this is held immediately after the event to capitalise on the buzz and talking points of the Conference.



FEEDBACK FROM OUR LAST CONFERENCE IN 2026

- Based on our post-conference survey 2026, both 100% of exhibitors and 100% of delegates rated the LUPC & SUPC Conference as “Very Good” (79%) or “Good” (21%)
- 100% of Exhibitors who responded to our survey said they would exhibit again.

Exhibitor comments

“A very well organised event, even when faced with potential TFL issues. Some great discussions with delegates. We'll certainly be looking out for next year's invite.” **David Suddaby, Wolf Laboratories Limited**

“Another amazing conference, excellent organisation, helpful LUPC/SUPC team and really engaged members.” **Sarah Smith, Allwag Promotions Ltd**

“We've been twice now - both were great experiences with good leads.” **Rory Voller, OH Works Ltd**

“We always enjoy the LUPC and SUPC Conference and find it a valuable experience to connect with our university partners.” **Exhibitor**

Delegate comments

“The conference is excellent and provides an invaluable opportunity for in-person networking with suppliers and colleagues.” **Joe Stock, University of Oxford**

“Another year, another great conference! Great to speak to suppliers, attend sessions and network with colleagues who we don't see face to face all the time. Massive thank you and well done for another insightful and valuable conference for us as a member.” **Bahar Shahin, Queen Mary University of London**

“Overall I really enjoyed the event - the venue and the balance of the breakouts to exhibitor time was good.” **Delegate**

“Everything about the event was excellent – well organised, well catered, good attendance and networking.” **Martin Satchwell, AHDB**

WHO WILL I MEET?

Predominantly, heads of procurement, category managers (Estates, ICT, Professional Services, STEMEd) and buyers from central purchasing teams across higher education, further education, museums, galleries, the arts, sciences and the wider not-for-profit sectors. We expect over 200 delegates to at



EXHIBITOR STANDS

**Early bird rate applies for exhibitor stands booked between 15 September until 30 November 2026.*

From 1 December exhibitor stands will increase by £200+VAT

EARLY BIRD RATE*

**Premier £2,750+ VAT, Platinum £2,550 + VAT,
Gold £2,450 + VAT, Silver £2,150+VAT**



FIRST COME, FIRST SERVED

Priority Booking opens Tuesday 15 September 2026 at 10:00 for pre-registered suppliers, and Thursday 17 September for general sale to UKUPC Suppliers

Premier (8 stands: 3, 4, 5, 14, 15, 22, 31, 32) 3m x 2m

Highest-footfall locations, positioned close to registration or refreshment areas and key delegate traffic routes

Platinum (22 stands: 6-13, 16-21, 23-30) 3m x 2m

Prime locations situated along the main exhibition aisles with good visibility and consistent delegate traffic throughout the day

Gold (14 stands: 33-46) 3m x 2m

Well-positioned exhibition space within the main exhibition area, providing good opportunities to engage with delegates

Silver (26 stands: 47-72) 2m x 2m

Compact exhibition space offering a professional conference presence and valuable opportunities to connect with delegates

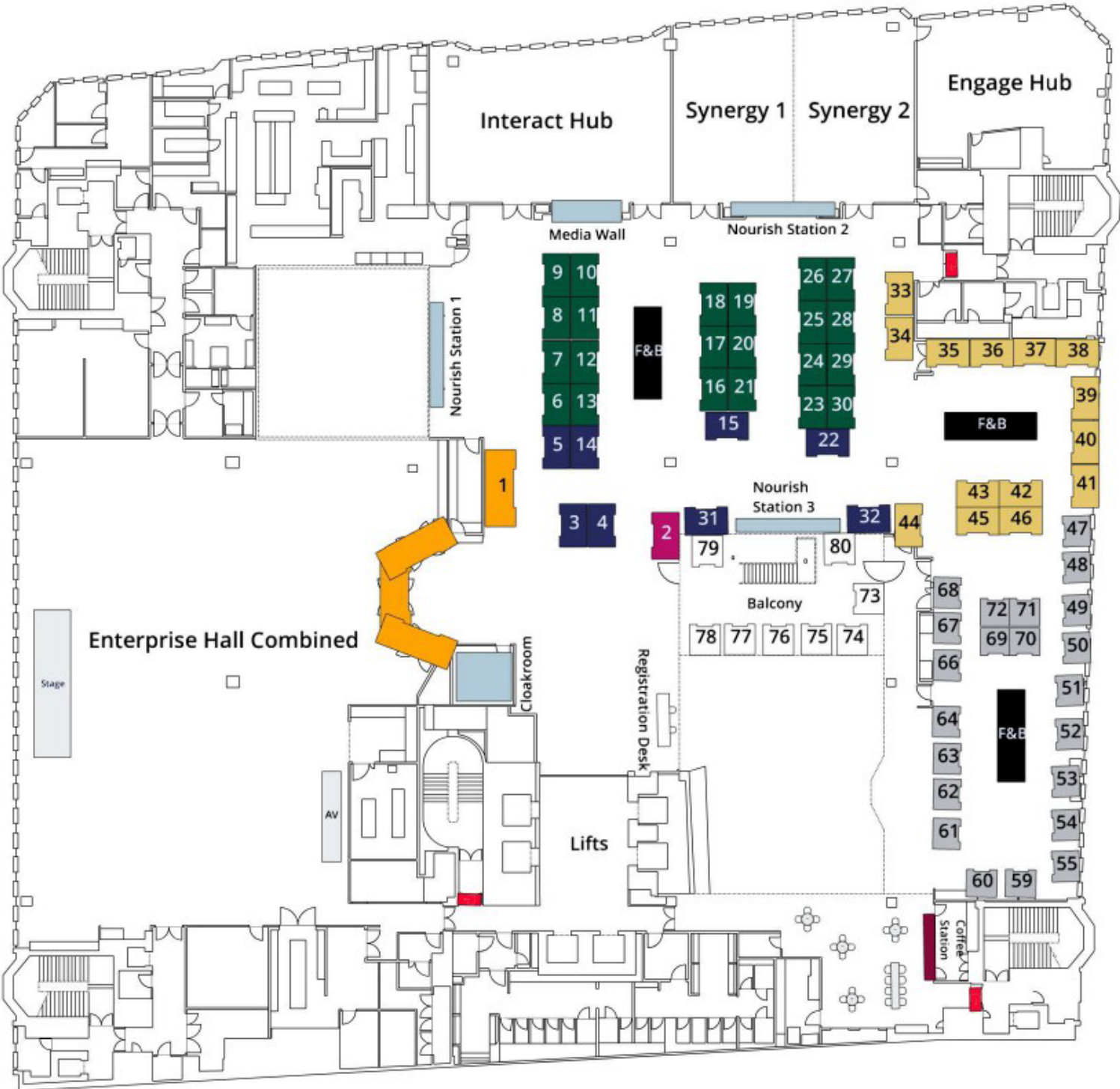
EXHIBITOR STAND DETAILS

- 3 x 2m exhibition space or 2 x 2m exhibition space (not shell scheme).
 - Includes table, tablecloth, two chairs, access to power supply and free Wi-Fi.
- Formally promoted as a Conference Exhibitor with company logo and description on our event mobile and web app.
- Our event app can be used by exhibitors to:
 - Create a company profile which can be customised to include videos and marketing resources for delegates to access. This will be visible to delegates in the lead-up, day of, and after the conference.
 - View and message attendees, and for attendees to also connect with you
 - Capture contact details by scanning the QR code on their name badge for follow-up post conference.
- 2x exhibitor passes to the Conference, which includes complimentary entry to the drinks reception immediately following the conference.
(One additional exhibitor pass can be purchased along with your exhibition stand at a cost of £209+VAT).
- A GDPR compliant list of contact details for all attendees who consent to the sharing of their contact details with suppliers.

NB. Stand space is 3 x 2m (Premier, Platinum, Gold) or 2 x 2m (Silver). Your stand must not exceed this space otherwise it may infringe on another exhibitor's space. If you have unusual space or staging requirements, please contact [Suzanne Picken](#) to discuss if this can be arranged.

EXHIBITOR FLOOR PLAN

Venue: Convene
2nd Floor, Houndsditch
London EC3A 7BX



KEY

Exhibitor Stands

- Headline Sponsor
- Drinks Reception Sponsor
- Premier
- Platinum
- Gold
- Silver

Advertising

Media Wall, Nourish Stations (Coffee Points), Cloakroom

Other

Catering Point (Food & Beverage)

Main Plenary Room

Enterprise Hall

Breakout Rooms

Interact Hub, Synergy Suite (1 & 2)

Supplier Meeting Hub

Engage

Stand Information

- Space only (not shell scheme)
- Size area must not be exceeded (3m x 2m or 2m x 2m)
- There are no dividers/structures in-between stands. Each stand has room for pop-up banners behind your table, but the banners must not exceed the space of your stand
- Includes table, 2 chairs and access to power
- Table measurements
130 cm (L) x 72 cm (H) x 60cm (W)



HEADLINE SPONSOR

£11,500 + VAT

1 AVAILABLE

*Priority Booking opens **Tuesday 15 September 2026 at 10:00** for pre-registered UKUPC suppliers, and Thursday 17 September for general sale to UKUPC suppliers*

The Headline Sponsor package includes a premium double stand location (Stand 1 on floorplan) worth £5,900+ VAT

- Branded entrance to the main plenary room - includes door and floor branding (artwork to be provided by sponsor). *The plenary room is situated next to your exhibition space.
- Space to display 2x branded pop-up banners in the plenary space. (Banners to be provided by the headline sponsor).
- Your logo on the main conference presentation slides used throughout the day.
- Logo included in conference email communications to delegates.
- 5-minute speaking slot at the beginning of the conference.
- Promoted on the event app as the Conference Headline Sponsor with company logo and description on the conference event app and website.
- Advertising banner on both LUPC and SUPC's websites for the month of April 2027.
- Your advert displayed on rotation** on the digital advertising screen (media wall) in the exhibition space, throughout the day during registration, refreshment and exhibition breaks, and lunch. **One of 8 exhibitor adverts.
- Series of planned social media posts on LinkedIn to promote your company in the lead up to the event.
- 4x exhibitor passes, which includes complimentary entry to the drinks reception immediately following the conference.
- A GDPR compliant list of contact details for all attendees who consent to the sharing of their contact details with suppliers.



DRINKS RECEPTION SPONSOR

£7,500 + VAT

1 AVAILABLE

FIRST COME, FIRST SERVED

*Priority Booking opens **Tuesday 15 September 2026 at 10:00** for pre-registered UKUPC suppliers, and Thursday 17 September for general sale to UKUPC suppliers*

- **Premium stand location includes exhibition stand (Stand 2 on floorplan) worth £2,950 + VAT**
- Sponsorship of the 60-minute post-conference drinks and canapés reception from 17:00-18:00.
- Exclusive use of the large media screen for branded digital advertising in the main exhibition space from the start of the drinks reception at 17:00-18:00 (artwork to be provided by the supplier). All exhibition stands will be removed at this stage for the drinks reception.
- Promoted as a sponsor with company logo and description on the event mobile app and website.
- Space to display 2x branded pop-up banners in the drinks reception space (banners to be provided by the sponsor).
- 5-minute speaking slot in the main plenary room to welcome people to the drinks reception.
- Series of planned social media posts on LinkedIn to promote your company in the lead up to the event.
- 4x exhibitor passes for the conference and drinks reception.
- A GDPR compliant list of contact details for all attendees who consent to the sharing of their contact details with suppliers.



Image: Branded coffee point at the LUPC SUPC Conference 2024

ADVERTISING OPPORTUNITIES

The following advertising opportunities are available to book in addition to an exhibition stand. These are not available to purchase as a stand-alone opportunity. These opportunities are first come, first served and can be secured through the [online booking form](#).



BRANDED NOURISH STATION (COFFEE POINT)

3 AVAILABLE | FIRST COME, FIRST SERVED

£1,000 + VAT (each)

Position your brand at the heart of conference networking by sponsoring one of our popular Nourish Stations (coffee points). These high-footfall locations provide repeated visibility throughout the day as delegates and exhibitors gather for refreshments and informal conversations.

Package includes:

- Exclusive branding on the rear wall of one Nourish Station
- Prominent visibility during registration, refreshment breaks and networking periods
- Opportunity to associate your brand with one of the most frequently visited areas of the conference
- Artwork supplied by the sponsor

DIGITAL ADVERTISING SCREEN (MEDIA WALL)

MAXIMUM 7 OPPORTUNITIES AVAILABLE | FIRST COME,
FIRST SERVED

£450 + VAT

Promote your organisation on a prominent digital screen located within the exhibition and networking area all day until the drinks reception at 17:00. Your advert will be displayed on rotation throughout the day during registration, refreshment and exhibition breaks, and lunch.



Package includes:

- Full-screen digital advert displayed for approximately **4 hours 15 minutes** of exhibition and networking time.
- Approximately **190 advert displays** throughout the event.*
- Approximately **32 minutes of cumulative screen time**.*
- Maximum of **8 advertisers** (one will be the Headline Sponsor), ensuring strong visibility.
- Repeated exposure during the highest footfall periods of the conference.

Artwork specification:

- Static image only (no animation)
 - JPEG or PNG format
 - 1920 x 1080 pixels (landscape)
 - Maximum file size 10MB
 - One advert per exhibitor
- ***Based on an 8-advert rotation with each advert displayed for approximately 10 seconds per cycle. Exposure may vary depending on the final conference schedule.***



BRANDED CLOAKROOM

EXCLUSIVE OPPORTUNITY | 1 AVAILABLE

£1,250 + VAT

Put your brand in front of every delegate from the moment they arrive. Located at the entrance to the conference, the cloakroom provides repeated visibility throughout the day as attendees check in, store belongings and collect items before departure. **Package includes:**

- Exclusive branding on the rear panels behind the cloakroom desk
- High-profile exposure at a key delegate touchpoint
- Visibility throughout arrival, departure and networking periods
- Artwork supplied by the sponsor

SOCIAL MEDIA PROMOTION PACKAGE

4 AVAILABLE | FIRST COME, FIRST SERVED

£995 + VAT (each)

Increase awareness of your organisation and conference presence ahead of the LUPC & SUPC Conference 2027 through dedicated promotion across the LUPC and SUPC LinkedIn channels.

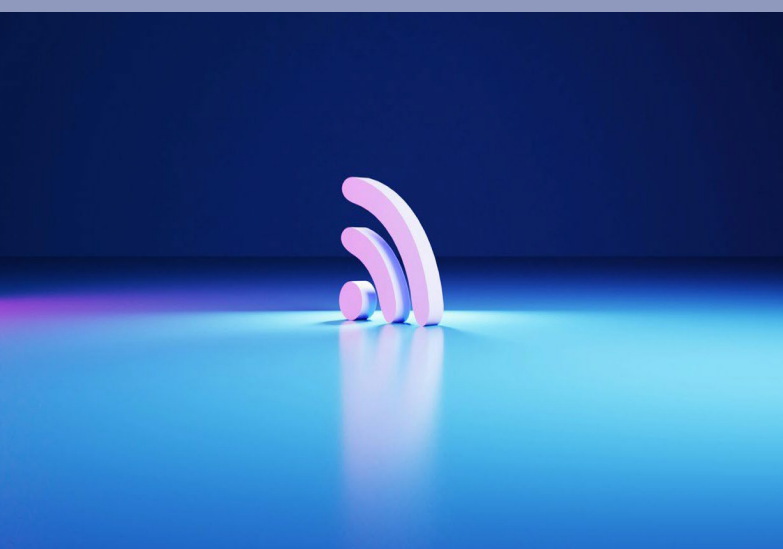
Package includes:

- Four dedicated LinkedIn posts shared across the LUPC and SUPC LinkedIn channels in the lead-up to the conference
- Exposure to a combined audience of more than 5,000 procurement and sector professionals
- Opportunity to promote your organisation, products, services, case studies, thought leadership or conference participation
- Increased visibility ahead of the event to help drive engagement with delegates

Supplier to provide:

- Post copy (subject to approval)
- Supporting artwork, image or video
- Relevant website links and calls to action

This opportunity is ideal for exhibitors and sponsors looking to build brand awareness before the conference and encourage delegates to visit their stand on the day.



CONFERENCE WI-FI SPONSORSHIP

NEW FOR 2027

EXCLUSIVE OPPORTUNITY | 1 AVAILABLE

£1,250 + VAT

Put your brand in front of every delegate and exhibitor throughout the conference by sponsoring the event Wi-Fi network.

As the exclusive Wi-Fi Sponsor, you can customise the network name (SSID) and/or password using your organisation name or campaign message, ensuring repeated visibility whenever attendees connect to the internet during the event.

Package includes:

- Exclusive sponsorship of the conference Wi-Fi network
- Opportunity to personalise the Wi-Fi network name (SSID)
- Opportunity to personalise the Wi-Fi password (minimum 8 characters)
- Wi-Fi details displayed on event signage
- Exposure to all delegates, speakers, exhibitors and conference organisers throughout the day

Why sponsor the conference Wi-Fi?

- Exclusive sponsorship with no competing advertisers
- High visibility throughout the event
- Repeated brand exposure every time attendees connect to the network
- Associates your organisation with enabling connectivity and engagement across the conference

DEDICATED MEETING AREA

NEW FOR 2027

MAXIMUM 4 AVAILABLE

£850 + VAT

Maximise the value of your conference attendance with a dedicated meeting area within our Supplier Meeting Hub (Engage Room on the floorplan). Meet with delegates, existing customers and prospective clients in a comfortable environment away from the busy exhibition floor.



Package includes:

- Dedicated meeting area for use throughout the conference
- Comfortable seating for informal business meetings
- One additional exhibitor pass
- Opportunity to schedule meetings with delegates and contacts before and during the event
- Pop up banner
- Refreshments



TERMS & CONDITIONS

Full Terms and Conditions

Please note, only awarded suppliers that are on framework agreements available to LUPC and/or SUPC members at the time of the conference can be a sponsor or exhibitor at the LUPC & SUPC Conference, 15 April 2027.

We regret that should your company no longer be an LUPC/SUPC supplier as of 15 April 2027, we will need to refund your exhibition/sponsorship fee as we can only accept exhibitors from consortium approved suppliers.

Your exhibition stand/sponsor package is not secure until payment has been received. We reserve the right to decline bookings from a) aged debtors until debts are cleared, or b) any suppliers who have failed to submit up-to-date management information for framework usage by LUPC and SUPC members.

All exhibition stands and sponsorship packages are first-come first-served basis. We cannot guarantee that your exhibition stand is not next to, or close by, a competitor. You will need to complete the **online booking form** to secure your attendance. Please note LUPC & SUPC cannot reserve a place for you.

SUSTAINABILITY

Responsible procurement is very important to LUPC, SUPC and our Members. As always, we wish to improve upon the sustainability credentials of our conference year-on-year. A small way that we are achieving this is by not providing conference pads and pens; delegates will be advised to bring their own. We also use a conference app instead of a printed conference brochure.

Please be mindful of the environmental impact of any giveaways you wish to distribute at the conference. You can demonstrate your commitment to sustainability by ensuring promotional items are as friendly to the supply chain and the environment as possible.

We respectfully request that **no single-use plastic products** be distributed.



- Please note, that stand bookings and sponsorship opportunities will be on a first-come, first-served basis.
- Priority Booking opens Tuesday **15 September 2026** at **10:00** for pre-registered UKUPC suppliers, and **Thursday 17 September** for general sale to UKUPC suppliers
- We anticipate that there will be high demand for places, so please be prepared; you will need invoice details including invoice contact name and address, and PO number if required.

CONTACT US

For further conference and exhibition details please contact [Suzanne Picken](#), Assistant Director Membership, Marketing & Communications, LUPC