



LUPC & SUPC CONFERENCE 2026

EXHIBITOR AND SPONSORSHIP BROCHURE

DON'T MISS OUT! BOOK HERE NOW*

*Bookings open - Tuesday 18 November 2025 at 10:00

#LUPCSUPC2026



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, last year, our members spent over £810m through consortia frameworks. Our memberships represent a significant proportion of overall sector buying power.

THE LUPC & SUPC CONFERENCE

LUPC and SUPC will be holding our tenth joint consortia Procurement Conference & Exhibition on **Wednesday 25 March 2026**. We're delighted to be meeting again, bringing together our combined membership and our framework suppliers for a day of topical sessions and focused networking. Firmly established as the must-attend event for Heads of Procurement, Category Managers and Buyers across the LUPC and SUPC membership, this event provides a unique and unrivalled opportunity to build new relationships and cement existing ones.

The conference will be held in the City of London at the popular venue, **Convene 133 Houndsditch**. We will be using the well-established **Whova platform** for our event website and conference mobile app, helping all attendees engage with all aspects of the conference.



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 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 in attendance.
- 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 2025

- Based on our post-conference survey 2025, both 100% of exhibitors and 100% of delegates rated the LUPC & SUPC Conference as “Very Good” or “Good”
- 95% of Exhibitors who responded to our survey said they would exhibit again.

Exhibitor comments

“The LUPC SUPC Conference 2025 was an excellent event! The event was exceptionally well organised, with great attendance, engaging attendees and fantastic networking opportunities. We cannot wait to exhibit again next year!” **Sarah Smith, Allwag Promotions Ltd**

“Great event, well run and managed. Well worth it!” **Exhibitor**

“Really well attended, found there was plenty of time between the sessions for delegates to go around and speak with the exhibitors. Great food too!” **Exhibitor**

“The sessions were probably of a perfect length and the programme allowed attendees time to take refreshments and visit exhibitor stands.” **Exhibitor**

Delegate comments

“Great day and seamlessly run. I found the sessions I attended informative and the exhibition space was well thought out in design.” **Delegate**

“Overall, I had a great experience at the conference. The sessions were insightful, the communication beforehand was clear, and the event was well organised. I particularly appreciated the balance between sessions and networking opportunities. The Whova app was helpful for navigating the agenda and connecting with attendees. Many thanks to the team for putting together such a valuable event!” **Delegate, University of Plymouth**

“Think this was the best organised conference for numerous years. The duration of breakout sessions, number of, and the time between during the day to get food/drinks/lunch plus interact with suppliers was spot on.” **Delegate**

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 attend.



EXHIBITOR STAND

Tier 1: £2,550 + VAT (Stands 5-44 excluding 15, 22, 31, 32) 3m x 2m

Tier 1 Premium: £2,800 + VAT (Stands 3, 4, 15, 22, 31, & 32) 3m x 2m

Tier 2: £2,250 + VAT (Stands 45-72) 2m x 2m

Tier 2 Poseur: £2,250 + VAT (Stands 73-76) 2m x 2m

^Early bird rate applies for exhibitor stands booked between 18 November until 31 January 2026.

From 1 February exhibitor stands will cost £2,550 - £2,800 + VAT (Tier 1) and £2,250 + VAT (Tier 2)

EARLY BIRD RATE^

£2,350 + VAT (Tier 1), £2,600 + VAT (Tier 1 Premium)

£2,050 + VAT (Tier 2 & Tier 2 Poseur)



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- 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.
 - Tier 2 Poseur stands (73-76) include a poseur table and 2 x high chairs instead of standard table and chairs
- Formally promoted as a Conference Exhibitor with company logo and description on the Whova mobile app and web app.
- Our conference app, Whova, can be used by exhibitors for the following:
 - Your virtual exhibitor booth within Whova, 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 up to 6 months after the conference.
 - To view and message attendees, and for attendees to also connect with you via your exhibitor booth.
 - Data capture of contact details from attendees visiting your exhibitor stand 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 £199+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 (Tier 1) or 2 x 2m (Tier 2). 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

Headline Sponsor (inc. Stand 1)
Drinks Reception Sponsor (inc. Stand 3)
Tier 1 Stands 3m x 2m
Tier 1 Premium Stands 3m x 2m
Tier 2 Stands 2m x 2m
Tier 2 Poseur Stands 2m x 2m
Catering Points

Advertising

Media Wall
Branded Coffee Points (3 available)
Branded Galleria Pillars One Side (8 available)
Branded Cloakroom

Stand Information

Space only – size area must not be exceeded. Includes table, 2 chairs and access to power. Table measurements 130 cm (L) x 72 cm (H) x 60cm (W). Stands 73-76 include poseur table and high chairs. 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 (3m x 2m or 2m x 2m).

Main Plenary Room

Enterprise Hall 1 & 2.

Breakout Rooms

Interact Hub, Synergy 1 & 2

Networking Lounge

Engage



HEADLINE SPONSOR

£11,500 + VAT

1 AVAILABLE

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- The Headline Sponsor package includes a premium double stand location (**Stand 1 on floorplan**) worth **£5,600+ 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 as the Whova Conference Headline Sponsor with company logo and description on the conference mobile app and event website.
- Advertising banner on both LUPC and SUPC's websites for the month of March 2026.
- 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

£6,000+VAT

(reduced from 7,500+VAT)

1 AVAILABLE

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- Premium stand location includes exhibition stand (Stand 2 on floorplan) worth £2,800 + VAT
- Sponsorship of the 90-minute post-conference drinks and canapés reception from 17:00-18:30.
- Exclusive use of the large media screen for branded digital advertising in the main exhibition space from the start of the drinks reception at 17:00-18:30 (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 Whova conference mobile app and event 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 COFFEE POINT

3 AVAILABLE - FIRST COME, FIRST SERVED

£1,000 + VAT (each)

Branded Solid Vinyl Back Wall Panelling
Advertisement of one Coffee Station (artwork to be provided by the supplier).

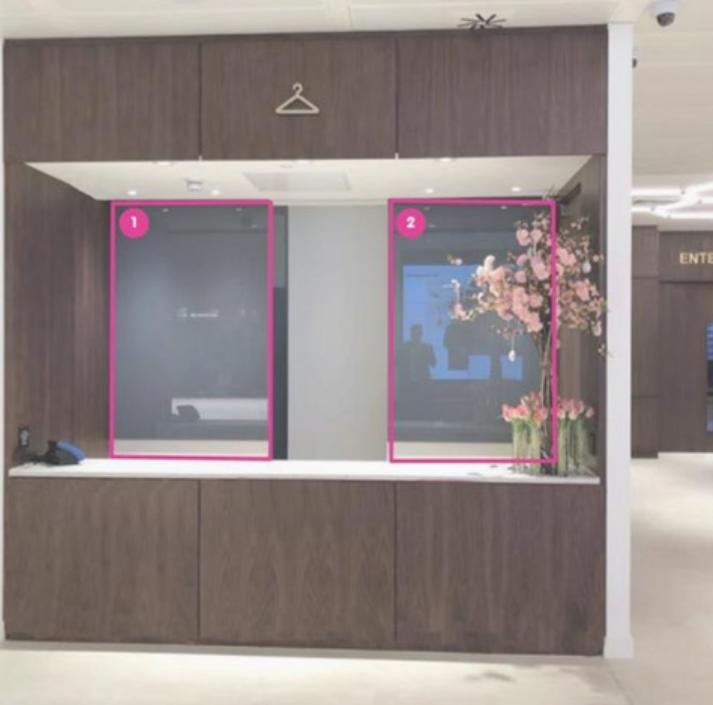
MEDIA WALL

1 AVAILABLE - FIRST COME, FIRST SERVED

£1,500 + VAT

Exclusive use of the large media screen for branded digital advertising in the main exhibition space all day until the drinks reception at 17:00 (to be provided by the supplier). *Please be aware that this image shows the media screen without exhibitions stands in situ.





BRANDED CLOAKROOM

1 AVAILABLE - FIRST COME, FIRST SERVED

£1,250 + VAT

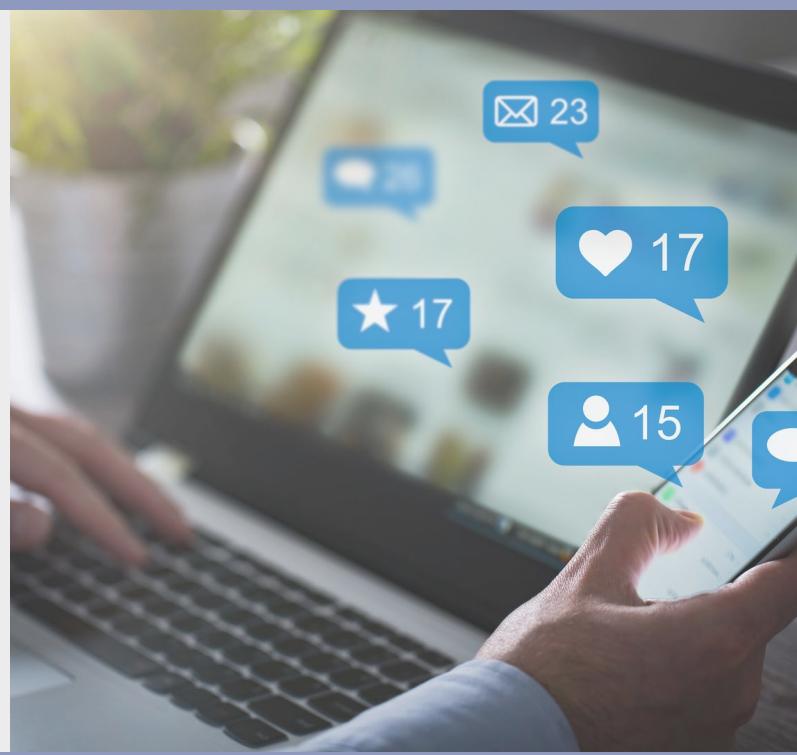
Branded Solid Vinyl Back Panels x2 behind the Cloakroom Desk (artwork to be provided by the supplier).

SOCIAL MEDIA

4 AVAILABLE - FIRST COME, FIRST SERVED

£1,500 + VAT (each)

Opportunity to share 4x branded media posts about your company to 5,000 followers across LUPC and SUPC's LinkedIn social media channels (artwork and copy to be provided by the supplier)



GALLERIA PILLARS

1 SIDE

8 AVAILABLE - FIRST COME, FIRST SERVED

£1,000 + VAT

(Per side, Pillars 1&4 Front, 1&4 Back, 2&3 Front)

£800 + VAT

(Per side, Pillars 2&3 Back)

Full cover, or options of x3 sections on a one-sided pillar situated in the Galleria

SPONSORSHIP OF THE NETWORKING LOUNGE

NEW FOR 2026

1 AVAILABLE, open to Furniture Exhibitors only, FIRST COME, FIRST SERVED

£1,000 + VAT

Opportunity to showcase your soft seating, tables and chairs in the Networking Lounge (Engage Room on the floorplan – 116m2).

This space will be used during the Exhibition and Break times for category-focused networking and ad hoc meetings for attendees throughout the day.

- Sponsor to provide furniture
- Space to display 2x branded pop-up banners in the networking lounge. (Banners to be provided by the networking lounge sponsor).





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, 25 March 2026.

We regret that should your company no longer be an LUPC/SUPC supplier as of 25 March 2025, 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.



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- Please note, that stand bookings and sponsorship opportunities will be on a first-come, first-served basis.
- Bookings open Tuesday 18 November 2025 at 10:00. 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 and Communications, LUPC