



COMMERCIAL OPPORTUNITIES

**WEST
MIDLANDS
REGIONAL
CONFERENCE
2025**

 Labour

WELCOME

The West Midlands Regional Labour Party is hosting its Regional Conference and Gala Dinner on 28th February – 1st March 2025 in Coventry.

In 2024 the West Midlands Labour Party made history by delivering the first Labour Mayor of the West Midlands and 38 Labour MPs to Parliament. This Regional Conference is an essential gathering for political leaders, activists, policymakers, and community members dedicated to shaping the future of our region.

Regional Conference will be a dynamic event, providing a unique platform to discuss pressing issues, share innovative ideas, and collaborate on strategies to drive positive change across communities. Hear and engage with regional leaders and activists who are passionate about improving the lives of those in our area.

We are delighted to be able to offer a comprehensive selection of Commercial Opportunities to match the needs of your organisation, ranging from:

**HEADLINE PARTNERSHIPS
AND COMMERCIAL PACKAGES**

FRINGE EVENTS

EXHIBITION STANDS

PRINT ADVERTISING





HEADLINE PARTNERSHIPS AND COMMERCIAL PACKAGES

Being a Headline Partner is a great way to promote your brand and have great visibility across the conference. We can also build bespoke Commercial Packages for your organisation.

The cost of packages varies based on the level of visibility and participation, depending on the scale of the event and the options selected. **Our headline partnership and commercial packages can include:**

- Passes to the conference
- Tickets to the gala dinner
- An exhibition space
- Advert in the conference guide
- Branding being placed on display for the duration of the event
- Branding featuring in promotional material for the event
- Complimentary photos
- Dedicated member of staff to liaise with throughout the event
- Opportunity to support a panel discussion

Please contact: wmpartnerships@labour.org.uk to discuss the opportunity and how we can build a package to suit your organisation.

FRINGE EVENTS

By organising a Fringe Event, you can showcase your expertise, promote meaningful dialogue, and drive forward the agenda on topics important to your organisation. It's the perfect space to network and share insights.

Conference provides a forum for lively and dynamic discussions on a range of topics. Fringe hosts set the topic for discussion and are free to invite speakers from within the West Midlands Labour Party, or externally. Fringe meetings are held throughout the Conference.

What's included?

- Fringe listing in our Conference Guide, distributed to everyone attending Conference
- Commercial Visitor passes, depending on package
- AV and on-site support service from a member of Labour Party staff
- An opportunity to include a full or half-page advert in your package at a reduced price

Please contact: wmpartnerships@labour.org.uk to discuss these opportunities in more detail.

EXHIBITION STANDS

Conference is much more than a forum for delegates; it provides an exciting opportunity for a whole host of people to meet and discuss the party's policies, attend fringe events, network and influence political thinking.

Organisations and visitors will have a wide range of opportunities to take part in this conference, ranging from exhibiting to hosting a reception, fringe or sponsoring an event.

The exhibition is an integral part of Conference and is an ideal forum to exhibit and promote your organisation. Stands will be located in the venue and will be available in a variety of sizes and costs to suit all budgets and organisational needs. Each stand includes exhibitor passes and an entry in the Conference Guide.

Please contact: wmpartnerships@labour.org.uk to discuss these opportunities in more detail.





PRINT ADVERTISING

Advertising your event at Conference is a great way to ensure as many people know about it as possible and that there is a good turn out on the day. It is also a great way to simply publicise your organisation to a politically engaged audience.

Our Conference Guide is sent to everyone attending Conference with details of all the fringe events, debates and exhibitions. It is without doubt, the best way to have your event publicised at conference.

Average costs	
Back Cover	£600 + vat
Inside Front/Inside Back	£500 + vat
Full Page	£300 + vat
Half Page	£250 + vat
Quarter Page	£200 + vat

In addition to advertising in the Conference Guide, we also offer social media advertising to highlight your event to all conference attendees. A digital copy of the Conference Guide will be sent to all members in the West Midlands.

Please contact: wmpartnerships@labour.org.uk to discuss these opportunities in more detail.

