

A photograph of a diverse group of people seated in rows, attending a conference. They are all looking towards the left side of the frame. Many are wearing purple lanyards with 'CIPD' printed on them. The lighting is soft and indoor.

# CIPD

## **The CIPD in Northern Ireland Annual Conference 2026**

Sponsorship and exhibition opportunities

Titanic Belfast

25 February 2026

## Who we are

The CIPD has been championing better work and working lives for over 100 years. It helps organisations thrive by focusing on their people, supporting our economies and societies. It's the professional body for HR, L&D, OD and all people professionals – experts in people, work and change. With over 160,000 members globally – and a growing community using its research, insights and learning –it gives trusted advice and offers independent thought leadership. It's a leading voice in the call for good work that creates value for everyone.

## Benefits of sponsorship

- Engage face to face with people professionals from organisations of all sizes and from all sectors in Northern Ireland
- Showcase your products and services
- Raise your company's profile and become front of mind as an expert to People professionals
- Generate business leads

## Become a sponsor or exhibitor

Whether you're launching new products and services, developing new business, exploring problems and discussing solutions or cementing existing relationships, the conference provides an exceptional opportunity to engage face to face with people professionals from organisations of all sizes and from all sectors in Northern Ireland.



# Sponsorship and exhibition packages

## Standard exhibition rate £1,250

Our exhibition package includes:

- Allocated exhibition space
- Two passes for stand staff which include access to the conference
- Logo and 50-word editorial in digital programme

## Sessions £1,750

Take advantage of the opportunity to sponsor a session that aligns with your organisation's areas of expertise.

### Benefits include:

#### Pre-conference

- Logo and link to sponsor web page on the conference website.
- Logo on social media posts and emails promoting the session

#### During the conference

- Logo on holding slides for session
- Acknowledgement at opening and closing from session chair
- One pull-up banner in the session room, and one outside the room
- Exhibition stand with two passes for stand staff which include access to the conference
- Logo and 50-word editorial in digital programme

#### Post-event

- A list of opted-in delegates

## Drinks £2,000

Sponsoring the drinks reception that concludes the conference is a high-profile branding opportunity for one single sponsor.

### Benefits include:

#### Pre-conference

- Logo and link to sponsor web page on the conference website.
- Logo on social media posts and emails promoting the session

#### During the conference

- Four pull-up banners at the drinks reception (sponsor to supply)
- Exhibition stand with two passes for stand staff which include access to the conference
- Two passes to the conference for your team or clients
- Logo and 50-word editorial in digital programme

#### Post-event

- A list of opted-in delegates.



## Headline £6,000

This is a high-profile opportunity which comes with a wide range of benefits at every stage of the conference.

### Benefits include:

#### Pre-conference

- Logo, and link to sponsor web page from the homepage of the conference website.
- Logo on a wide variety of posts in the pre-conference marketing and social media campaign
- Profile piece in the CIPD Northern Ireland member newsletter (3,500+ subscribers)

#### During the conference

- Logo on stage banners and holding slides for plenary sessions
- Exhibition stand in a prominent position in the exhibition

- Four complimentary passes to the conference for your team or clients
- Logo on front cover of digital programme
- Logo and 50-word editorial in the digital programme
- Full-page advertisement in digital programme (provided by sponsor)

#### Post-event

- Name, logo and link to sponsor web page included on post-event email, with link to event slides and other materials
- A list of opted-in delegates
- The opportunity to connect with other CIPD events throughout the year



# Availability and bookings

Contact us to check availability, or to reserve a sponsorship package or an exhibition stand

Elena Catalano

[elena.catalano@cipd.co.uk](mailto:elena.catalano@cipd.co.uk)



## CIPD

The Chartered Institute of Personnel and Development  
151 The Broadway London SW19 1JQ United Kingdom  
T +44 (0)20 8612 6200 F +44 (0)20 8612 6201  
E [cipd@cipd.co.uk](mailto:cipd@cipd.co.uk) W [cipd.org](http://cipd.org)

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