

RDF26¹⁰⁻¹² BIRMINGHAM







Exhibition & Sponsorship Opportuntites

Introduction

Welcome to RDF26: The Event for UK Health and Care Research Leadership and Management

Join us in Birmingham from May 10-12, 2026, for the R&D Forum Annual Conference - an unmissable gathering for professionals dedicated to health and care research leadership, strategy and management. For over two decades, this conference has been the cornerstone event for networking, professional development, peer support, and the sharing of knowledge, ideas and learning across the UK health and care research sector.

Delegate numbers continue to increase year on-year, and at RDF25 in Manchester, we welcomed over 950 leadership, strategy and management colleagues from across the sector who share one purpose: to make a difference to the health and wealth of the UK through high quality, safe and impactful health and care research.

RDF26 is already set to make an even bigger impact.

The conference runs across two full days, with additional pre-event learning and development sessions and networking opportunities. There is also the opportunity to hear from and engage with the R&D Forum Working Groups and colleagues from organisations including the Health Research Authority (HRA), Medicines and Healthcare Products Regulatory Agency (MHRA), NHS England (NHSE), Department of Health and Social Care (DHSC), The Association of the British Pharmaceutical Industry (ABPI), the National Institute for Health and Care Research (NIHR) and health and care Patient and Public advocacy groups.

Delegates come from across the UK, representing a wide range of roles and sectors including:

- Leadership, strategy and management
- Funding development
- Governance
- Sponsorship
- Information
- Finance
- Contracting
- Communications
- Quality Assurance
- Engagement

Whether you're an experienced health and care research professional or new to the field, RDF26 offers sponsors and exhibitors invaluable insights, connections, visibility and opportunity to be part of the community, part of the discussion and a key player in the ever-changing UK health & care research landscape.



What's New for RDF26?

We've refreshed our sponsorship and exhibition options for RDF26 to give your organisation even greater visibility and flexibility:

- **Premier Sponsor Packages:** our enhanced sponsor offer, combining high-profile brand exposure with a Premium Plus exhibition stand in a prime location
- **Premier Plus Sponsor Packages:** three exclusive opportunities (Conference Dinner, Event App, and Lanyards) that build on the Premier Sponsor Package with additional, high-impact visibility
- **Location-Based Stand Pricing:** exhibition stand rates now reflect location within the hall, with Premium Plus, Premium, and Standard options available to suit your budget and visibility needs

These updates are designed to give sponsors and exhibitors more choice, better positioning, and new ways to connect with delegates.

Overview of Options:

Please note all prices below are subject to VAT.

Sponsorship Opportunities & Exhibition Options	Price	Quantity
Premier Sponsorship		
Premier Sponsor Package	£5,000	5
Premier Plus Sponsorship		
Conference Dinner Sponsor Package	£8,000	1
Event App Sponsor Package	£8,000	1
Lanyard Sponsor Package	£8,000	1
Other Sponsorship		
Photography Sponsor	£3,000	1
Video Sponsor	£3,000	1
Poster Zone sponsor	£3,000	1
Delegate Bag Sponsor	£3,000	1
Hotel Keycard Sponsor	£1,500	1
Day 1 / Day 2 Sponsor	£1,000	2 (1 per day)
Award Sponsors	£350	3
Notebook Sponsor	£250	1
Pen Sponsor	£250	1
Exhibition & Engagement Opportunities		
Premium Plus Exhibition Stand	£2,250	9
Premium Exhibition Stand	£1,625	10
Standard Exhibition Stand	£1,100	10
Demo Session in the Live Lounge	£600	
Delegate Bag Insert	£250	





Premier Sponsor Package (£5,000)

The RDF26 Premier Sponsor Package offers maximum brand visibility and engagement opportunities, bringing together a comprehensive range of benefits in one high-value package. Your organisation will be showcased across the conference on all key platforms and channels, ensuring lasting recognition among delegates and the wider R&D community.

As part of this package, you will also receive a Premium Plus exhibition stand in a prime location, giving you direct opportunities to connect with delegates and showcase your work face-to-face.

The Premier Sponsor Package includes:

- Organisation logo displayed directly underneath the event title on electronic and printed materials (including event app, website, and signage)
- Organisation logo displayed on the main stage throughout the event
- Full-page, full-colour advert in the event app
- Sponsor profile featuring your logo, organisation description, and web link in the app
- Social media acknowledgements from the R&D Forum
- Opportunity to display a roller banner in a highly visible location within the venue
- Premium Plus exhibition stand included (see floorplan stands are selected upon booking)



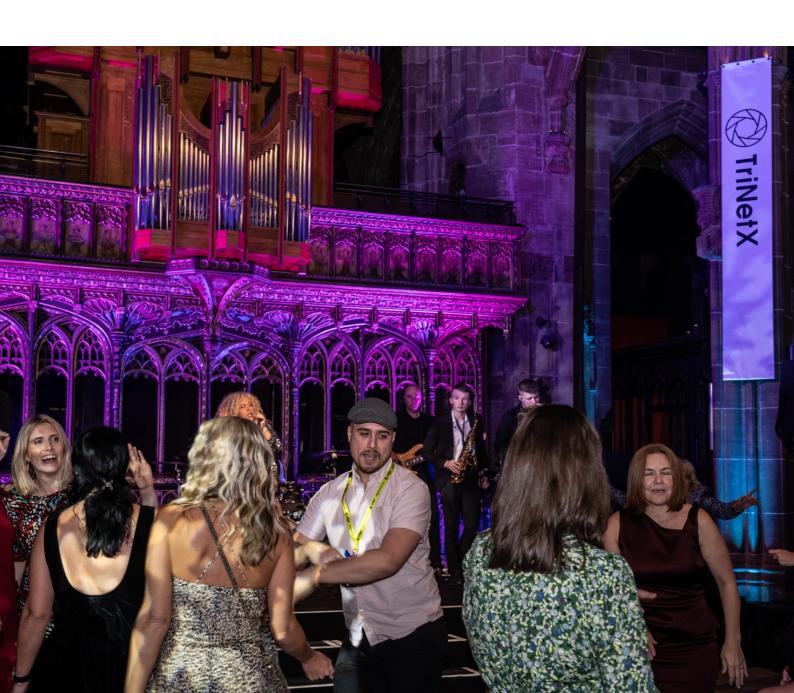


Conference Dinner Sponsor Package (1 only: £8,000)

The Conference Dinner is one of the social highlights of the Annual Conference. With over 750 people attending the conference dinner, this is an unrivalled opportunity for high-profile recognition of your organisation.

As a Conference Dinner Premier Plus Sponsor, your organisation will receive all the benefits of the Premier Sponsor Package plus:

- Organisation logo and brief description/advert on table menus
- Opportunity to place a gift, flyer, or giveaway on each place setting at the Conference Dinner and/or overall prize on the night
- Two complimentary places at the Conference Dinner, including a hosted table (additional places can be purchased as part of delegate packages or dinner tickets)
- Sponsor profile: logo, description, and web link in the event app
- Logo on screen during the evening
- Opportunity to take part on-stage in the prize giving during the Awards Ceremony



Event App Sponsor Package (1 only: £8,000)

The RDF26 Event App is the go-to resource for delegates, used to access the programme, abstracts, and key event information. At RDF25, over 96% of attendees used the app - more than 900 people. This makes this sponsorship one of the most visible opportunities of the conference.

As an Event App Premier Plus Sponsor, your organisation will receive all the benefits of the Premier Sponsor Package plus:

- Referenced as the Event App Sponsor on conference mailings and social media
- Prominent sponsor logo placement on the event app
- Full advert within the event app
- Sponsor logo included on invitation and reminder emails encouraging delegates to use the app
- Opportunity to place up to two roller banners around the venue promoting your organisation

Lanyard Sponsor Package (1 only: £8,000)

Lanyards are a high-impact sponsorship opportunity, visible throughout the conference and beyond. With more than 900 attendees at RDF25, and lanyards appearing in countless photographs shared on social media, this package ensures lasting brand visibility.

As a Lanyard Premier Plus Sponsor, your organisation will receive all the benefits of the Premier Plus Sponsor Package:

• Exclusive branding on delegate lanyards (to be provided by the sponsor no later than 4 weeks before the event)



Other Sponsorship Opportunities

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Photography Sponsor (1 only: £3,000)

The photographs taken by our Professional Photographer throughout the event are seen by thousands of people across social media, the website and during and after the conference. The RDF26 Photography Sponsor will benefit from the following:

- Organisation watermark on the photographs posted online and on social media
- Sponsor logo included in marketing materials
- Opportunity to have a photo session with your exhibition stand and exhibitors during the event (an exhibition stand is not included in the price of this sponsorship)

Video Sponsor (1 only: £3,000)

The videos taken by our Professional Videographer throughout the event are seen by thousands of people across social media, the website and during and after the conference. The RDF26 Video Sponsor will benefit from the following:

- Organisation watermark on the videos posted online and on social media
- Sponsor logo included in marketing materials
- Opportunity to have an interview session with your exhibition stand and exhibitors during the event (an exhibition stand is not included in the price of this sponsorship) and this to be promoted on social media

Poster Zone Sponsor (1 only: £3,000)

The Poster Zone is very popular, not only with the number of posters on display (over 150 at RDF25), but also with delegates – keen to share learning across the UK health and care research community. With the Poster Zone being held in the main conference hall, it is a wonderful opportunity to increase visibility of your organization

The Poster Zone Sponsor has the following benefits: the winner (an award with your organisation logo)

- Organisation logo on each poster board and on signage
- Social media and website recognition
- Opportunity to judge the Poster Zone Sponsor Award
- Present the prize to the winner (an award with your organisation logo) on-stage at the Conference Dinner
- Place roller banners in the Poster Zone area



Delegate Bag Sponsor (1 only: £3,000)

Delegate bags are made from sustainability sourced materials and align to the R&D Forum's commitment to environmental sustainability.

As the Delegate Bag Sponsor, your organisation will benefit from:

- Your logo displayed on one side of every delegate bag (with other Premier Sponsors on the reverse)
- Guaranteed reach, with distribution to all delegates
- Delegate bags are designed for continued use, ensuring your logo is seen in professional and public settings long after the conference

Hotel Keycard Sponsor (1 only: £1,500)

Delegates staying at the Hilton Birmingham Metropole Hotel, the RDF26 conference venue and main hotel, will receive their room keycard in a branded wallet displaying your organisation's logo. With over 650 rooms allocated for RDF26, this is a unique opportunity to put your brand directly into delegates' hands.

Sponsor benefits include:

- High visibility with delegates staying at the main conference hotel
- Daily brand exposure, as delegates use their keycard wallets multiple times throughout their stay
- Extended reach, with branded wallets often retained after the event
- Guaranteed distribution to all delegates allocated rooms within the conference block



Day 1 & Day 2 Sponsors (£1,000 per day)

Sponsoring one of the days of the conference is a great way to get exposure and visibility for your organisation. Selecting to be either Day 1 or Day 2 sponsor includes:

- Branding and logo on screen in all rooms during the sponsor day
- Opportunity to play a recorded video on screen during the breaks
- Opportunity to place a giveaway/flyer on seats in main room
- Announcement on social media & website
- Advert on event app

Award Sponsors (£350 per Award)

The RDF Awards are presented as part of the Conference Dinner. With more than 750 dinner delegates, this is a great opportunity for promotion and engagement with a captive audience. Sponsoring an Award allows your organisation to obtain the following benefits:

- Logo on the award
- Referenced on the website and social media as award sponsor
- A representative from your organisation to present the award on stage at the Conference Dinner

Awards Available for Standalone Sponsorship:

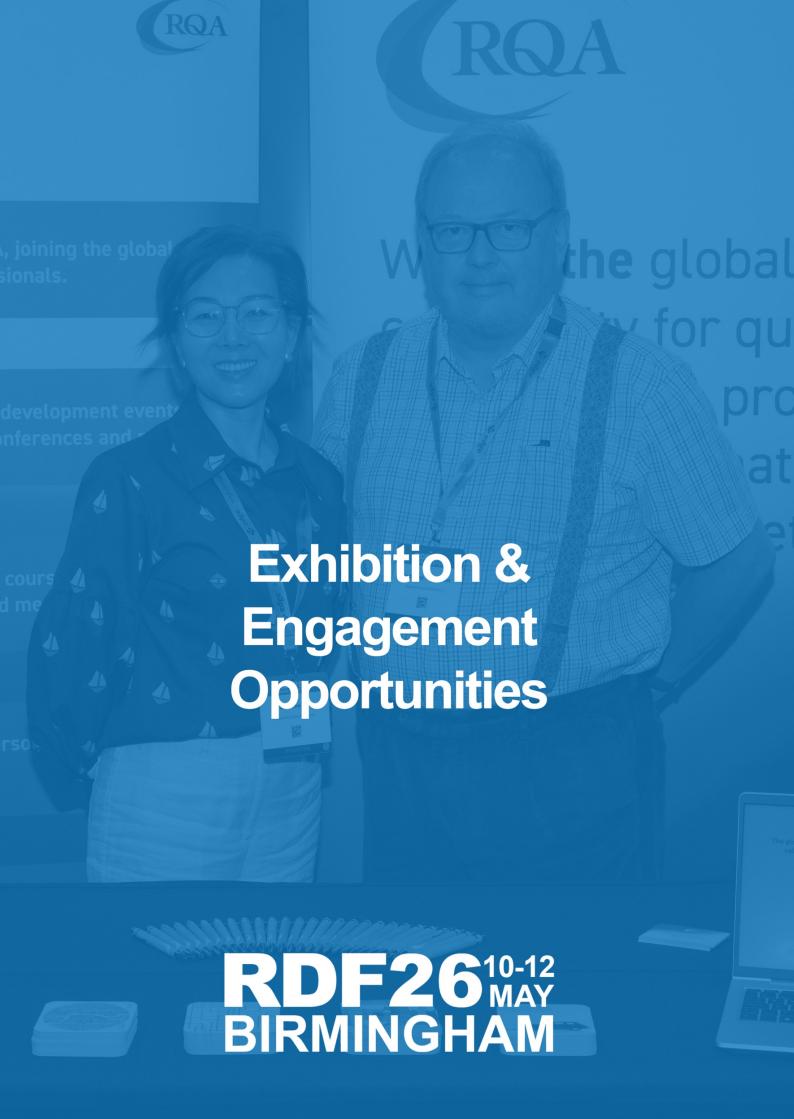
- Best Abstract Award
- Overall Best Poster Award
- Delegates Choice Poster award

Notebook & Pen Sponsor (£250 each)

Put your brand directly in delegates' hands with this high-visibility sponsorship opportunity. Sponsors can choose to support either the conference notebook or the conference pen, or both for maximum exposure.

- Every attendee will receive the sponsored item in their conference bag, guaranteeing reach across the delegate base
- Notebooks and pens are used throughout the conference and often long after, keeping your brand in view in professional settings



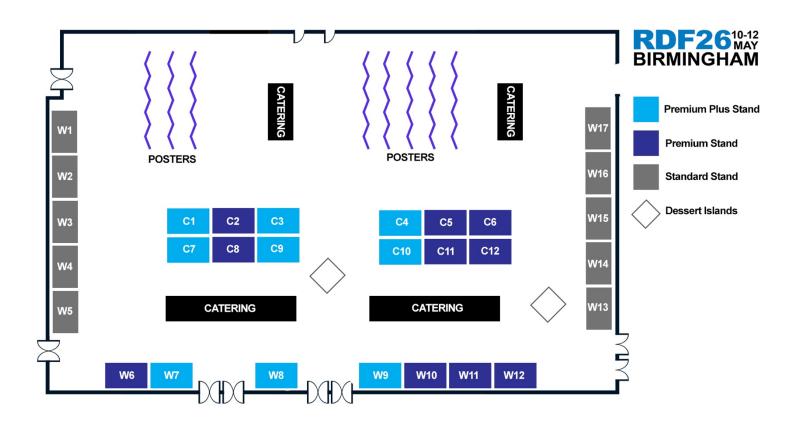


Exhibition Stands

Exhibiting is an excellent way to promote and showcase your organisation at RDF26. All exhibition stands will be in the exhibition hall where refreshments and lunch will be served. All delegates will have to pass through this area across the 2 days. All exhibition stands include the following:

- Wi-Fi
- Power
- Table and 2 chairs
- Tablecloth
- 2 exhibitors attending daytime only (this can be upgraded to include B&B and Dinner at an extra cost)

The exhibition area is a single space for RDF26. Max stand size: 3m.





Stand Price by Location

Exhibition stand pricing for RDF26 is based on stand location within the exhibition hall. Please refer to the floorplan and select your stand when booking.

Premium Plus Exhibition Stand (£2,250)
 Locations: C1, C3, C4, C7, C9, C10, W7, W8, W9 (9 available)

Premium Exhibition Stand (£1,625)
 Locations: C2, C5, C6, C8, C11, C12, W6, W10, W11, W12 (10 available)

Standard Exhibition Stand (£1,100)

Locations: W1, W2, W3, W4, W5, W13, W14, W15, W16, W17 (10 available)

Exhibitor Packages

What's Included?

Each exhibition stand includes two exhibitors (daytime attendance only). Exhibitors can add optional extras to upgrade their package:

- 1 Night B&B, conference dinner: £245
- 2 Nights B&B, conference dinner and Sunday networking: £395

Additional Exhibitors

If you wish to have more than two people with your stand, these can be added with the Exhibitor Package, which includes full daytime access, coffee and lunch, conference dinner, and B&B accommodation.

- 1 Night B&B, conference dinner: £410
- 2 Nights B&B, conference dinner and Sunday networking: £545

Individual Options

If you do not wish to book the full additional exhibitors package, it is possible to book the following individual options:

- Conference Dinner: £65
- Additional Stand Person (2 days, daytime attendance only): £325



Demonstration Session in the "Live Lounge" (£600)

The "Live Lounge," brought to you by RDF26, provides a dedicated session to gather a group of attendees for the opportunity to present your offer. It is an opportunity for you to showcase your offer to an audience in both a formal, and informal way. The Live Lounge sessions will take place in the planned comfort breaks and lunchtimes, with each session lasting 20 minutes. The Live Lounge includes the following:

- Listing on the event app, website and social media
- Inclusion in pre-event delegate communications highlighting the Live Lounge programme
- Opportunity to interact directly with delegates in a relaxed, high-traffic environment

Delegate Bag Insert (£250)

Organisations can purchase the opportunity to include a flyer (A4 size or smaller) in every delegate's conference bag at RDF26. This ensures your material is placed directly into the hands of all attendees.

- Wide distribution: every delegate receives a conference bag containing your insert.
- High visibility: inserts are one of the first items delegates see when opening their bags.

Items must be provided to the Conference Organisers no later than 4 weeks before the event.



rdfconference.org

