



RDF26¹⁰⁻¹²
MAY
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Sponsorship & Exhibition Opportunities



RDF27^{9-11th}
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Introduction

Welcome to RDF27: The Event for UK Health and Care Research Leadership and Management

Join us in Birmingham from May 9-11, 2027, for the R&D Forum Annual Conference - an unmissable gathering for professionals dedicated to health and care research leadership, management, delivery and support. 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 RDF26 in Birmingham, we welcomed over 950 leadership, management, delivery and support 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.

RDF27 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 and management
- Workforce development
- Inclusion and community engagement
- Governance and sponsorship
- Quality and oversight
- Data and AI adoption to support the research lifecycle
- Performance and impact measurement
- Partnership and collaborative working across organisations and sectors
- Sustainability

Whether you're an experienced health and care research professional or new to the field, RDF27 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.

Exhibition & Sponsorship Overview

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
Lanyard Sponsor Package	£8,000	1
Sunday Networking Package	£7,000	1
Other Sponsorship		
Social, Comms & Event App Sponsor	£5,000	1
Poster Zone sponsor	£3,500	1
Delegate Bag Sponsor	£3,000	1
Day Sponsor	£2,000 (per day)	
Hotel Keycard Wallet Sponsor	£1,000	1
Awards Sponsors	£1,050	1 (for all 3 awards)
Notebook Sponsor	£350	1
Pen Sponsor	£350	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	£700	
Delegate Bag Gift	£500	
Delegate Bag Insert	£350	

High-Visibility – Promotion Included with Sponsorship/Exhibition

All RDF27 sponsorship, exhibition and engagement opportunities include recognition on the R&D Forum website and an announcement across R&D Forum social media channels and promotional mailings, unless otherwise stated. Delegate Bag Inserts and Delegate Bag Gifts are excluded from this promotional activity.

Looking to make a bigger impact?

Premier Sponsorship can be combined with any of our other sponsorship opportunities, allowing you to pair the broad conference-wide exposure of Premier Sponsorship with a specific opportunity that best suits your organisation. For example, you could combine Premier Sponsorship with the Poster Zone, Delegate Bags, Day Sponsor, or another available opportunity. Combined sponsorship packages may be available at a preferential rate, so please contact the Conference Organisers to discuss the options and create a package that works for you.



Premier Sponsorship

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Premier Sponsor Package (£5,000 – 5 available)

The RDF27 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

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Premier Plus Sponsorship

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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 at RDF26, 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

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

Lanyards are a high-impact sponsorship opportunity, visible throughout the conference and beyond. With more than 950 attendees at RDF26, 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 Sponsor Package, plus:

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

Lanyards must be sourced by the sponsor and must be provided to the Conference Organisers no later than 4 weeks before the event. It's a straightforward and effective way to ensure your brand stands out and leaves a lasting impression.

Sunday Networking Sponsor Package (1 only: £7,000)

Sunday Networking is a key part of the RDF Conference. It breaks the ice before the main sessions begin, allowing health and care research professionals to catch up with old peers, welcome newcomers, and ease into the conference in a relaxed setting

As the Sunday Evening Networking Premier Plus Sponsor, your organisation will receive all the benefits of the Premier Sponsor Package plus:

- Opportunity to give a 5-minute presentation about your organisation at the start of the Sunday networking evening
- Opportunity to host a giveaway during the Networking
- Table talkers with logo and advert placed on each table



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Poster Zone Sponsor



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Other Sponsorship Opportunities

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Social, Comms & Event App Sponsor (1 only: £5,000)

In today's digital age, connections begin long before the Conference itself. As the Social, Comms & Event App Sponsor, your organisation will benefit from prominent visibility across RDF27's social media, promotional communications and Event App.

The Event App is an essential resource for delegates, providing access to the programme, abstracts and key conference information. At RDF26, 100% of attendees used the app, representing more than 950 delegates. Combined with extensive pre-event digital exposure, this makes the package one of RDF27's most visible sponsorship opportunities.

As the Social, Comms & Event App Sponsor, your organisation will benefit from the following:

- Prominent placement on all social media posts and email communications in the lead-up to the event, plus prominent placement in the Event App and Event App email communications.
- Referenced as the social media, Comms & Event App Sponsor on conference mailings and social media
- 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

Poster Zone Sponsor (1 only: £3,500)

The Poster Zone is very popular, not only with the number of posters on display (over 150 at RDF26), 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 organisation

The Poster Zone Sponsor has the following benefits

- 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 (an award with your organisation logo) of the Poster Zone Sponsor Award 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 sustainably sourced materials and align with 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

Day Sponsor (multiple available: £2,000 per day)

With more than 950 professionals attending the most recent conference, Day Sponsorship is an opportunity to place your organisation at the centre of one of the sector's leading events.

Organisations can sponsor **Day 1** (10th May), **Day 2** (11th May), or **both days** for £1,500 **per day**. Your organisation will benefit from prominent visibility throughout your sponsored day, from delegates arriving through to plenary and breakout sessions, discussions and networking.

Day Sponsor benefits include:

- Prominent logo display on the Main Room screen during breaks and before plenary and breakout sessions on your sponsored day(s)
- Opportunity to display a roller banner (provided by the sponsor)
- One leaflet, insert or delegate gift included in delegate bags

Please note: The delegate bag inclusion is limited to one item per sponsoring organisation, regardless of whether you sponsor one or both conference days. If you would like to include an additional insert or gift, this can be purchased separately for £350 per item.

All items must be provided to the Conference Organisers no later than four weeks before the event.

Hotel Keycard Wallet Sponsor (1 only: £1,000)

Delegates staying at the Hilton Birmingham Metropole Hotel, the RDF27 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 our most recent conference, 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

Awards Sponsors (£1,050 for all 3 Awards)

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:

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

Notebook & Pen Sponsor (£350 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
- Supply your own branded items to align with your brand

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





Exhibition & Engagement

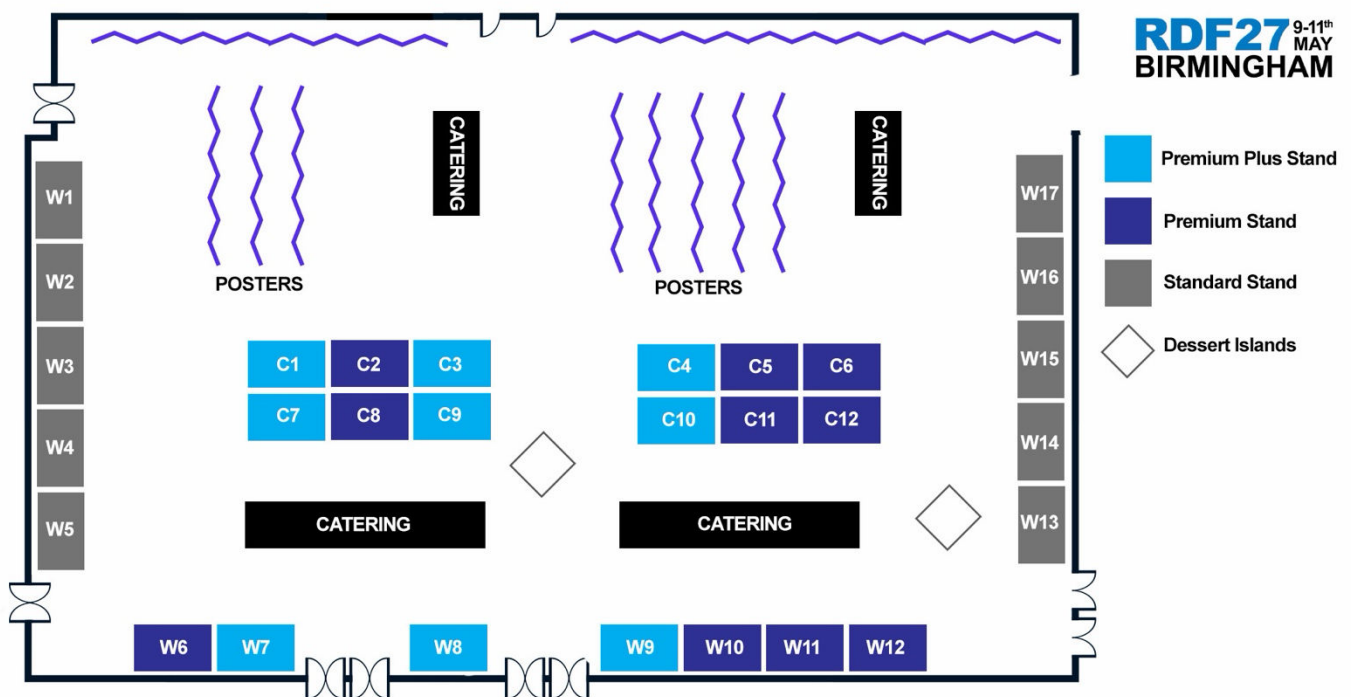
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Exhibition Stands

Exhibiting is an excellent way to promote and showcase your organisation at RDF27. All exhibition stands will be in the exhibition hall where refreshments and lunch will be served. The exhibition hall will be a central delegate area across both conference days, with refreshments and lunch served within the space. 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 1 night Hotel & Breakfast and Conference Dinner at an extra cost)

The exhibition area is a single space for RDF27. Max stand size: 3m.



Stand Price by Location

Exhibition stand pricing for RDF27 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:

- Main Included Package: 10th May Hotel Room & Breakfast, with conference dinner: £245
- Full Included Package: 9th & 10th May Hotel Room & Breakfast, 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 following exhibitor packages, both of which include full daytime access, coffee and lunch, conference dinner, and B&B accommodation.

- Main Additional Exhibitor Package: 10th May Hotel Room & Breakfast, with conference dinner: £410
- Full Additional Exhibitor Package: 9th & 10th May Hotel Room & Breakfast, 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 (£700)

The “Live Lounge” is a purpose-built area that provides a space for organisations to showcase their work and engage directly with delegates. The Demo sessions will take place in this area during the planned comfort breaks and lunchtimes, with each session lasting 20 minutes. They will take place near to the exhibition hall. This includes the following:

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

Delegate Bag Gift (£500)

Add a gift of your choice in every delegate’s conference bag at RDF27. The gift can be branded or unbranded, giving you the flexibility to choose something that best represents your organisation and provides value to delegates.

- Select your own gift for delegates to receive
- Flexible branding: gifts can be fully branded, subtly branded or unbranded
- Wide distribution: every delegate receives a conference bag containing your gift
- Lasting visibility: choose a useful or memorable item that delegates may continue to use beyond the conference

Gifts must be suitable for inclusion in delegate bags and provided to the Conference Organisers no later than four weeks before the event.

Delegate Bag Insert (£350)

Organisations can purchase the opportunity to include a flyer (A4 size or smaller) in every delegate’s conference bag at RDF27. 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.

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