

# Institute of Conservation

## Icon26: Sponsor and Exhibitor Opportunities





# JOIN US AT ICON26!

After two transformational and vibrant days at London's Royal Geographical Society last year for Icon24, we are looking forward to the next major Icon Conference!

**Icon26 will be taking place in Edinburgh at the magnificent Assembly Rooms on the 24<sup>th</sup> and 25<sup>th</sup> June 2026.**

Icon26 will explore the transformative power and potential of conservation, celebrating the work of professional conservator-restorers, and focusing on the impact of the conservation profession – on itself, the wider heritage sector and society as a whole. From small but meaningful advances in practice, to fundamental change that reshapes how conservation is understood and valued, we'll be reflecting, interrogating, and sharing across the sector.

A fantastic opportunity to bring together the international conservation community and wider heritage sector, we're delighted to invite potential sponsors and exhibitors to be part of Icon26. This is a unique chance to showcase your brand in front of the profession, engaging with industry leaders, experts and enthusiasts from around the globe.





As a Conference Sponsor or Exhibitor, you will be joining Icon in our mission to champion conservation and aim for transformation in the heritage sector. We will work together with shared commitment to conservation values, collaborative partnerships, and innovation.

By aligning your brand with Icon26, you position yourself as a leader in the cultural heritage sector, and an advocate for conservation. Your engagement will not only elevate your corporate social responsibility profile but also provide you with a unique platform to showcase your commitment to conservation and the wider heritage, arts, and cultural sector.

Together, we can amplify our shared message, inspire change, and drive innovation that resonates far beyond the conference walls. Icon 26 is not just a conference; it's a platform for initiating real-world impact. By sponsoring or exhibiting at Icon26, you become an integral part of a movement that values conservation, preservation, and transformative action.

**Secure your sponsor opportunity or exhibition space today and be a catalyst for change in the conservation and wider heritage sector.**

## WHY ATTEND?

**Inspiration Beyond Boundaries:** Hear from inspiring leaders and experts as they share insights, reflections and advancements from conservation practice

**Innovative Solutions for Tomorrow:** Explore the latest innovations that are revolutionising the conservation landscape. From cutting-edge technologies to sustainable practices.

**Connect with Diverse Delegates:** Engage with a diverse array of delegates, from industry trailblazers to passionate advocates. Make the most of the networking opportunities to build connections that go beyond disciplines and ignite collaborative initiatives.

**Key Partnerships, Endless Possibilities:** Forge strategic partnerships with key players in the conservation arena. Icon26 provides a unique platform to collaborate with influencers, organisations, and industry partners, unlocking new opportunities for impactful change.

**Educational Insights:** Benefit from in-depth keynotes, presentations, and panel discussions that delve into the significant contributions of conservation within the sector and society at large.

**Champion Conservation:** Become an advocate for the broader societal impact of conservation and how our involvement can positively contribute to it.



# HOW ICON26 CAN BENEFIT YOUR ORGANISATION

## **Develop your existing workforce**

We want to use Icon26 as an opportunity to develop positive and collaborative relationships, enabling your team to develop their knowledge and experiences working with conservators, sharing best practice and offering peer support and training. We'll also offer you the opportunity to actively engage with our other projects, programmes, events, and activities to help boost your organisation's involvement with conservators and the wider heritage sector.

## **Increase your brand value and reputation**

Your relationship with Icon and its activities will offer an opportunity to achieve enhanced brand awareness, promoted by our Communications team. Supporting the international professional body for conservation with over 2,400 members will enhance your visibility and credibility within the sector, and help you fulfil your Corporate Social Responsibility.

## **Enhance your profile within the conservation community and wider cultural heritage sector**

Your support will provide your organisation with an increased social media profile, publicity, and better engagement with conservators and the wider cultural heritage sector. By engaging with Icon's diverse range of activities, events, and specialist interest groups you will be able to connect with organisations, individuals and communities that may be harder to reach or less engaged than your existing customers. Strengthening your relationship with a subject specialism has the potential to increase your customer reach and will also help you to demonstrate your commitment to high standards of conservation and specialist technical knowledge.

## **Increase your audience profile and demographic**

Icon has a substantial and growing audience profile and reach that will benefit you and your organisation:



Promote your business to over 250,000+ annual website visitors



Promote your business to over 52,000 followers and supporters across our social media channels



Promote and access exclusive opportunities to present your business at our 30+ learning and networking events throughout the year



Promote your business to 2,400 Icon members and our 25 specialist interest groups and networks



Promote your business through our monthly e-newsletter and quarterly Iconnect magazine



# SPONSORSHIP OPPORTUNITIES

*Excl. VAT*

Package	Cost	Summary of benefits <i>See individual listings below for more detail</i>
Headline Sponsor <i>One opportunity</i>	£7,850	A wide range of in-person, hybrid, digital, and social media promotion and recognition for your organisation as our Headline Sponsor.
Partner Sponsor <i>Limited opportunities</i>	£5,300	Recognition of your support as one of only three possible Partner Sponsors with in-person, hybrid, digital and social media promotion and recognition for your organisation.
Premium Sponsor <i>Multiple opportunities</i>	£2,600	Digital, in-person, and social media recognition and promotion of your organisation as one of our valued Premium Sponsors.
Evening Reception Sponsor <i>One opportunity</i>	£5,300	Sole Sponsor for our evening reception. You will have the opportunity to introduce the evening, and your support will be recognised via hybrid, digital, social media and in-person.
Skills Zone Sponsor <i>One opportunity</i>	£3,200	Recognition of your support as Sponsor of the Skills Zone in the Main Auditorium and via online workshops with in-person, hybrid, digital and social media promotion and recognition for your organisation.
Technical Zone Sponsor <i>One opportunity</i>	£3,200	Recognition of your support as Sponsor of the Technical Zone in the Main Auditorium and via online workshops with in-person, hybrid, digital and social media promotion and recognition for your organisation.



# EXHIBITOR OPPORTUNITIES

*Excl. VAT*

Package	Cost	Summary of benefits <i>See individual listings below for more detail</i>
Exhibitor <i>Organisational Members of Icon</i>	£1,440	Each Exhibitor at Icon26 will have access to: <ul style="list-style-type: none"> <li>• A fully dressed table</li> <li>• Furniture &amp; power (if required)</li> <li>• Conference brochure quarter page ad</li> <li>• 2 delegate tickets to the conference and evening reception</li> <li>• Promotion via Icon's social media channels</li> </ul>
Exhibitor <i>Not an Organisational Member of Icon</i>	£1,600	<i>If you aren't an Organisational Member of Icon, why not join us now! Organisational Members receive a free listing on our Supplier Directory or Find a Conservator service, 3 named contacts, 3 copies of Iconnect and the Journal, up to 20% discount on Icon events (including Conferences), 10% discount on Exhibition stands at Icon Conferences and a 10% discount on up to 10 individual membership purchases.</i>





# ADDITIONAL OPPORTUNITIES

*Excl. VAT*

Package	Cost	Summary of benefits <i>See individual listings below for more detail</i>
Lanyard Sponsor <i>One opportunity</i>	£1,500	Your brand will be present in full colour on every delegate lanyard at the conference, as well as highlighted at our registration desk.
Delegate Bag Sponsor <i>One opportunity</i>	£2,000	Your company logo will be on every delegate bag with your chosen insert inside, as well as highlighted on our social media.
Promotional insert in delegate bag	£400 - £650	Your company can provide one insert (A5 or A4) to put into our delegate bags, ensuring your company information is in the hands of every one of our in-person attendees.
Conference brochure Adverts	£200 - £600	Your company can have a quarter, half, or full-page advert in our conference brochure.

*Please contact Emma Jhita ([emma.jhita@icon.org.uk](mailto:emma.jhita@icon.org.uk)) or Isobelle White ([isobelle.white@icon.org.uk](mailto:isobelle.white@icon.org.uk)) to discuss your preferred opportunity.*

*We have the flexibility to tailor options that suit your needs and ensure you are able to join us at Icon26!*





# SPONSORSHIP OPPORTUNITY BENEFITS

## *Headline Sponsor: £7,850*

**Website listing:** Your company logo & link on the conference website, with your statement on why you are supporting Icon26 (100 words)

**Half page advert in Iconnect** (date of inclusion to be agreed)

**Full page advert in the conference brochure** (inside front or back)

**Conference brochure:** company profile inclusion

**A4 company leaflet** included within delegate bag

**Sponsored email campaign:** communications to members and non-members highlighting your company's support of Icon26 - a 50-word message of your choice, company logo & url link

**Social media promotion:** your company support of Icon26 highlighted via Icon's social media promotion on key channels pre / during / post conference

**Fully dressed table:** prominently situated at the conference venue (including power & furniture) – with the opportunity to have pull up banner in the main lecture theatre, the registration desk, as well as your table (max 4)

**Conference marketing:** your name and branding will be included in all conference marketing material, signage within the building, as well as all Icon digital presentation holding slides

**Digital stream:** your branding will be included on all digital correspondence/material for our online delegates

**Session room sponsorship:** you will be mentioned as the exclusive supporter of one of the conference sessions of your choosing

**Named recognition of your support:** by Icon's Chair / CEO at the beginning of each day, and at the end of the conference

**In-person presentation:** for five minutes during the main plenary session

**Conference data supplied for all delegates** (GDPR compliant)

**Up to 3 staff passes:** valid for conference hours, evening reception, and includes all refreshments

**Short video presentation:** about your support for Icon26 uploaded to our conference website, as well as our digital platform for our online delegates

**Brand promotion and recognition of your conference support at Icon26 Group events**

**Opportunity to run/contribute to an Icon event post conference:** in your area of expertise (date to be agreed)

**Post conference survey:** your company logo included on the post conference survey sent to all delegates



# SPONSORSHIP OPPORTUNITY BENEFITS

## *Partner Sponsor: £5,300*

**Website listing:** Your company logo & link on the conference website, with your statement on why you are supporting Icon26 (50 words) under Partner Sponsors

**Quarter page advert in Iconnect** (date of inclusion to be agreed)

**Half page advert in the conference brochure** (inside front or back)

**Conference brochure:** company profile inclusion

**A4 company leaflet** included within delegate bag

**Email campaign:** your url link and company logo included in all conference communications to members and non-members

**Social media promotion:** your company support of Icon26 highlighted via Icon's social media promotion on key channels pre / during / post conference

**Fully dressed table:** prominently situated at the conference venue (including power & furniture) – with the opportunity to have up to 2 pull up banners at your table

**Conference marketing:** your name and branding will be included in all conference marketing material, signage within the building, as well as all Icon digital presentation holding slides

**Digital stream:** your branding will be included on all digital correspondence/material for our online delegates

**Session room sponsorship:** you will be mentioned as a supporter of one of the conference sessions of your choosing

**Named recognition of your support:** by Icon's Chair / CEO at the beginning and end of the conference

**Conference data supplied for all delegates** (GDPR compliant)

**Up to 2 staff passes:** valid for conference hours, evening reception, and includes all refreshments

**Opportunity to run/contribute to an Icon event post conference:** in your area of expertise (date to be agreed)

**Post conference survey:** your company logo included on the post conference survey sent to all delegates



# SPONSORSHIP OPPORTUNITY BENEFITS

## *Premium Sponsor: £2,600*

**Website listing:** Your company logo & link on the conference website under Premium Sponsors

**Quarter page advert in the conference brochure**

**Conference brochure:** company profile inclusion

**A5 company leaflet** included within delegate bag

**Email campaign:** your url link and company logo included in all conference communications to members and non-members

**Social media promotion:** your company support of Icon26 highlighted via Icon's social media promotion on key channels pre / during / post conference

**Fully dressed table:** at the conference venue (including power & furniture) – with the opportunity to have up to 1 pull up banner at your table

**Conference marketing:** your name and branding will be included in all conference marketing material, signage within the building, as well as all Icon digital presentation holding slides

**Session room sponsorship:** you will be mentioned as a supporter of one of the conference sessions of your choosing

**Recognition of your support:** by Icon's Chair / CEO at the beginning and end of the conference

**Conference data supplied for all delegates** (GDPR compliant)

**Up to 2 staff passes:** valid for conference hours, evening reception, and includes all refreshments

**Post conference survey:** your company logo included on the post conference survey sent to all delegates

## *Exhibitor: £1,500*

**Website listing:** Your company logo & link on the conference website under Exhibitors

**Quarter page advert in the conference brochure**

**Social media promotion:** your company support of Icon26 highlighted via Icon's social media promotion on key channels pre / during / post conference

**Fully dressed table:** at the conference venue (including power & furniture) – with the opportunity to have up to 1 pull up banner at your table

**Up to 2 staff passes:** valid for conference hours, evening reception, and includes all refreshments



# SPONSORSHIP OPPORTUNITY BENEFITS

## *Zone Sponsors: £3,200 (Skills or Technical)*

**Website listing:** Your company logo & link on the conference website, with your statement on why you are supporting Icon26 (50 words) under Zone Sponsors

**Quarter page advert in the conference brochure**

**Conference brochure:** company profile inclusion

**A4 company leaflet** included within delegate bag

**Email campaign:** your url link and company logo included in all conference communications to members and non-members

**Social media promotion:** your company support of Icon26 highlighted via Icon's social media promotion on key channels pre / during / post conference

**Fully dressed table:** prominently situated in the Skills or Technical Zone (including power & furniture) – with the opportunity to have up to 2 pull up banners at your table

**Conference marketing:** your name and branding will be included in all conference marketing material, signage within the building, as well as all Icon digital presentation holding slides

**In person presentation:** during the Skills or Technical Zone sessions.

**Named recognition of your support:** by Icon's Chair / CEO at the beginning and end of the conference

**Up to 2 staff passes:** valid for conference hours, evening reception, and includes all refreshments

**Opportunity to run/contribute to an Icon event post conference:** in your area of expertise (date to be agreed)







