

Business Tourism Media Pack

#TeamSheffield

WelcomeToSheffield.co.uk/conference

**Marketing
Sheffield**

The official business tourism campaign for Sheffield

We are delighted to invite you to be part of Team Sheffield and our 2026 drive to attract more conferences and meetings to the city. Marketing Sheffield is the lead organisation for developing this important sector which recent research values at £120.1 million.

What do you get from us?

We offer a mix of marketing benefits and enquiry generation. Being part of "Team Sheffield" allows you to access larger city-wide campaigns and be part of bids for significant events.

- Full web profile at welcometosheffield.co.uk/conference. Ranked Number 1 in Google for users searching for conference venues in Sheffield.
- Full representation at both National and International industry events
- Press and PR opportunities.
- Exclusive invites to our regular meetings for conference venues.
- Business leads. We will prioritize you in all our requests for accommodation and conference rates for conference organisers and ambassadors via our Gratis and GroupMAX systems.
- Sharing on relevant channels or our website of your news, offers or initiatives for conference and event organisers.
- Access to free services and tools for event organisers which can enhance your own sales effort.
- Advice, support, networking and training.
- Support from the Conference Sheffield team on any bespoke venue initiatives.

Make it count!

- Update your web profile regularly.
- Send us your news.
- Tag us into social media posts and follow us on LinkedIn.
- Respond to enquiries with full information and by the deadline.
- Make use of our services and materials for event organisers.
- Join our networking and training events.
- Ask us! There's a lot of experience within our team so if you think we can help, just ask!

"Here at the University of Sheffield conference and events team, we have really benefited from the relationship with Marketing Sheffield. We have been successful in many bids for large events and have worked together on multiple projects. The team at Marketing Sheffield are brilliant, they are really supportive in their way of working and always looking for opportunities to maximize our business potential and ways in which we can work more successfully together. The team are extremely hard working, open up many opportunities for us as a business and are a pleasure to work with. We have seen huge benefits from our relationship and would fully recommend any other organisations to join forces with them. The collaborative approach with other venues within the city is also a huge benefit and something which has strengthened our bids for conferences. It opens line of communication between venues and a collaborative approach to business for the city."

Louisa Slater

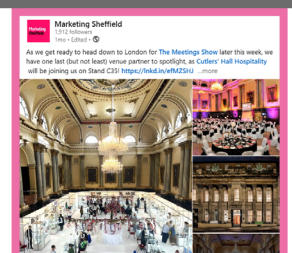
The University of Sheffield

"Working in conjunction with Marketing Sheffield has consistently delivered meaningful results. They are excellent ambassadors for the city, consistently putting Sheffield on the map as a "must visit" destination. We have worked with the team for many years, and their commitment to promoting Sheffield has been invaluable, not only to Magna but also to the wider community.

It is a genuine pleasure to work alongside such a dedicated team whose expertise drives both growth and opportunity. We are deeply grateful for their partnership and look forward to continuing our collaboration as we work together to highlight Sheffield's unique character and potential."

Becky Gill

Magna Science and Adventure Centre



Booking deadline > 19 December 2025

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Email us to discuss | Conferences@sheffield.gov.uk

Here's what we'll be up to in 2026

Exhibitions and client facing events

We will represent you at carefully selected events, to put Sheffield firmly on the map. In 2026 this will include Visit Britain Events Association Conference, The Meetings Show and International Industry Events.



The Meetings Show 2025

ICCA, Visit Britain & the MIA



We are maximising our memberships of ICCA, VisitBritain (and MeetEngland) and The Meetings Industry Association to generate more international bids, raise the profile of Sheffield as a key conference city and take advantage of industry intelligence and support on behalf of venues.

Sheffield Ambassador Programme

As the programme reaches its 18th year we will host events throughout the year to drive new business and recruit more ambassadors. This will include a big focus on international conferences after the success of 2025 ambassador led events such as The European Society for Cognitive Psychology.



Venue Meeting @ SUFC March 2025

Exclusive Industry Meetings

Invite-only partner meetings provide great networking and the opportunity to hear from carefully selected industry professionals.



2025 Ambassador Dinner, The Victoria.

Press Events and FAM Visits

The Conference team will be proactively promoting Sheffield at multiple events across the year with opportunities for venues to get involved.

Digital & Social Media

Get your venue noticed through your full online profile or take advantage of our social media channels. Exclusive Industry Meetings Invite-only partner meetings provide great networking and the opportunity to hear from carefully selected industry professionals.

Partnership Fees

Please note that costs are based on size and location of venue/hotel.

Non-Residential venues

- City centre venue with event space up to 150 delegates: Cat C
- City centre venue with event space up to 300 delegates: Cat B
- City centre venue with event space over 301 delegates: Cat A
- Outside City centre venue with event space up to 150 delegates: Cat D
- Outside City centre venue with event space up to 300 delegates: Cat C
- Outside City centre venue with event space over 301 delegates: Cat B

Residential venues with event space

- City centre hotel with event space for over 250 delegates: Cat A
- City centre hotel with event space for under 250 delegates: Cat B
- Outside City centre hotel with event space: Cat C

Accommodation only venues

- City centre hotel: Cat C
- Outside City centre hotel: Cat D

Please contact us directly if you are unsure which category your venue/hotel fits in or have a venue that has less than 50% availability throughout the week, or multiple venues.

Additional Opportunity (limited)

The Meetings Show (24 & 25 June 2026, max. 6 partners) : £2,500+VAT per partner. Be part of the Sheffield stand at The Meetings Show, the UK’s leading exhibition for the meetings, events, and incentives community. Arrange your own appointments and generate leads as part of the Sheffield campaign. Inclusion in all pre and post-show activity.

Costs

- Cat A: £1500+VAT
- Cat B: £1000+VAT
- Cat C: £650+VAT
- Cat D: £400+VAT

Business Tourism Campaign 2025 Booking Form

**Marketing
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Name of venue:

Contact:

Email:

Telephone

Please sign me up to the 2026 campaign as:

Cat A @ £1500+VAT

Cat C @ £650+VAT

Cat B @ £1000+VAT

Cat D @ £400+VAT

Additional opportunity (limited)

Yes I would like to be part of the following opportunity:

Exhibit at The Meetings Show as a partner @ £2,500+VAT

Signed:

Name:

Position:

Purchase order:

Organisation name:

Address:

Post code:

Invoice address:
(If different to above)

Post code:

Date:

- I/we confirm that our organisation would like to be part of the Marketing Sheffield Business Tourism Campaign 2026.
- I/we confirm that I/we are authorised to sign this document on behalf of our organisation.
- I/we confirm that where business is placed directly from Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Business which is received by partners, direct from clients, as a result of Marketing Sheffield Convention Bureau activity is commission free.
- I/we agree on behalf of our organisation to pay the above specified amount to Marketing Sheffield/Sheffield City Council within 28 days of receiving the invoice. Late payment could result in suspension of business leads and web profile.
- You will be added to our marketing list and by signing, agree to receive communications from the Marketing Sheffield team.
- Partnership and additional opportunity fees to be invoiced in January/ February 2026.

If you would like to discuss any aspect of the campaign, please contact Chloe King or the Marketing Sheffield Team on 0114 273 5978 for an informal discussion.

Terms and Conditions

You agree to partake in the UKCAMS Conference and Meetings Survey which helps us measure the value of our business tourism.

Commission

Where business is placed with a partner directly from the Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Commission will still be charged on cancelled events where an invoice for cancellation fees has been issued and paid by the client. We will track and claim all commission post event.

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