



**ANNUAL
CONFERENCE
2026**

SPONSORSHIP OPPORTUNITIES

22 October | The Brewery





About BESA

The Building Engineering Services Association (BESA) is a leading trade body that represents and supports businesses involved in the design, installation, operation, and maintenance of building engineering systems. Founded in 1904, BESA champions best practices, innovation, and professionalism across the building services sector, including critical areas like heating, ventilation, air conditioning, refrigeration, and renewable energy systems.

BESA provides industry standards, technical guidance, training, and certification to its members, ensuring compliance with regulatory requirements and promoting sustainability and energy efficiency. By fostering collaboration and driving advancements, BESA plays a crucial role in shaping the future of the built environment while addressing the evolving challenges of modern construction and building performance.

BESA Annual Conference

With a mission to drive innovation, resilience and sustainable growth across the building engineering services sector, the **BESA Annual Conference** brings together the industry's most influential leaders, technical experts and forward-thinking businesses.

Designed to inspire action and accelerate progress, the conference provides a platform to interrogate the real-world potential of emerging technologies, evolving regulations and next-generation skills.

Through keynote sessions, panel debates, CPD sessions and targeted networking opportunities, attendees gain practical knowledge and strategic direction to shape the future of the built environment.

For sponsors and exhibitors, the conference offers the opportunity to connect with decision-makers, showcase solutions that address critical industry needs, and position your brand at the forefront of sector-wide transformation.



Exhibition and sponsorship opportunities

The Annual Conference exhibition provides the ideal platform for building services professional to share knowledge and investigate how together we can shape the future of the industry.

The conference offers the opportunity to connect with decision-makers, showcase solutions that address critical industry needs, and position your brand at the forefront of sector-wide transformation.

Why exhibit?

- Position your brand alongside those shaping the future of building services.
- Take advantage of extensive promotional opportunities both pre-event and onsite.
- Benefit from the event's digital marketing campaign, designed to maximise your visibility and reach.
- Relax in the knowledge that our dedicated team will guide you through every step of the process starting pre-event, onsite and post-event to maximise your return on investment.

Exhibition package

- One 6ft tabletop in exhibition space
- 2 x chairs
- 2 Delegate passes and 10% Discount on Additional Passes
- Company logo, 80-word biography and URL on the website
- Inclusion in social media activity
- Lead retrieval scanner on-site



Why sponsor?

Choose from our range of **BESA Annual Conference sponsorship packages** to maximise your company's visibility. Beyond high-level branding, these packages provide exclusive opportunities for networking, thought leadership, speaker participation, and lead generation.

Align your business with the organisations shaping the future of building engineering services. Position your brand as a trusted authority and showcase your expertise to a sector driving innovation and sustainability.

Key benefits for your business:

- Position your brand alongside those shaping the future of building services.
- Demonstrate your authority and reputation as an industry expert.
- Generate brand awareness and connect with your audience to gain industry exposure.
- Access targeted visitors to engage with new clients and business partners.
- Embrace lead generation opportunities to accelerate return on investment.
- Spotlight your brand as a core part of near-future industry change.



SPONSORSHIP PACKAGES

Theatre sponsor

Opportunity to host the sponsored theatre and be involved in a panel discussion.
Tabletop display in the exhibitor space (6ft tabletop).

Lounge sponsor

The first space delegates see, housing registration kiosks and access to key areas.
Branded lounge room includes; branded wall vinyl, soft furnishings, coffee station and back lit signage

Product Innovation sponsor

Thought leadership session in one of the theatres

All packages include:

- 6 Delegate passes and 10% Discount on Additional Passes
- Company Logo, 80-word Biography, Web URL on Event Website
- Pre, Live & Post Event Social Media Promotion
- Logo Inclusion - On-site signage / All HTML Eshots from Event Organiser / Master Presentation Slides
- Delegate list with contact details available post event (GDPR compliant)
- Full page advert in the conference programme
- Thank you mentions in the opening and closing conference speech
- Lead retrieval scanner
- Video advert played between seminar sessions



SPONSORSHIP PACKAGES

Networking break sponsor

Signage during networking breaks

Beer and takeaway sponsor

Signage during session, thanks at start of session, beer and wine available for attendees

Wifi sponsor

Advert with company logo in the conference programme and signage onsite

Lanyard sponsor

Logo placement on lanyard jointly with BESA and logo in the conference programme

CPD sponsor

One 45 minute CPD session in the CPD theatre

All sponsorship packages include:

- 1 Delegate pass and 10% Discount on Additional Passes
- Company Logo, 80-word Biography, Web URL on Event Website
- Pre, Live & Post Event Social Media Promotion
- Logo Inclusion - On-site signage / All HTML Eshots from Event Organiser / Master Presentation Slides



SPONSORSHIP PACKAGES

Re-book before the 1st February 2026 to secure the re-booking rate. All rates plus VAT.

Sponsorship package	Member standard	Non-Member standard
Theatre sponsor	£8000	£10,000
Lounge sponsor	£8000	£10,000
Product Innovation sponsor - SOLD	£15,400	£19,350
Exhibitor	£3,000	£3,750
Lanyard sponsor	£2,250	n/a
Networking break sponsor - SOLD	£2,200	£2,800
Beer and Take-aways sponsor	£2,250	£3000
Wifi sponsor	£1,575	£2,100
CPD sponsor (5 left)	£1100	n/a



TICKET PACKAGES

All tickets are inclusive of VAT

Ticket package	Member Super Early Bird	Member Early Bird	Member standard	Non-Member Super Early Bird	Non-Member Early Bird	Non-Member standard
Single Ticket	£60	£70	£80	£170	£185	£200



TESTIMONIALS



98% of delegates rated the conference a 5-star event and would be back in 2026

“

It was an amazing day, I networked alot and the event was top notch. The Association's pace and engagement is really great and that is testament to the amazing BESA Group team and its member's consistent commitment to bettering our industry.”

Claire Curran, Managing Director of Linaker

“

AIRO was keen to support and work with BESA not only for regulatory alignment, but also to broaden our client base and network. The event was extremely valuable, and we made a number of fantastic connections. It was a pleasure working with BESA, and we're looking forward to continuing our collaboration in the future.”

Victoria Collar-Brown, COO, AIRO



GET IN TOUCH

To book your exhibition or sponsorship package at
The BESA Annual Conference.

Please contact:

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