

IAT ANNUAL CONFERENCE 2027

# DRIVING EXCELLENCE

Shaping the Future in  
Education and Operations

**19-20 MAY 2027**

**RADISSON BLU, EAST MIDLANDS**

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

### PARTNER WITH THE INDUSTRY

## Be part of the conversation

The IAT Annual Conference brings together 200 engineers, contractors, suppliers, local authorities, consultants and decision-makers from across the asphalt and highways sector. With an evening dinner on 19 May followed by the conference and exhibition on 20 May, the event offers valuable opportunities to connect, showcase innovation and raise your organisation's profile

### CHOOSE YOUR OPPORTUNITY

#### GOLD

**£7,500**

##### ONLY 2 AVAILABLE

Premium visibility and industry engagement.

#### SILVER

**£5,000**

##### ONLY 2 AVAILABLE

Strong brand presence and recognition.

#### TRADE STAND

**£1,200**

##### INCL. DELEGATE PLACE

Exhibit and engage with conference delegates.

Further sponsorship opportunities will be announced in due course.

# SPONSORSHIP PACKAGES

## Benefits & opportunities

## Gold and Silver packages

Proposed package inclusions

| BENEFIT                                 | GOLD      | SILVER    |
|-----------------------------------------|-----------|-----------|
| Official conference sponsor recognition | Included  | Included  |
| Conference website branding             | Premium   | Standard  |
| Promotional material branding           | Premium   | Standard  |
| Conference signage and screens          | Premium   | Standard  |
| Recognition at dinner and conference    | Included  | Included  |
| Dinner places                           | 4         | 2         |
| Conference delegate places              | 4         | 2         |
| Exhibition stand                        | Included  | Included  |
| Company profile in delegate information | 200 words | 100 words |
| Dedicated social media promotions       | 3         | 1         |
| Opportunity to introduce a session      | Included  | —         |
| Promotional material in delegate packs  | Included  | Included  |
| Post-event sponsor recognition          | Included  | Included  |
| Exhibition stand positioning            | Priority  | Standard  |

## TRADE STAND | £1,200

Exhibition space at the conference on Thursday 20 May, including one conference delegate place. An opportunity to showcase your products, services and innovations and connect directly with delegates.

### WHY SPONSOR OR EXHIBIT?

Increase visibility, build industry relationships and demonstrate your commitment to education, operations and the future of the sector.

### ENQUIRE ABOUT AVAILABILITY

Email [info@instituteofasphalt.org](mailto:info@instituteofasphalt.org) or call **0131 359 1010**