

Awards Dinner – Tuesday 23 February

Conference and Exhibition – Wednesday 24 February

Telford International Centre



EXHIBITION SPONSOR

SPORTS DIRECTORY

  
#YSTConference

About Youth Sport Trust

The Youth Sport Trust is a leading children's charity working to ensure every child can enjoy the life-changing benefits of PE, sport and play.

Founded in 1995, our mission is to equip educators and empower young people to build brighter futures. We work across schools and communities, bringing together educators, young people and partners who share our ambition to create opportunities for everyone to belong and achieve.

The challenge

Children and young people are growing up facing significant challenges to their health, wellbeing and sense of belonging. Schools are also responding to increasing pressures including persistent absence, mental health concerns, SEND and widening inequalities.

We believe high-quality PE, sport and play have a vital role to play in tackling these challenges and helping young people become healthier, happier and more resilient.

Our reach

During the 2024-25 academic year, Youth Sport Trust targeted programmes and interventions created:

201,263

opportunities for young people to enjoy the life-changing benefits of sport and play.

12,934

training opportunities for young people, empowering them to lead and inspire their peers.

15,791

training opportunities for practitioners, equipping them to lead high-quality, inclusive PE and sport high-quality PE and sport.

Our Impact

Young people taking part in Youth Sport Trust programmes reported:

79%

felt more confident taking part in sport.

73%

felt happier.

78%

increased their enjoyment of sport.

75%

reported improved resilience.

73%

said taking part had positively affected how physically active they were.

Be part of our mission

Our vision is a future where every child enjoys the life-changing benefits of play and sport.

By exhibiting at the Youth Sport Trust Conference, you will join a community of organisations, educators and changemakers committed to improving young people's lives and helping shape a healthier, happier and more active generation.

Join us in 2027

Join us for the Youth Sport Trust Conference 2027, bringing together leaders and changemakers from across education, sport, health and physical activity.

Our Annual Conference is a key moment in the sector calendar – a place to share ideas, explore solutions, make valuable connections and consider how, together, we can improve young people's lives through the power of PE, sport and play.

By taking part this year, you will support the Youth Sport Trust's mission while connecting with delegates through a diverse programme including:

- **Inspirational keynote speakers**
- **Interactive workshops and expert-led sessions**
- **A vibrant Exhibition showcasing products, services and innovative solutions for schools and educators**
- **Valuable opportunities to network and build relationships across the sector.**



Connect with the people who matter

Our Conference attracts over **600 delegates**, including strategic decision-makers and influential leaders from across education, sport and health.

Attendees include senior school leaders, PE practitioners, local strategic leads, sports coaches, physical activity leads, national governing bodies and other organisations working to improve outcomes for children and young people.

For exhibitors and sponsors, this provides a valuable opportunity to **raise your profile, showcase your organisation and build meaningful relationships with an engaged audience.**

The Exhibition

Be at the heart of the Conference

The Exhibition is an integral part of the Conference experience, providing a dynamic space where delegates can discover new products and services, meet exhibitors, exchange ideas and develop new partnerships.

There is also the opportunity to join us for our **high-profile Awards Dinner**, held on the eve of the Conference, bringing the sector together to celebrate the people and organisations making a difference to young people's lives.

Showcase your organisation. Make new connections. Be part of the movement creating brighter futures for young people through PE, sport and play.

For details of Exhibition packages and sponsorship opportunities, or to secure your place, please contact exhibitors@youthsporttrust.org



Exhibition agenda 'always on'

08:30–09:30 Registration and Exhibition

09:30–10:30 Session 1 – including Exhibition as a session choice

10:30–10:50 Refreshments and Exhibition

10:50–12:05 Opening Address and Keynote

12:15–12:35 Break/movement

12:35–13:35 Lunch and Exhibition (Session 2, staggered lunch)

13:35–14:35 Lunch and Exhibition (Session 2, staggered lunch)

14:45 Delegates move to Session 3

15:00 Exhibition close

Sponsorship opportunities

Securing one of our sponsorship packages allows your brand to be fully integrated into every aspect of the Youth Sport Trust Conference.

Your company logo will be featured across conference materials (both pre-event and during), including signage, branding and presentations as relevant to your package*. In addition, your organisation will benefit from an elevated presence on the Conference App* and dedicated mentions by Youth Sport Trust speakers during the event.



Thank you for putting on a great event, the keynote speakers were outstanding, all Youth Sport Trust and venue staff were friendly and helpful and we had some very useful and positive interactions with delegates and exhibitors throughout the day.

EXHIBITOR

Please contact exhibitors@youthsporttrust.org for full branding rights and more information about sponsoring the Youth Sport Trust Conference.

**Conference
Headline Sponsor**
£15,000

**Conference
Supporting Sponsor**
£8,000

**Exhibition and
Registration Sponsor**
£10,000

All above packages come with a Premium Double Exhibition space, including all stand benefits.

**Conference
App Sponsor**
£6,000

**Drink Reception
Sponsor**
£2,500

**Awards Dinner
Sponsor**
£5,000

*All prices are subject to VAT.

Promotional benefits will be allocated according to the element of the event being sponsored. For example Awards Dinner sponsors will be allocated benefits at the Awards Dinner only.

Exhibition opportunities

Activity Area

£4,170*

(Limited availability)

Large activity area (approx 6×9m, space only).
Great for exhibitors that want their activity set up all day

Table, tablecloth and two chairs

Conference App

- Exhibitor profile (self-managed) including description, media and contact details
- Company Advert
- Access to Lead Generation app
- Featured listing in Companies Directory

Company advert within pre-conference delegate email

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition
Partner directory of Youth Sport Trust website

Up to four complimentary tickets to the Exhibitor Reception

Up to four Exhibitor passes

Up to four tickets to the Awards Dinner (23 February)

Premium Double Stand

£3,685*

(Limited availability)

Double exhibition stand (3×6m, shell scheme) *premium location*

Table, tablecloth and two chairs

Conference App

- Exhibitor profile (self-managed) including description, media and contact details
- Company Advert
- Access to Lead Generation app
- Featured listing in Companies Directory

Company advert within pre-conference delegate email

Use of Exhibitor logo until 31 August 2027

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Up to four complimentary tickets to the Exhibitor Reception

Up to four Exhibitor passes

Up to four tickets to the Awards Dinner (23 February)

Exhibition opportunities

Double Standard Stand £2,730*

Double exhibition stand (3×6m, shell scheme)

Table, tablecloth and two chairs

Conference App

- Exhibitor profile (self-managed) including description, media and contact details
- Access to Lead Generation app

Company advert within pre-conference delegate email

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition
Partner directory of Youth Sport Trust website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

Up to two tickets to the Awards Dinner (23 February)

Single Standard Stand £1,810*

Single exhibition stand (3×3m, shell scheme)

Table, tablecloth and two chairs

Conference App

- Exhibitor profile (self-managed) including description, media and contact details

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition
Partner directory of Youth Sport Trust website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

*All prices are subject to VAT.

Package prices do not include stand extras such as power, lighting, additional furniture and audio visual equipment. These need to be booked directly with the event contractors through the Exhibition Manual which will be sent out to all booked exhibitors in early 2027

For further information or to
book your place please contact
exhibitors@youthsporttrust.org

Exhibition opportunities

NGB and Charity Double Stand £1,640*

Double exhibition stand (3×6m, shell scheme)

Table, tablecloth and two chairs

Conference App

– Exhibitor profile (self-managed) including description, media and contact details

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition
Partner directory of Youth Sport Trust website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

Up to two tickets to the Awards Dinner (23rd February)

NGB and Charity Single Stand £1,075*

Single exhibition stand (3×3m, shell scheme)

Table, tablecloth and two chairs

Conference App

• Exhibitor profile (self-managed) including description, media and contact details

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition
Partner directory of Youth Sport Trust website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

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Exhibition opportunities

**Space
Only
Stand
£600***

Space only exhibition space (2.5×2m, 'Marketplace' area of exhibition hall). Please note this is not a shell scheme build

Table, tablecloth and two chairs

Conference App

- Exhibitor profile (self-managed) including description, media and contact details

Use of Exhibitor logo until 31 August 2027

Company name and website link on Exhibition Partner directory of Youth Sport Trust website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

*All prices are subject to VAT.

Package prices do not include stand extras such as power, lighting, additional furniture and audio visual equipment. These need to be booked directly with the event contractors through the Exhibition Manual which will be sent out to all booked exhibitors in early 2027

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Registered company number **4180163**

