



YOUTH
SPORT
TRUST

CONFERENCE 2026

Awards Dinner – Tuesday 3 March

Conference and Exhibition – Wednesday 4 March

Telford International Centre



Sponsorship and Exhibition Guide



EXHIBITION SPONSOR

SPORTS DIRECTORY



#YSTConference

Celebrating 30 years of building brighter futures

This year the Youth Sport Trust proudly celebrates its 30th anniversary as the UK's leading children's charity dedicated to improving young people's wellbeing through the power of sport and play. Since our founding in 1995, we've remained committed to empowering young people and equipping educators to make a lasting impact. Today, we work with over 20,000 schools, inspiring Changemakers and fostering belonging across communities.

The challenges we face

Despite our progress, children and young people continue to face significant challenges:

LESS THAN

1 in 5

children in the UK are moving enough to stay healthy

1 in 5

children in England are overweight or obese by the age of five

83%

of parents believe their children spend too much time online, limiting face-to-face interactions

The need for high-quality PE, school sport and physical activity has never been more urgent. During the 2023–24 academic year:

193,358

opportunities were created for young people to participate in sport, physical activity and play through Youth Sport Trust programmes

10,782

young people received leadership training from athlete mentors and coaches

9,253

educators and practitioners were trained to deliver inclusive, high-quality PE and sport

Our Impact

Young people who participated in our programmes reported:

78%

improved confidence

77%

increased resilience

78%

improved enjoyment

73%

increased happiness

Educators also saw positive changes:

77%

engagement in school

59%

noted a stronger sense of belonging among pupils

67%

saw better behaviour

Join us for the 2026 Youth Sport Trust Annual Conference and Exhibition.

As we celebrate three decades of impact and a legacy spanning over 17 years, the Youth Sport Trust Annual Conference and Exhibition remain a key event for the sport and education sectors, bringing together experts to tackle challenges and foster brighter futures for young people.

By taking part in our 2026 Conference, you will support our mission, while engaging with a diverse programme that includes:

- **Inspirational keynote speakers**
- **Interactive workshops and expert panels**
- **A vibrant Exhibition space featuring innovative solutions for educators**

Our Conference consistently attracts over 600 strategic decision-makers and leaders from across education, sport, and health sectors. Attendees include senior school leaders, PE practitioners, local strategic leads, sports coaches, physical activity leads, national governing bodies, and many more making this an unparalleled networking opportunity.



The Exhibition is an integral part of our Conference, providing a dynamic arena where delegates can connect with exhibitors and sponsors. It's a space designed for exploring new products, forging partnerships, and finding innovative ways to equip educators for lasting change.

Additionally, don't miss the chance to attend our high-profile Awards Dinner on the eve of the event, a highlight that celebrates excellence and innovation in our sector.

Celebrate with us, network with peers, and be part of building brighter futures through education.

For more details on Exhibition packages, sponsorship opportunities, and to secure your place at this landmark event, please contact supporters@youthsporttrust.org

Sponsorship opportunities

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

As part of your package, you can enjoy a premium exhibition space and prominent visibility, with your company logo featured across all conference materials, (both pre-event and during), including signage, branding, and presentations. In addition, your organisation will benefit from dedicated mentions by Youth Sport Trust speakers throughout the event.



Always a great event.
Lots of networking.
Liked the idea some sessions were held in Exhibition area and that Exhibition was a workshop choice

EXHIBITOR



We were very happy with the level of engagement on our stand. We had the opportunity to speak to nearly 200 schools, which was a great outcome

EXHIBITOR

**Conference
Headline Sponsor**
£15,000

**Conference
Supporting Sponsor**
£8,000

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

All of the above packages come with a premium double Exhibition stand space (including all stand benefits).

**Awards Dinner
Sponsor**
£5,000

*All prices quoted are plus VAT.

To find out more about how you can get involved in becoming a Conference Sponsor, please contact us at supporters@youthsporttrust.org

Exhibition opportunities

Activity Area £3,970*

(Limited availability)

Large activity area (6x8m, space only) – Great for exhibitors that want their activity set up all day

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Lead generation, Company advert, Meeting bookings (at event), Push Notifications, Featured listing in Companies Directory, inclusion in gamification activity

Company advert within pre-conference delegate email

Use of Exhibitor logo until 31st August 2026

Company logo/description/website link on YST Exhibition Partner directory on YST Website

Up to four complimentary tickets to the Exhibitor Reception

Up to four Exhibitor passes

Up to four complementary tickets to the Awards Dinner (3rd March)

Premium Double £3,510*

(Limited availability)

Double exhibition stand (3x6m, shell scheme) *premium location*

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Company Advert, Meeting bookings (at event), Push Notifications, Featured listing in Companies Directory, inclusion in gamification activity

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Exhibition opportunities

**Standard
Double
£2,600***

Double exhibition stand (3x6m, shell scheme)

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Lead Generation, Company Advert

Company advert within pre-conference delegate email

Use of Exhibitor logo until 31st August 2026

Company name and website link on YST Exhibition Partner directory on YST Website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

Up to two complementary tickets to the Awards Dinner (3rd March)

**Standard
Single
£1,725***

Single exhibition stand (3x3m, shell scheme)

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Lead Generation

Use of Exhibitor logo until 31st August 2026

Company name and website link on YST Exhibition Partner directory on YST Website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

Exhibition opportunities

**Charity/
NGB
single
£1,025***

Single exhibition stand (3x3m, shell scheme)

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Lead Generation

Use of Exhibitor logo until 31st August 2026

Company name and website link on YST Exhibition Partner directory on YST Website

Up to two complimentary tickets to the Exhibitor Reception

Up to two Exhibitor passes

**Space
only
£570***

Space only exhibition space (2.5x2m, 'Marketplace' area of exhibition hall)

Table, tablecloth and two chairs

NEW: Conference App: Exhibitor profile (self managed) including description, media and contact details, Lead Generation

Use of Exhibitor logo until 31st August 2026

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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, audio visual equipment, etc. These need to be booked directly with the event contractors though the Exhibition Manual which will be sent out to all booked exhibitors in early 2026.

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



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