

ACS CONFERENCE⁶

SPONSORSHIP OPPORTUNITIES

14th April 2026

The Vox, Birmingham

500+ delegates



HEADLINE SPONSORSHIP

£35,000 +VAT

- ✓ Headline branding on the screen set and staging
- ✓ Place on panel session
- ✓ Ten delegate places at Conference26
- ✓ Five places at an exclusive dinner the evening of Conference26, invited and table planned to your choosing
- ✓ Accommodation for five delegates on the night of Conference26
- ✓ Up to 6m x 4m stand in the main delegate networking area
- ✓ Verbal recognition from the Conference Chair
- ✓ On-site branding at The Vox, including video content in registration and networking areas
- ✓ Branding on delegate information for Conference26 on-site and on the online ACS Member Portal
- ✓ Opportunities post-event on social media and the Local Shop Podcast
- ✓ Opportunity to take over one of the three Conference rooms at the Vox

- ✓ Featured in pre-event promotional activity, including videos, email marketing, news stories on ACS.org.uk and the Local Shop Podcast
- ✓ Opportunity to run a post-event focus group with independent retailers



FOCUS GROUP SPONSORSHIP

£30,000 +VAT

A brand new and exclusive opportunity to title sponsor two focus groups filmed for Conference26 made up of Customers and Colleagues.

- ✓ Verbal recognition from the Conference Chair
- ✓ Branding on the completed films to be shown at Conference26 which will then sit on our ACS portal post-event
- ✓ Opportunity to pose a question to each of the 2 focus groups
- ✓ Opportunity to view footage two weeks prior to the conference
- ✓ Place on the panel session at Conference26
- ✓ Eight delegate places at Conference26
- ✓ Four places at The ACS Community dinner
- ✓ On-site branding at The Vox, including video content in registration and networking areas
- ✓ Branding on delegate information for Conference26 on-site
- ✓ Opportunities post-event on social media and the Local Shop Podcast

- ✓ Featured in pre-event promotional activity, including videos, email marketing, news stories on ACS.org.uk and the Local Shop Podcast



PARTNER SPONSORSHIP

£20,000 +VAT

- ✓ Branding on the screen set
- ✓ Four delegate places at Conference26
- ✓ Four delegate places at an exclusive dinner the evening of Conference26
- ✓ Up to 3m x 2m stand in the main delegate networking area
- ✓ Verbal recognition from the Conference Chair
- ✓ On-site branding at The Vox, including video content in the registration/coffee area
- ✓ Featured in pre-event promotional activity, including videos, email marketing, news stories on ACS.org.uk and the Local Shop Podcast
- ✓ Branding on delegate information for Conference26 on-site and on the online ACS Member Portal
- ✓ Opportunities post-event on social media and the Local Shop Podcast



ACTIVATION SPONSORSHIP

£10,000 +VAT

- ✓ Branding on the screen set
- ✓ On-site branding at the Vox
- ✓ Two delegate places at Conference26
- ✓ Two delegate places at an exclusive ACS dinner the evening of Conference26
- ✓ Up to 2m x 1m stand in the main delegate networking area
- ✓ Product sampling opportunities in the coffee/lunch area or branded goods for delegates to take away
- ✓ Verbal recognition from the Conference Chair
- ✓ Branding on delegate information for Conference26 on-site and on the online ACS Member Portal



CO-HOSTING DINNER SPONSORSHIP

£30,000 +VAT (€10k +VAT for existing main conference sponsors)

For the first time, ACS is offering a supplier the chance to co-host the entire evening. This exclusive position places your brand at the heart of the Conference26 dinner, offering the opportunity to share brief opening remarks and play a formal role throughout the event. You will receive lead sponsor branding across all event materials, ensuring your pivotal role in supporting the convenience community is recognised throughout the evening.

- ✓ Opportunity to title sponsor and co-host the ACS Community Dinner on the evening of Conference26, alongside an ACS board member and ACS staff member
- ✓ On-site branding at the Vox
- ✓ Four delegate places at Conference26
- ✓ Your own table (10 delegates) at the dinner
- ✓ Up to 3m x 2m stand in the main delegate networking area from 6 pm
- ✓ Opportunity to have samples on tables at the dinner
- ✓ Branding on delegate information on-site and the online ACS Member Portal
- ✓ Featured in pre-event promotional activity, including videos, email marketing, news stories on ACS.org.uk and the Local Shop Podcast
- ✓ Opportunities post-event on social media
- ✓ Lead sponsor branding throughout the event
- ✓ Opportunity to co-host the ACS Community Dinner with an ACS Board Member
- ✓ Opening comments and presence during formal content
- ✓ Exclusive role as the only supplier playing a formal role in the event
- ✓ Brand exposure across delegate materials, event signage, and online channels



DRINKS RECEPTION SPONSORSHIP

£15,000 +VAT (£5k +VAT for existing main/partner sponsors)

- ✓ Opportunity to title sponsor the drinks reception prior to our ACS Community Dinner on the night of Conference26
- ✓ On-site branding at the Vox with the option to provide further branding for the drinks reception itself
- ✓ Opportunity to supply own brand drinks for the reception
- ✓ Four delegate places at Conference26
- ✓ Four spaces at the dinner
- ✓ Up to 3m x 2m stand in the main delegate networking area from 6 pm
- ✓ Branding on delegate information on-site and the online ACS Member Portal
- ✓ Featured in pre-event promotional activity, including videos, email marketing, news stories on ACS.org.uk and the Local Shop Podcast
- ✓ Opportunities post-event on social media



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SPONSORSHIP OPPORTUNITIES

OUR MEMBERS



GET IN TOUCH

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