



the events summit

Sports
Music
Culture



THE EVENTS SUMMIT

Etihad Stadium – Manchester, UK

Wednesday 11th November 2026

Delivered by Major Events International





Dennis Mills

**Chief Executive
Officer**

WELCOME

The Events Summit 2026 continues to evolve after 4 successful editions at Emirates Old Trafford. We are delighted to move to the impressive Etihad Stadium and grateful to the venue team for supporting a seamless transition. More than a football stadium, the Etihad hosts a wide range of multi-format events, making it the perfect backdrop for the Summit and for MEI to bring together those shaping the future of outdoor events.

The Summit is built around a simple idea: “a stage is a stage.” Across Music, Culture, outdoor events and sport, the capabilities, skills and challenges are transferable. The Summit seeks to build a community that encourages knowledge sharing, helps organisations leverage opportunities, mitigate risk and supports career mobility across the wider events industry. For the first time, companies can apply to “bring a client” with 2 free passes allocated once approved.

The social programme is an important part of The Event Summit. Join us for pre-Summit networking drinks on the evening of the 10th, followed by the opportunity to go “pitch side” and behind the scenes while building relationships with fellow delegates. After a day of thought-provoking content and debate, get ready for our Gala Dinner and Awards Eveing. No black tie, no cost to enter, and no “buy a table to seek a nomination;” it is professional recognition from your peers. Nominations are open now!

We hope you will join our community of excellence at The Events Summit on Wednesday 11th November.

01



02



03



04



2025 SUMMIT

1 - Main Auditorium, Old Trafford

2 - Gill Tee receiving her Outstanding Contribution to Live Events Award

3 - The Major Events Awards Categories

4 - Exhibition Spaces

5 - Branded Table during the Major Events Awards Dinner

05



PARTNERSHIP BENEFITS

Becoming a partner of The Event Summit gives your organisation the opportunity to:

- Position yourself as a thought leader in the global events space.
- Gain exclusive access to curated networking and high-level commercial insights.
- Showcase your solutions to decision-makers actively seeking innovation
- Meet your target audience in one place, saving time and travel costs
- Strengthen relationships with clients and prospects in a trusted, high-value environment

SUMMIT HIGHLIGHTS



180+ RIGHTS HOLDERS



150+ EXPERT SUPPLIERS



50+ SPEAKERS AND PANELLISTS



200+ DELEGATES



90% APPROVAL RATING

DELEGATE ATTENDANCE OPTIONS

Whether attending individually or as part of a group, The Events Summit offers flexible participation options. The Standard Pass provides full access to the Summit, with the option to attend the Awards Dinner. For groups of six or more, a Delegation Package is available. Those seeking greater visibility, opportunities are on [page p.10](#).

DELEGATE TICKET PACKAGES

MEI Members are entitled to a 20% discount for all Summit tickets and participation options. Prices are **NOT** inclusive of VAT.

Members Package

£520



1 Delegate
Pass

Access to all Summit Sessions
and Gala Dinner

Non-Members Package

£620



1 Delegate
Pass

Access to all Summit Sessions
and Gala Dinner

Non-Members Package

£690



1 Delegate
Pass

Access to all Summit Sessions, Gala
Dinner and Pre-summit drinks

SPONSORSHIP PACKAGES

What makes The Events Summit unique is that your sponsorship package is tailored to you. From brand visibility and speaking opportunities to curated networking and lead generation, each option is designed to align with your strategic goals. We'll work with you to build the most effective package to maximise your impact at the Summit.

Full details are available on [pages 6-9](#)

LUNCH SPONSOR £2,500



Showcase your
brand during
our high-profile
networking lunch
experience.

CATEGORY SPONSOR £5,000



Align your brand
with excellence
across key award
categories.

AWARDS DINNER SPONSOR £7,500



Own the spotlight
at the industry's
flagship celebration
evening

HEADLINE PACKAGE £10,000



Lead the
conversation and
gain unmatched
visibility across
the summit.



HEADLINE SPONSOR

Lead the conversation. Be the name everyone sees.

£10,000

20% Discount for MEI Members

As the exclusive Headline Sponsor of The Event Summit 2026, your organisation will be positioned at the forefront of the global events industry with powerful visibility, thought leadership, and tailored access to decision-makers across sport, entertainment and culture. This is our highest-level commercial partnership, offering unrivalled integration across every stage of the Summit experience.

The Headline Sponsor position is limited to one organisation and will position your team as not just attendees, but as visible and prepared hosts empowered to generate meaningful value.

BRANDING & MARKETING

- Prominent logo placement on all pre-event marketing materials, brochures and digital campaigns
- Co-branded signage and stage visuals throughout the venue
- Logo on the Summit website homepage with backlink to your site
- Inclusion of branded collateral in delegate bags
- Advertisement placement on the stadium's large screen
- Branding on Awards Dinner materials, including menus and venue screens
- Branded table at the Awards Dinner
- Priority large exhibition space within the Summit networking area.

PROGRAMME PARTICIPATION

- Opportunity to take part as a panellist or moderator in a key Summit session
- Verbal acknowledgement in opening and closing remarks by MEI leadership
- Participation in the end-of-day interactive roundtable discussion

DELEGATE BENEFITS

- Tailored allocation of Summit passes, including full access and Awards Dinner attendance (to be agreed based on your needs)
- Branded Awards Dinner table with opportunity to invite a curated mix of your clients, partners or VIPs
- Pre- and post-event delegate lists for follow-up and engagement
- On-site support from the MEI team to maximise networking and ROI



AWARDS DINNER

Exclusive opportunity to be seen as a key supporter of excellence, recognition and connection within the events industry.

£7,500

20% Discount for MEI Members

As the exclusive sponsor of the MEI Awards Dinner, your organisation will be at the forefront of this prestigious evening which is a celebration of excellence in the global events industry. With senior delegates, rights holders, suppliers and partners in attendance, the Awards Dinner is a prime opportunity to raise brand visibility, build relationships, and align your business with innovation and leadership.

This sponsorship includes branding across the evening experience, strategic speaking time, and a hosted table with key guests of your choice.

BRANDING & MARKETING

- Exclusive Awards Dinner Sponsor branding across all event signage and dinner-related materials
- Branding on all tables and menus throughout the dinner venue
- Opportunity to include your company brochure or promotional item in delegate bags
- Company logo featured on the Summit website with backlink to your homepage
- Company logo and 250-word profile in the printed event programme
- Visibility on digital screens and awards presentation slides during the evening
- 3 full Summit passes, including Awards Dinner VIP
- Priority exhibition space within the Summit networking area
- Branded table at the Awards Dinner, hosted by your team and joined by a curated group of delegates, clients or partners (selected in collaboration with MEI)
- Welcome remarks delivered by your company representative at the start of the Awards Dinner

DELEGATE BENEFITS

- Branded table at the Awards Dinner, hosted by your team and joined by a curated group of delegates, clients or partners (selected in collaboration with MEI)
- Welcome remarks delivered by your company representative at the start of the Awards Dinner



STRATEGIC WORKSTREAM SPONSOR

£5,000

This package is ideal for organisations looking to lead within a specific industry niche while gaining broad exposure and targeted engagement.

20% Discount for MEI Members

The Category Sponsor opportunity allows your organisation to be positioned alongside a key thematic focus of the Summit, from security and sustainability to technology, fan experience, logistics and more. This is a targeted, content-led partnership ideal for suppliers, consultancies or service providers looking to build credibility and generate new business within a specific space.

You'll benefit from strong brand visibility, content participation and hosted engagement across the Summit day and Awards Dinner.

BRANDING & MARKETING

- Recognition as a Category Sponsor in all pre-event and on-site materials
- Logo on the Summit website homepage, with a link to your site
- Branding on relevant session materials or signage (linked to your chosen category, if applicable)
- Exhibition stand (1 tabletop) within the networking area

PROGRAMME PARTICIPATION

- Opportunity to deliver a 15-minute case study presentation within the conference
- Sponsor and participate in a 45-minute panel session as a speaker or moderator (theme aligned with your category)
- Acknowledgement in relevant Summit sessions where your brand is associated

DELEGATE BENEFITS

- 2 full-access Summit passes
- 2 passes to the Awards Dinner including a branded table at the Awards Dinner hosted by your team



SUMMIT LUNCH SPONSOR £2,500

Put your brand at the centre of the day's most valuable networking moment

20% Discount for MEI Members

As the exclusive Lunch Sponsor, your organisation will be prominently featured during one of the highest-traffic parts of the Summit. This is when delegates are most actively engaging in informal conversations, making connections and moving through the networking zone.

This sponsorship offers brand exposure, presence, and access at the heart of the live event experience. It's ideal for organisations looking to be seen, remembered and talked to.

BRANDING & MARKETING

- Opportunity to bring company brochure or promotional item
- Tabletop display in networking area
- LinkedIn and Summit Website presence as a sponsor
- Visibility on digital screens and awards presentation slides during the evening

DELEGATE BENEFITS

- 2 full Summit passes,
- Present a prize at the Awards Dinner
- Attend the pre-summit Behind the Scenes drinks and networking event

(Optional Upgrade)

- Option to add a 5–10 minute welcome or intro remark during the lunch break
- Option to upgrade to include a speaking slot within the formal Summit programme.

SPONSORSHIP AND BRAND OPPORTUNITIES

*All listed options are subject to availability

Host a Rights Holder at Awards Dinner	Invite and host one or more rights holders at your dinner table. Build relationships in a relaxed and high-value environment. Arranged in consultation with MEI.	£125
Stadium Big Screen Sponsor	Showcase your brand on the large Etihad stadium screen, with minimum six showings throughout the event day	£1500
Stadium Screens Sponsor	Brand visibility on internal digital screens throughout the Summit venue. Ideal for short videos, logo or product messaging.	£1000
Welcome Pack Sponsor	Sponsor the welcome pack by either branding delegate bags or including an item of your choice.	£500
Content Sponsor	Logo placement on select presentation materials and digital programmes. Opportunity to be associated with session recordings or post-event insights.	£500
Branded Awards Dinner Table	Host a branded table at the MEI Awards Dinner with selected guests. Includes up to 5 places and central table branding, with the opportunity to seat rights holders or key clients next to your team (In consultation with MEI).	£1,500
Registration Sponsor	Your branding featured at the registration desk and on the welcome big screen. Includes an opportunity to add a branded item in delegate bags or give out items at registration.	£1,000
Summit Coffee Break Sponsor	Brand the Summit coffee break stations with your signage. Includes marketing acknowledgement and signage during morning and afternoon breaks.	£1,000
Summit Refreshment Sponsor	Sponsor non-alcoholic beverages during the Summit. Includes table signage, programme logo, and optional branded items (provided by you).	£1,000
Arrival and Departure Activation Space	Position your brand at the key entry and exit point of the Summit. Includes signage or experiential activation space in high-footfall areas.	£1,500
Merchandise Sponsor	Your branded merchandise (provided by you) included in delegate bags or distributed at registration. Opportunity to engage delegates with a memorable physical touchpoint.	£1,250
Panel Participation	Join a key Summit panel as a panellist. Gain visibility, share thought leadership, and align your brand with a relevant session theme. Includes one delegate pass	£1,500
Panel Sponsor	Sponsor a 45-minute panel session within the Summit. Includes logo placement on session materials, speaker or moderator role, and one delegate pass.	£2000
Summit Floor Exhibition Space	Table top space for laptop and banner format	£2000
Additional Exhibition Space	For exhibitors requiring more space, this add-on increases your footprint by 2m x 2m. Ideal for product showcases, demo areas, or co-branded setups	£500



For more information please contact:

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**THANK YOU.
WE LOOK
FORWARD TO
HOSTING YOU
AND SEEING**