

THE EVENTS SUMMIT

Emirates Old Trafford – the home of Lancashire Cricket
Manchester, UK

4 November 2025



Harry Miller

Head of
Commercial Client
Management

WELCOME

The Event Summit returns – bigger, better, and bolder for 2026.

We're pleased to welcome you back to Emirates Old Trafford, where leaders from global sport, cultural and entertainment events gather with the world's most innovative suppliers, host cities and delivery partners. The Summit is designed as a focused environment for strategic conversations, commercial introductions and collaborative thinking, bringing real solutions to real challenges.

At Major Events International (MEI), we help event organisers and their partners navigate complexity, reduce costs and maximise revenue. Through our international network and hands-on commercial delivery, we support clients through every phase of event planning and execution. The Summit plays a key role in that strategy, offering a platform to share insight, build relationships and develop long-term commercial success.

This year marks a new chapter for MEI. I've stepped into the role of Head of Commercial Client Management, following the outstanding work Andy Rice led over many years. Andy's contribution to the growth of this event and MEI's commercial ecosystem has been immense. I'm proud to carry that work forward with fresh focus, energy and a clear commitment to delivering value for every participant, partner and member.

A Standout Addition: The MEI Awards Dinner

A major highlight this year will be our Awards Dinner, following the day's summit sessions.

The awards are more than just a celebration. They are a recognition of excellence across the industry. From Lifetime Achievement Awards and Sector Innovation to Outstanding Network Contribution and Member of the Year, these honours reflect the impact, progress and partnerships shaping the future of events.

The evening will offer a relaxed and high-value setting to connect, celebrate and spotlight those going above and beyond within the MEI network and across the global events space.

More details, packages and ways to be involved can be found in the pages ahead.

I look forward to seeing you in Manchester.



01



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2024 SUMMIT

- 01. Main Auditorium, Old Trafford
- 02. Interactive sponsored workshop on crowd safety
- 03. The Major Events Awards categories
- 04. Coffee cup sponsor during the coffee breaks and lunch
- 05. Branded Table during the Major Events Awards
- 06. Panel discussions during the Summit



Really good Summit and going from strength to strength each year. Great line up of speakers, good networking (both supplier and buyer) and well put together conference

Ryan Drew

G4S UK

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

2024 HIGHLIGHTS



180+ RIGHTS HOLDERS



150+ EXPERT SUPPLIERS



50+ SPEAKERS AND PANELLISTS



300+ INTERNATIONAL 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.

STANDARD PACKAGE

£495



1 Delegate
Pass

Access to all Summit
Sessions

DELEGATION PACKAGE

£350



For organisations bringing
more than 6 delegates

Same benefits as the
standard package

AWARDS PACKAGE

£125



Attendance at pre-Dinner
Drinks

3 Course Meal and
Beverages

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

£2,000



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

CATEGORY SPONSOR

£3,000



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.



SLX

As the exclusive Headline Sponsor of The Event Summit 2025, 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
- Double-page advert in the printed Members Handbook & Summit Guide
- 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 SPONSOR

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



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
- Full-page A4 advert in the printed Members Handbook & Summit Guide
- 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

DELEGATE BENEFITS

- 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



CATEGORY SPONSOR

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

£3,000 +VAT

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
- Logo in the printed Members Handbook & Summit programme
- Full-page advertisement in the Summit Guide
- Branding on relevant session materials or signage (linked to your chosen category, if applicable)
- Exhibition stand (1 tabletop) within the networking area
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PROGRAMME PARTICIPATION

- Opportunity to deliver a 15-minute case study presentation within the conference
- or
- 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
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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
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SUMMIT LUNCH SPONSOR

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



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

Recognition as Summit Lunch Sponsor across pre-event and onsite communications
Branding and signage displayed at buffet and drinks stations during the lunch period
Branded table centrepieces on lunch tables
Logo on lunch-specific digital screens during breaks
Full-page advert in the printed Summit Guide
Logo on the event website with backlink to your homepage
Company profile in the Summit programme
Logo featured in delegate email reminders
Mention during stage transitions or housekeeping updates by the MC

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
- Branded feedback QR code or digital tool at lunch stations for post-session engagement
- Meet the Sponsor moment during lunch, including a sponsor rep being briefly introduced to delegates for informal networking

PRE & POST EVENT VISIBILITY

- Inclusion in pre-event "Meet Our Sponsors" email campaign and LinkedIn spotlight post
- Post-event sponsor mention in attendee thank-you email, including logo placement and optional follow-up link

(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 Old Trafford stadium screen, with minimum six showings throughout the event day.		
Stadium Screens Sponsor	Brand visibility on internal digital screens throughout the Summit venue. Ideal for short videos, logo or product messaging.		
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.		
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).	£1,000	
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.		
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.		
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.		
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.		
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.	£1950	
Summit Floor Exhibition Space	Includes a 2m x 2m exhibition footprint. Cost includes two delegate passes for full Summit access, and two passes to the Awards Dinner for extended networking opportunities.	£1,950	
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	
Printed Summit Event	Be the brand associated with the Summit handbook. Includes logo on the cover, a double-sided insert or flyer inside and branding on the electronic event guide.	£2,000	

THE EVENTS SUMMIT TESTIMONIALS



"As someone who supports stadiums, venues, and facilities across their operational software needs, this event was a great networking opportunity"

David Payne
Sales - UK & Ireland, 24/7
Software



"Definitely one of the best events I have been to in a long time. The thing I enjoyed most was the flexibility you gave us to meet new contacts and dip in and out of sessions."

Vikki Sutton
Chief Executive Officer, Wales
Netball



"I loved it! Gave me a chance to rub shoulders with our industry and to access some of the larger industry players. The spirit of networking was a strong feature"

Craig Hunter
Global Head of Marketing,
Catalytic Solutions



"Great speakers and interesting topics of conversations both in panel discussions and talking with exhibitors"

Ella Chippendale
Department of International
Trade (DIT)



"It was really interesting to connect with trade stands and event colleagues.... other than what I am use to. We have so much in common, whether they are art forms or sport."

Steve Heap
Secretary General, Association
of Festival Organisers (AFO)



"Great gathering of minds, enjoy the focus on large events issues and the roles of individuals and small teams."

Danny Greene
Coventry City Council

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