



ABO

ASSOCIATION OF BRITISH ORCHESTRAS

2026 Conference Sponsorship Brochure

Welcome to our brochure for Conference exhibitors and sponsors

Thank you for your interest in supporting the [ABO Annual Conference 2026](#), taking place 4-6 February 2026 and hosted by London's Southbank Centre. The ABO Conference is **the primary gathering of the UK classical music sector**, involving over 350 delegates drawn from orchestras both from within the UK and abroad, plus funding agencies, venues, agents, publishers and suppliers. It continues to attract strong media attention for its high-profile speakers and sessions delving into the key issues and conversations of this ever evolving industry.

Take this opportunity to share your innovative products, unique brand or exciting project with this captive audience. Choose from showcasing your brand at the front and centre of our sessions and networking breaks with our **branding packages**. Our **digital offer**, offers direct access to delegates through our specialist app, or position yourself right at the heart of the conference and strike up one-to-one conversations with delegates by being a part of the **ABO Marketplace**.

Read on for more detail on each of these packages. For a tailored discussion on how we can help you meet your marketing goals through the ABO Conference, please contact Jack Fearn on jack@abo.org.uk.

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Unlocking Opportunities

Enjoy these exclusive benefits through our tailored sponsorship packages:

- **Elevate awareness:** Propel your brand or organisation into the spotlight, capturing the attention of our 350+ delegates, whether you're a new face in the industry or a seasoned player reinforcing your presence.
- **Forge genuine connections:** Cold calling and hard selling have had their day. Today we all want to know and trust who we're working with. Embrace meaningful interactions by meeting your potential clients or collaborators face-to-face and start building those lasting connections.
- **Establish sector leadership:** Position your organisation at the forefront of innovation and change. Showcase your expertise as an integral part of this sector-leading event, solidifying your status as an authority in the field.

Tailored opportunities for all

There's something for everyone designed to match various budgets and goals. Whether you prefer in-person interaction or digital outreach, we have options that align with your objectives and resources.

Unrivalled industry access

Seize the opportunity to connect personally with key players across the entire spectrum of the UK's classical music sector. From the biggest symphony orchestras to the smallest chamber ensembles, they will all be there: it's a chance not to be missed!

Data-driven insights

Harness the power of real-time reports and data analytics with our digital packages. Gain invaluable insights into interaction levels and consumer journeys, optimising your impact.

Dynamic content platforms

Amplify your impact by presenting your data, media, or products across multiple platforms, including our bespoke conference app and social media reach

The ABO keeps it Eco!

Adoption of Eco-Friendly Alternatives

In line with the ABO's sustainability objectives, we extend an invitation to our sponsors to embrace eco-friendly alternatives for promotional materials at this year's conference, by using recycled materials, reducing disposable and single-use items wherever possible, and digital leaflets and advertising media. Our printed conference brochures and badges even use recycled materials, and see our digital sponsor opportunities for more ideas on sustainable brand presence.



Delegates at the 2025 Conference

ABO 2024 Conference Session



ABO members' discount

Corporate Members are an integral part of the ABO, supporting the wider membership with their expertise and services. As a thank you, they receive a 10% discount on all conference sponsorship packages.

This offer is open to other ABO members as well, as we want to encourage a wide range of voices to share their insights, projects, and innovations with the sector. If you've got something exciting to showcase, we want our delegates to hear about it.

To join the ABO and benefit from this discount, please visit our [website](https://www.abo.org.uk) or email jack@abo.org.uk.

ABO Marketplace

The ABO Marketplace stands as a unique stage within the conference, providing a space for organisations and professionals to exchange knowledge, spotlight their brand, and foster meaningful connections within the classical music industry.

By being part of the ABO Marketplace, you will have the opportunity to:

- **Share Your Expertise:** Contribute to the classical music industry by sharing your knowledge, experiences, and insights with fellow professionals.
- **Explore Professional Collaborations:** Create collaborations with like-minded professionals, orchestras, and institutions that share your dedication to the enrichment of classical music.
- **Enhance Industry Visibility:** Amplify your organisation's presence within the classical music community through showcasing your organisation's inspiring projects, innovations, and contributions to the industry.



Marketplace Stand

- One trestle table
- Wi-Fi and Power access
- Customisable - bring your own pull up banner, screen, other marketing assets
- Tea, coffee, refreshments and lunches included
- Encouraged not to give away single-use plastic items and go paper-free where possible
- Conference access for one representative

£725+VAT

Additional members of staff and additional trestle tables are available for purchase

Digital Sponsorship Offer

Maximise Your Presence with our Digital Opportunities

Put your brand in the hands of every delegate with our digital sponsorship package, offering high-impact visibility through the Conference App and ABO's social channels, giving you direct access to the people who matter most. Whether you're looking to spark conversations, share content, or make meaningful connections, this is your opportunity to stay front-of-mind before, during, and after the event.



Digital Sponsorship

- Sponsor visibility in the Conference App (available on web and native mobile app), featuring:
 - ⇒ Your company logo featured on the app menu bar
 - ⇒ Brand placement and link to your sponsor profile within the app's rotating sponsor banner
 - ⇒ Sponsor Profile – A dedicated sponsor page, fully editable by you, featuring your logo and branding, contact information and social media links, embedded videos, documents, digital business card exchange, direct meeting bookings, and attending representative profile links with private chat function.
 - ⇒ Quick and easy business card exchange feature when speaking with delegates
 - ⇒ Additional options for exclusive in-app push notifications, featuring your logo and contact information and linking to your sponsor profile (one per day)
 - ⇒ Logo featured in the digital conference programme for sponsored sessions/panels (available separately)
- Posts on the ABO social media accounts with company content
 - ⇒ Available for LinkedIn, Facebook and Instagram - a combined following of over 12k. Posts can be made once in the lead up to conference, plus once during the conference dates. *Please note: the ABO is no longer actively using X/Twitter.*
- Featured logos and sponsorship details on the ABO's website prior to the conference.

£725+VAT
(Limited spaces available)

Visibility Booster Offers

Make a Lasting Impression with Badges and Lanyards

Make your mark at ABO Conference 2026 and elevate your brand presence with our exclusive branding packages designed to maximise exposure.

Worn throughout the conference by over 350 delegates, our eco-friendly badges and lanyards offer an unmissable opportunity for brand visibility and maximum reach.

(Limited spaces available)



Badge Sponsor:	Your logo printed on delegates’ personalised name badges (alongside the ABO logo).	£850+VAT
Lanyard Sponsor:	Your logo printed in on the badge-holding lanyards made from recycled materials (alongside the ABO logo).	£850+VAT
Badge + Lanyard Sponsor:	Exclusive brand exposure by combining both options at a reduced rate.	£1600+VAT

N.B. Information and images must be supplied in advance to allow for printing time (deadlines communicated separately)

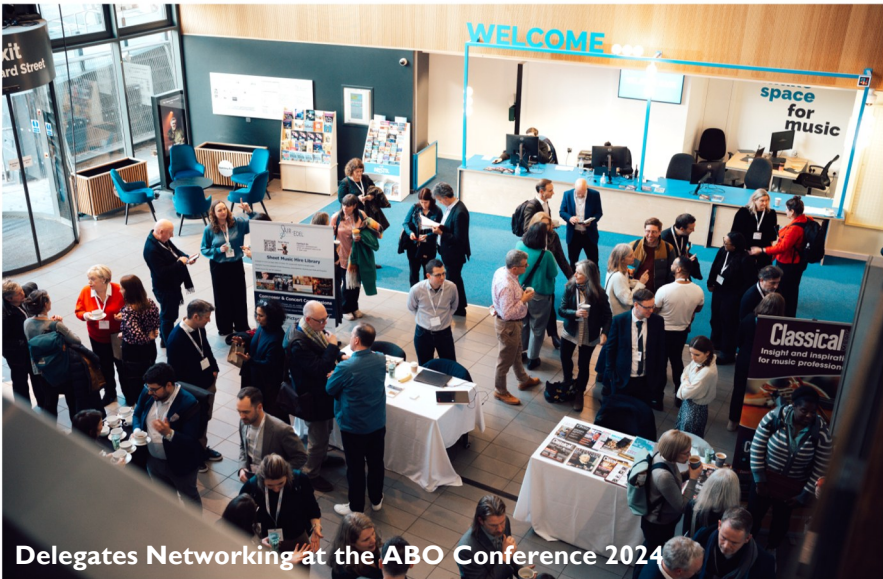
Session and Break Sponsorship

Align Your Brand with Key Conference Moments

Connect your brand with our engaging content and facilitate networking through session and break sponsorship options.

‘My highlight was networking and speaking to sector colleagues...a warm and inclusive experience!’ - 2024 Conference delegate

Session Sponsorship	Align your brand with an identified issue or topic in the conference programme; there may also be opportunities to propose a session which launches a report, programme or campaign of particular rel-	Prices negotiable
Tea and Coffee Breaks	Host a lively networking break, showcasing your brand and bringing innovative ideas to captivate delegates and make your break stand-out.	£350+VAT
Lunch Sponsorship	Food can make or break a conference! Contribute to a conference lunch, ensuring your brand name is on everyone's lips.	£400+VAT





ABO Impact Awards

Championing Excellence and Innovation

Celebrate the individuals and organisations elevating our sector with the ABO Impact Awards, presented during the Conference First Night. These prestigious awards highlight individuals, teams or projects that demonstrate values of **Inspiration, Innovation and Collaboration**, across the ABO's five priority areas:

- Equity, Diversity and Inclusion
- Learning and Development
- Health and Wellbeing
- Environmental Sustainability
- Innovation

It's a powerful way to align your organisation with the values that drive our industry forward.

ABO Impact Awards

- Verbal acknowledgement during the hosting of the Awards
- On-stage presentation of the chosen award by a member of your team
- Inclusion in delegate communications prior to and after conference
- Acknowledgement in the printed conference brochure
- Conference dinner for one person included

For awards categories and more information, please contact jack@abo.org.uk

**Prices
negotiable**

Create Lasting Memories

Support the Opening Night of the Conference & Presentation of the ABO Impact Awards

Be the name behind the social highlight of the conference by sponsoring the Conference First Night reception, followed by presentations of the ABO Impact Awards. A memorable way to align your brand with the spirit of music, excellence, and connection.

This year the reception will be held at London's Southbank Centre.



Drinks Reception and Performance at the First Night of the ABO 2025 Conference

Conference First Night Reception

- On-screen branding and/or banners
- Branding included in delegate communications and printed programme
- Welcome speech to all delegates (up to 5 mins)
- Conference dinner for one person included

Sponsorship opportunities are also available for individual ABO awards (see previous page for details)

£2000+VAT

Ready to get involved?

Now that you've explored the exciting sponsorship opportunities on offer at ABO Conference 2026, it's time to position your organisation for success.

Take a step towards increased visibility, meaningful connections, and valuable experiences, as a pivotal part of the classical music sector's premier event. Join us in shaping the future of our industry!

Ready to make your mark on the classical music sector? Contact **Jack Fearn**, Membership & Operations Manager (email: jack@abo.org.uk)

A discussion at the 2024 ABO Conference



Delegates at the 2025 ABO Conference





We can't wait to welcome you to
London's Southbank Centre!

ABO

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www.abo.org.uk



Leeds Conservatoire students at Opera North © Clive Barda