



17 – 19 May | NEC Birmingham

# Sponsorship Opportunities

Available at Professional Woodworking Expo



Crafted for  
your business,  
**to do business.**

The UK's tradeshow for the **Woodworking** and **Joinery Manufacturing** industry.

**The Professional  
Woodworking Expo**  
is the **largest event**  
in the UK dedicated  
to the industry,  
bringing over 6,000  
Woodworking  
professionals to the  
NEC Birmingham.

It is the only place in the country you can spend three days face to face with key decision makers from Furniture Manufacturers, Kitchen Bedroom & Bathroom Manufacturers, bespoke cabinet makers, carpenters, joiners, Factory/workshop Managers, shop re-fitters and installers.

Making the most of a show really begins before it even starts. From the feedback we've had and what we've seen work well, those who take the time to plan some activity before and after the event often see better results and a stronger return on their investment. What that looks like will depend on what you're aiming to achieve, and we're here to support you every step of the way.

Our wide range of sponsorship opportunities ensure that whether it's generating more footfall to your stand, gaining more brand awareness before the doors open or educating the Professional Woodworking community, we have a solution to help achieve your goals.

# Headline Sponsorship

LIMITED AVAILABILITY (ONLY 1 COMPANY)

**£20,000**

+ VAT

## HEADLINE SPONSORSHIP INCLUDES:

This package positions you as the main show sponsor, placing your brand above all other event participants before, during and after The Professional Woodworking Expo

Headline sponsor to be branded as in association with the Professional Woodworking Expo 2026 on our website, all communications and onsite wherever the PWE26 logo is displayed

Exclusive sponsorship of the Professional Woodworking Expo delegate entrance (incorporating your logo, branding and message)

Exclusive sponsorship of the delegate registration process (can include a proprietary question) and includes exclusive sponsorship of all delegate and exhibitor badges

Your advert or logo can appear on the official event networking app





# Thought Leader Sponsorship

**LIMITED AVAILABILITY**

**£5,000**

+ VAT

Becoming a Thought Leader Sponsor is a fantastic way to elevate your brand above others at the show. If you are looking to stand out and be seen as a thought leader, then look no further.

1 x 30-minute speaking session in one of The Professional Woodworking Expo Theatres

Attendee data of every delegate that enters your theatre session, which will be supplied for marketing and generating business post-show

Pre-show marketing will feature your branding on online, email and print communication connected to your theatre session

Branding on website as theatre speaker

Branding in official show guide as speaker on your topic, which every delegate will have in their hands

Branding on screen throughout session

Branding on lectern throughout session

Enhanced Web Profile. 90% of delegates plan who they want to see using the on-line exhibitor list, so make sure you stand out from over 150 exhibitors



# Demo Zone Sponsorship

LIMITED AVAILABILITY

**£7,500**

+ VAT

Become a headline sponsor of one of the feature areas on the show floor

2m x 2m hanging banner above containing sponsor's branding

A branded back wall will be prominently featured during all demos and interviews taking place in the area, ensuring strong visibility throughout.

Full promotion of your sponsorship of the feature area in all delegate promotion

Exclusive branding in all printed and electronic literature relating to the feature area



# Lanyards

Your brand worn by every single visitor at the show. This high-impact exposure ensures your logo is front and centre during networking, sessions, and photo ops, effectively turning attendees into walking billboards. It's a subtle yet powerful way to embed your brand in the overall event experience. This sponsorship also demonstrates your support for the industry or community, enhancing your company's reputation and forging positive brand associations.

**£5,000**

+ VAT

**SOLD**



# Badge Sponsor

As the Badge Sponsor, your company logo will appear on all attendee badges, providing consistent brand visibility throughout the event. This sponsorship places your brand in front of every participant from check-in to departure, reinforcing your presence and supporting attendee engagement. It is a practical way to align your brand with the event and its audience.

**£5,000**

+ VAT



# Must See Exhibitor Package

(ONLY 20 COMPANIES)

**£1,500**

+ VAT

Pre-show, Live & Post Show – three-pronged attack to elevate your brand.

Be part of the 20 companies we instruct delegates to ensure they see at The Professional Woodworking Expo before they walk through the doors. Inclusion in email before the show to all delegates of “must-see companies”.

Have your logo and stand number on our must-see exhibitor wall at the front of the show, driving customers to your stand. Inclusion in post-show ‘Thank you for attending’ email sent to all registered delegates.





# Hanging Banner

As a Hanging Banner Sponsor, your company branding will be prominently displayed in a high-traffic area of the event venue. This placement ensures sustained visibility to all attendees as they navigate key spaces within the event. It offers a clear and practical way to increase brand recognition and establish a strong visual presence. With limited availability this is a proven footfall driver to your stand.

**POA**

**Your  
Banner  
Here**

# Enhanced Web Profile

90% of delegates plan who they want to see using the on-line exhibitor list, make sure you standout!

Highlight your company with the following:

- Your company logo and stand number to feature at the top of the exhibitor list page on a carousel, meaning that you will standout regardless of which filters have been selected.
- Your company highlighted in a bright colour to stand out from other exhibitors when visitors are browsing the list.

**£500**

+ VAT





# App Sponsorship

New for 2026, become an official App sponsor.

Have your logo or advert on the welcome screen, homepage or within a sponsor graphic.

A sponsorship option to increase visibility for companies looking for brand awareness as part of exhibiting at the event. Connect with the audience before, during and after the show itself. The app will be used by the majority of the Professional Woodworking Expo attendees and is a great way to network, book meetings and get your brand seen by the PWE audience.

**£5,000**

+ VAT



# Floorplan sponsorship

As the Floorplan Sponsor, your company logo will be featured prominently on all printed and digital event floorplans, ensuring visibility as attendees navigate the venue. This sponsorship offers consistent brand exposure at key decision points, helping position your brand as a central part of the event experience. It is a practical opportunity to increase awareness and support attendee engagement.

**£1,500**

+ VAT



The logo features a stylized circular graphic composed of concentric, slightly offset arcs, resembling a target or a wood grain pattern, in a light green color.

# Professional Woodworking Expo 2026

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To Discuss Sponsorship Options  
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