

# Innovation and Digital Summit 2025 – Sponsorship Offer Pack

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Sponsorship opportunities enabled by the Police Digital Service (PDS)



# Introduction

- The Innovation and Digital Summit is a joint-commission by the National Police Chiefs' Council's Digital, Data & Technology and Science and Innovation coordination committees' leads.
- The summit is enabled by the PDS to bring together the Digital, Data, Technology, Science and Innovation communities at one key annual event.
- At least 60% of the delegates registered will be from the public sector law enforcement community in the UK and beyond.
- The conference will offer exhibition space and a wide-ranging agenda of plenary and breakout sessions.
- The mix of sessions, speakers and visitors is vital to inform and inspire colleagues across law enforcement.
- The event will take place in Liverpool from **Monday 20 October to Wednesday 22 October** and will include the presentation of the NPCC Digital Awards on the second evening.



# Our venue is ACC Liverpool

**ACC Liverpool** is a fully accessible event complex, located on the former Kings Dock in Liverpool. It offers a multipurpose hall, with a high-capacity auditorium and break-out rooms.

Details of how to book nearby accommodation, will be provided in due course.



# Summit Programme (draft)

- 8am – Exhibition hall open for sponsors to setup
- 9.30am – Thematic workshops\*
- 12.30pm – Registration desks open
- 1pm – Plenary starts
- 5pm – Exhibition Build deadline
- 5.30pm – Conference closes
- Evening Reception

**Monday  
20 October**



- 8am – Registration opens
- 8.15am – Exhibition opens, with refreshments
- 9.15am – Plenary, agenda for the day
- Morning refreshments / networking in the exhibition area
- Lunch / networking in the exhibition area
- Afternoon tea, networking in exhibition area
- 5.15pm – Agenda closes
- 5.45pm – Exhibition hall closes

**Tuesday  
21 October**



- Dinner Reception
- Evening Dinner
- Awards Presentation
- Charity Raffle
- Dinner Speaker (TBC)

**Evening -  
Tuesday 21  
October**



- 8.15am – Registration opens
- 8.15am – Exhibition opens, with refreshments
- 9.15am – Plenary, agenda for the day
- Morning refreshments / networking in the exhibition area
- Breakout of exhibition following the morning coffee break
- 12.30pm Lunch and/or grab bags available
- 1pm Summit closes
- Themed Roundtables\*

**Wednesday  
22 October**



Note- \*Activity is yet to be confirmed

# Attendees

The Summit is open to the whole law enforcement community. It offers a chance for colleagues at all levels to take part. More than 300 law-enforcement colleagues are pre-booked to attend.

- ❖ National leaders in law enforcement
- ❖ Policing and criminal justice senior officers
- ❖ Elected representatives, from Police and Crime Commissioners through to fire and rescue, and local authorities.
- ❖ Digital, Data and Technology (DDaT) leaders
- ❖ Key providers working to support law enforcement through DDaT solutions.



# Sponsorship packages available



A breakdown of each sponsorship opportunity is detailed on the following pages.

**Click the buttons above to navigate to offer packages**

# additional sponsorship packages to increase brand awareness, which can be requested in addition to the main offer options.

\* exclusive opportunity



## Principal Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **five** of your team.



### Stand Size:

Space for 10 x 5 m stand in a prominent location the exhibition hall.



### Awards Dinner:

Hosting TWO of the top tables including your five team members.

### Branding Opportunities on site:

Your organisation's brand will appear on the main staging, included on conference handouts and key digital signage. Acknowledgement on the plenary stage by the event host during the summit.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Principle sponsors logo for use on your social media platforms.

### Agenda access:



At least one opportunity to join one of the themed plenary panel sessions and opportunity to engage with delegates by delivering a workshop as outlined in the gold package. You will also be invited to co-present one of the awards.

### Space in guide / website:



300-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist with the planning and management of your stand.



## Awards Dinner & Gold Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **three** of your team.



### Stand Size:

Allocated space for 5 x 3 m stand in the exhibition hall with a power supply and table.



### Awards Dinner:

Hosting of one the top tables including your three team members.

### Branding Opportunities on site:

The awards will be held in a separate venue, with your brand prominently displayed on entry and stage throughout the awards. You will also benefit from the normal gold offer.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Gold sponsors logo for use on your social media platforms.

### Agenda access:



Opportunity for a short speech at the dinner and an opportunity to engage with delegates by delivering a workshop as outlined in the gold package. You will also be invited to co-present one of the awards.

### Space in guide / website:



**200**-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist with the planning and management of your stand.



## Gold Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **three** of your team.



### Stand Size:

Allocated space for 5 x 3 m stand in the exhibition hall with a power supply and table.



### Awards Dinner:

Places for **three** team members at the Awards Dinner.

### Branding Opportunities on site:

Your organisation's brand will be included in the event guide and the signage for your breakout session.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Gold sponsors logo for use on your social media platforms.

### Agenda access:



An opportunity to engage with delegates by delivering a workshop during a 45-minute breakout session with a PDS/Policing or other facilitator and support from the event team in planning the content.

### Space in guide / website:



**200**-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist with the planning and management of your stand.



## Silver Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **two** of your team.



### Stand Size:

Allocated space for 3 x 2 m stand in the exhibition hall with a power supply and table.



### Awards Dinner:

Places for **two** team members at the Awards Dinner.

### Branding Opportunities on site:

Your organisation's brand will be included in the event guide and the signage for your breakout session.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Silver sponsors logo for use on your social media platforms.

### Agenda access:



Your team will be able to get involved will agenda sessions, workshops and networking sessions.

### Space in guide / website:



**100**-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.



## First evening networking Event Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **four** of your team.



### Stand Size:

Allocated space for 3 x 2 m stand in the exhibition hall with a power supply and table.



### Awards Dinner:

Places for **four** team members at the Awards Dinner on the second night.

### Branding Opportunities on site:

Dedicated digital branding on arrival for the evening and your logos will be included in the event guide and acknowledgement by the event host in the speeches at the close of the first day and during the networking event.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Networking sponsors logo for use on your social media platforms.

### Agenda access:



An opportunities to deliver a brief, five-minute pre-dinner address to delegates at a suitable time during the reception event introduced by the event chair / host.

### Space in guide / website:



**100**-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.



## Gov / Small business Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **one** of your team.



### Stand Size:

Allocated space for 1 x 1 m stand in the exhibition hall with table.



### Awards Dinner:

Option to purchase a seat the Awards Dinner.

### Branding Opportunities on site:

Your organisation's brand will be included in the event guide.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Bronze sponsors logo for use on your social media platforms.



Your team will be able to get involved will agenda sessions, workshops and networking sessions.

**Only available to small businesses (0-15 employees)**

### Space in guide / website:



75-word write-up in the Summit Programme and on the event digital platforms.



### Planning support:

PDS events will provide a dedicated point of contact to assist management of your involvement.



## Digital Experience Sponsor



**Number of included delegate packages:**  
Summit attendance for up to **two** of your team.



### Stand Size:

Allocated space for 3 x 2 m stand in the exhibition hall with table.



### Awards Dinner:

Places for **two** team members at the Awards Dinner.

### Branding Opportunities on site:

Your organisation's brand will be included in the event guide.

### Networking Opportunities:



Refreshments and lunch will be served in the exhibition halls around the stands which provide opportunities to engage with delegates, alongside access to sessions and the evening Networking Event on 20<sup>th</sup> October in the exhibition hall.



### Digital interaction / contact management:

Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up.



### Social Media Assets:

Digital sponsors logo for use on your social media platforms.

### Agenda access:



Your team will be able to get involved will agenda sessions, workshops and networking sessions.

### Space in guide / website:



**100**-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.

## Specialist Coffee



**Number of included delegate packages:**  
Summit attendance for **one** representative.



### Stand Size:

No additional stand space beyond the branded coffee serving area in the main exhibition.

This stand will be positioned near the entry to the exhibition throughout the full agenda day 21 October.

### Networking Opportunities:

As per other packages

**Fantastic additional opportunity to increase brand awareness alongside other packages.**



### Awards Dinner:

Places for **one** team member at the Awards Dinner.

### Digital interaction / contact management:



Delegates being served a coffee will have their badge scanned to give the sponsor of this package contact details of the colleagues visiting the stand.

### Social Media Assets:



Coffee sponsors logo for use on your social media platforms.

TM

### Branding Opportunities on site:

Opportunities to brand the coffee serving area alongside the coffees served in either branded disposable cups or if you wish to provide branded reusable cups for delegates to retain. The coffee stand will be available for 7 hours on the Tuesday of the summit.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.

### Space in guide / website:



**75-word** write-up in the Summit Programme and on the event digital platforms.

## Work / Charging Zone



**Number of included delegate packages:**  
Summit attendance for **one** representative.



### Stand Size:

No additional stand space beyond the branded table and chairs with power sockets.



### Awards Dinner:

Places for **one** team member at the Awards Dinner.

### Branding Opportunities on site:

Opportunities to brand a desk area with chairs and power points to charge phones and laptops or join meetings. You can include a screen on the desk with a rolling presentation.

### Digital interaction / contact management:



Access to technology and services to log interactions with delegates via scanning of their delegate badge which will provide contact details for follow up..

**Fantastic additional opportunity to increase brand awareness alongside other packages.**

### Networking Opportunities:

As per other packages

### Social Media Assets:



Work sponsors logo for use on your social media platforms.

### Space in guide / website:



**75-word** write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.



## Lanyards



**Number of included delegate packages:**  
No additional delegates are included in this package.



### Stand Size:

No additional stand space beyond the branded coffee serving area in the main exhibition.

This stand will be positioned near the entry to the exhibition throughout the full agenda day 21 October.



### Awards Dinner:

One seat at the awards dinner.

### Branding Opportunities on site:

Your logo will be clearly shown on the delegate lanyards and of course will therefore appear in most official photographs at the event.

### Delegate Access:

There will be an option to purchase a supplier delegate package before they are opened to a wider audience.

**Fantastic additional opportunity to increase brand awareness alongside other packages.**

### Social Media Assets:



Lanyards sponsors logo for use on your social media platforms.

### Space in guide / website:



75-word write-up in the Summit Programme and on the event digital platforms.

### Planning support:



PDS events will provide a dedicated point of contact to assist management of your involvement.



# Package summary and price list

Package	Stand Size	Delegates Included	Key elements of the package	Pricing
Principle	10 x 5 m	5	Main Stage Panel / breakout session / Co-present award	£38,000
Gold	5 x 3 m	3	Supported breakout session with delegates a large stand in exhibition hall	£19,500
Gold with Awards Dinner	5 x 3 m	3	Branding at the awards dinner with opportunity to co-present award PLUS Gold benefits above	£35,000
Networking Event	3 x 2 m	4	Speech on the evening reception, priority stand location, increased brand awareness	£17,500
Silver	3 x 2 m	2	Exhibition and opportunity to network with delegates and content agenda	£9,500
Gov / Small business	1m linear	1	Simple exhibition and access to delegates Only available to small businesses (0-15 employees)	£3,000
Digital Experience	3 x 2 m	2	Branding on the digital delegate platform, would consider options to off set cost using your technology	£15,000
Specialist Beverages	Branded Coffee Stand	1	Raise brand awareness to serve 500 specialist beverages in branded cups and gather delegate details on the main day of the event	£3,995
Work / Charging Zone	Large branded desk and chairs with power sockets	1	Raise brand awareness in a dedicated area where colleagues can plug in and connect	£4,950
Lanyards	None	Available to purchase	Raise brand awareness add on or stand-alone package	£3,450

**Please note: Gov/SME packages are limited to small UK based organisations such as start-ups and small enterprises with specific innovation and expertise and invited publicly funded bodies.**

# Sponsor information

Based on feedback from previous events accommodation has been removed from the packages but we have managed to keep the prices as close a possible to previous years.

We have improved offer within many of the packages compared to previous events:

- All exhibitors will be hosted on a single floor where all refreshments are served during breaks and networking sessions.
- We will provide a portal to book accommodation at preferred rates direct with local hotels.
- We will maintain the commitment to at least 60% of delegates being from the public sector law enforcement and wider community
- The event will be open to wider law enforcement beyond the geographically based police forces of the UK.
- We expect between 500-600 delegates

Payment terms 75% on award – reminder 8 weeks before event

There will be an application process for potential sponsors – [CLICK HERE TO SUMMIT YOUR PROPOSAL](#)

We plan to confirm the first batch of sponsors in May and the deadline for final proposals mid June 2025.

You can arrange an informal meeting to discuss which packages are best to apply for via this link – [CLICK TO OPEN THE BOOKING PAGE](#)

**Please note: there will be limited availability of delegate only packages for private sector colleagues due to the approach of ensuring at least 60% of delegates are from the public sector. All delegates must pre-register for this event.**

# Application and review process

## Sponsor reviews packages

- Consider suitability and budgets
- Consider what you would showcase
- How can your application stand out from the others
- What solutions / products / services will benefit the most organisations

## Summit application form

- Mark your preferences
- Why do you stand out from others?
- Explain benefits to policing
- What added value do you offer for delegates
- Consider 2<sup>nd</sup> choice packages

## PDS Commercial team conduct provide commercial review

- This will protect any related procurement activity
- Ensure fair and transparent approach
- Ensure your sponsorship does not exclude your organisation from other activity

## Proposal reviewed by Summit Delivery Team for suitability

- Alignment to strategy
- Innovation
- Ethical review
- Avoid duplication

## Clarify details and preferences between Summit team and Sponsor

- Meetings if required with Summit team to ensure we maximise the opportunities

## First batch of proposals and matching to packages reviewed by senior police leaders

- Slotting and matching process
- Recommendations based on potential impact and suitability

## Contract confirmed and payment

- Formal contract and purchase order made
- Payment terms confirmed
- Formal offer to sponsors

## Sponsorship confirmed and announced

- Details published
- Social Media assets shared
- Start of regular contact for delivery of summit

[CLICK HERE TO OPEN THE ONLINE SPONSOR APPLICATION FORM](#)

# Feedback from the 2023 event

- 511 Attendees - 62% from public sector and policing
- All but one UK police force attended
- Delegates from UK, Ireland, Australia, Canada and Europe
- 80+ presenters or speakers
- 25 Plenary or Breakout sessions
- 49 Sponsors
- Delegate Satisfaction Score 4.01 out of 5
- Sponsor Satisfaction Score 3.97 out of 5



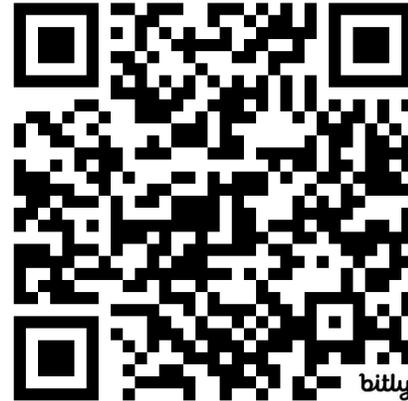
85% of sponsors said the event achieved their objectives and 95% stated they were likely to sponsor the event again.



# Thank you for considering Summit 2025

If you would like any further information, please visit the Police Digital Service website [www.pds.police.uk](http://www.pds.police.uk) and select [contact us](#)

Or scan this QR code  
or [click this link](#)



To arrange a 20-minute meeting with the Summit team [please click here](#).

[CLICK HERE TO OPEN THE ONLINE SPONSOR APPLICATION FORM](#)

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