

Building the Smarter State Sponsorship Opportunities

2023

techUK
FOR WHAT COMES NEXT





About techUK

techUK is the trade association which brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With over 900 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government, and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support our members, partners, and stakeholders as they prepare the UK for what comes next in a constantly changing world.



39.9K
followers



23K
LinkedIn
company
page
followers



130K
unique visits
per month
techUK.org

The Event

Event Date: September 2023 | **Venue:** Central London

Timings: Day conference

About Building the Smarter State

Building the Smart State is techUK's flagship public services conference and the go to conference for public sector digital leaders. 2023 will see it return for the ninth year and focus on the most pressing and important topics for public sector digital transformation.

The annual event brings around 200 senior leaders and decisions makers from across the public sector – most notable central and local government – together with the technology industry to showcase how technology is shaping todays and tomorrow's public services – helping to build a smarter state.

Previous speakers have included Chief Digital and Information Officers from across the biggest Whitehall's departments, local government, and cities. Building the Smarter State curates a day of leading public sector innovators and offers opportunities to network, build new relationships to solve common challenges within the smarter state.

BTSS 2022 | MEGAN LEE

Chief Strategy and
Transformation Officer,
Central Digital and Data Office



Sponsorship Packages | Headline Sponsor: £20,000 + VAT

The headline sponsorship package is **only available to one company**. This is an opportunity for your company to convey key messages and raise your profile amongst industry and public sector leaders via two speaking opportunities. You will receive premium visibility across techUK marketing channels before, during and after the event and will be positioned as the most senior sponsor throughout event collateral.

- **Opportunity to work with the techUK team** to shape the key conference theme(s)
- **Speaking opportunity** - ten-minute keynote address during the conference opening sessions
- **Speaking opportunity** - headline sponsor representative to join one of the conference plenary sessions as a speaker or moderator
- **Mention on the day during** techUK welcome and closing speeches
- **Pre-event and post-event by-lined articles** - two sponsor developed 750-word articles on the subject matter of choice (relating to the conference themes) promoted on the techUK website
- **Demo space (4x2m) at the conference** in the networking and catering area (stand/banners provided by sponsor)
- **Promoted as headline sponsor** on all event HTML mailings, during the pre-event campaign
- **Promoted as headline sponsor** on event slides, all conference delegate material and extensive conference branding on site at the event
- **Sponsor advertisement** – Whole page advertisement included in event programme to be given out to delegates on registration referring to headline sponsorship.
- **techUK website - sponsor 'hub' included on event website** including company logo and boiler plate (200 words) along with links to 4 sponsor resources (e.g., video, report, webpage, blog, etc)
- **Social media promotion** in 10 x promotional tweets/LinkedIn posts, including company's handle
- **Video interview with sponsor representative** to be recorded at conference - to be shared through techUK channels and hosted on techUK YouTube channels and event web page
- **Eight complimentary passes** at the conference (worth £2,400 + VAT)
- **Sponsor promotion in post event** follow-up email to all attendees



Sponsorship Packages | Breakout Sponsor: £10,000 + VAT

This is an exclusive opportunity for your company to curate and develop the content for one of the conference workshops. Be at the forefront of the agenda by hosting a breakout session.

Four breakout sponsor packages are available.

- **Sole sponsorship of one workshop session** - opportunity to shape and develop the session content, format and speaking panel (subject to approval from techUK)
- **Demo space (3x2m) at the conference** in the networking and catering area (pop up stand/ banners provided by sponsor)
- **Promoted as breakout sponsor** on event slides, all conference delegate material, including in the conference programme and extensive conference branding on site at the event
- **Pre-event by-lined article** – one sponsor developed 750-word articles on the subject matter of choice (ideally related to breakout theme) promoted on the techUK website
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to 2 sponsor resources (e.g., video, report, webpage, blog, etc)
- **Sponsor logo on at least two HTML mailings**, during the pre-event campaign (dependant on time of signing contract)
- **Social media promotion** in 5 x promotional tweets/LinkedIn posts
- **Five complimentary tickets** to the conference (worth over £1,400 + VAT)

Networking Sponsor: £6,500 + VAT

The conference breaks and drinks reception are designed to offer the perfect platform for delegates to network and develop new partnerships. This package ensures the sponsor is uniquely positioned to make the very most out of the networking sessions throughout the day and build brand awareness.

The networking sponsor package is only available to one company.

- **Sponsorship of the networking area** (coffee breaks, lunch and reception)
- **Speaking opportunity** – five-minute address during networking reception
- **Demo space (3x2m) at the conference** in the networking and catering area (pop up stand/ banners provided by sponsor)

BTSS 2022 | COL CAMPBELL
Partner, Infrastructure,
Government & Healthcare
Technology Transformation,
KPMG in the UK



THE
ROYAL
SOCIETY

Networking Sponsor: £6,500 + VAT continued

- **Sponsor logo** on at least two HTML mailings, during the pre-event campaign (dependant on time of signing contract)
- **Promoted as networking sponsor** on event slides, all conference delegate material including in the conference programme and extensive conference branding on site at the event
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to 2 sponsor resources (e.g., video, report, webpage, blog, etc)
- **Sponsor recognition** in five x promotional tweets/LinkedIn posts including company's handle
- **Three complimentary tickets** to the conference (worth over £900 + VAT)

Demo Stand: £2,000 + VAT

Demos benefit from prime position in the high-traffic catering, networking and registration areas. Exhibit your organisations exhibiting technology within the delegate networking area - an area designed for industry and government to interact in a relaxed environment.

- **Demo space (3x2m)** at the conference in the catering networking area (kit to be provided by sponsor)
- **Your logo, 50-word boiler plate, and weblink** to be included on the event website
- **Your logo, 50-word boiler plate** included in the conference programme
- **Two complimentary tickets** for the conference (worth over £600 + VAT)

Sponsorship deliverables are dependent on sponsor meeting deadlines set by techUK.

If you are interested in becoming a sponsor, please contact:

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