



CONNECT
CONFERENCE **b**

08 OCT
2026



STRONGER TOGETHER

SPONSORSHIP OPPORTUNITIES & DELEGATE PRICES

WHY SPONSOR THE CONNECT CONFERENCE 2026?

The Connect Conference is the 'MUST' attend event in our industry's calendar.

Sponsorship provides you with the opportunity to showcase your brand and offering to the key decision makers from all parts of the bathroom industry.

It's the only occasion in the UK event calendar with so many senior industry figures in one place, at one time. In addition, the conference provides a fantastic networking opportunity through the day and during our accompanying social programme.

We have several sponsorship packages available to suit any budget. However, the number of packages available in each band is limited.

ACTIVITIES

Bathroom Association Annual Conference 2026: What to expect

Our Annual Conference will take place on Thursday, 8 October 2026, at the Grand Hotel, Birmingham.

Join the bathroom sector's key annual get-together for a day of ideas, insight and connection, bringing the wider supply chain and our partners into one room.

We're delighted to be returning to the Grand Hotel in Birmingham for 2026. The venue proved hugely popular with delegates in 2025, so we're back by demand and ready to build on that momentum.

Expect thought-provoking keynote talks from industry experts, lively panel discussions, and plenty of time to network with fellow professionals. Following a relevant and exciting speaker line-up during the day, we'll finish with an exclusive gala dinner.

Theme: 'Stronger Together'

Growth in our sector doesn't happen in isolation. It happens when we align on policy, standards, skills, innovation, sustainability, and what customers actually need.

'Stronger Together' is the thread running through the conference: a practical, forward-looking take at how the bathroom industry can collaborate to create a stronger, more resilient marketplace.

Across the bathroom sector, collaboration can mean sharing insights early, connecting the dots from specification to end user, solving problems by raising quality, and strengthening trust in the category, and finally, backing each other as a community, because a supportive sector attracts talent, builds capability, and creates long-term strength

When we work together across the entire supply chain, we create the conditions for sustainable growth. And when the industry grows, everyone benefits.

What to expect on the day

You'll leave with:

- Fresh insight on what's shaping the market and what's coming next
- Practical takeaways you can apply in your business
- New connections across the industry (and time to actually have the conversations)
- A renewed sense of momentum and a stronger network behind you

Gala Dinner: Celebrating the people shaping our future

After the conference, we'll come together for an exclusive gala dinner, which is the perfect way to continue conversations in a more relaxed setting.

And due to popular demand, the charity raffle and auction, and our 30-Under-30 Awards return. These awards celebrate the achievements and hard work of younger members who are already making a real impact and forging long, successful careers in our sector.

30 UNDER 30

What are the Thirty-under-Thirty Awards?

As the leading voice for the bathroom industry in the UK, the Bathroom Association is committed to fostering innovation, excellence, and talent development. The Thirty-under-Thirty Awards embody this commitment by spotlighting individuals under the age of thirty who have demonstrated exceptional skills, leadership, and dedication in their respective roles.

Open to all Association member companies, including affiliates and partners, these awards, judged by an independent panel, showcase the remarkable contributions of young talent shaping the future of the entire bathroom industry. From finance, sales and marketing to innovative design concepts and career advancements, the awards honour those driving positive change and pushing the boundaries of excellence in the industry.

[To enter, click here to fill out a simple form.](#)

What are the rules for nomination?

Just three rules:

- Every nominee must be 29 years old or under on **8 October 2026** (born **on or after 9 October 1996**).
- You must provide a statement detailing why the nominee should be considered.
- Nominations must be received by the end of business on **Friday, July 17, 2026**.

The judging process

An independent judging panel will oversee the nominations. We are honoured to have an expert panel confirmed for 2026, including Henk Gieskens, Director of Client Success at Lyrical Communications, Sharon Southcott, Managing Director at Strategic Professionals, and Lee Cartwright, Managing Director of the Unified Water Label Association.

You can view our panel's biographies on our [Meet the Judges web page!](#)

They will score the entries based on the following:

- Nominee's growth within the business, including their work achievements
- Future potential and attitude to work and personal development
- Recognition among their peers. Testimonials from customers and colleagues are welcome

Once a shortlist is confirmed, we'll contact all entrants with the good news.

The final winners will be announced at our Annual Conference 2026 gala dinner on October 8 at the Grand Hotel in Birmingham. This year, we will also recognise an **outstanding achiever from our 2026 cohort with a special award**.

Get your nominations in now and celebrate the opportunity to recognise and applaud the outstanding achievements of our young professionals.

Please contact Lisa Carnwell with any queries via Lisa.Carnwell@bathroom-association.org.uk

SPONSORSHIP

Align your brand with one of the most influential events in the bathroom industry and gain high-impact visibility before, during and after the conference. Our sponsorship packages are designed to maximise exposure, build meaningful connections, and position your business as a leader within the sector.

PLATINUM SPONSOR – £7,000

Our most comprehensive and high-profile sponsorship opportunity

Includes:

- 2 × Package A

Conference attendance, gala dinner and accommodation (8 October)

- 2 × Package B

Conference day delegate passes (including lunch and refreshments)

- 10% discount on all additional delegate places booked

- Dedicated logo, company bio and website link on the event sponsor page

- Most prominent logo placement across all event collateral

- Inclusion in the sponsor video, played throughout the event on all screens

- Recognition across all promotional activity, including marketing emails and social media

- Exclusive sponsorship announcement in Insights Inbox, distributed to our full CRM database

- Full-page editorial feature plus full-page advert in the digital conference brochure

GOLD SPONSOR – £5,000

A strong sponsorship option offering excellent brand visibility

Includes:

- 1 × Package A

Conference attendance, gala dinner and accommodation (8 October)

- 1 × Package B

Conference day delegate pass (including lunch and refreshments)

- 5% discount on all additional delegate places booked

- Dedicated logo, company bio and website link on the event sponsor page

- Logo placement on event collateral

- Inclusion in the sponsor video, played throughout the event

- Recognition across marketing emails and social media

- Exclusive sponsorship announcement in Insights Inbox

- Half-page advertisement in the digital conference brochure

SPONSORSHIP

SILVER SPONSOR – £3,000

A cost-effective way to showcase your brand at the event

Includes:

- 1 × Package A
Conference attendance, gala dinner and accommodation (8 October)
- Dedicated logo, company bio and website link on the event sponsor page
- Logo placement on event collateral
- Inclusion in the sponsor video, played throughout the event
- Recognition across marketing emails and social media
- Group sponsorship announcement in Insights Inbox
- Logo included in the digital conference brochure

BRONZE SPONSOR – £2,000

An accessible entry-level sponsorship with valuable brand exposure

Includes:

- 1 × Package B
Conference day delegate pass (including lunch and refreshments)
- Dedicated logo, company bio and website link on the event sponsor page
- Logo placement on event collateral
- Inclusion in the sponsor video, played throughout the event
- Group sponsorship announcement in Insights Inbox
- Logo included in the digital conference brochure

DELEGATE PACKAGES

PACKAGE A

CONFERENCE DAY DELEGATE, GALA DINNER TICKET AND ACCOMMODATION ON THE 8TH OCTOBER
£599+VAT

PACKAGE B

CONFERENCE DAY DELEGATE PLACE WITH LUNCH AND REFRESHMENTS
£299+VAT

PACKAGE C

CONFERENCE DAY DELEGATE AND GALA DINNER TICKET (NO ACCOMMODATION)
£399+VAT

PACKAGE D

GALA DINNER TICKET ONLY (NO CONFERENCE OR ACCOMMODATION)
£249+VAT

NON-ASSOCIATION MEMBERS WILL BE CHARGED £50 EXTRA ON EACH PACKAGE



OFFERS

EARLY BIRD OFFER

20% OFF ALL PACKAGES ONLY UNTIL THE END OF FEBRUARY 2026

BRING A CUSTOMER OFFER

BUY TWO PACKAGE A AND BRING TWO CUSTOMERS (MUST BE MERCHANT/DISTRIBUTOR) TO THE CONFERENCE DAY FOR FREE!

ALSO INCLUDES 10% DISCOUNT ON GALA DINNER TICKET SHOULD YOUR GUESTS WISH TO STAY FOR THE EVENT.

PLEASE NOTE THIS DOES NOT INCLUDE ACCOMMODATION

BULK BOOKINGS DISCOUNTS AVAILABLE

PRICES ON ENQUIRY



BOOKING FORM

To confirm your booking please complete the below and return to:
Sandra.Cliff@bathroom-association.org.uk

TERMS AND CONDITIONS OF MEMBER BOOKING PLEASE READ BEFORE COMPLETING.

TO CONFIRM YOUR BOOKING YOU MUST SIGN, DATE AND RETURN THIS BOOKING FORM TO THE ASSOCIATION INDICATING THE ACTIVITIES YOU WISH TO ATTEND.

UPON RECEIPT OF THIS BOOKING FORM THE ASSOCIATION WILL ISSUE CONFIRMATION AND INVOICE TO THE DESIGNATED PERSON.

INVOICES MUST BE PAID IN FULL WITHIN 7 DAYS OF THE DATE OF THE INVOICE.

NO REFUND IS AVAILABLE SHOULD YOU WISH TO CANCEL.

YOU ARE WELCOME TO SEND ALTERNATIVE REPRESENTATIVES IF THE ORIGINAL NAMED DELEGATES ARE UNABLE TO ATTEND. PLEASE KEEP US INFORMED SO WE CAN CONFIRM WITH THE HOTEL THE ACCOMMODATION CHANGES.

CONTACT DETAILS

NAME FOR CORRESPONDENCE:

JOB TITLE:

COMPANY NAME:

EMAIL FOR CORRESPONDENCE:

PREFERRED PHONE:

DELEGATE NAMES

1. NAME:

PACKAGE REQUIRED:

JOB TITLE:

DIETARY REQUIREMENTS:

2. NAME:

PACKAGE REQUIRED:

JOB TITLE:

DIETARY REQUIREMENTS:

3. NAME:

PACKAGE REQUIRED:

JOB TITLE:

DIETARY REQUIREMENTS:

4. NAME:

PACKAGE REQUIRED:

JOB TITLE:

DIETARY REQUIREMENTS:

5. NAME:

PACKAGE REQUIRED:

JOB TITLE:

DIETARY REQUIREMENTS:

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BOOKING FORM CONTINUED

MEMBERSHIP STATUS:

MEMBER

NON-MEMBER

NON MEMBERS WILL PAY AN ADDITIONAL £50 ON ALL PACKAGE PRICES.

PAYMENT

PO NUMBER:

PLEASE SETTLE WITHIN 7 DAYS OF INVOICE TO COMPANY. PAYMENT BY BACS AVAILABLE – DETAILS ON INVOICE

NO REFUND IS AVAILABLE SHOULD YOU WISH TO CANCEL.

CONFIRMATION SIGNATURE

I HAVE READ AND UNDERSTOOD THE TERMS AND CONDITIONS OF THE BOOKING

SIGNATURE:

JOB TITLE:

DATE:

FURTHER INFORMATION

BATHROOM ASSOCIATION
C/O RSM, FESTIVAL WAY,
FESTIVAL PARK,
STOKE-ON-TRENT,
ST1 5BB

PHONE 01782 631619

SANDRA.CLIFF@BATHROOM-ASSOCIATION.ORG.UK

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BOOKING FORM SPONSORSHIP

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CONTACT DETAILS

NAME FOR CORRESPONDENCE:

JOB TITLE:

COMPANY NAME:

ARE YOU A MEMBER OF THE BMA:

ADDRESS: POSTCODE:

EMAIL FOR CORRESPONDENCE:

PREFERRED PHONE:

PACKAGE

PLATINUM - £7,000+VAT

GOLD - £5,000+VAT

SILVER - £3,000+VAT

BRONZE - £2,000+VAT

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CONFIRMATION SIGNATURE

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JOB TITLE:

DATE:

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