



ANNUAL | 20
CONFERENCE | 26

THE REAL
STATE OF POLICING
21-22 OCTOBER 2026

Headline sponsor



WORK WITH US

Connect your brand with 145,000+ police officers across England and Wales through trusted events, media channels and partnership opportunities.

Our insight, influence and relationships across policing help partners deliver effective campaigns and meaningful engagement with the policing community.

We have touchpoints with all areas of policing, seen as a thought leader, and have the reach to share products and services that are valued by the policing community, and to highlight issues they should be aware of.

Partnership opportunities

- Event sponsorship
- Exhibition stands
- Thought leadership opportunities
- POLICE magazine advertising
- Newsletter advertising
- Digital campaigns
- Member engagement initiatives
- Bespoke partnership packages

Partner with the Police Federation of England and Wales (PFEW) to engage one of the UK's largest professional communities and benefit from:

- engaging with senior decision-makers
- aligning your brand with the policing community
- positioning your organisation as a trusted expert through thought leadership, events and member engagement.
- raising your profile within our membership, 145,000+ police officers

PFEW at a glance

145,000+
members

National Reach

Events, media
and digital
channels

Trusted voice
of policing



WHY SUPPORT US?

At a time when marketing return on investment is more important than ever, partnering with the Police Federation of England and Wales can increase your brand awareness within the policing community.



Raise the profile of your business

Gain visibility with 145,000+ police officers and key policing decision-makers.



Network

Build relationships with federation leaders, workplace representatives and policing stakeholders.



Showcase

Promote products and services to a trusted audience of 145,000+ police officers across England and Wales.



Expertise

Position your organisation as a trusted expert through thought leadership, events and member engagement.

Dedicated events, marketing and sponsorship team

Our team will support you all the way, with over 20 years of experience running world-class national events, we'll help you maximise your return on investment.

Interested in reaching the policing community?

Contact sponsorship@polfed.org



Headline sponsor
Slater Gordon

The Police Federation of England and Wales (PFEW), Annual Conference is a pivotal event in the policing calendar where representatives from the 43 forces throughout England and Wales, as well as from Scotland, Northern Ireland and overseas, come together to share good practice and debate issues affecting policing.

Over two full days, our delegates will receive key updates from the Federation and hear about the work we'll be focusing on in the months ahead and beyond into 2027.

The event will also feature a keynote speech from our National Chair and the presentation of some of our annual awards, recognising excellence across the service, including the Detectives Awards, Outstanding Contribution to Women in Policing, Response Officer of the Year and, new for 2026, Rep of the Year.

LOCATION: London

FORMAT: In-person (600+)

AUDIENCE: Federation representatives and members, senior representatives from Government and the Home Office, practitioners, policy decision-makers and key policing stakeholders.

Get Involved | email: sponsorship@polfed.org

SESSION SPONSORSHIP

This premium opportunity provides a unique platform to position your organisation as a trusted industry leader, engage directly with a highly influential policing audience, and contribute to discussions on the issues shaping modern policing.

Sponsorship Package Includes:

- Exclusive sponsorship of a dedicated Conference session
- Opportunity to deliver thought leadership content to Conference delegates
- Direct engagement with representatives from all 43 police forces in England and Wales
- Enhanced brand visibility throughout the event
- 4m x 2m exhibition stand in the Conference exhibition area
- Networking opportunities with key policing decision-makers and stakeholders

INVESTMENT | PRICE ON APPLICATION

Important Information | All session content is subject to approval by the Conference Agenda Planning Team to ensure alignment with the overall Conference programme and objectives.

For more information or to discuss how we could shape this opportunity to support your objectives, contact our sponsorship team via sponsorship@polfed.org

MAXIMISE YOUR VISIBILITY WITH EVERY DELEGATE

Create a lasting impression with targeted sponsorship opportunities that place your brand directly into the hands of conference attendees. From welcome bag giveaways to seat drop materials, these options provide a practical and cost-effective way to increase awareness, reinforce key messages and extend your reach beyond the event through post-conference communications.

DELEGATE BAG GIVEAWAYS

Contribute a branded giveaway, promotional item or useful resource for inclusion in delegate welcome bags.

This provides lasting visibility beyond the event itself, inclusion in post-event communications.

INVESTMENT | £685 +VAT

This sponsorship is subject to approval of the proposed giveaway. The sponsor would need to supply 600 individual giveaways and deliver them to the venue in London on 20 October 2026.

SEAT DROP OPPORTUNITY

Provide marketing materials, brochures or promotional literature for inclusion on delegate seats during the conference.

A simple but effective way to ensure every attendee receives information about your organisation, your organisation will also be included in the post-event communications.

INVESTMENT | £950 +VAT

This sponsorship is subject to approval of the proposed material. The sponsor would need to supply 600 brochures and deliver them direct to the venue in London on 20 October 2026.

EXHIBITOR SET UP DETAILS

DATE: Tuesday 20 October
TIME: From 2 - 6pm
LOCATION: London

EXHIBITOR PACKAGES INCLUDE:

- Logo displayed on the Conference webpage with clickable links.
- Shell scheme stand includes: 2 x spotlights, 1 x power socket, name board, 2 exhibitor passes per stand.
- Tea, coffee and lunch provided both days.
- Post-event exposure: your details shared with all delegates.

GOLD EXHIBITION STAND PACKAGE
SHELL SCHEME 7x3m INVESTMENT | £9,500 +VAT

SILVER EXHIBITION STAND PACKAGE
SHELL SCHEME 3x3m INVESTMENT | £5,500 +VAT

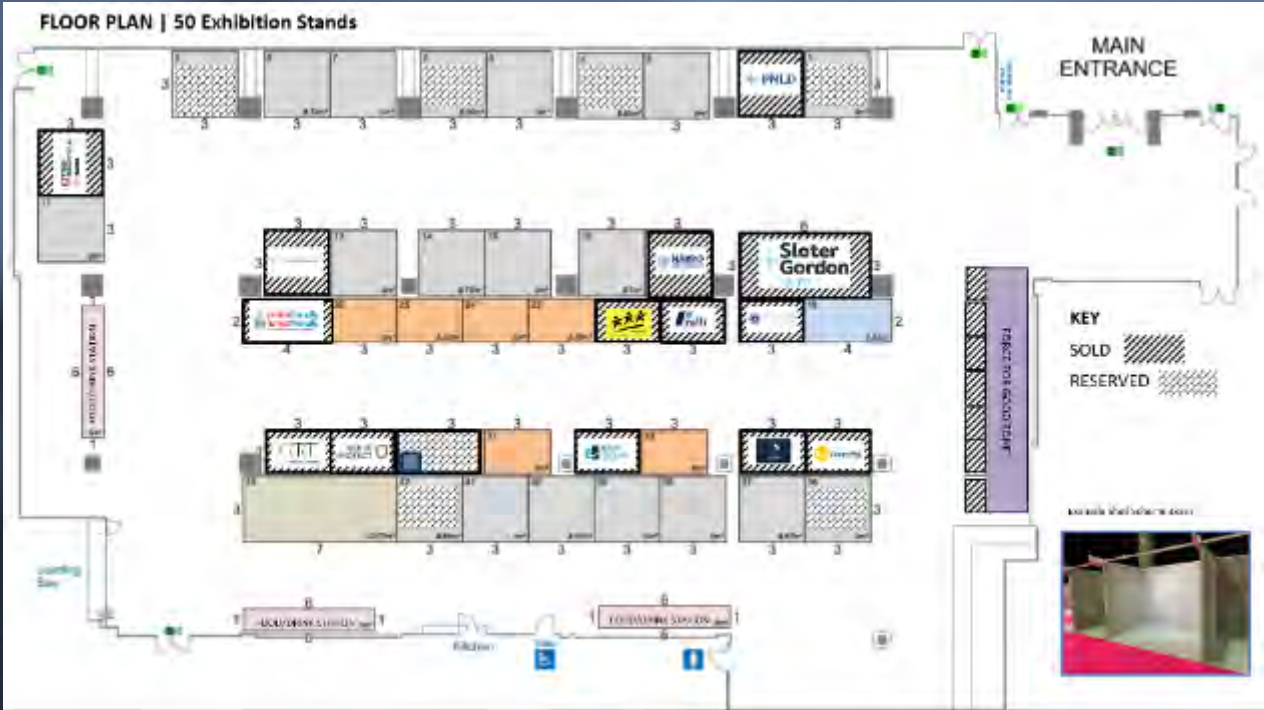
BRONZE EXHIBITION STAND PACKAGE
SHELL SCHEME 3x2m INVESTMENT | £4,500 +VAT

Spaces are limited and allocated on a first come, first served basis.

ADDITIONAL EXHIBITOR PASS: £85.00 +VAT per day and includes tea, coffee and lunch.

ACCOMMODATION: We have secured a limited number of hotel rooms for exhibitors at the venue, available on a first come, first served basis: **Bed and Breakfast rate: £198.00 +VAT per room, per night.**

DEDICATED EXHIBITION HALL | Connect with 600+ policing professionals across two days of high-impact engagement



COMPETITION SPONSORSHIP

"Stamp Your Passport" Sponsorship Package | Investment £950 +VAT
(includes prize fund £175.00)

Sponsor our "Stamp Your Passport" competition, designed to drive high footfall and engagement across the exhibition hall. Delegates visit multiple stands to collect stamps for a chance to win prizes, ensuring consistent traffic throughout the event. Includes branding across competition materials and strong visibility with an engaged delegate audience.



MyPFEW DISCOUNTS



BRAND ACTIVATION SPACE PACKAGE

Exclusive Opportunity for Organisations that are listed on our MyPFEW Discount Platform
INVESTMENT | £1,200.00 +VAT
(includes one exhibitor pass, tea, coffee and lunch)

We are offering MyPFEW Discount Listings a dedicated sampling or brand activation space to distribute products directly to 600+ delegates.

With all refreshment breaks held in the exhibition area, you'll benefit from strong and consistent footfall across both days. This is a great opportunity to bring your MyPFEW Discounts offer to life, engage face-to-face with members, and drive brand awareness and uptake.

Limited spaces available – early booking recommended.

To find out more contact: sponsorship@polfed.org

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