



Conference sponsorship packages



# Birmingham 2025 Annual Conference 30 APRIL – 1 MAY 2025



The Chartered Institute for Archaeologists' 2025 conference will be hosted from Wednesday, 30 April - Thursday, 1 May 2025. CifA2025 will be live in Birmingham UK from Wednesday, 30 April - Thursday, 1 May with recorded content available post-event.

## Shaping the future

The conference theme of *Shaping the future* will showcase examples of co-creation, partnership, and the benefits of cross-disciplinary working. We will look at how projects and initiatives are considering the needs of future generations, changing the way we do things and ensuring the archaeological profession is fit for the future.

CifA2025 will incorporate keynote addresses, wide-ranging sessions and training workshops. Across the conference, we will discuss current professional issues, showcase new developments, and present research in archaeology and the wider heritage sector.

Our conference is the premier conference for professional archaeologists in the UK, attracting hundreds of participants across the heritage environment sector.

The conference attracts heritage professionals and early career entrants, all looking to develop their knowledge on policy and practice issues and enhance their skills. Delegates represent professionals working across the heritage sector. From local government curators and planning archaeologists, national heritage bodies, volunteers, consultants, company directors and staff, independent specialists, academics, and industry partners, the CifA conference attracts a full professional spectrum.

## Industry profile

- The work performed by UK development-led archaeology sector is valued at £309 million in 2022-23\*
- 4,850 people work in UK development-led archaeology\*
- Residential development was the largest market for development-led archaeology in 2022-23, followed by energy and transport projects\*
  - Those three areas make up 75% of the work for development-led archaeology\*

\*State of the Archaeological Market 2023, FAME

## Chartered Institute for Archaeologists

- Cifa is the leading professional body representing archaeologists working in the UK and overseas
- Cifa's overall membership includes 3,600 archaeologists



## Cifa conference attendee profile

- Annual conference attracts 300-350 attendees over the course of two days
- A third of attendees are senior within their individual firms
- Over 80% of attendees are mid to late career archaeologists
- 72% of conference attendees spend time with our exhibitors
- The conference consistently attracts decision makers for the largest archaeology projects and firms in the UK



## Previous exhibitor feedback

- *'It's always great to have the opportunity to meet with colleagues from across the sector and we made some useful new connections.'*
- *'Thought provoking, energetic, inclusive, educational'*
- 2024 exhibitors ranked their overall experience 4.33 out of 5

## Sponsorship packages – overview

Below is an overview of each sponsorship tier available for CifA2025 and the entitlements we can offer for each. Note that different tiers will have different prominence, size, or placement and these are outlined further in each package below. The conference Gold sponsorship is available on a limited basis.

Entitlements	Gold £8,000	Silver £5,000	Bronze £3,000
Included as sponsor in all email promotion to CifA members	✓	✓	✓
Social media post thanking our sponsors	✓	✓	✓
Listing with logo/URL on the CifA2025 event page and in session post attendee page	✓	✓	✓
Full page welcome letter in the CifA2025 digital conference programme	✓		
Advertisement in the CifA2025 digital conference programme	✓	✓	✓
Tiered listing in the CifA2025 digital conference programme with sponsorship acknowledgement	✓	✓	✓
Tiered sponsor page within the digital conference platform	✓	✓	✓
Complementary places to attend the full hybrid conference and reduced cost places	✓	✓	✓
PR promotion as a CifA2025 sponsor across the historic environment sector	✓	✓	✓
Exhibition booth (standard trestle table)	✓	✓	
Presentation of a 90-minute session within the conference programme	✓		
Option to screen a short video prior to session commencement	✓	✓	
Sponsorship of conference sessions	✓	✓	
Sponsorship of social event or excursion			✓
Logo placement on all CifA event venue signage and holding slides	✓	✓	✓



## GOLD (CIFA EVENT SPONSOR) – VALUED AT: £8,000

The conference gold sponsorship is available on an exclusive basis and as our valued gold sponsor for over 10 years, Towergate Insurance is given first right of refusal from year to year.

### Conference promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the major sponsor of CifaA2025
- **Social media post** – thank you post on Cifa’s social media as our CifaA2025 major sponsor with tag to your social media page
- **PR promotion** – listed as the CifaA2025 major sponsor in all print advertisements for the conference and promotional releases to our partners within the historic environment sector
- **CifaA2025 event page** – listed as the event’s major sponsor on the CifaA2025 conference page on the Cifa website
- **Full page advertisement in digital conference programme**
- **Company blurb and welcome letter included in digital programme**

### Within the conference - digital

- **Top listing and exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you’d like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform
- **Post-attendee page** – logo and URL placement as gold sponsor on the post-attendee page, displayed to all delegates at the conclusion of each session.

### Within the conference – in person

- **Logo placement on all conference holding slides** – logo placement as our gold sponsor on all on-site holding slides and session titles
- **Logo placement on all venue event signage** – logo placement as our gold sponsor on all venue signage
- **Exhibition booth** – standard trestle table
- **Sponsorship of 2 sessions within conference** – selected sessions will be promoted as ‘sponsored by’ and will feature the sponsor’s logo in the digital programme. Sessions are subject to approval by the organisers and Cifa.
- **2 complementary places to attend the full conference** – including access to all sessions, workshops and social functions.
- **2 reduced cost places** – 50% discount on any additional one day or full conference registrations you might wish to purchase.



## SILVER (SESSION SPONSOR) – VALUED AT: £5,000

The silver grade sponsorship includes everything in the standard booth package, plus a company description in the digital programme, the company website and logo listed on the conference website, and your selection of two sessions to sponsor at conference (pending approval by session organiser and/or other sponsoring organisations). Your company logo will be listed in the conference programme next to the session, as well as in all venue event signage.

### Conference Promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the silver sponsor of Cifa2025
- **Social media post** – combined sponsor thank you post on Cifa's Facebook and Twitter thanking our conference sponsors with social media tag
- **Cifa2025 event page** – listed as the event's silver sponsor on the Cifa2025 conference page on the Cifa website
- **Half page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the conference – digital:

- **Listed second with an exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you'd like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform

- **Post-attendee page** – logo and URL placement as silver sponsor on the video conferencing post-attendee page, displayed to all delegates at the conclusion of each session.

### Within the conference – in person

- **Logo placement on all conference holding slides** – logo placement as our silver sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our silver sponsor on all venue signage
- **Exhibition booth** – standard trestle table
- **Sponsorship of 2 sessions within conference** – selected sessions will be promoted as 'sponsored by' and will feature the sponsor's logo in the digital programme and on the online platform. Sessions are subject to approval by the organisers and Cifa.
- **1 complementary place to attend the full conference** – including access to all sessions, workshops and social functions
- **2 reduced cost places** – 50% discount on any additional one day or full conference registrations you might wish to purchase.

## BRONZE (SOCIAL EVENTS AND EXCURSIONS) – VALUED AT: £3,000

The bronze grade sponsorship includes everything in the standard booth package, plus a company description in the digital programme, the company website and logo listed on the conference website, and your selection of a social event or excursion to sponsor at conference. Your company logo will be listed in the conference programme next to the session, as well as in all venue signage.

This year's social events details are TBC.

### Conference promotion:

- **Email promotion to Cifa members** – listed in all conference promotional emails to Cifa members as the bronze sponsor of Cifa2025
- **Social media post** – combined sponsor thank you post on Cifa's Facebook and Twitter thanking our conference sponsors with social media tag
- **Cifa2025 event page** – listed as the event's bronze sponsor on the Cifa2025 conference page on the Cifa website
- **Quarter page advertisement in digital conference programme**
- **Company blurb in digital programme**

### Within the conference - digital

- **Listed third with an exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you'd like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform
- **Sponsorship of a social event or excursion** - This year's social events include a drinks reception and networking dinner at the Guild Hall. As with sponsored sessions, these would be promoted as 'sponsored by'

and would feature your logo in the digital programme and on the online platform.

- **Post-attendee page** – logo and URL placement as bronze sponsor on the video conferencing post-attendee page, displayed to all delegates at the conclusion of each session.

### Within the conference – in person

- **Logo placement on all conference holding slides** – logo placement as our bronze sponsor on all on-site holding slides and session titles
- **Logo placement on all venue signage** – logo placement as our bronze sponsor on all venue signage
- **1 complementary place to attend the full conference**– including access to all sessions, workshops, social functions and discussion spaces
- **1 reduced cost place** – 50% discount on any additional one day or full conference registrations you might wish to purchase.
- **Listed third with an exclusive page within the digital conference platform** – this page can host your logo, URL, contact details any written information or media you'd like to add (such as images, video, documents) as well as a listed representative that delegates can contact through the platform

## Exhibition

The conference provides a great platform for networking—not just in the exhibition and catering hall, but at our social events. Make sure you check out the evening events on offer when you book your place to maximise your networking time.

### STANDARD CONFERENCE BOOTH PACKAGE

A regular booth booking provides a physical presence on-site for any exhibitor. This consists of a standard trestle table, one delegate badge for a booth representative, two reduced price places for company representatives, and the company logo in the printed programme. The badges are non-transferrable, please consider the reps who will be attending carefully.

**Exhibitor booth package (trestle table, room for banner, 1 representative and digital exhibitor page): £360**

To book, please complete the booking form and return it to [conference@archaeologists.net](mailto:conference@archaeologists.net). We recommend that you book early as there will be limited spaces. ClfA2025 sold out months before conference! A late fee of £25 will be applied to exhibitors booking after 1 March 2025.

### IDEAS OR SUGGESTIONS?

We are certainly very open to any ideas or suggestions that you may have to enhance your visibility at ClfA2025 – please don't hesitate to contact us directly via: [conference@archaeologists.net](mailto:conference@archaeologists.net) to further discuss.

## OTHER WAYS TO PARTICIPATE

### SPONSOR A BURSARY

A fantastic way to support a student, those early in their careers, or an archaeologist who may be otherwise unable to otherwise attend ClfA2025. The bursary recipient will receive either a digital or full conference pass and will write a summary of their experience after the event. Organisations who support places will be named and thanked before and after the event and will have their logo and URL added to our bursary section on the ClfA2025 event web page. Bursary sponsors also receive significant email and social media promotion as part of our marketing of bursary places.

#### Digital only

- **Student attendee** – £50 for full digital access
- **Regular attendee** – £110 for full digital access

#### Full access (live and digital)

- **Student attendee** –£100 for full digital/in person access
- **Regular attendee** – £240 for full digital/in person access