

WELCOME

Future Roads Forum | 3 December 2026 | Leonardo Edinburgh Murrayfield Hotel Sponsorship & Exhibition Opportunities

Promote your company and showcase your brand at the inaugural Future Roads Forum. This one-day conference will explore the latest innovations and technology around highways, traffic management, connected and automated mobility and road user charging.

Bringing together industry leaders, policymakers, researchers, operators, and technology innovators, the Forum will include keynote presentations, expert panels and interactive discussions, setting out the latest in the highways sector.

Explore the networking and promotional opportunities available to help raise your company profile and meet your business objectives.

GOLD SPONSOR & EXHIBITOR (1 available)

£2,750 + VAT | Early bird - deadline: 29 October 2026

£3,000 + VAT | Standard

- Headline sponsor recognition: "Future Roads Forum in partnership with [Company]"
- Opening or closing keynote/welcome address (10-15 minutes).
- Premium, tabletop exhibition stand (prime position in the networking/catering area).
- Company logo displayed on all pre/post-event ITS UK communications and digital title slides on the main stage and syndicate rooms throughout the event.
- Company branding on 'Step & Repeat' display wall with the opportunity for a dedicated, filmed interview (2-3 minutes). Video to be shared on ITS UK communication channels and social media platforms.
- Company logo visible in all speaker/attendee interviews filmed with the 'Step & Repeat' display wall in the background in a prominent position.
- Company recognition on ITS UK social media platforms (pre/post-event).
- Company logo featured on all attendee badges (alongside the ITS UK logo).

SILVER SPONSOR & EXHIBITOR (2 available)

£2,000 + VAT | Early bird - deadline: 29 October 2026

£2,250 + VAT | Standard

- Tabletop exhibition stand (preferred position in the networking/catering area).
- Spotlight speaking slot on main conference programme (5 minutes).
- Company logo displayed on all pre/post-event communications and digital title slides on the main stage and syndicate rooms throughout the event.
- Company logo visible in all speaker/attendee interviews filmed with the 'Step & Repeat' display wall in the background in a prominent position.
- Filmed, short video clips with quick-fire questions for social media content (optional).
- Company recognition on ITS UK social media platforms (pre/post-event).

BRONZE SPONSOR & EXHIBITOR (7 available)

£750 + VAT

- Tabletop exhibition stand in the networking/catering area.
- Company logo displayed on all pre/post-event ITS UK communications.
- Company recognition on ITS UK social media platforms (pre/post-event).
- Company logo featured on the 'Step & Repeat' display wall.

BOOK YOUR SPONSORSHIP & EXHIBITION SLOT HERE

