

# HOW DEEP TECH CHANGES THE WORLD

14-18 SEPTEMBER 2026

**SPONSORSHIP OPPORTUNITIES**

**POWERED BY**

**CW** CAMBRIDGE  
WIRELESS

**#CamTechWeek [cambridgetechweek.co.uk](https://cambridgetechweek.co.uk)**

**CW** CONNECTING  
THE DIGITAL  
WORLD

WE HELP  
OUR MEMBERS  
COLLABORATE,  
LEARN, AND  
SHAPE THE  
FUTURE OF  
TECHNOLOGY.

CW is a global not-for-profit  
membership organisation at  
the forefront of innovation  
in connected and  
digital technologies.

Since  
1985

# ABOUT CAMBRIDGE TECH WEEK

Cambridge Tech Week is a global tech gathering designed to unite the brightest minds - **visionaries, world-leading experts, and strategic investors** - to drive **growth, collaboration and transformative innovation** across the tech ecosystem.

A globally renowned hub for ground-breaking ideas and cross-industry collaboration, Cambridge is a unique economic environment where bold, high-risk concepts can flourish thanks to a deep-rooted culture of innovation, research excellence and strategic support.

At the heart of Cambridge Tech Week lies the region's distinctive business ecosystem, a powerful catalyst that seamlessly connects entrepreneurs, corporate leaders, investors, academics and technology pioneers from across the globe. Shaping tomorrow's technologies today, this dynamic and growing network fosters meaningful collaborations,

accelerates disruptive innovation and drives real-world impact.

Cambridge Tech Week is brought to you by Cambridge Wireless (CW), the leading international community for organisations involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies.

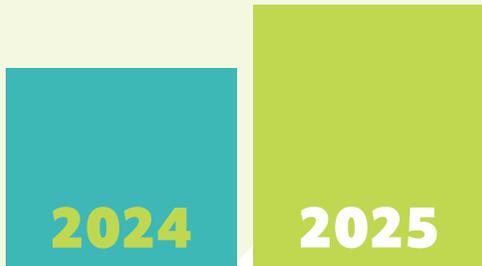
CW is a not-for-profit organisation owned by its members. Income from Cambridge Tech Week Sponsorship Packs contributes directly to the work of our members and the global CW community.

## WEEK AT A GLANCE EVENT STRUCTURE 14-18 SEPTEMBER 2026

| MONDAY 14   | TUESDAY 15   | WEDNESDAY 16   | THURSDAY 17   | FRIDAY 18   |
|---|--|--|---|---|
| <b>SHOWCASE CAMBRIDGE: UNLOCKING A WORLD-CLASS INNOVATION HUB</b> <ul style="list-style-type: none"><li>▼ Tech ecosystem</li><li>▼ Regional links</li><li>▼ Inward investment</li><li>▼ Partnerships and R&amp;D</li><li>▼ Site visits</li><li>▼ Drinks Reception</li></ul> | <b>VISIONARY TECH DAY: GAME CHANGERS AND WORLD BEATERS</b> <ul style="list-style-type: none"><li>▼ Investment &amp; Innovation</li><li>▼ Innovation Alley</li><li>▼ Leadership roundtables</li><li>▼ Accelerating Innovation: The Tech Leaders' Dinner</li></ul> | <b>STARTUP TO SCALEUP DAY: BUILDING THE NEXT GENERATION OF DEEP TECH GIANTS</b> <ul style="list-style-type: none"><li>▼ Startup &amp; Scaleup</li><li>▼ Innovation Alley</li><li>▼ Pitching Competition</li><li>▼ Leadership Roundtables</li></ul> | <b>TECH DEEP DIVES</b> <ul style="list-style-type: none"><li>▼ Quantum &amp; AI</li><li>▼ Med Tech &amp; Health Tech</li><li>▼ Big Tech Debate</li><li>▼ Gala Reception</li></ul> | <b>CONNECTIONS:</b> <ul style="list-style-type: none"><li>▼ Fringe Events</li></ul> |

# CAMBRIDGE TECH WEEK 2025

WE REACHED  
**1558**  
UNIQUE DELEGATES  
A 30% INCREASE  
ON 2024, PLUS FRINGE  
EVENT PARTICIPANTS.

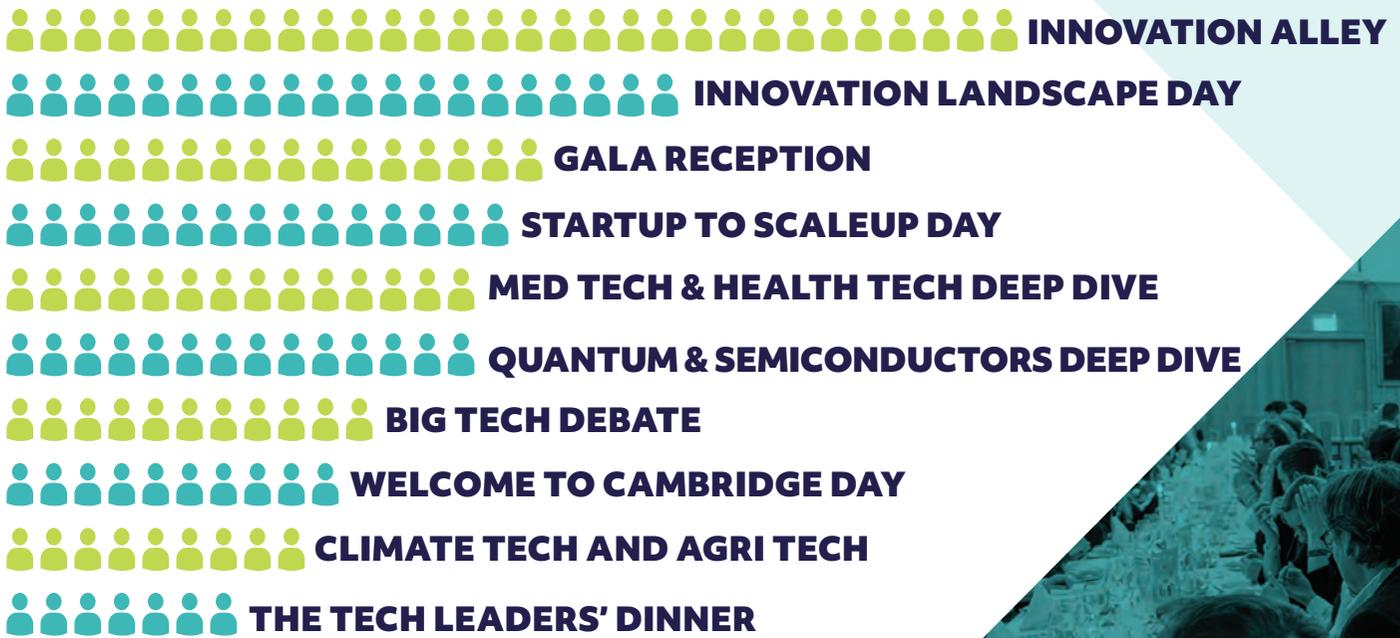


**110**   
SPEAKERS  
ACROSS 5  
STAGES/ VENUES.

**45% OF THE AUDIENCE WERE**  
C-SUITE AND DECISION MAKERS.



**DELEGATE ATTENDANCE** WAS SPLIT ACROSS THE WEEK



# OUR 2025 AUDIENCE

**EXECUTIVES / C-LEVEL**

**FOUNDERS AND  
ENTREPRENEURS**

**STARTUPS AND SCALEUPS**

**LARGE ENTERPRISES**

**RESEARCH / ACADEMIA /  
EDUCATION**

**TECHNOLOGISTS**

**POLICY MAKERS /  
GOVERNMENTS**

**PRIVATE INVESTORS**

**VENTURE CAPITAL AND  
PRIVATE EQUITY FIRMS**

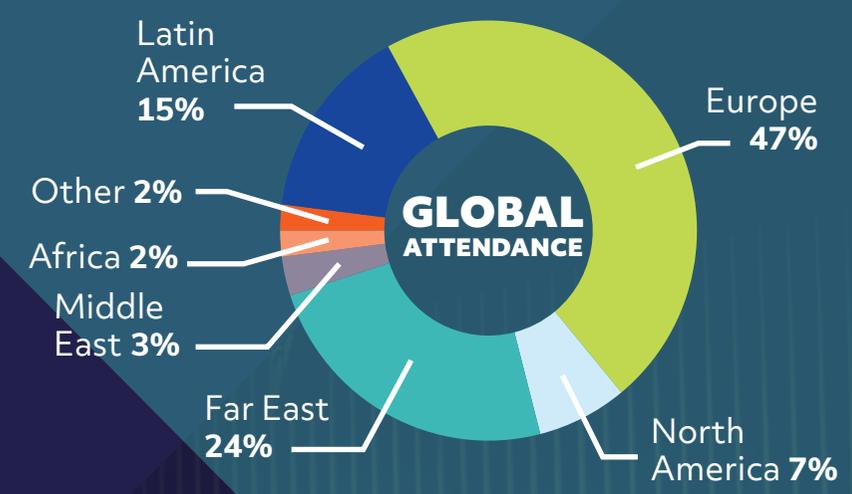
# WHY ARE THEY COMING?

- ▼ **LEARN** what's new in tech
- ▼ **HEAR** from leading experts
- ▼ **GAIN** competitive advantage
- ▼ **NETWORK** with potential clients
- ▼ **IDENTIFY** new projects and opportunities
- ▼ **ENGAGE** with customers
- ▼ **SPEAK** to investors
- ▼ **EXPAND** your network
- ▼ **HEAR** about the things that matter
- ▼ **FIND** new talent
- ▼ **RAISE** awareness of your company
- ▼ **60+ HOURS** of networking and collaboration

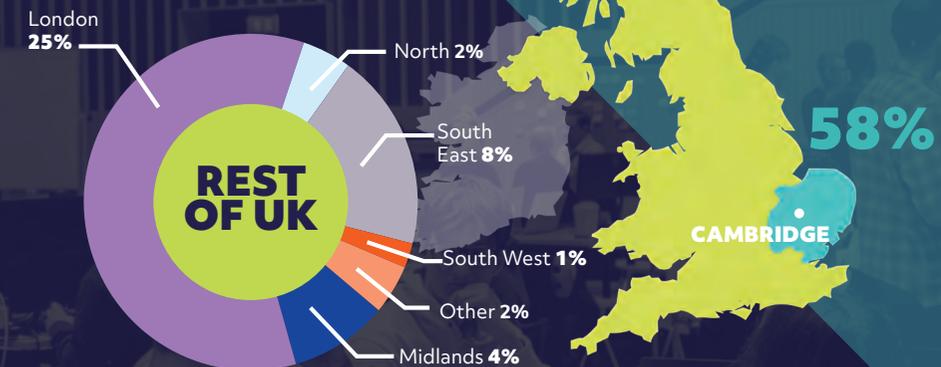
# SECTOR REPRESENTATION WAS BROAD....



**15%** of our audience came from outside of the UK, representing 36 countries across the globe.



**WITHIN THE UK,** 58% came from Cambridge and across the East of England, with the remaining 42% coming from across the UK.



# WHAT ARE PEOPLE SAYING?

*"The exposure we gained, together with the potential opportunities secured, have made Cambridge Tech Week very good value for us."*

Antony Bellingall, Co-Founder, **Idenfo**

*"Thank you to the entire Cambridge Tech Week team for the wonderful opportunity to be part of Innovation Alley. It was a true pleasure to participate and to meet so many inspiring innovators, partners, and visitors throughout the event. The experience was exceptionally well organised, and it offered a great platform for meaningful discussions and collaborations. We truly appreciate the warm hospitality and professionalism of the team."*

Ivan Kadic, CEO and Founder, **reputeo**

*"After first attending Cambridge Tech Week in 2024, CADFEM was proud to return in 2025 as Sponsors of Innovation Alley. The event was inspiring, filled with energy, collaboration and opportunity to build connections that matter."*

Paul Lethbridge, Business Development Manager, **CADFEM UK Ltd**

*"Cambridge Tech Week is a fantastic opportunity for the local and wider tech community to cross-pollinate ideas and expertise. Hosting a fringe event as part of the programme gave us a great platform to bring together people working on, or interested in, applying AI to physical products, an area we believe will open-up transformative opportunities across industries."*

Theo Wilson, Marketing Lead, Deep Tech, **TTP plc**

*"Cambridge Management Consulting was proud to be Diamond Sponsors of Cambridge Tech Week. Our involvement underscored our commitment to advancing digital innovation within the Cambridge technology ecosystem, and the event provided a superb platform to connect with partners, engage with customers, share insights, and help shape meaningful dialogue across multiple sectors. The sponsorship reinforced our role as a trusted adviser to both the Cambridge ecosystem and international clients alike."*

Tim Passingham, Chairman, **Cambridge Management Consulting**

# WHY SPONSOR CAMBRIDGE TECH WEEK?

As a Sponsor of Cambridge Tech Week, you'll position your brand at the heart of a global gathering of innovators, thought leaders, and investors. This is your opportunity to align with one of the world's most prestigious and dynamic tech ecosystems, known for fostering ground-breaking ideas, cross-industry collaboration, and high-impact growth.

## SPONSORING CAMBRIDGE TECH WEEK OFFERS:

### ▼ UNPARALLELED ACCESS

to a curated audience of entrepreneurs, global investors, industry pioneers, and corporate leaders, all converging to shape the future of technology.

### ▼ BRAND VISIBILITY

within Cambridge's unique innovation ecosystem, where bold ideas and low-risk environments converge to create real-world breakthroughs.

### ▼ NETWORKING

opportunities with top decision-makers and influencers, accelerating connections and partnerships that can drive your business forward.

### ▼ THOUGHT LEADERSHIP

through prominent positioning at high-profile events, where you can engage in discussions shaping the future of technology.

### ▼ ENGAGEMENT

utilising your complimentary event passes to bring key members of your team and valued clients, providing the perfect setting to build lasting relationships and strategic partnerships.

It's the ultimate platform to build connections, showcase your brand, and be part of a transformative movement in the tech ecosystem.

**Seize the opportunity to engage with the innovators and investors shaping the future.**

# INNOVATION ALLEY

A renowned hub for ground-breaking ideas and cross-industry collaboration, Cambridge is a globally competitive ecosystem where bold, high-risk concepts flourish thanks to a deep-rooted culture of innovation, research excellence and strategic support.

With significant growth over the last 30 years, the ecosystem has over 5,000 knowledge intensive businesses generating revenues in excess of £24bn per annum. University of Cambridge is ranked number one in Europe for spinouts, while the region is home to over 40 business and research parks. 24 ecosystem companies have exited with a value of at least \$1bn.

Innovation Alley is a celebration of this vibrant startup and scaleup ecosystem that defines this region. It is the largest annual celebration of innovation for emerging and growing businesses, offering a unique opportunity to gain insight into this dynamic landscape, discover what is coming next, and engage with the ideas, technologies and talent shaping the future.

The exhibition based at the Guildhall, will host over 80 of the brightest early-stage companies, scaleups, and larger tech companies, all offering a dynamic and interactive showcase of their technologies, services and solutions. Explore the ongoing disruption of the technology sector, see the latest ideas and solutions, and talk to future clients and partners.



# SPONSORSHIP PACKAGES

Cambridge Tech Week sponsorship places your organisation at the centre of one of Europe's leading deep tech ecosystems. Across the Campaign Period and Conference Week, sponsors connect directly with founders, investors, policy leaders and global technology businesses shaping how deep tech changes the world.

Sponsorship packages are structured to support clear commercial objectives. From market positioning and brand authority to deal flow, talent engagement and sector influence. Each tier offers a defined level of visibility, thought leadership opportunity, curated networking and direct delegate access.

The following packages outline the available levels of partnership and the strategic benefits associated with each.

## GOLD SPONSOR

**Select the day or theme which best aligns with your brand and objectives: Showcase Cambridge (Monday), Visionary Tech (Tuesday), Startup to Scaleup (Wednesday) or Tech Deep Dives - Quantum & AI, Med Tech & Health Tech (Thursday).**

Gold sponsorship provides a comprehensive package of benefits throughout the Campaign Period and during the Conference Week. Showcase your company and enhance your corporate reputation by taking your place as chair or panellist in front of an expert audience comprising technology industry leaders, innovators and investors.

Enjoy significant brand awareness and promotional visibility across social media and digital platforms, with a high level of branding and prominent corporate visibility on collateral, digital media and screens throughout the Conference Week event venues.

Welcome key clients, partners and your team with a generous ticket allocation, as you elevate your networking to maximise meaningful connections and deliver lasting value across the week. Gold Sponsors are welcome to host a listed fringe event and have first choice to host a table at the Tech Leaders' Dinner (at a discounted rate and subject to availability) to complete a week of high-quality networking and hospitality.

# SILVER SPONSOR

**Select the day or theme which best aligns with your brand and objectives: Showcase Cambridge (Monday), Visionary Tech (Tuesday), Startup to Scaleup (Wednesday) or Tech Deep Dives - Quantum & AI, Med Tech & Health Tech (Thursday).**

Silver sponsorship provides a broad package of benefits throughout the Campaign Period and during the Conference Week. Showcase your company and enhance your corporate reputation by taking your place as a panellist in front of an expert audience comprising technology industry leaders, innovators and investors.

Enjoy broad brand awareness and promotional visibility across social media and digital platforms, with a high level of branding and corporate visibility on collateral, digital media and screens throughout the Conference Week event venues.

Use your ticket allocation to welcome key clients, partners and your team, as you elevate your networking to maximise meaningful connections and deliver lasting value across the week.

# BRONZE SPONSOR

**Strongly associate your brand and corporate expertise with the technology theme that most closely matches your expertise and objectives. Select the day or theme which best aligns with your brand and objectives: Showcase Cambridge, Visionary Tech, Startup to Scaleup, and Tech Deep Dives (Quantum & AI, Med Tech & Health Tech).**

Bronze sponsorship provides a versatile package of benefits throughout the Campaign Period and during the Conference Week. Showcase your company and enhance your corporate reputation in the eyes of the Conference Week expert audience comprising technology industry leaders, innovators and investors. Enjoy

brand awareness and promotional visibility across collateral, digital media and screens throughout the Conference Week event venues.

Use your ticket allocation to welcome key clients, partners and your team, as you elevate your networking to maximise meaningful connections and deliver lasting value across the week.

All Bronze Sponsors are also invited to bring a corporate banner to the Gala Drinks reception on Thursday to welcome guests as they arrive.

## INNOVATION ALLEY HEADLINE SPONSOR

**Position your organisation as the headline supporter of Innovation Alley, the dedicated exhibition for 80+ high growth start ups and scale ups at the heart of Cambridge Tech Week. Over two days, Innovation Alley attracts thousands of delegates from across the Cambridge ecosystem, the UK and international markets, creating a focused environment for learning, engagement and high value networking.**

Innovation Alley Headline Sponsorship offers a comprehensive programme of benefits delivered across both the Campaign Period and Conference Week. In addition to sustained brand visibility across digital channels, social media and official communications, the headline Sponsor will be referenced within the main stage plenary sessions on both Tuesday and Wednesday, reinforcing visibility with the full delegate audience. This is complemented by prominent on site branding and corporate presence across exhibition collateral, digital media and screens throughout both days of Innovation Alley.

A generous ticket allocation enables your team to maximise networking opportunities, host clients and partners, and engage directly with founders, investors, corporates and decision makers, supporting meaningful connections that extend beyond the event itself.

To further strengthen your presence, this Sponsor may choose to add a Zone Sponsorship at a 50% discounted rate, providing a platform to showcase your own innovations or those of your customers alongside peer organisations. There is also the option to host a table at the Tech Leaders' Dinner at a preferential rate, completing a week of high quality engagement, networking and hospitality. Both subject to availability.

## INNOVATION ALLEY CO-SPONSOR

**Broad branding and promotion benefits while supporting the entrants.**

Position your organisation as a leading co-supporter of Innovation Alley, the dedicated exhibition space for more than 80 high growth start ups and scale ups at the heart of Cambridge Tech Week. Over two days, Innovation Alley attracts thousands of delegates from across the Cambridge ecosystem, the UK and

international markets, creating a focused environment for learning, engagement and high value networking.

During the Campaign Period, the four co-sponsors (limited to one from any industry category) benefit from enhanced brand visibility across digital channels, social media and official communications. During Conference Week, this is complemented by prominent branding across exhibition collateral, digital media and screens throughout both days, alongside a generous ticket allocation to support meaningful engagement with delegates.

## INNOVATION ALLEY ZONE SPONSOR

**Support your network while showcasing a tech theme in this larger 5m x 1.5m space.**

Innovation Alley is all about the future of innovation – with people travelling from across the World. Testing a zone is your opportunity to feature your brand as the backdrop to a themed space, with three to six innovation companies from your tech network (such as customers, suppliers, partners) across two days. Includes Campaign Period and Conference Week branding and promotional visibility.

**WAITING LIST ONLY**

## INNOVATION ALLEY – STARTUP

**Raise your profile; test your ideas; build partnerships.**

Come and test your ideas, raise your profile and build partnerships. Take advantage of this special offer for an exhibition space to position your startup up as a pioneer in the technology space. Includes 1 x 1.5m dedicated exhibition space. Please see qualifying criteria [on page 22].

## INNOVATION ALLEY – SCALEUP

**Meet the people who can help you scale and grow.**

Many tech companies are on their scale-up journey. Meet the people who can help you scale and grow by being present in Innovation Alley's specially designated areas. Includes 2 x 1.5m dedicated exhibition space. Please see qualifying criteria [on page 22].

## INNOVATION ALLEY – PROFESSIONAL SERVICES

**For established professional services companies that support the ecosystem.**

You're an established professional services company with a reputation for supporting and growing the tech ecosystem. This is a fantastic opportunity to reach new clients, discover more customers, inspire startups and collaborate with scaleups. Come and meet, and be seen by, the tech ecosystem. Includes 3 x 1.5m dedicated exhibition space.

## INNOVATION ALLEY – TECH CORPORATE

**For established tech companies wanting to be front and centre.**

You are already a success story and an exemplar of tech. This is for established tech companies, wanting to be front and centre, Innovation Alley is a fantastic opportunity to reach new investors, discover more customers, inspire startups and collaborate with scaleups. Come and meet, and be seen by, the tech ecosystem. Includes 2 x 1.5m dedicated exhibition space. Please see qualifying criteria [on page 22].

## PITCHING COMPETITION HEADLINE SPONSOR

Put your brand at the heart of Cambridge Tech Week's founder community by sponsoring the Pitching Competition and the teams taking part. The Pitching Competition shines a spotlight on the breadth and quality of start-up talent from the Cambridge ecosystem and has had a key moment in the programme on Wednesday, drawing strong support from both entrants and delegates.

This high profile sponsorship includes a structured set of visibility and involvement benefits, including Sponsor representation within press communications, participation in the pre judging process once nominations are qualified, a short Sponsor introduction immediately ahead of the live pitches and a Lead Judge role during the live session.

## PITCHING COMPETITION AWARD CO-SPONSOR

**Sponsor a Pitching Competition Award and align your brand with the founders shaping the next wave of innovation.**

Your organisation will be associated with the competition throughout the Campaign Period and across Conference Week, giving you direct visibility with start-ups exhibiting in Innovation Alley as well as teams entering the competition who are not part of the exhibition. The sponsorship includes a £2,500 contribution to the cash prize and the option to provide mentoring or complementary support, enabling you to engage founders at a pivotal stage in their growth journey and demonstrate practical commitment to helping businesses scale.

## THE BIG TECH DEBATE

**Be the brand that introduces this flagship event.**

The definitive conversation of the week, and always a popular event. Be the brand that introduces this flagship event by addressing the room, then amplify your presence with a thought leadership piece on the official website before and after the debate, ensuring your name is synonymous with innovation.

## LEADERSHIP ROUNDTABLE

**Set the tone and theme of a Roundtable discussion.**

Focusing on the key issues facing business and tech in 2026, Leadership Roundtables always attract high calibre participants and draw in delegates from every discipline. Our package provides exclusive sponsorship for individual Roundtables, allowing you to choose the theme and set the tone of the conversation, as well as invite participation. Includes Campaign Period and Conference Week branding and promotion.

## SESSION SPONSOR – PANEL SESSIONS

**Associate your brand and corporate expertise with a technology theme or topic.**

During the Campaign Period and the Conference Week, associate your brand and corporate expertise with a technology theme or topic that most closely matches your expertise and objectives. Includes a Sponsor's name check.

## **DRINKS RECEPTION** (MONDAY)

Be part of a welcoming start to the Conference Week and address the room.

Help us welcome our overseas delegates and those visiting from across the UK. After a full day of tours and talks, refresh our guests in a relaxed environment. Ensure guests and delegates notice your brand at the start of the week by addressing the room.

## **THE TECH LEADERS' DINNER SPONSOR** (TUESDAY)

Stand-out visibility at the in-demand invitation-only Tech Leaders' Dinner.

Enjoy a comprehensive package of brand visibility featuring our digital backpacks, digital and physical banners, your brand and logo on the menus, as well as branding and promotional support throughout the Campaign Period.

You will be introduced by The Cambridge Tech Week Chair and can address the room at the start of the dinner. Host your own table (up to 10 places) in prime position, and use the occasion to treat clients, thank stakeholders or to share the evening with staff and guests.

## **THE TECH LEADERS' DINNER – DRINKS SPONSOR** (TUESDAY)

Refresh the guests before the in-demand invitation-only Tech Leaders' Dinner.

Refresh the guests before the in-demand invitation-only Tech Leaders' Dinner. Be part of Tuesday evening's in-demand social gathering as the exclusive Drinks Sponsor during pre-dinner drinks. Together with a package of Campaign period and Conference Week branding, you'll receive a Sponsor name check from the Chair.

## **THE TECH LEADERS' DINNER – TABLE SPONSOR** (TUESDAY)

Sought-after hospitality and brand visibility.

The Tech Leaders' Dinner is highly sought after, and attended by key delegates, guests and VIPs. Host your own table (up to 10 places) and use the occasion to treat clients, thank stakeholders or to share the evening with staff and guests. Includes branding and promotional support throughout the Campaign Period.

## **GALA RECEPTION** (THURSDAY)

The week's social highlight, and the perfect setting for high quality brand awareness and visibility.

A grand celebration of the week, Thursday's Gala Reception is a vibrant and successful setting to raise your brand's profile and awareness. Includes the opportunity to address the room, a pop-up exhibition table to welcome guests as they arrive and your banners positioned where the closing speeches will be held. Please note there may be other sponsor banners leading into the event but you will have exclusivity within the drinks reception itself.

## **DAILY LUNCH SPONSOR**

Branded packaging and / or signage (depending on the location) and a pop-up banner to showcase your brand.

Benefit from a thank you and company name mention from the MC on the main stage. Your logo will appear on the Conference Week lunch bags or on the buffet tables, depending on the location and you are welcome to bring two pop up banners to reinforce your brand presence.

## **PARTNERING LOUNGE**

Named for your brand, a themed space for conversations, networking and relaxing.

The Partnering Lounge provides the perfect breathing space and opportunity for conversation, networking and relaxing. Named 'The Cambridge Tech Week SPONSOR NAME Lounge' and can be themed to suit, the Lounge is where Event App appointments are held, and delegates mingle. Available Tuesday to Thursday.

## **AUTOMATED TICKET MACHINES**

Front and centre at registration for every event Monday – Thursday.

Sponsoring the automated ticket machines positions your brand at a universal touchpoint of Cambridge Tech Week. Every delegate prints their own ticket each day, with your branding displayed on the front screen, welcoming guests as they arrive.

## **VIDEO**

Exclusive branding on selected official Conference Week video packages.

Be the official Sponsor for all Cambridge Tech Week promotional video content. With your logo featured at the end of video reels and packages, this is a great way to ensure your brand awareness endures beyond Conference Week.

## LANYARDS

**Your brand worn on the Lanyards of over 1,500 delegates and guests.**

Put your brand in constant view throughout Cambridge Tech Week. By sponsoring the official Conference Week lanyards, your logo is worn by more than 1,500 delegates and guests across every venue and session. This creates sustained, unavoidable visibility, with your brand repeatedly appearing in photography, video content and social media coverage shared by delegates, speakers, partners and the event itself.

## NAME BADGES

**Your brand on the badge of over 1,500 delegates and guests.**

Feature your corporate logo on the Cambridge Tech Week name badges and have your brand seen by over 1,500 delegates and guests during Conference Week, with additional branding and promotional activity to reinforce visibility. Why not double-up your sponsorship by adding the Lanyard package too, to make sure your brand is seen in every photo and video?

## TEAM T-SHIRTS

**A clear and highly visible way to be associated with Cambridge Tech Week.**

By clearly featuring your logo, sponsoring the Team T-Shirts is great way to have your brand appear in photographs and videos of the Week, as well as showcase your support for Cambridge Tech Week. Worn by all Team staff and volunteers during the Conference Week (approximately 30), your brand will be on show wherever they are.

## BRANDED CUPS

**Your brand featured on the official Conference cup, used at event venues throughout Conference week.**

Drink in the opportunity! During coffee and refreshment breaks at venues throughout the week, your brand is featured on 3,000 quality recyclable cups. At the same time, you are welcome to bring your own pop up banners to help raise brand visibility, and you can use your tickets to have your team on hand to start conversations with delegates over coffee.

## PODCASTS

**Be part of the tech conversation that matters while reaching an audience of engaged and knowledgeable listeners.**

Align your brand with two special Cambridge Tech Week editions of the Cambridge Tech Podcast, hosted by Faye Holland and James Parton. Includes Sponsor acknowledgements at the opening and close of each episode, with options for short form announcement. Produced in association with CamTechPod.

## DIGITAL BACKPACKS

**Ensure your brand is right in front of delegates and guests during Conference Week with our Digital Backpacks.**

A great success in 2025, we're delighted to bring back the eye-catching digital Backpacks for 2026, brought to you by LookAdThat.com. Featuring a rolling selection of composite and exclusive advertising, the Digital Backpack Sponsor's logo and corporate branding receive pride of place on the backpacks themselves. Our mobile team ensure your branding is a constant talking point among delegates and guests with this fun, digital alternative to static banners.

## PHOEBE THE PHOTOGRAPHER

**Capture the fun of Cambridge Tech Week by sponsoring Phoebe, our photographic robot.**

New for 2026, Phoebe is a self-powered robot who roams around a preprogrammed area. Using LIDAR and facial recognition to spot – and avoid – people, she asks delegates if they'd like their photograph taken. Engaging with Phoebe's screen provides a preview and a countdown. Delegates can then text, email or print copies straight away. Your branding and logo are featured on the touch screen and on print templates.

## FRIENDS OF CAMBRIDGE TECH WEEK

**Raise your reputation with Cambridge Tech Week delegates and directly support the work of CW.**

Our Supporters and Friends package lets you raise your reputation with Cambridge Tech Week delegates and your professional network, while directly supporting the work of CW. Idea for individual owners, innovators and suppliers already working in the Cambridge ecosystem.

## FRINGE EVENTS – MAIN PROGRAMME

A first for Cambridge Tech Week - all the benefits of the Promoted Sponsor plus this opportunity places your event front and centre as part of the Conference programme. Your event will be featured on the official published agenda across the website, event App and Conference Guide ensuring clear visibility and recognition as an integrated part of the week.

## FRINGE EVENTS – PROMOTED SPONSOR

Your own event, with the branding and promotional support of Cambridge Tech Week. Upgraded to include a promoted listing on the Cambridge Tech Week website and event App, plus inclusion in one LinkedIn post and one newsletter promoting Fringe Events as well as logo inclusion in the Cambridge Tech Week full colour Guide, given free to every delegate.

## FRINGE EVENTS

Your own event, with the branding and promotional support of Cambridge Tech Week.

## BESPOKE ADVERTISING

**Unique ideas and opportunities to raise your profile during Conference Week.**

There are plenty of other unique opportunities to raise your corporate profile among delegates, peers and customers during Cambridge Tech Week, including digital pack backs, Event App advertising, taxi wraps and outdoor advertising. Please contact us to share your ideas and discuss a bespoke package.

# DIAMOND – OUR HEADLINE PACKAGE

**Introduced in 2025, and only available to two world-class organisations, the Diamond package provides the fullest, most high-profile visibility and relationship with delegates, speakers and VIPs at Cambridge Tech Week in 2026. It's the definitive way for leading organisations to establish their corporate credentials, showcase sector expertise and lead the key conversations during the Conference Week.**

Providing the most comprehensive package of benefits throughout the Campaign Period, during the Conference Week and into October, Diamond sponsors gain the highest level of brand awareness and promotional visibility across all of the Cambridge Tech Week social media, digital platforms and displays, including the Event App, website and collateral. The package leads with extensive coverage during the Campaign Period, and is boosted by main-stage visibility during Conference Week including exclusive social media posts, and company content on the official Cambridge Tech Week website.

The generous ticket allocation lets you welcome key clients, partners and your staff as you elevate your networking to maximise meaningful connections and deliver lasting value across the week.

### Highlights include:

- ▶ Special mention by the Chair during each day's opening and closing remarks
- ▶ Nominate two industry peers to act as panellists or chairs on any day
- ▶ Special mention by the hosts of the Drinks Reception and Gala Reception
- ▶ A prime position in the Innovation Alley zone
- ▶ Lead the conversation with an exclusive Roundtable, featured on the main programme
- ▶ An inclusive sponsored table at Tuesday's exclusive The Tech Leaders' Dinner.

**Please see a member of the team for further details of this package.**



# PACKAGE DETAILS

| Sponsorship Packages   |   |   | Tier<br>(see page 20)<br>Ticket Pack<br>(see page 21) | Number<br>Available | Price                       |
|--|---|---|---|---------------------|-----------------------------|
| <b>Theme Sponsors</b><br>Choose between:<br>Showcase Cambridge,<br>Visionary Tech,<br>Startup to Scaleup,<br>and Tech Deep Dives<br>(Quantum & AI, Med Tech<br>& Health Tech). | <b>GOLD SPONSOR</b>                                     | Main stage speaker position: Chair.<br>MC on stage acknowledgement at the start and end of the sponsored day.<br>Category leading branding across the full campaign period, with dominant on site visibility maintained throughout the sponsored day / tech topic.  | <b>Ultimate</b>                                       | 5                   | £25,000<br>Monday<br>£9,950 |
|  | <b>SILVER SPONSOR</b>                                   | Main stage speaker position: Panellist.<br>MC on stage acknowledgement at the start and end of the sponsored day.<br>Prominent branding across the full campaign period, with excellent on site visibility maintained throughout the sponsored day / tech topic.  | <b>Premium</b>  | 10                  | £17,500<br>Monday<br>£4,450 |
|  | <b>BRONZE SPONSOR</b>                                   | MC on stage acknowledgement at the start and end of the sponsored day.<br>Branding across the full Cambridge Tech Week campaign, with on site visibility maintained throughout the sponsored day / tech topic.<br>Bring a pop up banner to the Gala Reception on Thursday to welcome guests as they arrive for the finale of the main week at The Graduate Hotel. | <b>Enhanced</b>                                       | 20                  | £5,000<br>Monday<br>£2,950  |
|  | Session Sponsor<br>Panel Sessions                       | Align your brand and corporate expertise with a key technology theme.   | <b>Enhanced</b>                                       | 10                  | £4,500                      |
|  | The Big Tech<br>Debate                                  | Introduce the Big Tech Debate on the main stage. With campaign and event branding that aligns your organisation with high profile industry discussion, thought leadership and debate on the key issues shaping the tech sector.   | <b>Premium</b>  | 1                   | £17,500                     |
| <b>Tech Leadership<br/>Tuesday</b>   | The Tech Leaders' Dinner Sponsor                        | Exclusive sponsorship of the Tech Leaders' Dinner, including the opportunity to address the room plus on-stage acknowledgement by the MC on the main stage as The Visionary Tech Day closes. Your brand and company profile on all dinner menus. <b>SOLD</b>  | <b>Premium</b>  | 1                   | £19,500                     |
|  | The Tech Leaders' Dinner Drinks Sponsor                 | Exclusive sponsorship of the Tech Leaders' Dinner Drinks event, featuring a Sponsor address as guests convene and official on stage acknowledgement by the MC on the main stage at the close of The Visionary Tech Day.   | <b>Enhanced</b>                                       | 1                   | £9,500                      |
|  | The Tech Leaders' Dinner Table Sponsor (add on package) | Host your own table and invite up to 10 guests to our Cambridge Tech Week dinner at the University Arms, including a select group of senior technology leaders. <b>WAITING LIST ONLY</b>  | N/A   | 8                   | £3,950                      |
|  | Leadership Roundtable                                   | Set the tone and theme of a tailored roundtable discussion, with design and delivery support from the events team.  | <b>Enhanced</b>                                       | 2                   | £15,000                     |

| Sponsorship Packages  |   |  | Tier<br>(see page 20)<br>Ticket Pack<br>(see page 21) | Number Available | Price   |
|---|---|--|---|------------------|---------|
| <b>Innovation Alley</b><br>Our high footfall, high impact exhibition on Tuesday and Wednesday | Innovation Alley Headline Sponsor                 | Category leading and dominant branding across the Campaign Period and dominant conference visibility maintained throughout Tuesday and Wednesday.<br><br>Includes the option to secure a prime position zone in Innovation Alley at 50% discount.<br><br>MC stage acknowledgement at the start and end of Tuesday and Wednesday to position your brand within the world of innovation. | <b>Ultimate</b>                                       | 1                | £29,500 |
|   | Innovation Alley Co-sponsors                      | Prominent branding across the campaign period, with excellent conference visibility maintained throughout the sponsored day.<br><br>MC main stage acknowledgement at the start and end of Tuesday and Wednesday to position your brand within the world of innovation.   | <b>Premium</b>  | 4                | £15,000 |
|   | Innovation Alley Zone Sponsors                    | A dominant presence (5m x 1.5m) in Innovation Alley, including a large, branded corporate zone and showcasing up to six customer or supply chain organisations over two days.  | <b>Enhanced</b>                                       | 10               | £9,500  |
|   | Innovation Alley – Professional Services Sponsors | An area (2m x 1.5m) reserved for core ecosystem partners that support, scale and enable innovation across the technology sector. Only one space available per industry sector.   | <b>Enhanced</b>                                       | 3                | £7,500  |
|   | Innovation Alley – Tech Corporate Sponsors        | A showcase (3m x 1.5m) for established tech organisations to demonstrate technology, share ideas and engage a highly engaged tech audience.  | <b>Enhanced</b>                                       | 3                | £5,500  |
| <b>The Pitch Competition</b><br>Wednesday   | The Pitch Competition Headline Sponsor            | Participation in pre-judging panel, Sponsor introduction at live pitching session, lead judge during the live event.   | <b>Premium</b>  | 1                | £17,500 |
|   | The Pitch Competition Award Co-sponsors           | Show your commitment to supporting startups within the ecosystem by offering a cash prize. You can enhance this by providing additional corporate support such as mentorship or advisory services.   | <b>Enhanced</b>                                       | 10               | £5,000  |
| <b>High Profile, High Impact Branding</b><br>Monday to Thursday                               | Team T-Shirts                                     | Brand presence on team T-shirts worn by staff and volunteers all week at every venue, offering a highly visible and consistent association with Cambridge Tech Week.   | <b>Premium</b>  | 1                | £15,000 |
|   | Lanyards  | Branding on lanyards worn by over 1,500 delegates and guests, delivering consistent visibility across all venues and extended reach through event photography and social media.  | <b>Premium</b>  | 1                | £15,000 |
|   | Name Badges                                       | Branding on each Name Badge (attached to lanyards) worn by over 1,500 delegates and guests, delivering consistent visibility across all venues and extended reach through event photography and social media.  | <b>Premium</b>  | 1                | £12,500 |
|   | Ticket Machines                                   | Branding on self-service ticket machines used by every delegate, speaker and guest to collect their badge each day, delivering consistent, repeated visibility throughout the week.  | <b>Enhanced</b>                                       | 1                | £9,500  |
|   | Video   | Exclusive branding on all official Conference Week video packages.   | <b>Premium</b>  | 1                | £12,500 |

| Sponsorship Packages  |  |  | Tier<br>(see page 20)<br>Ticket Pack<br>(see page 21) | Number Available | Price                |
|---|--|--|---|------------------|----------------------|
| <b>Digital, High Impact, Moving Branding</b><br>Tuesday to Thursday                 | LookAdThat Digital Backpacks   | Sponsorship of a highly visible, interactive feature of Cambridge Tech Week, incorporating up to six roaming units, delivering repeated brand exposure and prominent Sponsor positioning throughout the week.  | Enhanced  | 1                | £7,500               |
|   | Phoebe the Photographer  | New for 2026. Capture the fun of Cambridge Tech Week by sponsoring Phoebe, our photographic robot.   | Enhanced  | 1                | £5,000               |
| <b>Hospitality and branding packages</b><br>Monday to Thursday                      | Partnering Lounge (Tuesday to Thursday)  | Your own prominent branding of the Partnering Lounge, which will be titled The 'Your Brand' Partnering Lounge at Cambridge Tech Week, including opportunities for branded materials, merchandise placement and a hosted team presence throughout the event.                              | Premium   | 1                | £10,000              |
|   | Gala Reception Co-sponsor (Thursday)   | Sponsor the Gala Reception, including an address to the room, hosted welcome table and team presence as the week concludes with announcements and celebrations.  | Premium   | 2                | £9,500               |
|   | Branded Cups   | Prominent branded cups all week and a pop-up banner during coffee breaks, with the opportunity for your team to engage directly with delegates. Your branding is further amplified via digital backpacks and digital screens delivering consistent visibility throughout the session.    | Enhanced  | 1                | £6,500               |
|   | Daily Lunch Sponsor  | Prominent branded packaging and a pop-up banner during lunch breaks, with the opportunity for your team to engage directly with delegates. Your branding is further amplified via digital backpacks and digital screens delivering consistent visibility throughout the session.         | Enhanced  | 6                | From £2,500 - £5,000 |
|   | Drinks Reception (Monday)  | Be part of a welcoming start to the Conference Week and address the room. Two banners at event.  | Enhanced  | 2                | £4,500               |
|   | The Cambridge Tech Podcast   | Align your brand with a special Cambridge Tech Week edition of the Cambridge Tech Podcast, reaching 40,000 downloads and hosted by Faye Holland and James Parton. Includes Sponsor acknowledgements at the opening and close of each episode, with options for short form announcements. | Enhanced  | 1                | £7,500               |
| <b>Fringe events and Friends of Cambridge Tech Week</b><br>Before, during and after | Fringe Events Main Programme   | Your own event included within the main Cambridge Tech Week main programme.  | Essential   | 8                | £4,450               |
|   | Fringe Events Promoted Sponsor   | Promote your event on the Cambridge Tech Week website, Event App, and featured promotional media.  | N/A   | 20               | £950                 |
|   | Fringe Events  | Promote your event on the Cambridge Tech Week website and Event App.   | N/A   | Unlimited        | £550                 |
|   | Friends of Cambridge Tech Week   | Raise your reputation with Cambridge Tech Week delegates and directly support the work of Cambridge Tech Week.   | Essential   | Unlimited        | £950                 |
| <b>Innovation Alley Startup and Scaleups</b> (see page 22 for criteria)             |  |  |   |                  |                      |
| Innovation Alley – Scaleup – 2 x 1.5m stand   | Raise your profile by demonstrating your tech and meet the people who can help you scale and grow. | Essential  | 10  | £1,500           |                      |
| Innovation Alley – Startup – 1 x 1.5m stand   |  |  | 15  | £350             |                      |

# TIERS

|   | The Essential   | The Enhanced  | The Premium   | The Ultimate  |
|---|---|---|---|---|
| The Media Pack  | Use of the Cambridge Tech Week Media Pack, containing the images, key messages and social media templates needed to help you promote your support and attendance. |   |   |   |
| Cambridge Tech Week Website   | Your company logo, branding and profile <sup>1</sup> and web link featured on the Cambridge Tech Week website.  |   |   |   |
| The Cambridge Tech Week App   | Your company logo, profile <sup>1</sup> and web link featured on the Event App.   |   |   |   |
| Your brand in print   | Your logo included in the Cambridge Tech Week full colour Guide, given free to every delegate.  |   |   |   |
| Blogs   |   | Showcase your brand and thought leadership with <b>one</b> company blog or news article, promoted on the Cambridge Tech Week website <sup>3</sup> . | Showcase your brand and thought leadership with <b>two</b> company blogs or news articles, promoted on the Cambridge Tech Week website <sup>3</sup> .               | Showcase your brand and thought leadership with <b>three</b> company blogs or news articles, promoted on the Cambridge Tech Week website <sup>3</sup> .                                   |
| Launch Events   |   | Your logo featured on launch event digital screens and post event social media.   | Your logo featured on launch event digital screens and post event social media.   | Your logo featured in a <b>prime position</b> on launch event digital screens and post event social media.  |
| The Official Cambridge Tech Week Impact Report                                      |   | Your logo included in the Cambridge Tech Week Impact Report <sup>4</sup> .  | Your logo included in the Cambridge Tech Week Impact Report <sup>4</sup> .  | Your logo and a <b>spokesperson's quote</b> included in the Cambridge Tech Week Impact Report <sup>4</sup> .  |
| Fringe Events   |   | Option to host a Fringe event at no additional cost.  | Option to host a Promoted Fringe event at no additional cost.   | Option to host a Promoted Fringe event at no additional cost. Option to secure a Listed Fringe event on the main programme at 50% discount.   |
| Social Media Posts  |   | Promotional exposure on social media, including <b>one</b> joint Sponsors LinkedIn post during the campaign period.                                 | Promotional exposure on social media, including <sup>2</sup> <b>one</b> dedicated LinkedIn post during the Campaign Period.   | Promotional exposure on social media, including <sup>2</sup> <b>two</b> dedicated LinkedIn posts during the Campaign Period.  |
| Banners   |   |   | Supply your own branded pop-up banner and our team will position it for optimum visibility during your sponsorship period.  | Supply <b>two</b> of your own branded pop-up banners and our team will position it for optimum visibility during your sponsorship period.   |
| Digital Backpacks (Tuesday to Thursday)   |   |   | Inclusion across <b>all</b> digital backpacks during your sponsorship period, ensuring consistent brand visibility as our backpack team circulates among delegates. | <b>Prime position</b> inclusion across <b>all</b> digital backpacks during your sponsorship period, ensuring consistent brand visibility as our backpack team circulates among delegates. |
| Stage Presentations* (For those sponsoring specific conference week speaker events) |   |   | Your company logo featured on the on-stage sponsorship screen <sup>7</sup> at the start and end of presentations during your sponsorship period.                    | Your company logo featured in a <b>prime position</b> on the on-stage sponsorship screen <sup>7</sup> at the start and end of presentations during your sponsorship period.               |
| Press Releases  |   |   | Elevate your presence by inclusion in one significant press release during the Campaign Period.   | Elevate your presence by being quoted in <b>one significant press release</b> and mentioned in <b>all</b> others related to the sponsorship period.                                       |
| Digital Screens   |   |   | Your logo featured on selected digital screens during Cambridge Tech Week.  | Your logo featured in a <b>prime position</b> on selected digital screens during Cambridge Tech Week.   |
| Tech Leaders Dinner Table   |   |   |   | Option to host a Tech Leaders Dinner Table at discounted rate.  |
| Announcements   |   |   |   | You are welcome to make your own product or Sponsor announcement during Cambridge Tech Week; speak to the team for more details.  |

# TICKETS

|   | The Essential Ticket Pack | The Enhanced Ticket Pack                 | The Premium Ticket Pack                              | The Ultimate Ticket Pack                              |
|---|---------------------------|--|--|---|
| <b>Conference Day Passes</b><br>(includes access to Innovation Alley if your ticket day is on Tuesday and / or Wednesday) | N/A                       | 5 individual Day Passes                  | 10 individual Day Passes                             | 20 individual Day Passes                              |
| <b>Innovation Alley only Passes</b><br>(can be used on either Tuesday or Wednesday)                                       | 3 Innovation Alley Passes | 5 Innovation Alley Passes                | 10 Innovation Alley Passes                           | 20 Innovation Alley Passes                            |
| <b>Gala Reception</b>   | 3 Gala Reception Passes   | 5 Gala Reception Passes                  | 10 Gala Reception Passes                             | 20 Gala Reception Passes                              |
| <b>Further Discounts – Passes</b>   |                           | 5% off additional Day and Session Passes | 10% off additional Day and Session Passes            | 20% off additional Day and Session Passes             |
| <b>Further Discounts</b>  |                           |  | 5% off further Cambridge Tech Week Sponsorship Packs | 10% off further Cambridge Tech Week Sponsorship Packs |

- 1 Company profiles on the Cambridge Tech Week website are limited to 100 words.
- 2 Our principal social media platform is LinkedIn.
- 3 Sponsors are responsible for providing pre-approved copy or content for their website articles and blog.
- 4 The Cambridge Tech Week Impact Report will be available in October 2026.
- 5 Please see below for further details by Tier.
- 6 Additional Day and Session passes are subject to availability. Please book by 31 July 2026.
- 7 The screen will include other sponsor logos (with varying sizes from Diamond, Gold, Silver, Bronze and Session Sponsors).
- 8 Campaign period 17 March 2026 to October 2026. Conference Week 14-18 September 2026
- 9 Individual Day Pass allocation refers to the a total number of tickets available to sponsors across the entire event.

Please refer to Terms and Conditions of sale for all packages.  
Details correct at the time of publication.

# SPONSORSHIP TERMS AND CONDITIONS

## TICKET DETAILS

Please note that access to The Tech Leaders' Dinner, fringe events and invitation-only events such as Round Tables are not included in Sponsor ticket allocations.

As standard, your ticket allocation is spread across events on Tuesday, Wednesday, and Thursday. If you would like to attend the Monday event, please let a member of the team know when you receive your fulfilment pack.

## SPEAKING SLOTS

Certain Sponsor packages include an invitation to propose speakers, panellists and chairs (please see below). All proposed participants should be recognised leaders in the tech space and will be reviewed by the Events team to ensure an appropriate fit with the Cambridge Tech Week themes and programme content.

Since all speaker slots will be allocated on a first-come, first-served basis, early nominations are strongly recommended. Sponsors cannot provide keynote speakers. Please note that all chair, speaker and panellist nominations will require approval from the Events Team and are to be made by 31 July 2026. Any changes or additions after this date may not be allowed and Sponsor speaker entitlements cannot be guaranteed beyond this deadline.

If your Sponsorship Pack includes the ability to nominate speakers, the number you may propose applies across the full four-day conference, not per day.

- **Gold** – Nominate a chair

- **Silver** – Nominate a panellist
- **Drinks Reception** – You are welcome to address the room (guided at up to five minutes)
- **Pitching Competition** – You are welcome to address the room (guided at up to three minutes)
- **The Tech Leaders' dinner** – You are welcome to address the room (guided at up to five minutes)
- **Gala Reception** – You are welcome to address the room (guided at up to five minutes)
- **Big Tech Debate** – You are welcome to address the room (guided at up to three minutes). Note that the Sponsor's address is not part of the debate.

Anyone can submit speaker recommendations via the online Call for Speaker form. Please check social media and the website for details.

## INNOVATION ALLEY

### Exhibition qualification criteria

#### Startup exhibitors

We welcome applications from tech startups that span all industry sectors and meet the following criteria:

- Established in 2021 or later
- Angel and / or seed funded
- Employing fewer than 25 staff.

#### Scaleup exhibitors

We welcome applications from tech scaleups

that span all industry sectors and meet the following criteria:

- Minimum Series A funded
- Are revenue generating (minimum last three consecutive years).

#### Zone Exhibitors

A dedicated space to showcase multiple Startups and Scaleups. Each Innovation Alley Zone has specific requirements and must be used to showcase startups or scaleups. Zones may be hosted (and branded) by an academic institution, international delegation, investor, or services company, but:

- Three Startups/Scaleups must exhibit each day
- These exhibitors must be confirmed and listed by 1 June 2026
- Exhibitors must display technical innovation.

Please contact us for full eligibility criteria if you are interested in exhibiting.

Please note that an electricity supplied to your exhibition space is not guaranteed; please advise on ordering if you need an electricity supply.

## PITCHING COMPETITION

Both the Pitching Competition Sponsor and Co-sponsors will contribute to pre-judging and prizes. There is no exclusivity, and some Sponsors may operate in similar sectors. 50% of the sponsorship fee from the Co-sponsors will be allocated to the prize fund for the judged winner (not

audience choice) and should not be viewed as any type of investment in the winner on behalf of Cambridge Tech Week, CW, or the sponsoring company. Sponsors should advise if they wish to remain anonymous.

## DELEGATE LISTS

Cambridge Tech Week does not sell delegate lists or mailing lists for any of its events, nor does it provide the delegate list to Sponsors before, during or after the event.

If Sponsors wish to reach the audience with a tailored message, please speak to the sales team about paid campaign options, including newsletter placements, direct marketing, and social media promotions.

## EXHIBITING

Where physical banners are included in the package, this is for the duration of the chosen sponsorship period (for example lunchtime) rather than the Conference Week. The Cambridge Tech Week Team will position the banners on your behalf, and they must not be moved.

#### Photography:

Paul Kenny, Atlas Film Co



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# CONTACT US

To find out more about our partnership and sponsorship opportunities, and how your organisation can make the most of Cambridge Tech Week, get in touch.

Sally Field – Head of Business Development

[sally.field@cambridgewireless.co.uk](mailto:sally.field@cambridgewireless.co.uk)

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