

Tech leaders **CONNECT**

POWERED BY FREEMAN CLARKE

**DEVELOPED BY
CIOs, FOR CIOs**

Where the UK's mid-market
tech leaders come to
connect, learn, and lead

Join sponsors like:





Join the leading community for mid-market senior technology leaders

Tech Leaders Connect, powered by Freeman Clarke, is proud to host four flagship events across the year. A premier summit, TLC brings together employed, mid-market CIOs, CTOs and other key technology decision makers from across the UK for a full day event in March and October. Our Summer and Winter Conferences bring together our own team of fractional CIOs and CTOs for two days of knowledge sharing, collaboration & networking.

91% RATED MARCH'25 SUMMIT: EXCELLENT

'Well run, accessible venue, great speakers and networking.'

What is Tech Leaders Connect?

A dynamic platform for industry leaders to share ideas, strategies, and innovations.

A forum for engaging with board-level decision-makers responsible for major technology investments.

A vibrant community that values collaboration, knowledge exchange, and lasting professional relationships.



**NEXT
SUMMIT**

STRATEGIC AI: BRINGING AI INTO CLIENT STRATEGY AND GROWTH

Wednesday 18th March 2026 | The Bond, Birmingham

Why is Tech Leaders Connect unique?

A curated, vetted audience

Personally invited senior IT decision-makers from the UK's mid-market – every attendee is the right person in the room.

Intimate, immersive, impactful

With only c.85 carefully curated attendees, sponsors don't just observe the action – they're part of it.

Insight-led, not sales-led

This is a platform for strategic conversations, not product pitches. Sponsors are part of the conversation, not sidelined.

Credible host

Powered by Freeman Clarke – respected IT strategists, trusted by businesses nationwide.



[Click to play video](#)

Emma Portlock
Head of New Business, BCN

'Very interesting conversations ... format has been superb ... best keynotes I've heard in many, many years ... really well structured ... nothing's felt rushed ... nice to have [the day] broken up with insightful panel sessions and Q&As.'



[Click to play video](#)

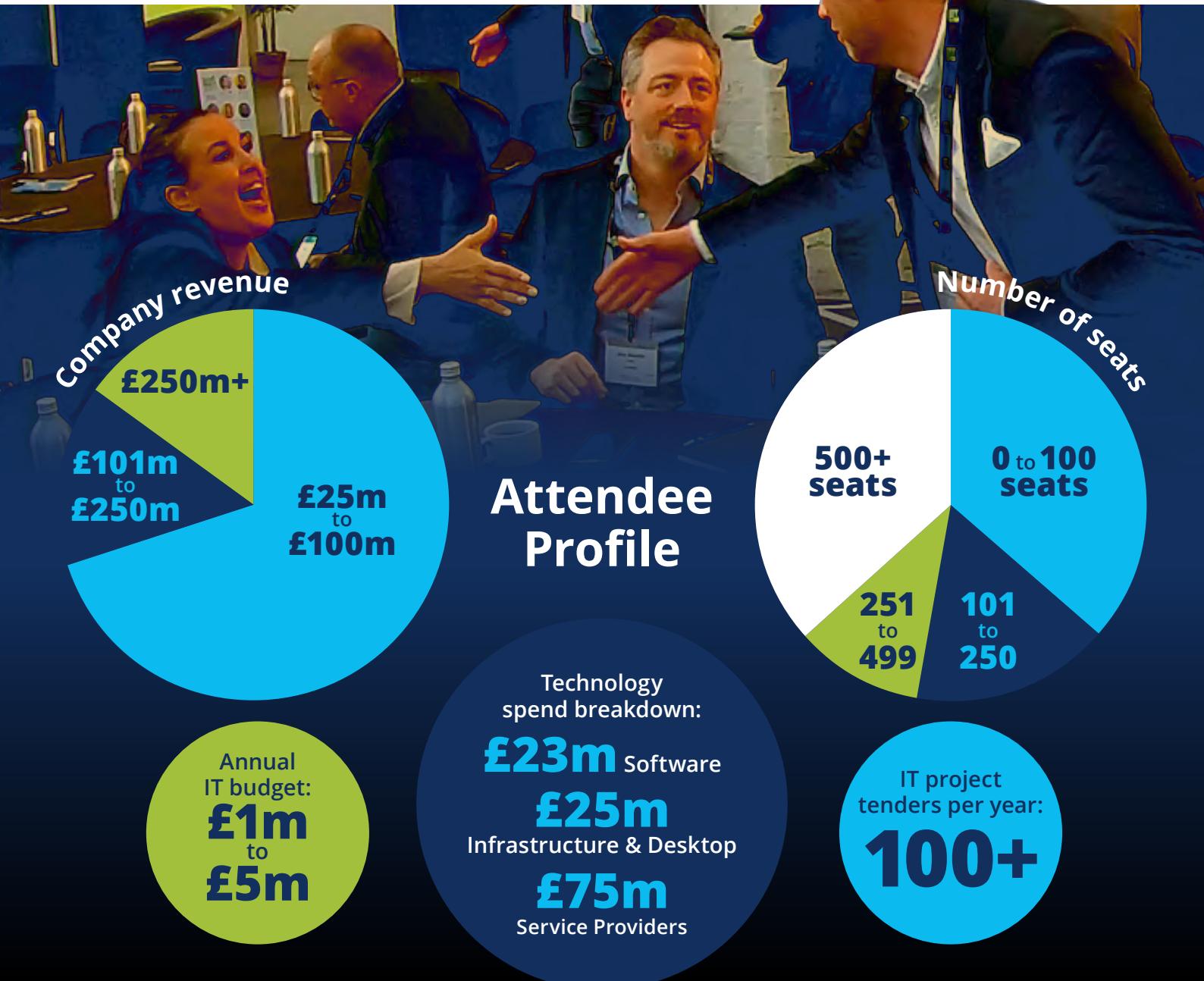
Alex Carey
Client Success Director, Jungle IT

'Valuable new connections ... really nice to meet busy CIOs and CTOs face-to-face ... hugely relevant topics throughout the day ... our presentation piqued interest ... great, relaxing atmosphere ... fostered some really good conversations ... great location.'

Building long-term relationships

Beyond the event, Tech Leaders Connect fosters year-round opportunities to maintain and strengthen your relationships with the community. This is a relationship first community, so we encourage on-going engagement as this will always deliver value and ROI versus a transactional approach.

There are a number of ways to engage beyond the seasonal events
– see next page.



Boost your visibility, amplify your impact

Elevate your brand with a highly engaged audience. Our sponsorship packages are designed to give you standout visibility, meaningful engagement, and lasting brand impact – with options to suit a range of goals and budgets.

Premium brand exposure

Feature your branding across a variety of event assets, from digital promotions to on-site materials (package-dependent).

Exhibition stand

Take your place in the heart of the action with a dedicated space to meet, demo, and connect.

Be in the spotlight

Some packages offer the opportunity to lead a 30-minute session, showcasing thought leadership to a targeted audience.

360° promotional support

Select sponsors benefit from a full campaign of social and email marketing before, during, and after the event.

Event programme and app placement

Get noticed in the tools every attendee relies on throughout the day.

Online profile

Be featured on our website with your logo, company bio, and a backlink to drive traffic and awareness.

Please note: specific features vary by sponsorship tier – we'll help you find the best fit for your brand.

Extend your reach beyond the Summit

Build deeper, more sustained engagement with our community of senior technology leaders. In addition to our flagship events, we offer a range of high-impact opportunities to stay front of mind and drive meaningful conversations year-round:

Curated executive dinners

Co-host intimate, invitation-only dinners with 10–12 senior decision-makers.



Virtual clinics and workshops

Partner with us on online clinics, presentations or workshops, creating valuable on-demand content that extends your thought leadership.

Collaborative thought leadership

Work with our editorial team to develop co-branded insights, distributed across our network and shared by the community.

Quarterly newsletter sponsorship

Put your brand directly in front of 3,000+ senior technology leaders through our Tech Leaders Connect newsletter.

Sponsors

ensono®

workday®

BCN

Mindset AI

exponential-
APPLIED INNOVATION

TSG®
TECHNOLOGY SERVICES GROUP

ramsac

the secure choice

JUNGLE IT

Reed

Darwin

CYBAVERSE

assured.

STXNEXT



Databarracks

Get in touch
to secure your
sponsorship

See next page for sponsorship costs



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Sponsorship costs



| OPPORTUNITY | PLATINUM | SILVER | BRONZE |
|--|--|--|---------------|
| Complimentary summit passes | 2 included (option to purchase 2 more at £500 each) | 2 included (option to purchase 2 more at £500 each) | 1 included |
| Branded stand area (2m x 2m) with poseur table & 2 stools | ✓ | ✓ | - |
| On-stage self-introduction (2 mins at event start) | ✓ | - | - |
| 30-minute interactive session with delegates (e.g. panel, workshop, masterclass, keynote host) | ✓ | - | - |
| Full-page feature in printed summit brochure (A4/5) | ✓ | - | - |
| TLC to share 2 pieces of your content with our community (3,500+ members) | ✓ | - | - |
| Logo featured in summit brochure | ✓ | ✓ | ✓ |
| Listing in the TLC event app | ✓ | ✓ | ✓ |
| Minimum of 2 social media posts (pre-event, during, post-event) with tags | ✓ | ✓ | - |
| Participate fully in all sessions seated with delegates | ✓ | ✓ | - |
| Website link from Tech Leaders Connect site | ✓ | ✓ | - |
| COST | £14,500 | £12,500 | £5,500 |

Sponsorship costs continued...

| EXCLUSIVE OPPORTUNITIES FOR PLATINUM AND SILVER SPONSORS <i>Available only to Platinum and Silver sponsors</i> | COST |
|--|--|
| Co-host a private dinner with 10-12 senior decision-makers | £3,500 <small>Plus cost of dinner</small> |
| Co-host an online clinic, workshop, or presentation (incl on-demand recording) | £4,500 |
| Co-develop 2 x thought leadership pieces shared with the TLC community via email & social | £3,500 |
| Spotlight Series – 25/30 minute product launch/demo/education | £2,500 |
| Logo, company bio, and backlink on our 'Previous Sponsors' webpage | £1,000 |
| Lanyard sponsorship | £1,500 |

| ADDITIONAL SPONSORSHIP OPPORTUNITIES | COST |
|--|---------------|
| Barista coffee cart and branded cups – includes QR codes linking to an offer, product page, or event invite | £1,950 |
| Bar and drinks reception sponsor – includes branded floor decals near bar. Use to drive web traffic via QR codes | £2,500 |
| Welcome breakfast and lunch sponsor – includes branded floor decals in catering area. Use to drive web traffic via QR codes | £3,500 |
| Exclusive sponsorship of the event mobile app – logo featured prominently on the app home screen | £2,500 |
| Prize giveaway – drive engagement via feedback survey or business card collection | |

