

# FIRE2025

Thursday 13 November  
QEII, London and online

## CONFERENCE PARTNER AND EXHIBITOR OPPORTUNITIES



Fire Protection  
Association®



The Institution  
of Fire Engineers



NFCC  
National Fire  
Chiefs Council



Fire Sector Confederation



# FIRE CONFERENCE 2025

## ANNUAL FIRE CONFERENCE RETURNS

Developed by the FPA, IFE, NFCC and the FSC, the annual FIRE Conference returns to the QEII, London and online on Thursday 13 November 2025. Providing key updates and driving momentum in evolving best practices, the one-day hybrid event will offer a host of seminars and breakout sessions delivered by industry experts who will address the scope of meeting building safety expectations and keeping pace with legislative change and sustainable developments in fire safety.

## WHY PARTNER THE FIRE CONFERENCE?

- An opportunity to associate your brand with the senior strategic fire safety conference of the year delivered jointly by 4 of the sector's leading organisations.
- A dynamic and forward-thinking programme with topics of future concern debated by invited industry experts which attracts quality delegates and provides CPD for staff.
- Genuine opportunities to showcase your brand and engage with delegates in the exhibition during registration, morning break, lunchtime, and the afternoon break. The evening drinks reception also facilitates further networking on a more informal basis.





# EXCLUSIVE PARTNERSHIP PACKAGES

Our partnership packages are offered on an exclusive basis meaning you will be the only provider of your key product/service partnering with the conference.

We recognise that every organisation has unique aims and therefore we are open to adapting and tailoring our partnership packages to support you with meeting your specific business objectives and reaching your target audience. Please contact us to discuss your needs.

## HEADLINE PARTNER (x1)

### CPD and networking

- 10 x in-person conference places (6 IFE CPD hours per person)
- 10 x online conference places (6 IFE CPD hours per person)
- Opportunity to purchase additional in-person and online conference places at a discounted rate
- 1 x place on an FPA hosted table at an industry event

### Brand exposure

- 1 x exhibition stand (2m x 2m) in a prominent location
- Your logo featured prominently on pre-event marketing communications including social media posts and emails
- Opportunity to provide branded lanyards for in person delegates
- Opportunity to provide a branded pen and/or notepad (or alternative giveaway in agreement with the organisers) for in person delegates (on registration desk)
- Opportunity to provide a printed handout for in person delegates (on registration desk)
- Opportunity to provide a pdf download on the conference platform for online delegates
- Branding in the main room including on stage e.g. pop up banners

- Branding of the registration area e.g. branded tablecloths, pop up banners, digital branding where applicable
- Full page advert in the delegate programme
- Full page advert in the FPA F&RM Journal
- Full page advert in the IFE IFP Journal
- Logo on conference platform with a link to your website
- Company profile and logo in the delegate programme

### Strategic influence

- Opportunity to address delegates on the main stage with a 5 minute speech (built into the day's programme)
- Stand visit and introduction from one of the leaders of the organising companies (FPA/IFE/NFCC/FSC)
- Opportunity to provide a thought leadership article or a foreword in the delegate programme (content to be agreed with the organisers)

### Partner promise

- Exclusive conference partner for your key product or service
- Opportunity to participate in an individual feedback meeting with the organising team post-event to ensure future packages meet your needs as a valued partner
- First refusal of the Headline Partner opportunity at FIRE Conference 2026

# £8,000+VAT



## DRINKS RECEPTION PARTNER (X1)



### CPD and networking

- 4 x in-person conference places (6 IFE CPD hours per person)
- 4 x online conference places (6 IFE CPD hours per person)
- Opportunity to purchase additional in-person and online conference places at a discounted rate

### Brand exposure

- 1 x exhibition stand (2m x 2m) in a prominent location
- Branding of the evening drinks reception room
- Opportunity to play a silent promotional video on loop throughout the reception
- Company mention and thank you in the drinks reception opening speech
- ½ page advert in the delegate programme
- ½ page advert in the FPA F&RM Journal
- ½ page advert in the IFE IFP Journal
- Logo on conference platform with a link to your website
- Company profile and logo in the delegate programme

### Partner promise

- Exclusive conference partner for your key product or service
- Opportunity to participate in an individual feedback meeting with the organising team post-event to ensure future packages meet your needs as a valued partner
- First refusal of the Drinks Reception Partner opportunity at FIRE Conference 2026

**£2,000+VAT**



## BREAKOUT SESSION PARTNER (X6)

### CPD and networking

- 4 x in-person conference places (6 IFE CPD hours per person)
- 4 x online conference places (6 IFE CPD hours per person)
- Opportunity to purchase additional in-person and online conference places at a discounted rate
- 1 x place on an FPA hosted table at an industry event

### Brand exposure

- 1 x exhibition stand (2m x 2m) in a prominent location
- Company name in pre-event marketing communications including social media posts and emails
- Branding of the breakout room
- Opportunity to play a promotional video of up to 2 minutes at the start of the session
- ½ page advert in the delegate programme
- ½ page advert in the FPA F&RM Journal
- ½ page advert in the IFE IFP Journal
- Logo on conference platform with a link to your website
- Company profile and logo in the delegate programme

Please note that the earlier you are able to confirm your partnership of the conference, the greater exposure and engagement you will receive due to the promotional opportunities in the lead up to the event.

For details of current deadlines, please email [events@thefpa.co.uk](mailto:events@thefpa.co.uk).

### Strategic influence

- Opportunity to join the breakout session planning meeting with the confirmed speakers and chair where relevant

### Partner promise

- Exclusive conference partner for your key product or service
- Opportunity to participate in an individual feedback meeting with the organising team post-event to ensure future packages meet your needs as a valued partner
- First refusal of a Breakout Session Partner opportunity at FIRE Conference 2026

# £2,500+VAT



# EXHIBITION AND PROMOTIONAL PACKAGES

## EXHIBITOR (X10)

### Brand exposure

- 1 x exhibition stand (2m x 2m)
- Company profile and logo in the delegate programme

### CPD and networking

- 2 x in-person conference places (6 IFE CPD hours per person)
- Opportunity to purchase additional in-person and online conference places at a discounted rate

**£1,750+VAT**

**10% discount for 2024 exhibitors if booked before 30 April**

## DELEGATE PROGRAMME ADVERT (X5)

- Full page advert in the delegate programme
- 1 x online conference place (6 IFE CPD hours)
- Opportunity to purchase additional online conference places at a discounted rate

**£500+VAT**

## DIGITAL CONFERENCE SUPPORTER (X5)

- Logo on conference platform with a link to your website
- 1 x online conference place (6 IFE CPD hours)
- Opportunity to purchase additional online conference places at a discounted rate

**£150+VAT**

Contractual terms and conditions for all packages can be viewed at:  
**[fireconference2025.eventbrite.co.uk](https://fireconference2025.eventbrite.co.uk)** once the booking site is live and will be provided at the time of booking, or on request at any time.



# DELEGATE PROFILE

FIRE Conference is a growing event which attracts in the region of 400 delegates each year. In 2024, 300 delegates attended in person with a further 100 joining the conference online.

## Typical job roles include:

- Middle and Senior Manager
- Chief Executive Officer
- Chief Fire Officer
- Chartered Building Surveyor
- Director
- Fire Safety Advisor
- Fire Safety Engineer
- Technical Manager
- Head of Commercial
- Risk Manager
- Insurance Underwriter
- Insurance Loss Control Specialist

- Marketing Manager
- Head of Customer Service
- Property Risk Control Manager
- National Business Development Manager
- Owner
- PR Manager
- Regional Sales Manager
- Consultant
- Fire Risk Assessor

## Industries:

- Construction
- Product Manufacturers
- Insurance
- Risk
- Local Council
- Heritage
- Health and Social Care
- Education
- Retail
- Wholesale
- Fire and Rescue Service

***FIRE Conference offered great exposure and resulted in several quality conversations, as well as alignment with the FPA, IFE, NFCC, and FSC"***

Michael Harley, Managing Director of Redplug Group (2024 Headline Partner)

## FIND OUT MORE

For further details on the sponsorship packages available at #FIRECONFERENCE2025, please contact:

Nick Walker  
Commercial and Technical Support Services Coordinator  
nwalker@thefpa.co.uk  
07483 066314

# HELPING YOU TO REACH YOUR TARGET AUDIENCE

Organised collaboratively by four of the leading fire safety organisations, the conference can help you to expose your brand to the right audience through our combined market reach.

## FIRE SECTOR CONFEDERATION (FSC)

The Confederation is a forum of debate and discussion. It is where representatives of organisations who work with or within the built, natural, fire and rescue and national resilience environments in the UK can expertly consider issues of common interest.

The Confederation seeks to give voice to and exert influence in shaping future policy and strategy related to the UK Fire Sector. It aims to develop an informed fire sector, through original research and objective analysis; coordinating academic research and fire and rescue service evaluation and reviews; and disseminate knowledge and best practice through the production of advice and guidance.

## NATIONAL FIRE CHIEFS COUNCIL (NFCC)

The NFCC is the professional voice of the UK fire and rescue service. NFCC drives improvement and development throughout the UK FRS, while supporting strong leadership – including for the devolved administrations.

NFCC aims to:

- Strengthen the professional and operational leadership of the Fire and Rescue Service
- Improve national coordination
- Reduce duplication; increase efficiency
- Support local service delivery
- Provide increased influence for Fire and Rescue Authorities and their Services.

## AUDIENCE REACH

- Membership comprises leaders of influential fire industry trade associations at CEO level
- Key member job roles: Fire Engineers, Risk Managers, Architects, Consultants, Firefighter professionals and representatives
- Key member industries: built and natural environment, fire and rescue service, and national resilience environment
- Direct contact with government, regulators and enforcement authorities, fire safety and firefighting professionals, equipment manufacturers and installers
- E-newsletter issued 12 times per year to entire membership

## AUDIENCE REACH

- Members and audience: UK Fire and Rescue Services and partners with a sector interest
- 27,000 LinkedIn followers with an average annual growth trend of 13%
- 2 million annual website visitors
- Access to 7,000 members through the Fire and Rescue Services Staff User Platform



## FIRE PROTECTION ASSOCIATION (FPA)

The FPA is an independent profit-for-purpose organisation dedicated to safeguarding people, property, and the environment from fire-related and other risks. As the UK's national fire safety organisation, we actively seek to advance fire safety standards by working with government and regulators to facilitate best practice and make the built environment a safer place.

Established in 1946, our heritage lies in sharing fire safety guidance and information with government, industry, insurers, our members, and the wider public, which we deliver through research and testing, consultancy, training, risk management publications, risk surveying, and auditing.

## INSTITUTION OF FIRE ENGINEERS (IFE)

The IFE is a global professional membership body for those in the fire sector that seek to increase their knowledge, professional recognition and understanding of fire through a global discourse. With over 100 years of history, the IFE is instrumental in shaping a future world that is safer from fire.

Managed for fire professionals by fire professionals, the IFE aims to promote, encourage and improve the science, practice and professionalism of fire engineering, acting as a beacon of established expertise and guiding the way to a fire safe future.

## AUDIENCE REACH

- 4,000 members across the fire safety and insurance sectors
- Key member job roles: Fire Risk Assessors, Fire Engineers, Facilities Managers, Risk Managers, Architects, Consultants
- Key member industries: fire safety/prevention, construction, health and safety, healthcare, residential housing, emergency services
- 43,000 LinkedIn followers with an average annual growth trend of 25%
- GDPR compliant email mailing list of over 27,500
- 230,000 annual website visitors
- 4,500 printed and digital copies of Fire and Risk Management journal distributed 10 times per year

## AUDIENCE REACH

- Global membership of over 14,000
- Key member industries: Emergency services, fire safety management, design, fire safety systems, compliance, fire safety education.
- 42,000 LinkedIn followers with an average annual growth trend of 29%
- 1.3m annual website visitors
- Over 12,000 copies of the e-newsletter distributed 8 times per year
- International Fire Professional journal issued 4 times per year to the entire IFE membership





*“The organisation of the event was excellent and it was well attended by quality delegates, including existing contacts. For Coopers Fire, FIRE Conference is about networking, building new relationships and promoting the latest innovations in the fire and smoke curtain industry” -*

Emily Parsons, Events Coordinator at  
Coopers Fire (2024 exhibitor)

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