

2025 - 2026

HPMA ROADSHOW EXHIBITION & SPONSORSHIP OPPORTUNITIES



WELCOME



As the CEO of HPMa, I am thrilled to welcome you to another exciting year of collaboration and innovation. Having celebrated our 50th anniversary last year, we are poised to build on our rich legacy and drive forward our mission of "Improving Health Through People."

Our partnership with you is instrumental in advancing the professional lives of HPMa members, enhancing patient care, and promoting staff well-being. Together, we can achieve remarkable outcomes.

I am committed to invigorating our efforts and fostering meaningful collaborations to benefit us all. We look forward to your continued support and active participation in our initiatives, including national conferences, the prestigious HPMa Awards Programme, branch roadshows, and more.

Let's work together to create a brighter future for healthcare. Thank you for being an essential part of our journey.

Julie

Julie Rogers CEO, HPMa

ABOUT HPMA



The Healthcare People Management Association (HPMA) is a leading professional organisation dedicated to supporting and advancing the careers of People Professionals in the healthcare sector. Established over 50 years ago, HPMA is committed to improving health through people.

We provide a wide range of resources, including training, conferences, awards programmes, and networking opportunities, to help our members excel in their roles and drive positive changes in the workplace. Our mission is to enhance the working lives of healthcare professionals, improve patient care, and promote staff wellbeing

MAXIMISE YOUR IMPACT WITH HPMA

Unlock New
Opportunities and Drive
Success in Healthcare

Gain visibility with decision-makers shaping the
future of healthcare workforce management:

75% of attendees hold management or leadership
positions

60% influence or manage workforce-related
budgets

Build relationships with key decision-makers

Position your brand as a thought leader and
solutions provider in the sector

Attendees are actively seeking innovative solutions,
partnerships and tools

HPMA • 2025



We're bringing back our popular roadshow series for HPMA members! The 2025-2026 roadshows are one-day, in-person events designed to connect and inspire HR and workforce professionals.

These events offer practical learning, case studies, and opportunities to network with peers and solution providers. They provide a valuable opportunity for members and commercial supporters to connect in person, network, and engage in a dynamic development programme focused on tackling local challenges and sharing best practices. Thanks to a dedicated exhibition at each event, we can offer a minimum of 100 free delegate places per roadshow.

Professionals attending:

- HR and Workforce Leaders, managers and practitioners
- Learning and Development Specialists
- Diversity and Inclusion Officers
- Healthcare executives focused on workforce transformation

Sector Representation:

- NHS Trusts (acute, mental health and community)
- Workforce service providers

HPMA

Roadshow Series

HPMA · 2025



HPMA ON TOUR *Roadshow*

GLASGOW

Radisson Blu

Tuesday 1st April 2025

BELFAST

June - Conveniently located

MANCHESTER

July - city venue

CARDIFF

Glamorgan Cricket Ground

Tuesday 16th September 2025

LONDON

February 2026 - Conveniently located

As an exhibitor, you'll have a unique opportunity to showcase your solutions to a highly engaged audience of healthcare workforce professionals

Delegates at the HPMA Roadshows will view the exhibition during the refreshment breaks in the conference programme, including arrival, mid-morning, lunch, and mid-afternoon

- Table space within the exhibition area for product demos and networking
- 2 exhibitor passes
- Listing in the event guide your company name, logo and a 50 word entry
- Logo will feature on a webpage with a link to your website

£1,375 + VAT

Multi-Event Discount: If you're interested in exhibiting at three or more roadshows, we're happy to offer a small discount as a thank you for your continued support. Get in touch to discuss pricing and find the best package for your needs.

Roadshow EXHIBITOR

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LANYARDS AND BADGES

from £750

LOUNGE AREA

POA

ADVERT IN DELEGATE BROCHURE

From £250

BRANDED FLOORTILES

£595

How we'll promote

- Email Campaigns: Sent to over 12,000 HPMA members and mailing lists
- Social Media: Posts on LinkedIn and Instagram with a combined reach of over 3,000
- Website Exposure: Your logo featured on the HPMA website, increasing visibility among our members and visitors

Roadshow BRANDING OPTIONS

HAPPY EXHIBITORS

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READY TO PARTNER WITH US?

Contact Joanne Owens today to secure your sponsorship or exhibitor package

PHONE NUMBER

0300 365 5560 07903 768849

EMAIL ADDRESS

joanne.owens@hpma.org.uk

IMPORTANT DEADLINES:

- Sponsorship confirmation:
28th February
- Submission of logo's for Glasgow
3rd March. Other events TBC.

A man in a dark pinstripe suit and tie stands next to a whiteboard. The whiteboard features a bar chart with an upward-trending line graph and the currency symbols \$, €, and £. In the foreground, the backs of several people's heads are visible, suggesting a presentation or meeting setting.

NEXT STEPS

HOW TO REACH US