

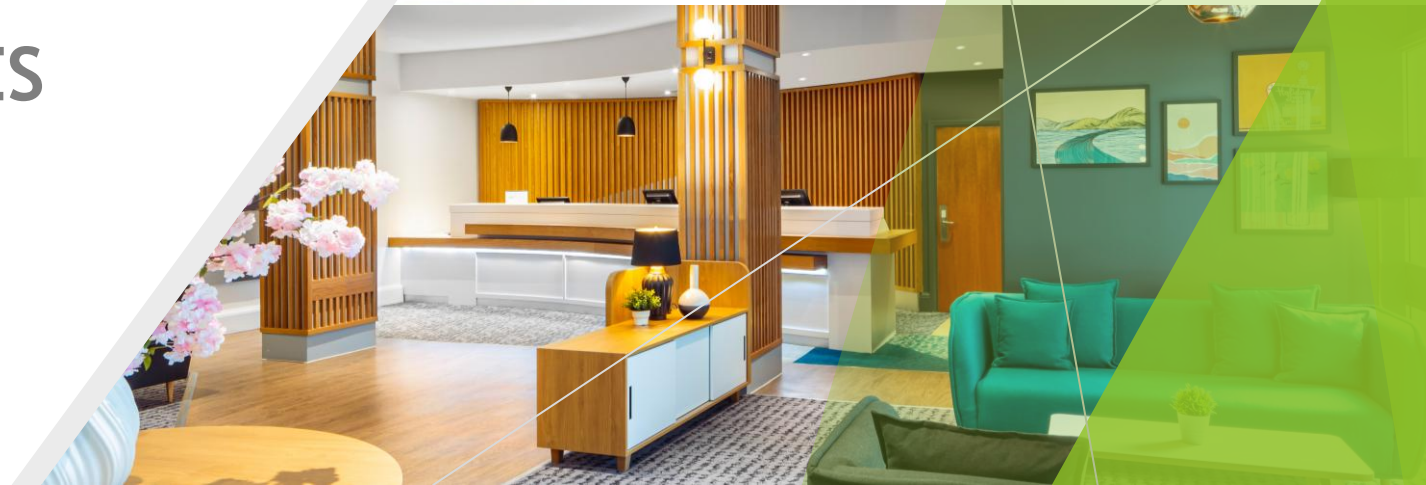
2026 AGTO SHOWCASE
THE ONE YOU CANNOT AFFORD
TO MISS!

Holiday Inn, Leicester
27th February - 1st March 2026

SPONSORSHIP OPPORTUNITIES



ASSOCIATION
FOR GROUP
TRAVEL
ORGANISERS





ABOUT THE 2026 AGTO SHOWCASE

► The AGTO Showcase is our Blue Riband event and takes place in a different destination within the UK each year.

Who Attends

► The event is exclusively for AGTO members, both GTOs & Partners to ensure the best networking environment. Members may attend with their partners/spouses and a few spaces may be made available to non-members, at the discretion of the Board, if space permits, four weeks prior to the event.

► AGTO Partner members span the entire spectrum of the travel and tourism industry and there is a diverse mix of GTOs from all areas of group organising .

A complete variety of industries and organisers brought together in one great event.

THE LOCATION & VENUE



LEICESTER IS A VIBRANT, CENTRALLY LOCATED CITY RICH IN HISTORY, CULTURE, AND DIVERSITY. IT IS A TRULY UNIQUE AND WONDERFUL PLACE TO VISIT, WITH A SUPERB RANGE OF VISITOR ATTRACTIONS, MANY OF WHICH WE ARE LUCKY ENOUGH TO BE VISITING DURING THE AGTO SHOWCASE. THE REGION COMBINES THE FINEST ENGLISH TRADITIONS WITH MULTICULTURAL ACTIVITIES.



OUR HOME FOR THE SHOWCASE IS THE 4 STAR HOLIDAY INN A MODERN HOTEL NEAR THE CITY CENTRE WITH AN OPEN LOBBY, MEETING FACILITIES AND SPACIOUS BEDROOMS WITH FREE STANDARD WI-FI THROUGHOUT



LOCATED NEAR THE HIGHCROSS SHOPPING CENTRE IT IS A FIVE MINUTE WALK FROM ATTRACTIONS SUCH AS THE KING RICHARD III VISITOR CENTRE AND LEICESTER CATHEDRAL. THE HOTEL IS A 10-MINUTE TAXI RIDE FROM LEICESTER TRAIN STATION. THE M1 MOTORWAY IS 15 MINUTES DRIVE AWAY, AND THERE IS AN NCP CAR PARK NEXT TO THE HOTEL.



WHY ATTEND & WHY SPONSOR?

Meet and Network with quality Group Travel Organisers in a friendly informal setting - people who can give you business!



INCREASE your
profile within the
group travel



PROMOTE new
products, services
and initiatives



GENERATE
business interest



ENHANCE your
visibility over
other members



ASSOCIATION
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Let's go together

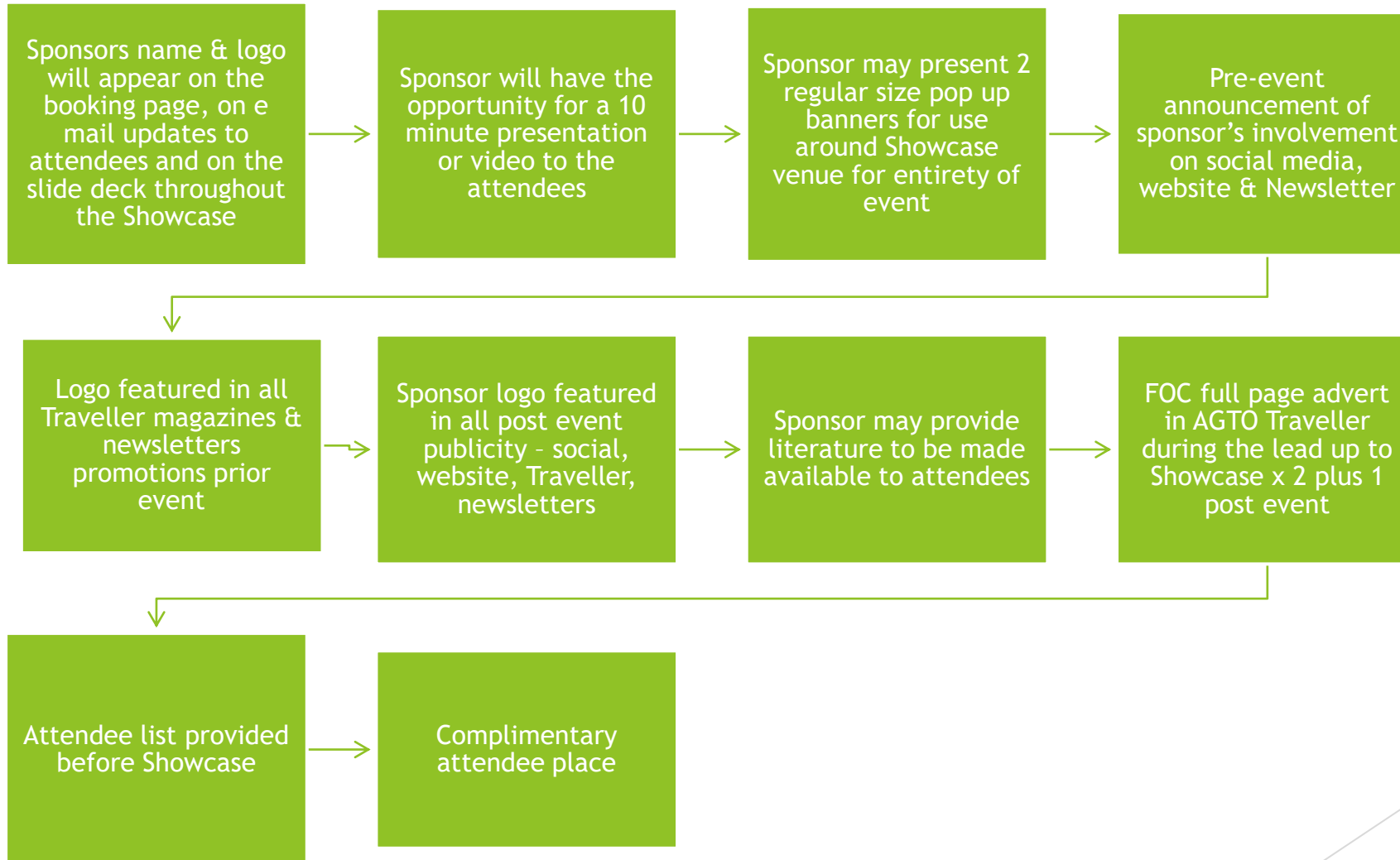
FORMAT

AGTO Showcase takes part over 3 days - 27th Feb - 1st March

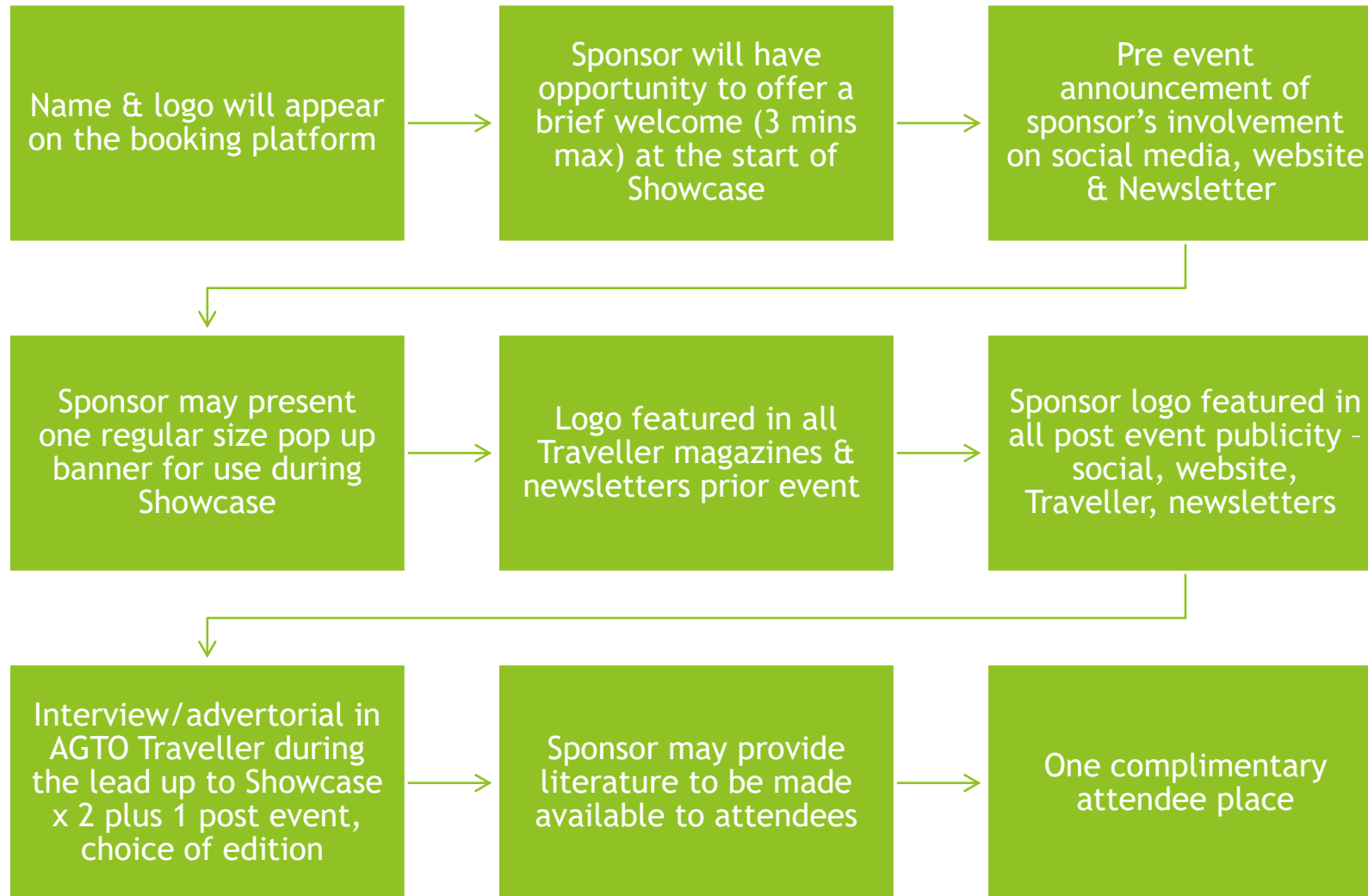
Friday 27 th February	Saturday 28 th February
1400 AGTO Registration	0800 Breakfast - Main Restaurant
1600 Welcome to AGTO Showcase	0930 Partners' Showcase
1900 Welcome drinks - foyer	1200 FAM Trip coach departures
	1900 Drinks Reception
1930 Networking Dinner - free seating	1945 Gala Dinner - Dress to Impress!
Street Food Buffet with entertainment	Entertainment, Raffle, Awards

Sunday 1 st March
0800 Breakfast Buffet - Main Restaurant
0930 AGTO Regional Meetings
1030 AGTO Showcase Summary
1145 FAM Trip departure - GTOs Only

AGTO GOLD SPONSOR - **SOLD**



AGTO SILVER SPONSOR - **SOLD**



AGTO BRONZE SPONSOR

Name & logo will appear on the booking platform

Pre-event announcement of sponsors involvement on social media and website

FOC quarter page advert in AGTO Traveller choice of edition

Sponsor will be recognised and thanked in speeches

One complimentary attendee place

£1,000 + VAT

AGTO TRANSPORT SPONSORSHIP - **SOLD X 2**



- ▶ Company name & logo included on new AGTO website
- ▶ Inclusion on all Showcase marketing materials
- ▶ Acknowledgement on social media
- ▶ Coverage in AGTO National Magazine - pre & post event
- ▶ Acknowledgement by speakers
- ▶ Logo included on any on-site advertising
- ▶ Pop-up stand(s) displayed around venue (max 2)
- ▶ **Provide transport/discounts for event**



INDIVIDUAL SPONSORSHIP ITEMS

Lanyards



All delegates will be given a badge and lanyard, so promote your brand/company by branding them for the Showcase **SOLD**

Welcome Bags

Make sure you make an impact displaying your brand (one side) on all the bags distributed to members as they arrive. **£650**



Delegates always like branded promotional gifts. We can add your items to the Showcase welcome bags.

Cost: £50 per item

Marketing Leaflet/Flyer - £50



NETWORKING & GALA DINNER PRE DINNER DRINKS

- Company name & logo included on the AGTO website
- Acknowledgement on social media
- Logo/video promotional loop displayed during drinks
- Pop-up stand displayed in the drinks area
- Promotional brochures distributed during the drinks reception or at registration
- Leaflet inclusion in Welcome bag
- **Package Cost: £750 per evening**



NETWORKING & GALA DINNERS SPONSORSHIP PACKAGES

FRIDAY EVENING STREET FOOD BUFFET NETWORKING DINNER

- Menus
- Table Wine
- Table Decorations
- Promotion of brand during event
- Promotion of your brand on the website
- Acknowledgement on social media
- Opportunity for a Welcome & short video

Package Cost: £1,000





NETWORKING & GALA DINNERS SPONSORSHIP SATURDAY NIGHT GALA DINNER

- Seating Plans
- Place Cards
- Menus
- Table Wine
- Table Decoration
- Promotion of brand during event
- Promotion of your brand on the website
- Acknowledgement on social media
- Opportunity for a maximum 5-minute video/welcome
- **Package Cost: £1,500**



Let's go tog

2025 AGTO SHOWCASE

All Sponsors will be featured on any stage backdrop throughout the Showcase Weekend in addition to being featured on the AGTO website & social media together with AGTO Showcase micro site and on all materials promoting the event.

Sponsors will have the opportunity to show a video of your product to the AGTO Showcase delegates during the course of the event.

Please contact Wendy Hartley-Scarff, CEO for further information

ceo1@agto.co.uk

07703 811487

