

Fertility 2027

20 years

EXHIBITION AND SPONSORSHIP OPPORTUNITIES

Belfast

12th - 15th January 2027

fertilityconference.org

Follow us: @fertilityconferences

ARCS Association of Reproductive and Clinical Scientists | For the future of Reproductive Science

BFS British Fertility Society

SRF Society for Reproduction and Fertility

Welcome.

Fertility 2027 marks a major milestone - 20 years of bringing the fertility community together!

Two decades of collaboration. Two decades of advancing science. Two decades of shaping the future of reproductive care.

As the UK's foremost conference in fertility treatment and reproductive science, this flagship event - hosted by the Association of Reproductive and Clinical Scientists (ARCS), the British Fertility Society (BFS) and the Society for Reproduction and Fertility (SRF) continues to unite the profession under one roof.
Each year, clinicians, researchers, embryologists, nurses, counsellors and students gather to exchange expertise, explore the latest evidence, and drive progress across reproductive health and science.

Last year, we're proud to achieve the Welcome Brain Gold Accreditation for Neuroinclusive Events, reflecting our commitment to creating a truly accessible, supportive and inclusive environment for all delegates, exhibitors and speakers.

Fertility 2027 will return to Belfast, taking place at ICC Belfast from 12–15 January 2027 and welcoming over 900 delegates for an action-packed programme of cutting-edge science, engaging sessions, and valuable networking opportunities. Building on the success of last year's format, Tuesday will host the SRF Satellite Day and hands-on workshops, with the main conference opening on Wednesday morning. The exhibition will run across two full days, 13–14 January, providing exhibitors and delegates with even more dedicated time to connect, collaborate, and do business.

Following its hugely successful launch in 2026 and fantastic feedback, the Conference Awards Ceremony Brunch returns for 2027. This complimentary celebration is open to all exhibitors and we would love you to attend. It brings everyone together at the close of the conference to recognise our winning abstracts and finalists. A final live debate will lead into a relaxed and celebratory brunch with great food, brilliant conversation, and the perfect way to close our 20th anniversary gathering.

Join us in Belfast as we celebrate 20 years of progress, partnership and possibility at Fertility 2027.
An anniversary year not to be missed.

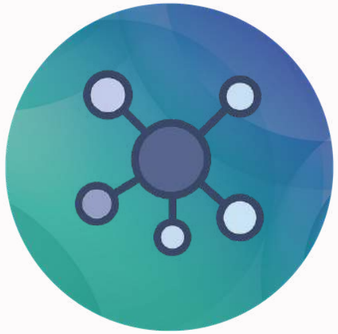


Benefits of Exhibiting.



Boost Brand Visibility

Align your organisation with the UK's leading fertility conference. Exhibiting at Fertility 2027 enhances your visibility within the sector, reinforces your brand credibility and places you at the centre of industry innovation and influence.



Showcase Your Innovation

Put your products and services in front of a highly engaged audience of over 900 fertility and reproductive health professionals. Demonstrate new technologies, launch solutions, and position your company as a leader driving progress in the fertility sector.



Connect and Collaborate

Be part of the UK's most influential fertility event. Exhibiting at Fertility 2027 offers unmatched opportunities to meet professionals across reproductive science, medicine, and technology. Engage face-to-face with potential clients, build lasting partnerships, and open doors to exciting collaborations.



Gain Valuable Insights

Use the exhibition floor as a live research opportunity. Gather instant feedback, explore industry trends, and gain real-world insights from key decision-makers and specialists - all helping you refine your marketing and development strategy.



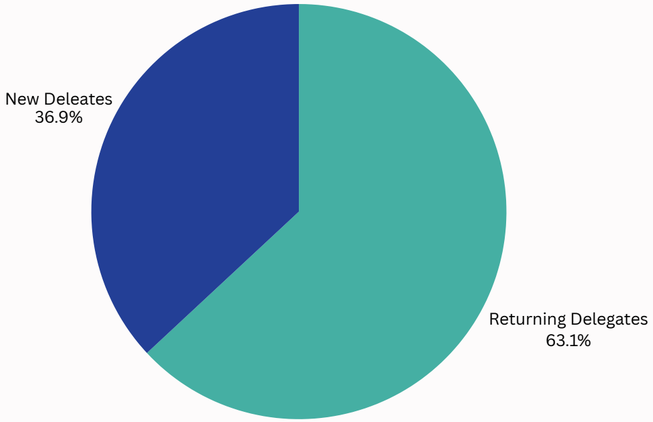
Drive Leads and Sales

With so many experts in one place, Fertility 2027 is the ideal environment to connect directly with end users. Demonstrate, discuss, and close. Generating immediate leads and lasting business growth.

Who you will meet.

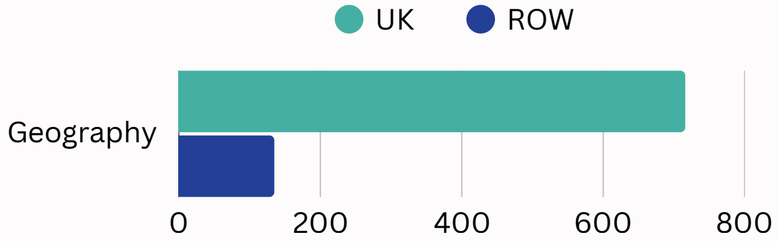
A GROWING COMMUNITY

315 delegates attended for the first time. 104 of these were society members



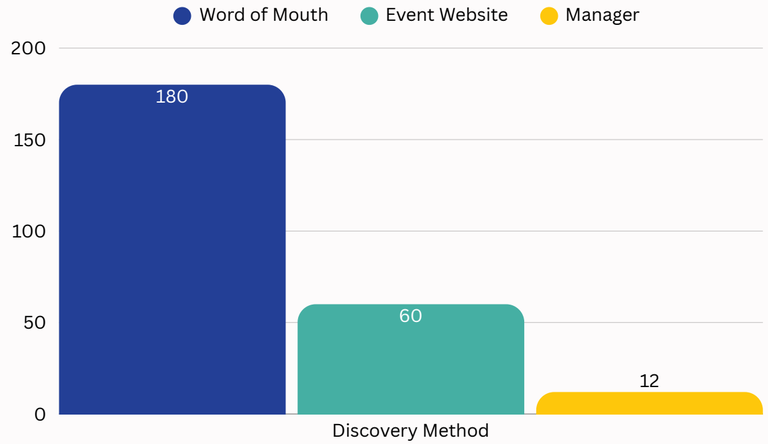
DELEGATE GEOGRAPHIC DISTRIBUTION

A strong domestic showing of 716 UK-based attendees (84%). This was complemented by a significant global reach, with 135 international registrations (16%) spanning 30 nations. Overseas representation included delegates from the USA, India, Australia, and Saudi Arabia, as well as a broad presence across Europe, Asia, and South America.

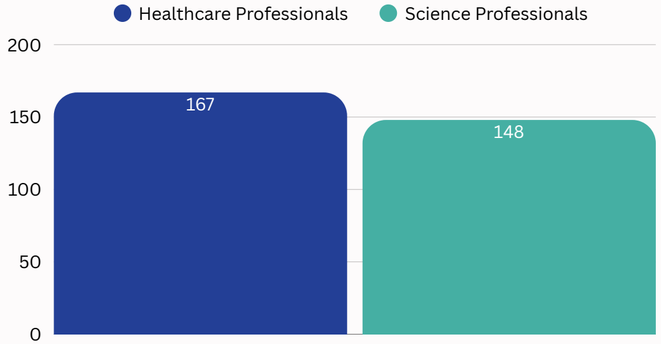


HOW DELEGATES HEARD ABOUT THE CONFERECE

The majority of delegates heard about the conference via word of mouth (180) and the event website (60), Remaining registrations came from Manager (12), Social Media (10), Sponsored (5), Email (3), Tutor (2) and Pharma Company (1)



HEALTHCARE PROFESSIONALS



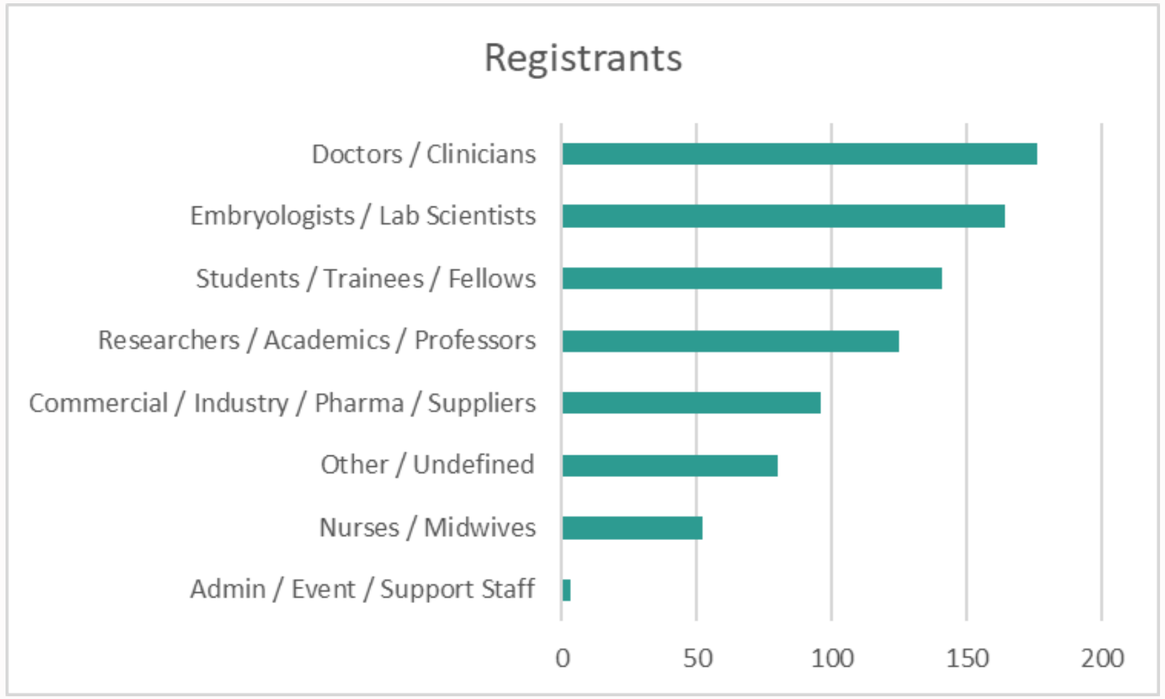
INVITED SPEAKERS

49

Invited speakers from from Australia, Belgium, Canada, Denmark, UK, Finland, Germany, Hong Kong, Spain and USA

Who you will meet.

The Fertility Conference Exhibition provides unparalleled access to fertility specialists including:

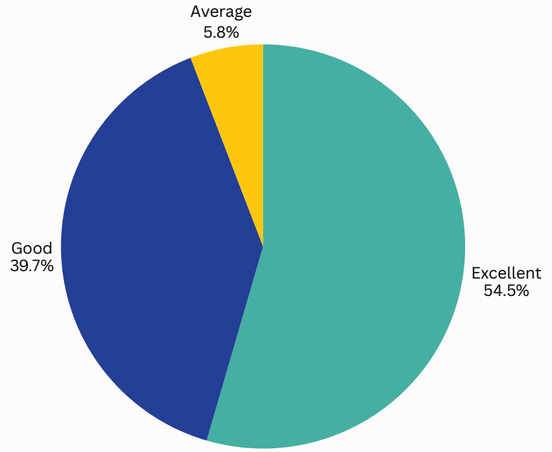


SOCIETY MEMBER DELEGATES

There were a total of 561 delegates who were registered society members.



Overall Delegate Experience for 2026



Exhibitor and Delegate Feedback.

Fertility 2027 | 20 years

"We value the opportunity to connect face-to-face with leading minds in reproductive medicine. We love the energy of the exhibition hall and the chance to share ideas, gain fresh perspectives, and support people navigating their fertility journeys."
- Examenlab

"Good mix of social and educational and networking."
- Amy, Leicester Fertility Centre

"Fertility 2026 was a powerful reminder that reproductive medicine thrives at the intersection of science, compassion, and collaboration. The conversations, evidence shared, and connections made reinforced the urgency of inclusive, patient-centred fertility care and the value of global partnerships in advancing reproductive health."
- Misturah, University of Ilorin

"The conference was truly excellent, clearly so much thought outside of just booking exhibitors and speakers. Very grateful that such an incredible event exists to support and enable those working in the field to connect on many levels."
-Annemieke, Embryologist (RTP)

"Fertility 2026 was a fantastic event which I left feeling motivation and excited to share my experience."
-Lucy, BCRM

"Great communication from the start. Supportive of our non for profit scheme and staff who are in training/learning. Any questions issues were dealt with promptly. 5 stars all round thank you."
- UK NEQAS Reproductive Science



International Conference Centre Belfast (ICC).

The ICC Belfast presents a compelling venue for hosting Fertility 2027, offering inspiring infrastructure, accessibility and a memorable destination experience. Located in the heart of Belfast, this purpose-built international convention centre boasts over 7,000 m^2 of fully flexible event space and can accommodate up to 5,000 delegates

Connectivity further bolsters its suitability: the venue is a short walk from major city train stations, just 20 minutes by car from the airport and enjoys excellent access by road, rail and bus for international and domestic delegates alike.

Moreover, Belfast's welcoming atmosphere and a vibrant city centre mean delegates will have a rich experience beyond the conference floor, helping drive attendance and engagement.

The compact layout and central exhibition space ensures consistent footfall throughout the event.



Exhibition.

Offering a wide range of stand options to accommodate all, the exhibition is set to grow further for 2027. You will find the floor plan on the following page and also on our dedicated exhibitor portal where you can select size options and see available spaces in a live environment.

Additional exhibitor passes can be purchased on the exhibitor portal at £650 per exhibitor.

Stand costs and inclusions as follows:

Shell Scheme Stands: £495 per m2

Included:

- **White Shell Scheme Walls**
- **Fascia Name Board**
- **Carpet**
- **A 9amp power socket**
- **2 spotlights (per 9m2)**
- **Exhibitor Passes as follows:**
  4-6m2 – 1 Pass
  9-12m2 – 3 passes
  18-36m2 – 4 passes
  36m2+ – 5 passes
- **Catering included for all exhibitors.**
- **100 word Bio, Logo and weblink to be included on the exhibition section of the delegate app.**
- **Full delegate list post event (GDPR compliant, excluding those that have opted out of the delegate list)**

Space Only Stands: £430 per m2

Included:

- **Exhibitor Passes as follows:**
  9-12m2 – 3 passes
  18-36m2 – 4 passes
  36m2+ – 5 passes
- **Catering included for all exhibitors.**
- **100 word Bio, Logo and weblink to be included on the exhibition section of the delegate app.**
- **Full delegate list post event (GDPR compliant, excluding those that have opted out of the delegate list)**

The price quoted is for space only (furniture, electrical usage, and stand cleaning are not included).

*All costs exclude VAT

Show Ready Stands.

Available for both **shell scheme** and **space only** bookings, Full Circle offer show-ready stand packages designed to elevate your presence with minimal hassle. These provide a smart, sustainable solution, combining strong visual impact with efficiency. Your stand is fully built and ready on arrival, ensuring a seamless and eco-conscious experience from the outset. By working with Full Circle, you can also avoid the hassle of transporting furniture, equipment or display materials to Belfast yourself.

* *Please note: this cost is in addition to your space-only booking fee.*



Bronze

Modular walling with flush fitted fabric graphics, 40mm platform with a choice of carpet, furniture package including a lockable welcome counter, lighting and electrics.

From £425.00 per sqm



Silver

Modular walling with flush fitted fabric graphics, storeroom, 40mm platform with a choice of floorcovering, furniture package, display cabinet / demo pod, lighting and electrics.

From £475.00 per sqm



Gold

Modular walling with flush fabric graphics, 3.5m feature column for high visibility, integrated storeroom, 40mm platform with flooring options, branded welcome counter, furniture package, display solutions, lighting and electrics included.

From £525.00 per sqm

*All costs exclude VAT

Floor Plan.



Key:

Space only

Shell Scheme

Sponsorship.

We have created a menu of engaging add-on opportunities that allow you to tailor your presence at Fertility 2027 to suit your objectives.

On the following pages, you'll find details of the available extras, which can be added directly to your account.

Sponsorship levels are automatically unlocked based on total spend add-ons.
**This does not include your stand cost.*

Platinum	Spend £24,000+ to unlock Platinum	• 4 x complimentary HCP registrations • Stand 18m2 (option to upgrade stand available) • Private meeting room for the duration of the event • 2 x social media posts highlighting your support of the event • Dedicated mailer 6 weeks pre-event (for those opted in) • 5 x push notifications • Listed as platinum sponsor on all directional signage • Listed as platinum sponsor on all joining instructions and pre-event communications • Company logo printed on lanyards
Gold	Spend £19,000+ to unlock Gold	• 2 x complimentary HCP registrations • Stand 9m2 (option to upgrade stand available) • 1 x social media post highlighting your support of the event • Dedicated mailer 6 weeks pre-event (for those opted in) • 3 x push notifications • Listed as gold sponsor on all directional signage • Listed as gold sponsor on all joining instructions and pre-event communications
Silver	Spend £12,000+ to unlock Silver	• 1 x complimentary HCP Registrations • Stand 6m2 (option to upgrade stand available) • 1 x social media post highlighting your support of the event • 2 x push notifications • Listed as silver sponsor on all directional signage • Listed as silver sponsor on all joining instructions and pre-event communications
Bronze	Spend £10,000+ to unlock Bronze	• 1 x push notification • 1 x social media post highlighting your support of the event • Listed as bronze sponsor on all directional signage • Listed as bronze sponsor on all joining instructions and pre-event communications

*All costs exclude VAT

New for 2027!!!

For 2027, we're excited to introduce a range of new sponsorship opportunities shaped directly by exhibitor and delegate feedback. We'd love for you to be part of the broader Fertility Conference experience, with enhanced options designed to elevate your visibility and engagement across the event.

Option	Description	Cost (Excl VAT)
Host a breakfast meeting Wednesday and Thursday morning - 7.45am - 8.45am (**2 Available - one per company)**	Following feedback from 2026, delegates are keen to see greater involvement for specific professional groups, including nursing teams and allied specialists. This breakfast briefing offers a focused opportunity to connect with a defined audience in a more intimate setting. You decide the theme and target group - whether that's nurses, embryologists, clinicians, counsellors or a multidisciplinary audience. Shape the discussion, share expertise, or lead a peer-to-peer conversation aligned with your brand. Your package includes: • Dedicated breakfast session space • 1 social media post promoting your event plus • Inclusion in a group delegate mailer • 1 dedicated mailer to promote the breakfast meeting • Delegate sign up management for your breakfast meeting • On-site support *Please note: catering is not included within this package. We will connect you directly with the venue catering team to arrange breakfast options.* A relaxed, high-impact way to build meaningful relationships before the main programme begins.	£8,000
Host a Pre-Conference Hands-On Workshop Tuesday Afternoon Up to 3 Hours Session **(3 Available - one per company)**	Following feedback from 2026, delegates are keen for more interactive, practical experiences alongside the main programme. This is your opportunity to meet that demand and position your brand at the centre of learning. Host your own workshop on the Tuesday afternoon before the main conference begins. Bring your equipment, technology or expertise front and centre and deliver a session designed entirely by you - whether that's a live demonstration, skills-based training, case-study walkthrough, or immersive hands-on experience. Your package includes: • Dedicated workshop space • 1 social media post promoting your event • Inclusion in a group delegate mailer • 1 dedicated mailer to promote your workshop • Delegate sign up management for your workshop • On-site support *Please note: Catering is not included within this package. However, we will connect you directly with the venue's catering team, who will be happy to assist you in arranging suitable catering options.* This is a powerful way to engage delegates in a focused environment, generate meaningful conversations and create high-quality leads before the exhibition floor even opens.	£12,000

Engaging Extras

Option	Description	Cost (Excl VAT)
Symposium Session **45 minutes** (1 per company)	Take the stage and position your organisation as a leader in the fertility sector by hosting a 45-minute symposium session during Fertility 2027 Lunch break. This is a valuable opportunity to share insights, showcase innovation and engage directly with conference delegates. **Package includes:** • A 45-minute symposium session • A dedicated space for your symposium close to the exhibition hall • Standard AV package • Space in the registration area to display an A0 poster or pop-up banner promoting your session (to be supplied by the sponsor)	£13,000
Symposium Session **25 minutes** (1 per company)	Take the stage and position your organisation as a leader in the fertility sector by hosting a 25-minute symposium session during Fertility 2027 afternoon break. This is a valuable opportunity to share insights, showcase innovation and engage directly with conference delegates. **Package includes:** • A 25-minute symposium session • A dedicated space for your symposium close to the exhibition hall • Standard AV package • Space in the registration area to display an A0 poster or pop-up banner promoting your session (to be supplied by the sponsor)	£8000
Welcome Reception Sponsor 1 Available	One of the first networking socials of the conference is the Welcome Reception on the first evening. The reception is a popular event for exhibitors and delegates alike, your name and logo will feature on pop-up banners throughout the reception, tent cards on the bar and canape stations, as well as being thanked by the conference chair during his welcome speech.	£8,500
Wellness Sponsor 1 Available	Position your brand at the heart of delegate wellbeing by supporting our dedicated wellness programme. As Wellness Sponsor, you will align your organisation with balance, energy and positive attendee experience throughout the conference. A meaningful way to enhance visibility while supporting the health and wellbeing of our community. • Opportunity to provide one branded wellness item (e.g. water bottle) distributed onsite - provided by your company • On-screen branding displayed during all wellness sessions on stage • Recognition as Wellness Sponsor on the conference wellness webpage • 3 social media posts highlighting the wellness programme and your involvement	£12,000

Engaging Extras

Option	Description	Cost (Excl VAT)
Poster Village Sponsor 1 Available	This will be a key feature area for the conference based in a dedicated networking area. Scheduled poster walks will take place here and mini posters will be permanently displayed. Full posters will be displayed at allocated times on plasma screens but can also be viewed on interactive screens at anytime for educational discussions. This was a highlight feature for Fertility 2026. Your logo will be displayed throughout the Poster Village including: • Mini poster boards • Signage in the area • Poster Village section of the conference app • Holding slide on the plasma screens • Conference pop out programme • Joining instructions sent to abstract submitters	£11,000
Rapid Fire Abstract Sponsor 1 Available	These Abstract sessions highlight the latest research and innovations, placing your brand at the heart of cutting-edge discussion. These are held during the busy lunch breaks when delegate engagement is at its highest. Sponsorship includes: • Your company acknowledged at the start of each Rapid Fire session • Logo featured alongside the Rapid Fire listing in the pop-out conference programme • Logo included on joining instructions sent to all Rapid Fire abstract presenters This is a fantastic opportunity to align your brand with emerging research and innovation, while gaining strong visibility among delegates.	£13,000
App Sponsor 1 Available	The Fertility Conference app returns in 2027 and will contain all key information on the programme, speakers, abstracts, and exhibitors, as well as host post event content. With over 900 active users in 2026, we expect engagement to be even higher in 2027. As app sponsor you will: • Have your company advert placed as a pop-up banner on the app home page. • Be recognised as app sponsor on all pre-event communicates sent to delegates with instructions on how to download the app • Have your logo on all app signage placed throughout the conference venue	£15,500
Support our outreach program - Reproduction rocks 1 Available	**Help Inspire the Next Generation at Fertility 2027.** Reproduction Rocks, our dedicated student outreach session at Fertility 2027. This inspiring initiative welcomes sixth form students (aged 16–18) to the conference on Tuesday 12th, giving them a unique opportunity to explore careers, innovation and technology within the fertility sector. Package includes: • Recognition as a Reproduction Rocks Supporter within the event programme and website • Opportunity to provide branded items or educational materials for student goodie bags • Acknowledgement during the outreach session as a supporting partner This is a fantastic opportunity to align your brand with education, inspiration and the future of fertility science, while placing your organisation in front of emerging talent entering the field.	£1,000

Engaging Extras

Option	Description	Cost (Excl VAT)
Gala Dinner Partner 1 Available	The most spoken about social event on the fertility calendar; a largely attended dinner on the evening. Featuring award winning catering, fantastic entertainment, and a few surprises along the way! Sponsorship includes: • Your logo listed next to the conference dinner on the conference website • A 5 minute speaking slot at the start of the dinner. • Your company logo to be featured on the menus and dinner table plan • 2 x pop-up banners in the drink's reception area • One complimentary table of 10 at the dinner	£10,000
Wi-Fi Sponsor 1 Available	Your company name and logo will feature on the sign in page to access free Wi-Fi throughout the conference and your logo will appear on Wi-Fi signage throughout the conference venue.	£8,000
Social Media Post 10 Available (Limited to two per company)	Boost your visibility with a dedicated social media post shared across our social media channels. Perfect for promoting your presence and attracting more visitors to your stand.	£500
Pocket Programme Advert 4 Available (Limited to one per company)	An A6 advert in the printed mini conference programme available for all delegates. A great place to advertise your company key messaging.	£3,500
Dedicated Mailer 5 Available (Limited to one per company)	A dedicated mailer to be sent to all consenting delegate prior to the conference. A unique opportunity to advertise your stand, a new product, or a symposium.	£2,500

Engaging Extras - Venue Branding

Option	Description	Cost (Excl VAT)
LED wall 1 available	Showcase a single powerful message or rotate through a series of eye-catching slides - either way, it's impossible to miss. Put your brand front and centre and make sure every delegate sees what you have to say	£5,000
Banner in the foyer area 1 available	Make a bold first impression by positioning your brand in one of the conference's highest-traffic locations. A foyer banner ensures maximum visibility as delegates arrive and move between sessions. This prominent branding opportunity places your message front and centre at key networking touchpoints, capturing attention throughout the day and reinforcing your presence beyond the exhibition floor. An impactful way to stand out and stay top of mind from the moment delegates walk through the doors.	£6,000
Floor Graphics 20 available **0.5(w) x 0.5m(h)**	Floor graphics are a powerful and eye-catching way to elevate your brand presence at any event. Perfect for enhancing brand visibility, or creating immersive brand moments, floor graphics turn unused space into a dynamic advertising opportunity.	£500



LED WALL



BANNER IN THE FOYER AREA



FLOOR GRAPHICS

Engaging Extras - Venue Branding

Option	Description	Cost (Excl VAT)
Escalator branding 1 available **Double sided full glass strip**	Escalator branding is a highly effective way to capture attention and make a bold statement. Escalator branding takes advantage of the natural flow of movement, offering a dynamic advertising opportunity that follows guests throughout their journey. Whether showcasing logos, messages, or vibrant visuals, this strategy ensures your brand stands out in a high-traffic area, providing consistent and memorable exposure throughout the event.	£4,500
Lift Interior 2 available **1.2m(w)x2.2m(h)**	Having lift branding across the venue ensures your company stays visible at every key moment of the event. From registration areas to escalators and walkways, these high-traffic spaces naturally draw delegate attention and reinforce your presence throughout the conference. It's an impactful way to keep your brand front of mind, increase recognition, and connect with attendees beyond the exhibition floor.	£2,500



ESCALTOR GLASS BRANDING



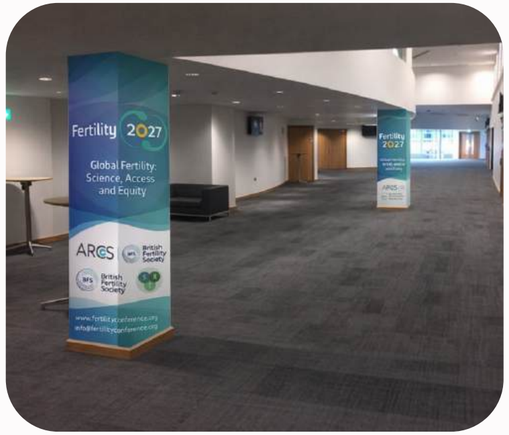
LIFTS INTERIOR

Engaging Extras - Venue Branding

Option	Description	Cost (Excl VAT)
Mobile Totems 10 available	STANDING TALL, NOT STILL Able to display both static and dynamic content, our eye-catching blade screens can be easily repositioned. These portrait-style 55” Ultra-High-Definition screens are generally located outside all halls and around the venue	£1200 per totem
Pillar Wrap Banners 8 available	Pillar branding is an impactful and innovative way to showcase your brand at events. By utilising the actual pillars of the venue, you turn structural elements into dynamic advertising spaces. This approach maximises visibility, ensures your brand stands out in high-traffic areas, and creates a lasting impression.	£1000 per pillar
Table Branding 20 Available	Add eye catching branding on top of the poseur tables to be placed throughout the exhibition hall for delegates to use. Add a QR code to take delegates to your website or specific messaging and advertisements.	£250 per table



MOBILE TOTEMS



PILLAR WRAP BANNERS



TABLE BRANDING

Book Now!

Fertility 2027 | 20 years

Stands and sponsorship opportunities are limited and are offered on a first-come, first-served basis.

All bookings can be made via the exhibition portal found **here.** If you have any questions or would like to discuss any of the outlined opportunities further, please do not hesitate to contact the Fertility 2027 Exhibition team.

E: fertility-exhibition@serenevents.com

T: +44 (0)1745776505

BOOK HERE

**Please be advised upon completion of you booking you will be contacted by the exhibition team if you have met one of the sponsorship levels and an amended invoice with the discount for applicable stand space and confirmation of your sponsorship level will be sent

SEREN EVENTS
PCO

Fertility Exhibition Terms and Conditions.

The terms and conditions below relate to exhibition and sponsorship for the Fertility 2027 Conference taking place from 12-15 January 2027. Completion of the booking form signifies acceptance of the following terms and conditions:

1. The exhibition and sponsorship fees are listed in GBP £, Invoices will be issued in GBP £.
2. All prices quoted are subject to VAT at the current UK rate.
3. Fertility 2027 exhibition and sponsorship fees include the items set out in the Exhibition & Sponsorship sales prospectus document for the chosen package or sponsorship item(s).
4. All bookings must be submitted via the Fertility Conference Exhibitor Portal. Once orders have been submitted a confirmation email will be sent.
5. Booths must be set up on Tuesday 12 January and may not be dismantled until after 17.00 hrs on Thursday 14 January. Penalties will be in place for exhibitors that attempt to break down early.
6. It is the exhibitors responsibility to ensure all debris and waste material from stand building activity is removed prior to exhibition safety walk. Failure to do so will result in the exhibitor being charged for waste removal.
7. Payment can be made by credit/debit card (VISA, Mastercard) or invoice (bank transfer) in the currency in which the fee is invoiced.
8. All payments must be received within 4 weeks of confirmation of the package. Exhibitors will not be allowed access to the exhibition hall unless full prepayment is received prior to the exhibition build. Payment not received within the payment terms maybe subject to a 10% late payment charge.
9. Any commercial activity, including the distribution of samples or marketing materials can only take place on the exhibitors stand. No such activity is permitted within any other part of the event and the organiser reserves the right to remove any such activity.
10. Users must be over the age of 18 in order to access the Swapcard platform.
11. Travel, accommodation and other local charges are the responsibility of the exhibitor.
12. Exhibitors must ensure they have appropriate liability insurance cover (see booking portal for details).

Fertility Exhibition Terms and Conditions.

13. Neither the organiser or its contractors can be held responsible for loss, damage or the safety and security of any property belong to participating organisations, including its agency or employees.
14.It is the responsibility of the exhibitor to ensure that all engaged contractors, employees and agents comply with current legislation regarding the health and safety at work act.
15. The exhibitor must at its own expense, comply with any conditions or safety perceptions implemented by the organiser, venue or local authority as outlined in the exhibitor manual published on the exhibitor portal.
16. Cancellation policy for Fertility 2027.
-Notification in writing prior to 8 October 2026: 10% of the booking amount will be charged
-Notification in writing from 8 October 2026 30% of the booking amount will be charged
-Notification in writing from 8 November 2026: 50% of the booking amount will be charged
-Notification in writing from 8 December 2026: No refund applicable
-In the event of cancellation, bank or credit card charges incurred by Fertility Conference will not be refunded.
17. The contracted organiser for Fertility Conferences is Seren Events Ltd Commodore House, 51 Conway Road, Colwyn Bay, LL29 7AW.
18. The organiser reserves the right to refuse entry to any party engaged in activities that appear unlawful or unethical.
19. The organisers reserve the right to make changes necessary to the exhibition layout including those that may result from any COVID-19 restrictions that may be in place at the ICC Belfast.
20. In the unlikely event an in person exhibition cannot take place, due to circumstances outside of the organiser control such as force majeure or government restrictions on large events taking place, the organisers reserve the right to change the format of the exhibition to be a virtual event.
This contract is governed by the laws of England and Wales. Completion of the registration information signifies acceptance of the terms and conditions.