MID WALES TOURISM CONFERENCE 2027

Exhibit With Us

Location

The Metropole Hotel
Llandrindod, LD1 5DY

Presented by

Mid Wales Tourism
MWT Cymru

Date

17.09.2027

ABOUT MWT CYMRU

Mid Wales Tourism (MWT Cymru) is a not-for-profit membership organisation supporting over 550 tourism businesses across Mid Wales (Powys, Ceredigion and South of Eryri). We promote the region and represent our members, while helping them get seen, stay informed and feel part of something bigger.

By exhibiting or sponsoring our conference, you won't just be visible on the day. You'll be promoted to our full membership through our ongoing marketing and communications. If you'd like to raise your profile with Mid Wales tourism businesses, we'd love to have you involved.

ABOUT THE CONFERENCE

The Mid Wales Tourism Conference returns in 2027, bringing tourism and hospitality businesses together for fresh ideas, inspiring speakers and useful connections. Building on the success of our 2026 event, which welcomed 120 delegates, we are planning a programme shaped by the challenges and opportunities businesses are experiencing.

The day will bring together:

- Fresh approaches to marketing and reaching new customers
- Practical ideas to save time and make resources go further
- Inspiring stories of resilience, creativity and business growth
- Industry insights, shared experiences and time to connect

For sponsors, this is an opportunity to build relationships with business owners and decision-makers, demonstrate how you can support them and raise your profile within the Mid Wales visitor economy.

WHO YOU WILL REACH

The conference attracts a wide range of tourism and hospitality businesses, including, but not limited to:

Self-Catering Accommodation Providers

B&B and Guesthouse Owners

Campsites & Glamping Sites

Hotels & Inns

Activity & Adventure Providers

Attractions & Visitor Experiences

Cafes, Restaurants & Food Businesses

Organisations & Suppliers

Most attendees are independent SMEs who are **directly involved** in running their businesses and making decisions. We typically welcome around **110 delegates**, giving exhibitors meaningful face-to-face time with decision makers throughout the day.

WHY EXHIBIT?

Meet the people running tourism and hospitality businesses across Mid Wales, from accommodation and attractions to food, drink and visitor experiences.

Our conference brings together business owners and decision-makers looking for fresh ideas, useful contacts and practical ways to develop their businesses. Exhibiting allows you to show how your products, services or expertise could help.

As an exhibitor, you can:

- Meet business owners and decision-makers face to face
- Demonstrate what you offer and answer questions directly
- Build relationships with potential customers and partners
- Introduce ideas that help businesses save time, manage costs or improve their visitor experience
- Raise your profile within the Mid Wales tourism community

EXHIBITOR COST & LOGISTICS

The prices below are our **2026 exhibitor rates**, provided as a guide only. Prices and package details for 2027 will be confirmed in due course.

STANDS (MWT MEMBERS)

Sole Trader
Price: £95.00+VAT

Medium Supplier
Up to 10 employees
Price: £175.00+VAT

Large Supplier
11+ employees
Price: £220.00+VAT

STANDS (NON-MEMBERS)

Suppliers/Organisations
Price: £275.00+VAT

ADDITIONAL DELEGATE

£20.00+VAT

WHAT'S INCLUDED?

- 1 delegate ticket (including refreshments and lunch)
- Inclusion of information within the delegate packs
- Logo featured on the midwalestourismconference.co.uk website with a link
- Logo and contact details included in all on-the-day promotional materials

EXHIBITOR LOGISTICS

Each stand includes a 4ft table. The conference runs from 9.30am to 3.30pm, with setup available from 7.00am. **Dedicated exhibition and B2B networking** time is built into the programme.

INTERESTED IN EXHIBITING IN 2027?

To **register your interest** and receive pricing and package details when available, please email lauren@mwtcymru.co.uk with:

- Your business or organisation name
- A brief description of the products or services you would like to exhibit
- Your contact name and telephone number

We'll be in touch once we confirm the details.

Registering your interest does not commit you to booking a stand.

FURTHER OPPORTUNITIES

A full sponsorship pack is also available if you're looking for wider visibility. If you'd like a copy, get in touch at info@mwtcymru.co.uk.

MEMBERSHIP

If you'd like to find out more about MWT Cymru membership and how it could support your business, please get in touch.