



CONSTRUCTION
EQUIPMENT
ASSOCIATION



CECE CONGRESS

L O N D O N 2 0 2 6

27-29 OCTOBER

SPONSORSHIP
OPPORTUNITIES

CECE CONGRESS

L O N D O N 2 0 2 6

The Committee for European Construction Equipment (CECE) holds its industry Congress every two years in the country of its current president. In 2026 this is, of course, Phil Layton of JCB, and the Construction Equipment Association (CEA) are proud to be your hosts here in the UK. The Congress takes place from 27 to 29 October at the IET Savoy Place, London, UK, with the theme **Create, Innovate, Inspire**.

The Congress is an excellent opportunity to come together for three days with over 150 peers and colleagues from across the UK and Europe. The Congress offers the chance to discuss industry trends, challenges, and insights, as well as bringing together industry experts, leading academics, and motivational speakers.

We have chosen the iconic Institution of Engineering and Technology (IET) on the banks of the River Thames in London as our venue, which itself demonstrates innovation and inspiration. Built in 1887 and home to the IET since 1909, the site dates back to the 13th Century. It is packed with objects and images of engineers and inventions that have changed the world. Following a £30 million refurbishment in 2015, it now boasts some of the best multimedia and conference facilities in London.

The Welcome Drinks and Dinner (Tuesday) includes (weather permitting) access to the IET Roof Terrace, offering unparalleled views across London. Followed by the Gala Dinner (Wednesday) river cruise to see many of the major sites of the city lit up at night.

Congress sponsorship opportunities

Showcase your products and services to industry leaders and experts by becoming a Congress Sponsor. Benefit from:

- Exclusive in-person and virtual branding opportunities
- Networking with industry leaders and experts
- Wide-reaching online audience.

All prices shown are excluding VAT which will be added at standard UK rate 20%.



Platinum Sponsor

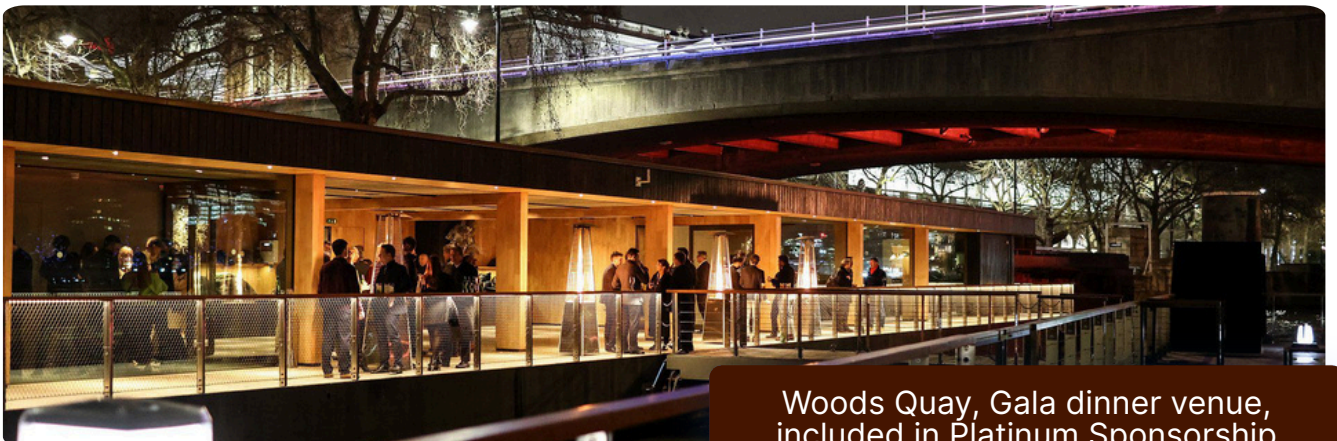
SOLD



Premium sponsorship for the duration of the Congress and the Gala Dinner on Wednesday.

Benefits

- Logo and link in pre-event emails
- Logo and link on CECE Congress website
- Logo on main event slides
- Tagged in all event socials
- Independent social media posts on CEA platforms
- Large banner advert on CEA website
- Company profile in CEA e-newsletter
- Tabletop and large exhibition stand in break and lunchroom for the duration of the Congress
- Digital rolling advert on screens throughout venue
- Advertising in the event app/brochure
- Use of Platinum Gala Congress Sponsor logo
- Branding throughout Gala venue (Woods Quay)
- Opportunity to provide gifts for Gala guests (voluntary)
- Logo on delegate badges (shared)
- Four delegate tickets
- Additional tickets at a discounted rate.



Woods Quay, Gala dinner venue, included in Platinum Sponsorship



Gold Sponsor

£28,500



Gold sponsorship includes sponsorship of the Welcome Drinks Reception and Dinner. Only one available.

Benefits

- Branding throughout Welcome Reception and Dinner (Tuesday) Riverside Room
- Tagged in all Welcome Reception and Dinner socials
- Independent social media posts on CEA platforms
- Large banner advert on CEA website
- Company profile in CEA e-newsletter
- Tabletop and large exhibition stand in break and lunchroom for the duration of the Congress
- Digital rolling advert on screens throughout venue
- Advertising in the event app/brochure
- Use of Gold Congress Sponsor logo
- Opportunity to provide table gifts for guests (voluntary)
- Four delegate tickets
- Additional tickets at a discounted rate.

Available options

The above package may split as follows:

- | | |
|-----------------------------------|----------------|
| • Welcome Reception Drinks ONLY | £7,000 |
| • Table Wine (during Dinner) ONLY | £8,000 |
| • Dinner (no wine) ONLY | £16,000 |
| • Dinner & Table Wine (ONLY) | £22,000 |



Tea & Coffee Break Sponsor

One day: £4,000 / Both days: £7,500



Tea & Coffee Break sponsorship includes sponsorship of breakfast, mid-morning and afternoon tea. Choose to sponsor refreshments on Day One, Day Two or or both days of the Congress.

Benefits

- Thank you branding throughout break areas
- Thank you branding on slides during breaks
- Tabletop and small exhibition stand in break and lunchroom for the duration of the Congress
- Digital rolling advert on screens throughout break areas
- Advertising in the event app/brochure
- Use of Congress Sponsor logo
- One delegate ticket
- Additional tickets at a discounted rate
- Sponsorship of both days also includes an additional delegate ticket totalling two.



The London Eye and River Thames



Lunch Sponsor

One day: £5,000 / Both days: £9,500



Choose to sponsor lunch on Day One, Day Two or or both days of the Congress.

Benefits

- Thank you branding throughout lunch areas
- Thank you branding on slides during lunch
- Tabletop and small exhibition stand in break and lunchroom for the duration of the Congress
- Digital rolling advert on screens throughout break areas
- Advertising in the event app/brochure
- Use of Congress Sponsor logo
- Two delegate tickets
- Additional tickets at a discounted rate
- Sponsorship of both days also includes two additional delegate tickets totalling four.



Tower Bridge and the Shard



Full Day Refreshment Sponsor

One day: £8,500 / Both days: £16,000



Full Day Refreshment sponsorship includes sponsorship of breakfast, mid-morning and afternoon tea, and lunch. Choose to sponsor catering on Day One, Day Two or or both days of the Congress.

Benefits

- Thank you branding throughout break areas
- Thank you branding on slides during breaks
- Tabletop and large exhibition stand in break and lunchroom for the duration of the Congress
- Digital rolling advert on screens throughout break areas
- Advertising in the event app/brochure
- Use of Congress Sponsor logo
- Two delegate tickets
- Additional tickets at a discounted rate
- Sponsorship of both days also includes two additional delegate tickets totalling four, an advert on the CEA website, e-newsletter and socials.



IET Savoy Place





For more information



thecea.org.uk



viki.bell@thecea.org.uk



+44 (0)208 253 4502

Construction Equipment Association (also trading as CEA)

Company limited by guarantee · Registered in England and Wales · Company registration number:
04930967 · VAT registration number: 243 3858 54 · Registered office: 1 Bickenhall Mansions, Bickenhall
Street, London W1U 6BP