

SSAUK.COM/2026



**ssa**  
self storage  
association  
United Kingdom

#SSAUK2026

UK SELF STORAGE CONFERENCE

# LEVEL UP

29 - 30 APRIL 2026 | TELFORD



the international centre

**TRADE SHOW &  
SPONSORSHIP  
PACKAGES**

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All bookings must be completed online at :

[www.ssauk.com/sponsor2026](http://www.ssauk.com/sponsor2026)

## Trade Show & Sponsorship Packages

The Self Storage Association UK is pleased to announce its upcoming two-day members' conference, dedicated exclusively to the UK self storage industry. The programme is designed for both internal and external operators, addressing key industry challenges and practical solutions. It will also provide members with actionable insights to enhance their operations and support continued business growth.

The UK self storage sector generates up to £1.2 billion in annual turnover, encompasses more than 2,915 facilities nationwide, and provides 64 million square feet of rentable space. SSA UK represents approximately 750 members and subscribers, accounting for the vast majority of the total self storage space, ranging from large publicly listed companies to small rural external storage operators.

Taking place over two days, the event will include the launch of the 2026 Annual UK Industry Report, alongside the highly anticipated Industry Awards Dinner, to be held on the evening of Wednesday, 29 April.

The 2025 conference attracted more than 750 delegates, including owners, operators, investors, and other stakeholders from this fast-growing sector. With continued industry expansion and increased promotion, the 2026 conference is expected to welcome a record number of attendees.

### Why sponsor or exhibit?

Build and strengthen your brand in the expanding UK self storage market

This is the UK's only event dedicated exclusively to the self storage sector, offering a unique opportunity to promote and showcase your products or services to a highly engaged audience of hundreds of self storage operators.

A variety of sponsorship packages are available to suit different objectives and budgets, alongside the Trade Show, a central feature of the conference, and a major driver of delegate attendance. The Trade Show brings together a broad range of industry suppliers, allowing delegates to connect with multiple exhibitors in one convenient setting.

Across the two-day event, you'll benefit from extensive networking opportunities with both existing and prospective customers. These include refreshment breaks, lunches held within the Trade Show on both days, and the Annual Industry Awards Dinner, preceded by a Drinks Reception.

Maximise your exposure by sourcing new leads, strengthening client relationships, and launching new products or services in front of the UK self storage industry's key decision-makers.



Book your sponsorship or trade stand online now at: [ssauk.com/sponsor2026](http://ssauk.com/sponsor2026)





## Venue

The Telford International Centre (TIC) is a family-owned, modern, and versatile venue that offers great space to hold the UK Conference 2026, with most of the event held on the ground level.

The main plenary sessions will be held in the Ludlow Suite. The Trade Show, held in Hall 1 and 2, also includes, for the first time, a Presentation Theatre and an Exhibitor Dome (see the floor plan at the end of this brochure).

### Address

Telford International Centre (TIC)  
International Way  
Telford  
TF3 4JH

### Location

Centrally located and easily accessible by road and rail, Telford Central Station is located less than a mile away and is walkable in around 15 minutes or just a few minutes in a taxi. The nearest airport is Birmingham International, one hour away by road or via rail connections from Birmingham International Station at the airport. One of the reasons we have chosen this venue is that it is easily accessible from anywhere in the UK.

### Accommodation

Over 400 bedrooms are available across multiple hotels on-site or within a minute's walk of the venue. We have secured discounted rates at the Holiday Inn Telford Ironbridge (Voco IHG from Spring 2026) and the International Hotel, but there are other options.

Please use the links on the SSA UK website - UK Conference webpage - to book your accommodation directly with the hotel of your choice. However, the number of bedrooms is limited, so we recommend you book these as soon as possible.

### Parking

There is plenty of secure, on-site parking at the Telford International Centre, complimentary to all attendees, along with four fast-charging EV points.



Book your sponsorship or trade stand online now at: [ssauk.com/sponsor2026](https://ssauk.com/sponsor2026)

## Main Sponsorship Packages

### Platinum - £8,750.00 + VAT (only 6 available)

The Platinum package is the top-tier conference sponsorship, offering numerous branding opportunities, trade stand space, and conference tickets. Six Platinum packages are available, and each includes:

- 6 x full delegate tickets to the conference
- 2 x trade show-only tickets
- An 18 sqm custom space in the trade show
- Priority choice of trade show stand location
- 5-minute address to delegates during the conference
- Sponsor logo included on all promotional materials and the website
- On-stage branding
- Sponsor name and/or logo included on all lanyards for the delegate badges
- A full-page advert in the pre-event conference brochure
- A full-page advert in the Conference Guide given to all attendees on-site
- Logo included on the conference email signature banner on all SSA UK emails

### Diamond - £6,500.00 + VAT (multiple available)

Our Diamond package sponsorship is the next tier down from the Platinum package, but still offers sponsors a range of great benefits and promotional opportunities as follows:

- 4 x full delegate tickets to the conference
- Priority choice of trade show stand location following the first pick by the Platinum sponsors
- The choice between a central 9 sqm (Square) or a double exhibition stand space in the trade show (subject to availability)
- Sponsor logo included on all promotional material, website, and emails
- Opportunity to sponsor a speaker included
- A full-page advert in the pre-event conference brochure

### Gold - £4,500.00 + VAT (Up to eight available)

The Gold package is the last of the main conference sponsorship packages and includes:

- 3 x full delegate tickets to the conference
- A single exhibition stand space in the trade show
- Priority choice of trade show stand location following Platinum and Diamond sponsor choices
- Sponsor logo included on all promotional material, website, and emails
- Sponsorship of one of the refreshment/lunch breaks on one day of the conference



## Standard Sponsorship Options

### Conference App (both days) - £2,500.00 + UAT (two available)

- App is integrated into the programme with many practical features
- Sponsor featured on the opening splash screen
- Sponsor featured on the App home page
- Promotional material encouraging delegates to download the App to include the sponsor's logo
- Coverage by the host during the conference

### Speaker Sponsorship - £900.00 + UAT each (multiple available)

- Sponsor a speaker of your choice on either day
- Great branding opportunity to place your company logo alongside the speaker's name in the Conference Guide
- Sponsor logo featured on the SSA UK Conference website
- The sponsor's logo is also included on the main conference set when the speaker is presenting

### Attendee Badge Pods & Badges - £6,500 + UAT (one available)

- Exclusive sponsorship of the attendee badges
- Exclusive Sponsorship of the badge printing pods
- Sponsor logo included on all badges and pods
- Full colour print



### Pre-Awards Dinner Drinks Reception - £1,750.00 + UAT (one available)

Held on the first floor Gallery before the Annual Industry Awards Dinner. Sponsorship includes:

- Sponsor pop-up banners in the area
- Use of two entrance screens for promotion
- Promotional items on poset tables – to be provided by the sponsor
- Dressing of the area – to be provided by the sponsor
- Promotion on the conference website
- Promotion in the pre-event brochure
- Sponsor logo in the printed dinner menu
- Option to include additional screens (POA)



#### **Awards Dinner & Entertainment - £5,000.00 + UAT (One available)**

Held in the main plenary suite, this is a popular and usually sold-out social event that also features the annual UK Industry Awards Ceremony. Package includes:

- Recognition and branding on all promotional materials
- A 3–5-minute address by the sponsor at the start of the dinner
- Sponsor banners on stage – provided by the sponsor
- Promotional items on dinner tables – to be provided by the sponsor
- Sponsor logo in the printed dinner menu

#### **Awards Sponsorship - £1,900 + UAT - each award (Eight available)**

- Choose to sponsor one of the Annual Industry UK Awards 2026
- Sponsor logo included on the award winner's trophy
- Sponsor logo included on the winner's certificate
- Promotion on the conference website
- Promotion on social media before and after the announcement
- Sponsor logo in the printed dinner menu

#### **Awards Dinner Wine - £450 + UAT (One available)**

- Logo or message included on wine sleeves for all wine initially placed on the dinner tables
- Sponsor logo in the printed dinner menu

#### **Chair Drop (per day) – £450 + UAT (Two available - one each day)**

- Promotional material (leaflet or other item) placed on each chair in the main conference room
- Items to be provided by the sponsor

#### **Pads & Pens (per day) - £450 + UAT (Two available - one each day)**

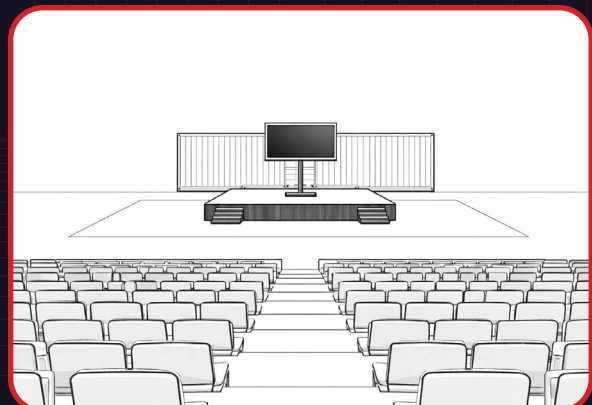
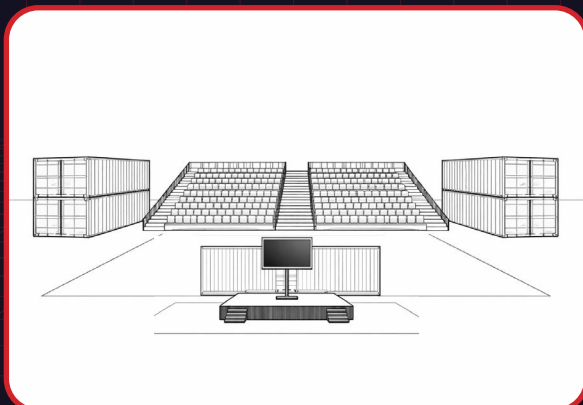
- Pads and pens supplied by the sponsor and to be provided to all attendees

### **We have additional sponsorship opportunities at this year's event, including:**

#### **Presentation Theatre - £5,750 + UAT (One available)**

Located in the Trade Show, this is an opportunity to be the branded sponsor of a 191-tiered seating theatre, ideal for container suppliers. Sponsorship includes:

- Presentation slot on one day of the conference
- On-stage branding, e.g. pop-up banners
- Sponsor logo on screen between presentations
- Space to the front and sides of the theatre for your branded containers (3 minimum, 5 maximum)
- Additional space for 1 x 20 ft container



## Level-Up Games

To support the 'Level Up' theme of the conference, we are encouraging all exhibitors to have a game as part of their stand. Not only will this draw more attention to your stand, but it is a great opportunity to start conversations and create connections.

As an added incentive for operators to come and play these games, the SSA UK will be running 'The Level Up Games' via a specially built stand where operators can redeem or win prizes, which will allow members to win prizes based on how many games they complete across the exhibition.

Each stand with a game included will be provided with 'arcade tickets', which can be handed out to operators once they have completed your game. Ticket allocation is entirely at your discretion and can be tailored to suit your game. For example, you may choose to award one ticket for participating, two tickets for winning, or vary the number of tickets based on score thresholds, such as one ticket for scoring a lower number of points and two tickets for scoring maximum points. To encourage operators to visit as many stands as possible, we kindly ask that no more than three tickets be issued per person per stand and that you do not allow people multiple tries in the same short period. This way, every delegate will be encouraged to attend multiple stands and interact with exhibitors.

For some stand and game ideas, please see here: <https://www.ssauk.com/resource/ssauk-level-up-conference-2026-stand-ideas.html>

Operators can then exchange their collected tickets for prizes at the SSA Prize Desk. We are looking to have five different level of prizes which will be as follows;

### Level 1: 10 tickets

Smaller prizes available, such as notepads, tote bags, retro sweets, stress balls, socks, toys, pens and keyrings

### Level 2: 20 tickets

Medium prizes such as small cuddly toys, torches, water bottles, mini bottles of spirits, tins of sweets, hats or travel mugs

### Level 3: 30 tickets

Medium – large prizes such as wireless and/or portable charges, mini speakers, medium cuddly toys, packs of coffee, umbrellas or fleeces.

### Level 4: 40 tickets

Larger prize such as bottles of wine, fleeces, huge cuddly toys, gift cards, mini arcade game.

### Level 5: 50 tickets

Raffle entry to win a gaming console (such as a PlayStation 5 or Nintendo switch 2)

### Sponsorship opportunities are available as follows:

Level 1 - £300.00 + VAT (Five available)

Level 2 - £300.00 + VAT (Three available)

Level 3 - £300.00 + VAT (Three available)

Level 4 - £300.00 + VAT (Three available)

Level 5 - £400.00 + VAT (One available)

### Sponsorship will include:

- Logo displayed on the SSA UK Prize Desk, aligned with the sponsored prize level
- Promotion in the conference brochure as a sponsor of 'The Level Up Games'
- Opportunity to provide branded merchandise for operators to win – NB, we would require sponsors to provide prizes appropriate for the level. You can provide a mix of prizes at the level you have selected.

### Please note:

- Prizes are not included within the sponsorship fee and must be supplied by the sponsor.
- Prizes supplied should be appropriate for the prize level, and of a sufficient number to allow winners across the two days.
- You may wish to get behind the theme of the event and provide a prize that aligns, such as a (plastic) goldfish in a bag, or a cuddly toy with a logo vest.
- If buying something, allow sufficient time to order and have the stock delivered!

## Advertising

### Pre-Event Conference Brochure A4 Advert - £825.00 + VAT (multiple available)

- The Conference Brochure sets the scene for the 2026 UK Conference
- Distributed to over 2,500 owners, operators, and investors across the UK and Europe
- Advertisements must be full page A4 size only

### Conference Guide A4 Advert - £605.00 + VAT (multiple available)

- The Conference Guide is distributed to all attendees on-site
- Valuable resource during the two days
- Advertisements must be full page A4 size only

### Artwork Deadlines

- Conference Brochure advertising – Monday, 9 February 2026
- Conference Guide advertising – Friday, 10 April 2026

## Trade Show

New for 2026, the trade show will be held across both Halls 1 and 2, and include shell scheme exhibitors, custom-built stands (Platinum), containers and pop-up/drive-up external units. We are offering three different-sized stand space options (single, double or square). Single, single-stacked, double and double-stacked containers with or without stairwells, purpose-built drive-up units and flat-packed storage units are welcome to exhibit.

The Trade Show will open each morning at least 30 minutes before the main plenary room opens. It will remain open for the duration of the event, closing before the Pre-Dinner Drinks Reception on Wednesday evening and at approximately 4.30pm on Thursday. Refreshments and lunch on both days will be served in the Trade Show.

The Halls have ground-level access directly from car park 3 at the Telford International Centre. A forklift truck, pallet truck and trolleys will be available to exhibitors to ensure a smooth and seamless setup. Please note there will be a small charge for use of the forklift truck, which must be booked in advance.

## Build Days

Please note the set-up arrangements for the 2026 event differ from previous years as follows.

### Monday, 27 April

Set up for custom-built stands (Platinum) and Containers ONLY, along with the shell scheme build. Container deliveries will use the loading doors in either Hall 1 or Hall 2, depending on the final delivery schedule. Platinum Sponsors will use the loading doors from Hall 3. We will provide a rota based on exhibit size and location. Set-up must be completed no later than 10.00pm.

### Tuesday, 28 April

All remaining (shell Scheme) exhibitors may set up between the hours of 10.00am and 10.00pm.

### Breakdown

Again, the breakdown arrangements for the Trade Show are different, so please read the following carefully.

### Thursday, 30 April

Platinum Stands (custom-built) and all shell scheme exhibitors MUST break down from the close of the conference and up until 10.00pm. Containers and any external pop-up or drive-up units will not be allowed access on 30 April.

### Friday, 1 May

**ALL** Containers to be collected on 1 May. There is no access for the collection of containers/external units on Thursday, 30 April.

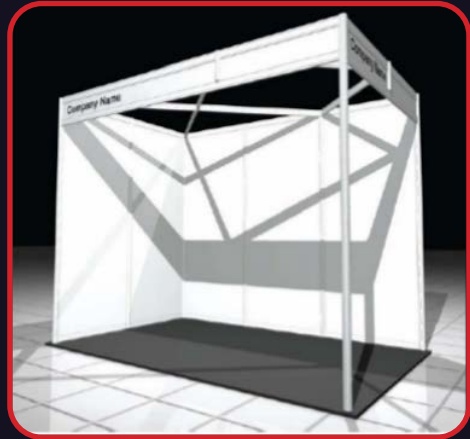
More information will be provided in the Exhibitor Manual, which will be distributed to all booked exhibitors and sponsors in the coming weeks.



## Stand Space Options

### Single Stand £1,995 + VAT

- 51 available
- A basic trade stand within the shell scheme
- 3m x 2m in size for exhibitors to add branding and banners
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - three spotlights per booth mounted on a light track inside the fascia
- Power – one 2-amp socket per booth
- Carpet
- Delegate list (excluding opt-outs) provided before the conference
- Listing on the Trade Show page on the website and in the final Conference Guide
- 2 x full delegate tickets, including access to the Awards Dinner
- Access to standard venue wi-fi only



### Square Stand - £2,995 + VAT

- 8 available
- A basic trade stand within the shell scheme
- 3m x 3m in size for exhibitors to add branding and banners
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - three spotlights per booth mounted on a light track inside the fascia
- Power – one 2-amp socket per booth
- Carpet
- Delegate list (excluding opt-outs) provided before the conference
- Listing on the Trade Show page on the website and in the final Conference Guide
- 3 x full delegate tickets, including access to the Awards Dinner
- Access to standard venue wi-fi only

### Double Stand Space £4,500 + VAT

- 8 available
- A basic trade stand within the shell scheme
- 6m x 2m in size for exhibitors to add their own branding and banners
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - three spotlights per booth mounted on a light track inside the fascia
- Power – one 2-amp socket per booth
- Carpet
- Delegate list (excluding opt-outs) provided before the conference
- Listing on the Trade Show page on the website and in the final Conference Guide
- 4 x full delegate tickets, including access to the Awards Dinner
- Access to standard venue wi-fi only

### Custom Stand Space (POA)

There is scope for larger or open stands. Contact Paige Wild, [pwild@ssauk.com](mailto:pwild@ssauk.com), at the SSA UK, for more details about a bespoke trade stand solution for your business.

### Containers and External Storage Units:

Single Container (or equivalent) - £1,995.00

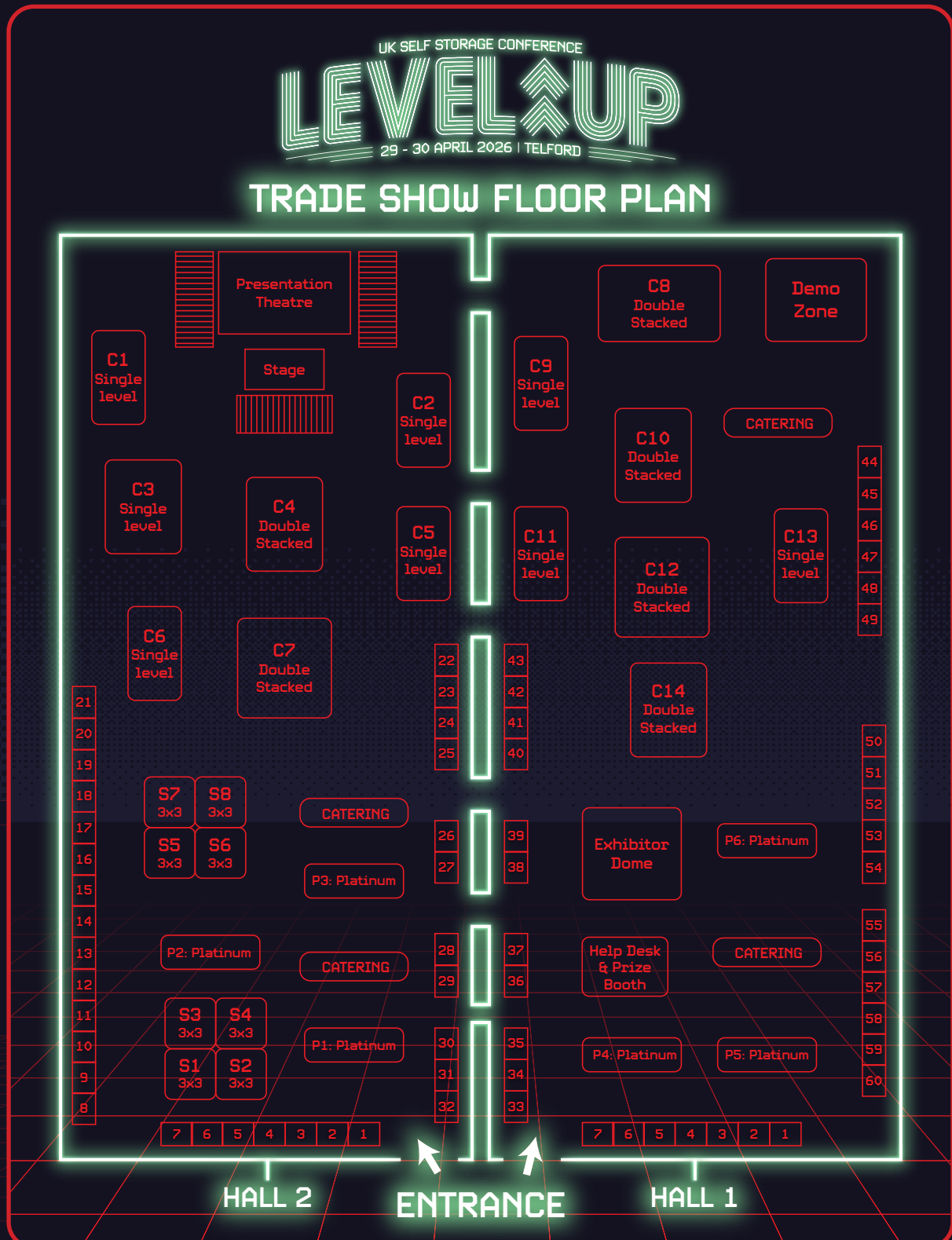
Single Stacked Containers (2 containers total, stacked) - £2,995.00

Double Stacked Containers (side-by-side - 4 containers total) - £4,995.00

Side by Side Flat Packed - £4,995.00

The price includes one full conference ticket for Single Container and Single Stacked Container bookings. Double-stacked and side-by-side flat-packed bookings include two full conference tickets.

Please note: All sites and prices are based on containers/units up to 20ft in length. For oversized units, contact us to discuss bespoke pricing.



Book your sponsorship or trade stand online now at: [ssauk.com/sponsor2026](https://ssauk.com/sponsor2026)